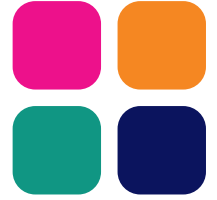
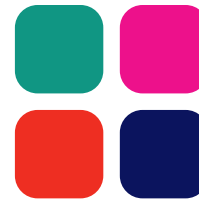




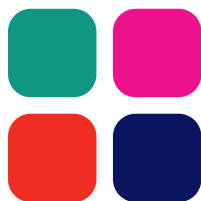
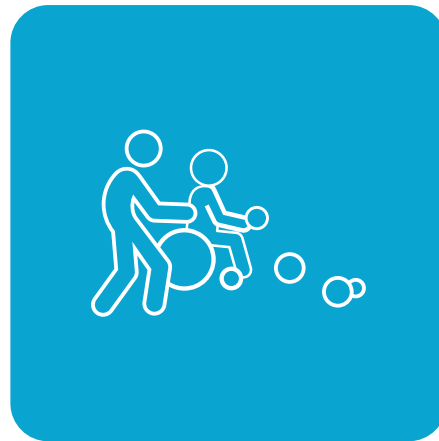
**ACTIVE
TOGETHER
PARTNERSHIP**



PHYSICAL ACTIVITY FRAMEWORK

2022 - 2031

Working across Leicestershire, Leicester & Rutland
to reduce inequalities in Physical Activity



Purpose of this Framework

This strategic framework sets out our message about the importance of physical activity*.

Physical activity is an essential tool in supporting people to live healthier, happier lives. It delivers positive societal outcomes - for example in improving mental health - while reducing negatives such as social isolation and the carbon footprint.

The framework is unique in its ambition to reach those who find it most difficult to be physically active. By identifying the key values, principles and priorities necessary for our sector to raise physical activity levels, we can build greater capacity. In building capacity, we can reduce inequality while working alongside partners in the services they provide to local communities.

The framework is a call for partners working across Leicestershire, Leicester and Rutland to join us in thinking differently as we collaborate in using policy and practice to reduce physical inactivity and reduce inequality. We all have a role to play.



Bev Smith
Chair, Active Together

Our Places

Physical activity can positively change the lives of people of all ages and backgrounds across Leicestershire, Leicester and Rutland. Combined with positive lifestyle choices, for example, healthy eating, avoiding smoking and excessive alcohol, physical activity is a critical ingredient to preventing ill health and staying physically and mentally well across the life course. But supporting people to build physical activity as part of daily lives is challenging and requires differing approaches in different places.

Leicestershire and Rutland counties are predominantly rural. More than 300 settlements are populated by fewer than 10,000 people. There is rural isolation and an aging population. Leicester City, by comparison, has a younger demographic. However, its premature death rate is higher than the England average. Just over two thirds of premature deaths are caused by cancers, cardiovascular and respiratory diseases. Physical inactivity is a contributing factor.

Physical activity levels in Leicestershire, Leicester and Rutland are lower than the national average. There are also growing inequalities in physical activity levels between social classes. Some of our places experience significantly lower physical activity levels than the England-wide average. Rising inactivity levels have been exacerbated by the pandemic. These and many more complex factors highlight the challenge the sector is facing to tackle inactivity and reduce inequality. ✍



*The term physical activity, when used in this document should be recognised as embracing physical activity, sport and everyday movement.

✍ The term means reducing inequalities in the context of access to physical activity* and its contribution to the broader challenge of reducing health inequalities.

Challenges and Opportunities in Leicestershire, Leicester and Rutland

Our residents have told us through our consultation that their activity levels have been hit hard by the pandemic. Alongside our partners we want to play our part and use physical activity to support communities to rebuild, develop wider social and economic benefits and improve the physical and mental wellbeing of individuals.

Our community consultation highlighted a range of challenges and opportunities that we need to collectively respond to.

Challenges

Our communities are less physically active because of the pandemic.

