

Active Leicester Strategy

2023-2028 | Turning the Tide on Inactivity



FOREWORD

We believe that sport and physical activity has a big role to play in improving the physical and mental health of the city. It can also support the economy, reconnect communities and build a stronger society for all. Within Leicester, for too long, residents with the most to gain from being active have been the least able to take part.

This situation has been exacerbated in Leicester, largely due to the huge disruption that 2020 caused, and the inequalities that it reinforced, such as those around socio-economic status and ethnicity and, as a result, activity levels have fallen further behind.

Active Leicester – “Turning the Tide on Inactivity” is a new high-level plan that encourages a new way of working to help everyone in Leicester adopt a more active lifestyle, with a particular focus on those who need to be active the most, the city’s inactive population.

There is no quick fix to supporting the city’s inactive population to simply move more. However, we hope this strategy offers a blueprint for organisations delivering services in the city to work differently. We hope it will provide a toolkit, which can be used to underpin and enhance the universal provision and the day-to-day services and programmes that will make a difference to people’s everyday lives.

Cllr Adam Clarke, Deputy City Mayor
Climate, economy and culture

Cllr Sarah Russell, Deputy City Mayor
Social care, health and community safety

**Together we
achieve more,
together we are
Active Leicester**

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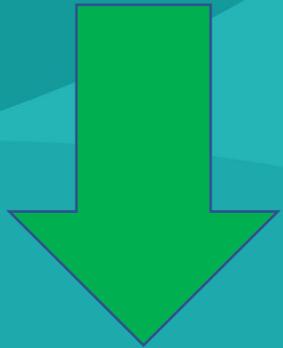
TURNING THE TIDE ON INACTIVITY



2023–2028
STRATEGY

Importance of being physically active

Healthier, Happier & more Prosperous Population



30% in all-cause mortality

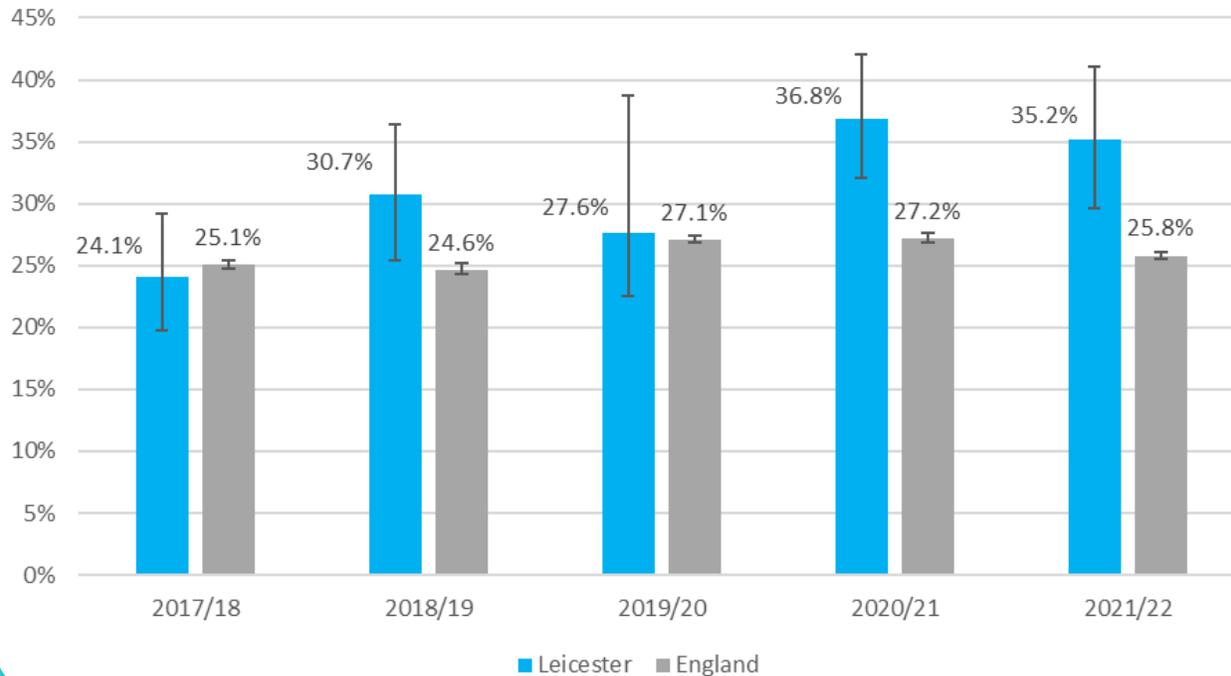
700 preventable deaths in
LLR



£1.4bn worth in social
value in LLR due to
improved health, reduced
crime & better productivity

Leicester Context

Percentage of Inactive (≤ 30 minutes per week) adults (16+)
Leicester and England
2017/18 - 2021/22