Our residents feel less physically capable to undertake physical activity because of the pandemic.

The general strength and conditioning of our residents to complete every day activities has declined because of the pandemic.

Residents have told us that the biggest barriers to being active are time, access to local opportunities and their own physical / mental health.

Opportunities

During the pandemic more residents recognise the importance of being physically active.

Improving and maintaining good mental and physical health are our residents' greatest motivations for being physically active.

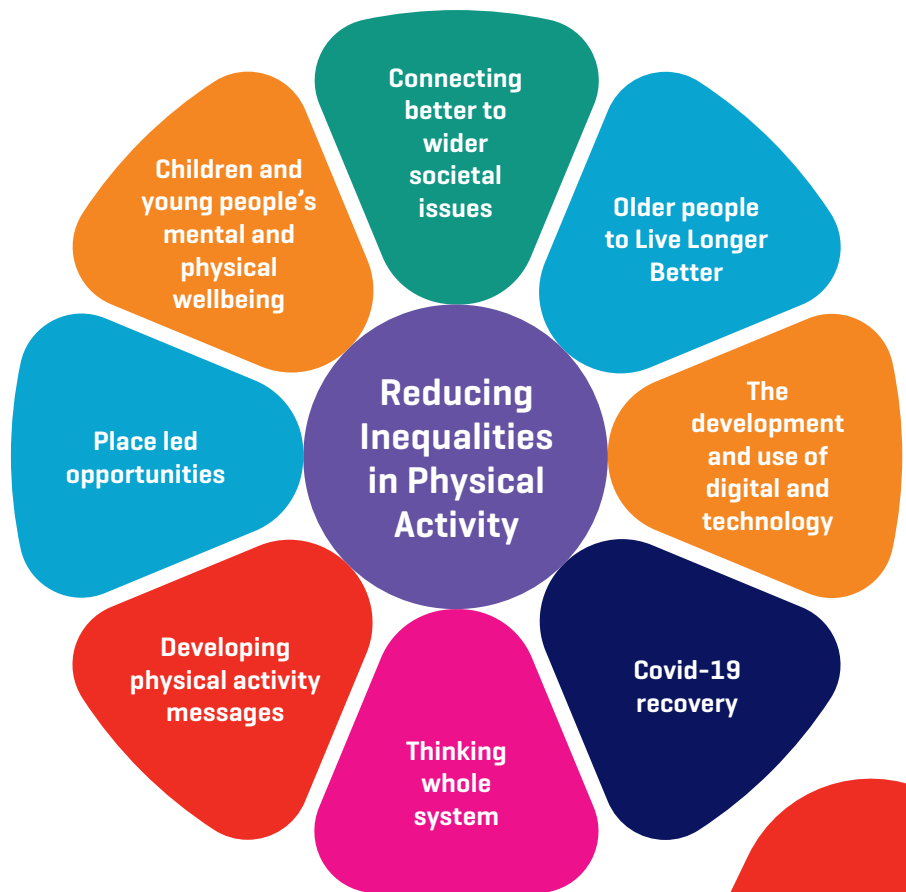
The greatest influences on our residents physical activity choices are place, family and friends.

Residents have stated a clear intention that they want to make healthy lifestyle changes.

Our Partners Priorities

From listening to our partners and communities we have developed a better understanding of what is important and what priorities we should focus on to make a difference to people's lives.

Our key priorities for the next decade are to encourage people to move more by supporting:



2022 to 2031 – Framework Summary

Outcomes
The difference we want to make

More People
Regularly taking part in physical activity.

Better Health
Improving physical and mental wellbeing, especially for our most inactive people.

Connecting Communities
Where people and places connect and thrive through moving more and being active.

Vision
Where we want to get to

Leicestershire, Leicester and Rutland: a place where physical activity is part of daily life, leading to people living healthier and happier lives.

Values
Shape our behaviours and attitudes

Inclusive
We make decisions that are fair, equitable and that focus on reducing inequality.

Innovative
Our practice is creative, scalable and sustainable.

Inspiring
Our energy and enthusiasm motivates our communities to move more.

Inquisitive
We are keen to learn, ask questions and are curious about alternative solutions.

Principles
Shape the way we operate

Be Dynamic
Have a flexible and agile approach that responds to the changing environment.

Be Brave
Challenge the blockages to progress and take calculated risks to find the right solutions.

Learn from Everything
Learn and reflect on all our work and seek to continuously improve.

Work as a System
Tackle complex challenges through partner collaboration and trust.

Ways of Working
Help us connect and deliver for our communities

Connecting and Collaborating
We will recognise the complexity of our mission and develop common purpose with partner organisations.

Putting People and Place First
We will put the community at the centre of the work. "Nothing to us, without us".

Thinking Long Term
We will over time strive to tackle the root causes of barriers to being physically active.

Prioritise Reducing Inequality
We will channel our resources, energy and time to those whose lives will benefit most.

Priorities

What we will do

1. Our People

Working across the Life Course

We will work together to reduce inequality and create safe opportunities for the least active, right across the life course.

Building a Skilled and Representative Workforce

We will develop a flexible and agile physical activity workforce that is responsive to and representative of our local communities.

Developing our Leaders

We will work to address the diversity challenge and lack of representation in leadership and governance positions.

2. Our Places

A Place Led Approach to Delivery

We need to work with local communities to find local solutions to support residents be more physically active.

Developing an Active Environment

We will work with our partners to create a high quality network of formal and informal spaces to live, work, travel and play.

Reducing our Carbon Footprint and the impact of the Sector on Climate Change

We need to help shape consumer and partner behaviour to make a greater contribution to tackling climate change.

Raising the profile of the 'sporting' assets in Leicestershire, Leicester and Rutland

We will promote our sporting assets and help local communities to benefit from their wider health, social and economic impacts.

3. Our Partnerships

Working as a System

We will work with key system partners to consider their role and how they facilitate physical activity in everyday life, contributing to reducing inequality.

Extending and Strengthening the reach of our Sector

We will identify new partners, services and organisations, that can play a role in increasing the opportunities for people to be active and move more in their everyday lives.

Physical Activity supporting Health, Economic Prosperity and Inclusive Growth

We will champion the value of physical activity to contribute to Leicestershire, Leicester and Rutland's health and economic prosperity.

1. People Priorities

Engaging both inactive and active people and supporting the workforce are critical to building healthy, more active communities across Leicestershire, Leicester and Rutland. Facilitating both individual and organisational behaviour change is challenging. Ensuring that changes are led by people in our communities and local organisations will help build the foundations leading to better access to local opportunities.

1. Our People

1.1. Working across the Life Course

We will ensure that our approach to tackling inequality and creating opportunities for the least active, runs right across the life course.

- **Best Start in Life** - we will work with early years, education, health and other partners to create and sustain positive physical activity experiences for children and families.
- **Staying Healthy and Well** - we will champion for physical activity to be an integral part of healthy living, through both a universal and a targeted offer to all adults and communities.
- **Living and Aging Well** - we will ensure that there is a range of bespoke physical activity opportunities throughout Leicestershire, Leicester and Rutland designed to keep older people healthy through their later years.

1.2. Building a Skilled and Representative Workforce

Our paid and unpaid workforce are the lifeblood of our sector. We want to develop a flexible and agile physical activity workforce that understands and is responsive to the needs of our local communities. To do this we need to build a workforce that is representative of our communities and that are supported to acquire the right skills needed to develop local opportunities, sustain and grow their organisations and develop sustainable careers.

1.3. Developing our Leaders

Leaders and leadership should come from all parts of our community. We want to tackle the diversity challenge and lack of representation in leadership and governance positions within our sector. We want to identify potential local leaders and champions, embedded in the social fabric of their local communities, that better understand how to address the inequality of physical activity opportunities that exists.