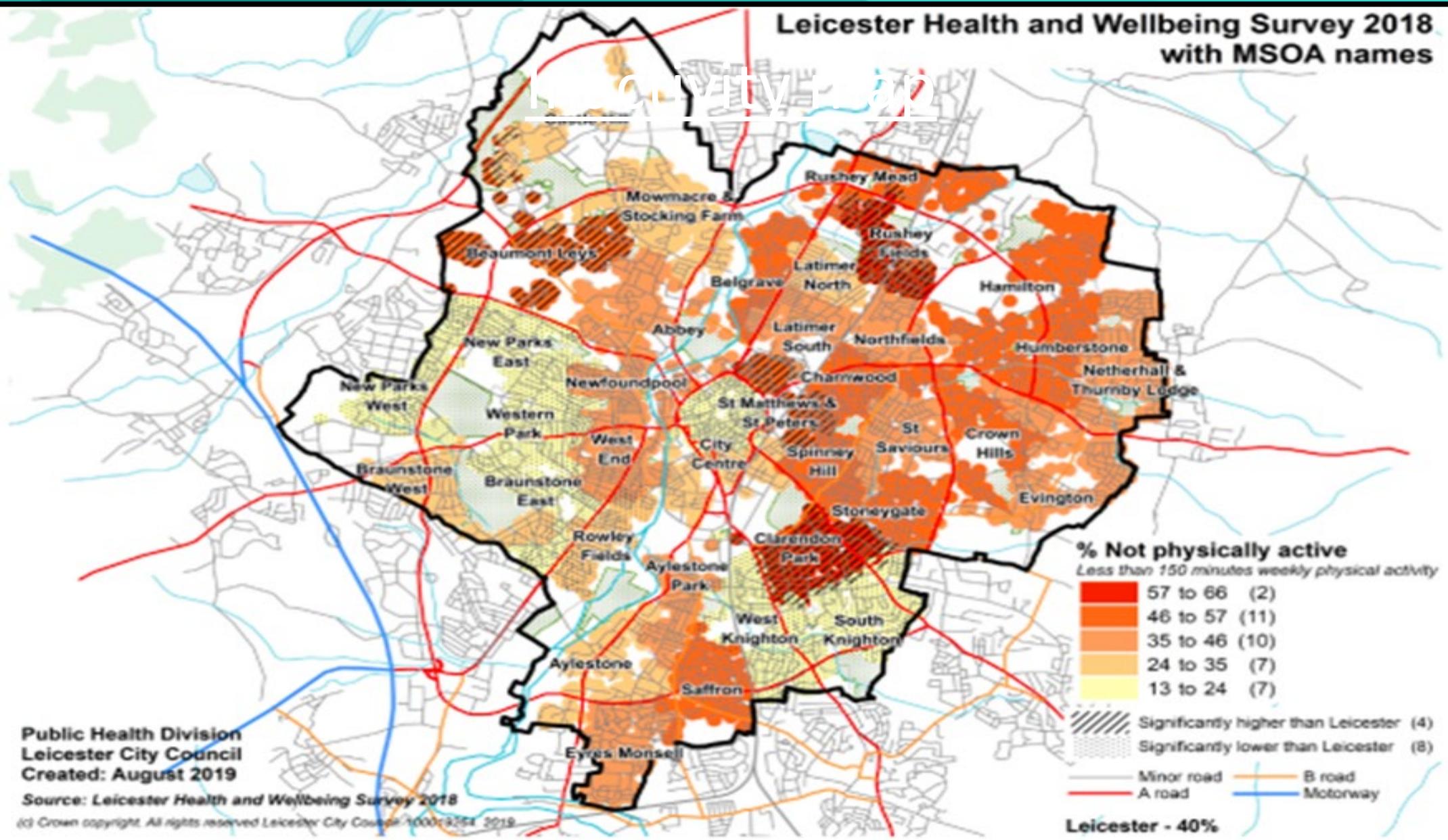


34.5% inactive
Children in
Leicester.

30% in England

Leicester Health and Wellbeing Survey 2018 with MSOA names

Leicester City Map



Public Health Division
Leicester City Council
Created: August 2019

Source: Leicester Health and Wellbeing Survey 2018

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Source: Leicester Health and Wellbeing Survey 2018

Strategy Focus



Cradle to Grave



The Inactive

Framework document with set of guiding principles



Local, informal activity, the social element of being with friends, the non-traditional activity and a family centred approach

2023-2028 | Turning the Tide on Inactivity

Priority Groups



- Areas of high levels of inactivity – as per the map
- Early Year’s Children and Young People
- Women and Girls
- People living in the East of the City and associate as Black/Black British or Asian/Asian British.
- People who tend not to be working.
- Older adults – 65+

Active Leicester Objectives



Active Start
U5 – 18yrs



Active Places
Locality working



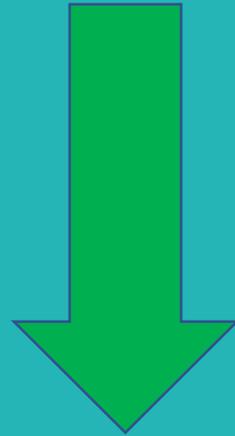
Active
People and
systems



Active
Messaging

Ambitions for next five years

1% YoY

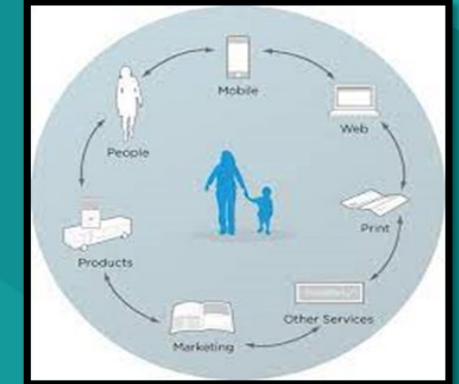


Ideally, back to
pre-Covid levels
of 28%

Active Leicester Response



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SPORT ENGLAND

PI Expansion LUNCH



Thank you and questions