Did you know?

62.7% of adults (aged 18+) in Leicestershire, 65.9% of adults in Leicester and 65.3% of adults in Rutland are classified as overweight or obese compared with 62.8% nationally.

Public Health England, 2019/20.

2. Places Priorities

Leicestershire, Leicester and Rutland is a very diverse but vibrant place to live. Within Leicestershire, Leicester and Rutland there are many individual places and communities with their own unique characteristics and challenges. These priorities seek to recognise and respond to the assets and needs of our places. The places and spaces around us, and in which we live, travel and work, influence when, where and how we move and engage with being physically active.

System partners, when supporting local people, must recognise their immediate local environment, and be agile to adapt to local circumstances, be that from a county, city, district, or neighbourhood perspective.

2. Our Places

2.1. A Place Led approach to Delivery

We need to work with local places to find local solutions to support communities be physically active. Our challenge is to understand the issues that impact on the daily lives of our communities. We need to learn, with our partners, what it takes to deliver on the principles enshrined in “nothing to us, without us”, making best use of community assets and skills.

2.2. Developing an Active Environment

We need a high quality network of formal and informal spaces to live, work, travel and play. Our built environment of homes, streets, open spaces and workplaces should be designed to encourage people to move and be active. Our leisure and sport assets should be accessible, local and of the very best quality to drive and respond to local need.

2.3. Reducing our Carbon Footprint and the impact of the sector on Climate Change

This is one of our greatest challenges as a society. We need to act and not underestimate the role the sector can play in contributing to Net Zero and role modelling new consumer and organisational behaviour changes. We need to investigate ‘greener’ provision in our services and help shape consumer and partner behaviour in making a greater contribution to tackling climate change.

2.4. Raising the profile of the ‘sporting’ assets in Leicestershire, Leicester and Rutland

We will celebrate our ‘Places’ and raise the profile of our sporting assets. We want our communities to be proud of the place they live. We are a premier sporting location, helping local communities to benefit from the wider economic, social and health benefits of these sporting assets.



Did you know?

The population of Leicestershire, Leicester and Rutland is projected to grow from 1,093,183 to 1,216,705 by 2031, an increase of 11.3%.
[ONS, 2018].

3. Partnerships Priorities

Leicestershire, Leicester and Rutland physical activity partners have identified the following priorities that will inform policy and practice over the next 10 years. The golden thread that runs throughout, is our collective action to reduce the inequality of access that exists, and to increase the physical activity levels of our least active communities. Focusing resources and our energy on the dual challenge of reducing inequality and inactivity requires good leadership and changes in behaviour beyond badges, borders, egos and logo's.

3. Our Partnerships

3.1. Working as a System

Getting people to move more is not just the responsibility of the physical activity sector. We need our system partners to consider their role and how they facilitate physical activity in everyday life. Connecting with partners in the system such as health, education, housing, workplaces, private and voluntary sector organisations as well as supporting collaboration at a local level will contribute to reducing inequalities.

3.2. Extending and Strengthening the reach of our Sector

We will be proactive and extend our reach and connections to new partners, services, and organisations, that can play a role in increasing the opportunities for people to be active and move more. We will encourage our sector to look outward to develop new relationships, become system leaders and advocate the power of physical activity.

3.3. Physical Activity supporting Health, Economic Inclusion and Prosperity

We need to ensure that local policies and strategies build a foundation, where the benefits of physical activity, such as the savings in relation to health spend, reduced social isolation, increased skill development and boosting workplace productivity are recognised as key economic benefits. We will champion the value of physical activity to contribute to Leicestershire, Leicester and Rutland's health and economic prosperity.

"Improving health and wellbeing for all local people will be at the heart of our work as a new Integrated Care System. We will do this through collaboration and will focus in particular on the inequalities which currently exist. There is no doubt that physical activity can offer many benefits to individuals and communities. We therefore support and look forward to working with the Leicestershire, Leicester and Rutland Active Together Partnership."

*David Sissling, Independent Chair
Leicester, Leicestershire and Rutland Integrated Care System*



Did you know?

34.7% of respondents from a local residents survey reported doing less physical activity compared to their pre-Covid-19 levels.

Active Together, Resident Survey, 2021.

Leadership and Collaboration

Our local services and sector partners need to share responsibility and work in harmony to make physical activity an easy choice for all our local communities.

Reducing levels of inactivity is a complex challenge and there is no one single organisation or service that can provide the solution on their own. With the economic, health and environmental challenges that lie ahead, the way forward requires inactivity to be viewed as a system wide responsibility to be tackled by a collaborative leadership approach involving shared resources and a broad range of skills and expertise.

It is the collective power of collaboration that will make the difference over the longer term.

The partnership needs to lead, nurture and develop better collaboration as well as taking a system led approach to tackling inequality and widening access and opportunity for physical activity.

Call to action

We need our key partners and wider network to raise the profile and health benefit of physical activity. We need our partners and supporters to lead, connect and adopt collaborative practices that, focus on reducing inactivity and tackle the inequalities of access.

This requires developing relationships and leading across organisational boundaries to share the complex challenges of improving the physical and mental health of our communities.

To deliver this framework, we will:



“Only together can we achieve our vision of Leicestershire, Leicester and Rutland being a place where physical activity is part of daily life, leading to people living healthier and happy lives.”

Bev Smith

Chair, Active Together



Did you know?

Over a quarter of adults [29.4%] aged 16+ in Leicestershire, Leicester and Rutland are physically inactive [undertake less than 30 minutes physical activity a week].

Active Lives Adult Survey, May 2020-21.

Building Success

Our success has traditionally been measured against national and local headline indicators.

These provide us with a numerical understanding of our work, but don't necessarily reflect our wider impact. Headline data doesn't always capture change within communities, policies, and organisations.

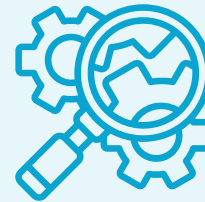
We know that physical activity improves health, connects communities, brings people together and makes a significant economic contribution. We will continue to measure that impact.

But our goal is also to build a shared understanding of the processes and systems needed for positive change in local communities. Success should also represent increasingly relevant, local and enjoyable opportunities for people to move more in their daily lives.



Developing our Learning Culture

- We will embed a learning culture in our teams and our network to support continuous improvement.
- We will be brave, unafraid to take action and will learn from our mistakes.
- We will turn that learning into action needed to develop new insight and improve decision making around investment.
- We will ensure our approach is meaningful to partners and communities.
- We will promote and facilitate opportunities for partners to share and colleagues to connect, exchange and develop our learning on an ongoing basis.
- We will create time and capacity to make evaluation more central to our work.



Understanding our Impact

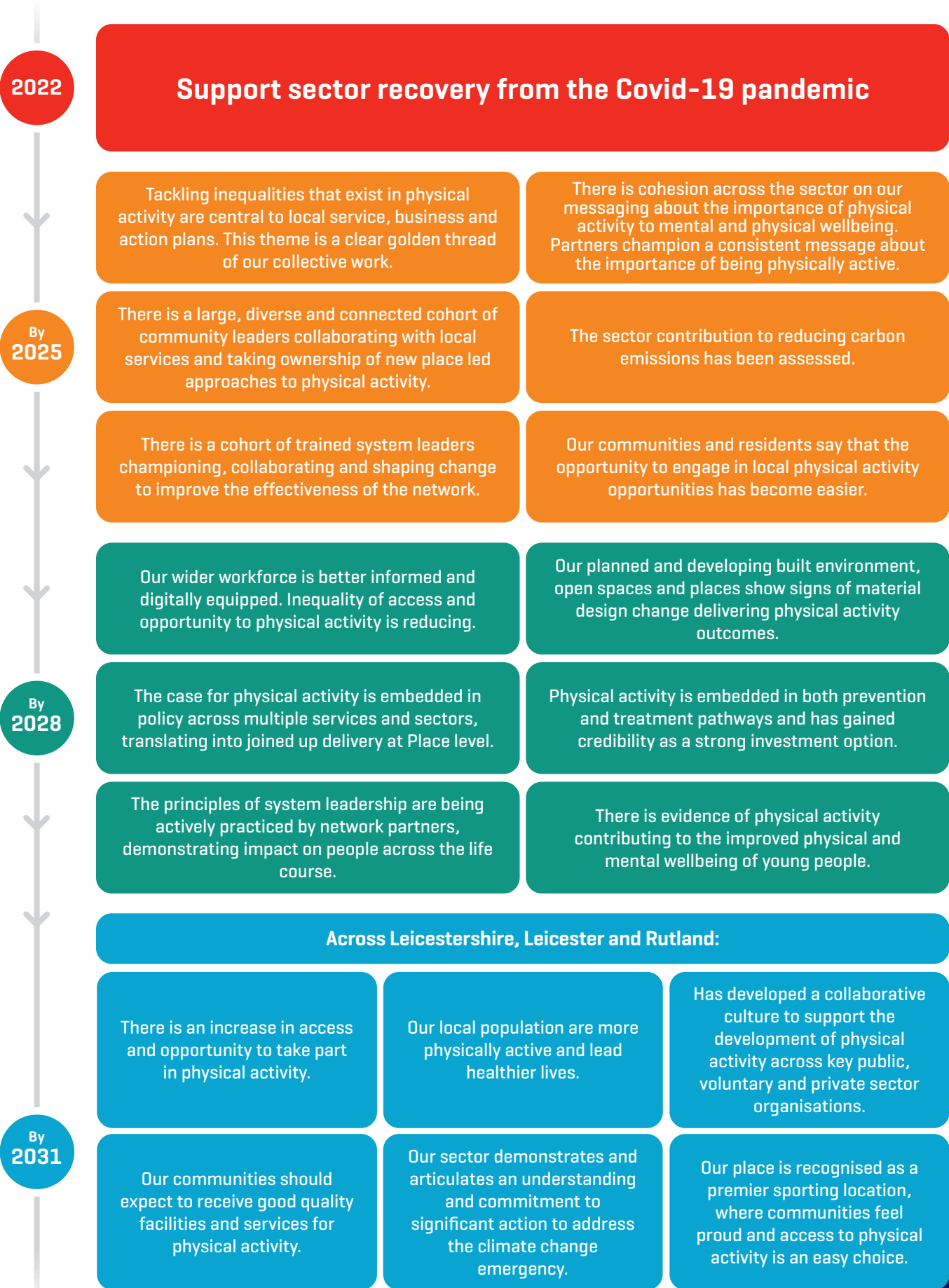
- We will continually review action which has the greatest impact on reducing inequality, increases opportunity and widens access to physical activity.
- We will place increasing value and awareness on relationships as we recognise the impact of collaboration in reducing physical inactivity in our communities.
- We will further measure the impact of our actions and investments as we better understand the value of our interventions to tackle physical inactivity and reduce inequality.
- We will refine our methods of understanding of the impact of our online and offline messaging and campaigns. We recognise the power of communication to influence behaviour change.



Did you know?


Improving physical activity levels among residents in deprived areas could help to tackle the life expectancy gap between the least and most affluent areas in Leicestershire, Leicester and Rutland. [ONS, 2009-2013].

Milestones to Success





SportPark, 3 Oakwood Drive,
Loughborough, Leicestershire, LE11 3QF

 01509 564888

 info@active-together.org

 www.active-together.org

CONNECT WITH US:



For our Leicestershire, Leicester
& Rutland residents:

@ActiveLLR

For our partners:

@ActiveLLROrg