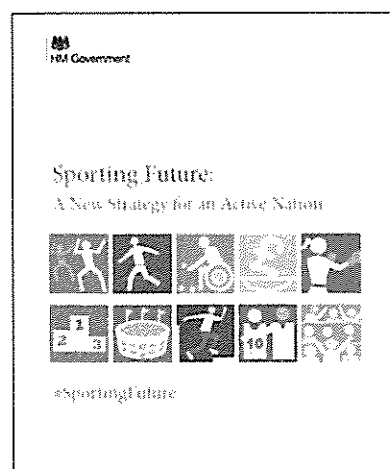


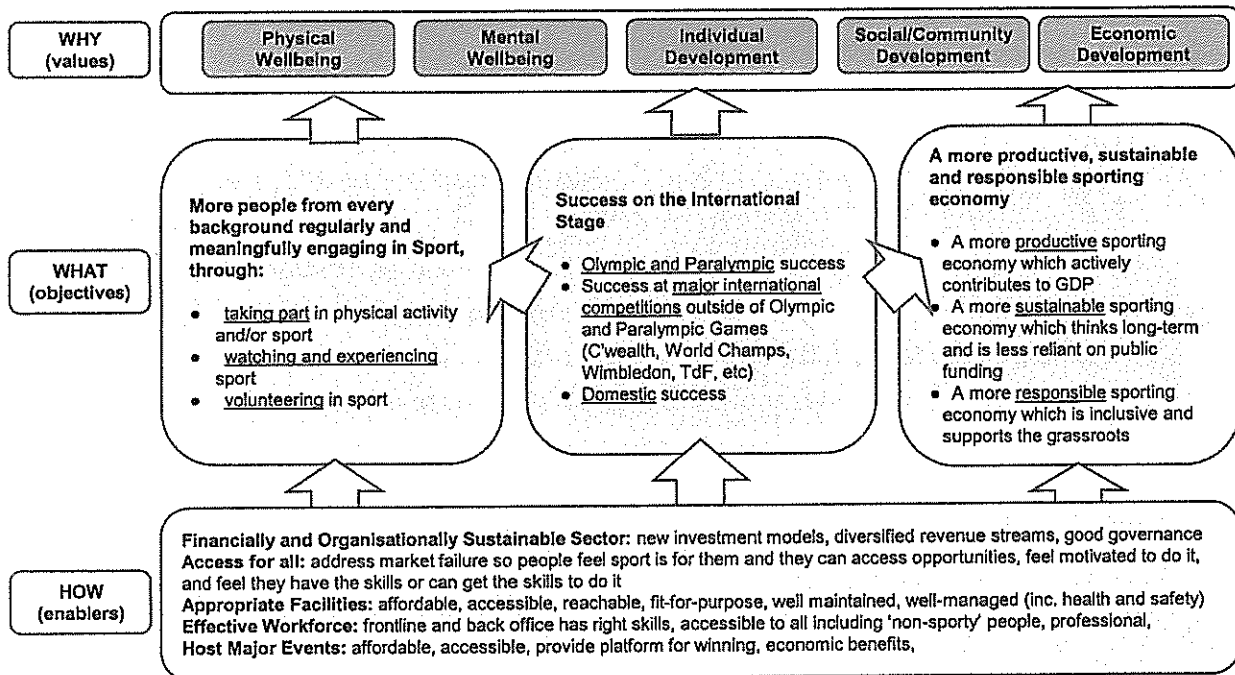
DCMS Sport Team

Who we are. What we do.

Sporting Future: A New Strategy for an Active Nation

- Nearly four years on since publication (Dec 2015)
- Marked a significant shift in govt policy.
- Aim to have more people regularly and meaningfully engaging in sport and physical activity
- 5 key outcomes: physical & mental wellbeing, individual & community development and economic development
- Tackling inactivity & underrepresented groups
- New approach to measurement - Active Lives





Sport team priorities

1. Increasing participation in sport and physical activity
2. Getting more children active and improving school sport
3. Closer working with other government departments where sport and physical activity play a key role- i.e. health and transport
4. Sport Integrity and Safety
5. Elite Sport
6. Using Sport to promote global Britain
7. Continue to work with our four ALBs to deliver all of the above

Participation - Sport England

- Vision: *everyone, regardless of age, background, or level of ability feels able to engage in sport and physical activity*
- Published its *Towards an Active Nation* strategy in May 2016
- Investing over £1bn of Exchequer and Lottery over 2017-2021
- Over £560m supporting over 2,500 organisations since May 2016, funding activity across 85 different sports
- c250 staff based primarily in Bloomsbury, London
- CEO - Tim Hollingsworth (from 19 Nov 2018; former CEO of British Paralympic Assoc)
- Chair - Nick Bitel (CEO London Marathon; solicitor)
- Board - Chair, Vice-Chair and 10 Board Members; meets at least 6 times each year; signs off investments of £2m+

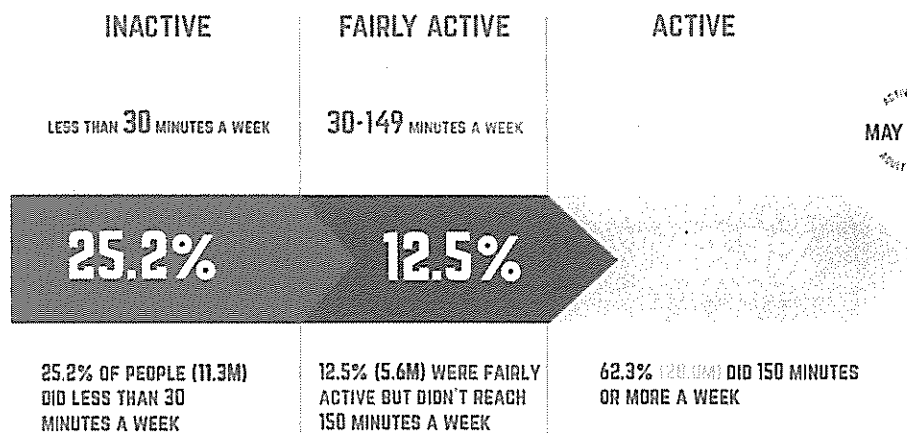
LEVELS OF ACTIVITY

- Adults



HEADLINES

Our data shows that just over 6 in 10 adults (28.0m) gained the health benefits from achieving 150+ minutes of activity a week.



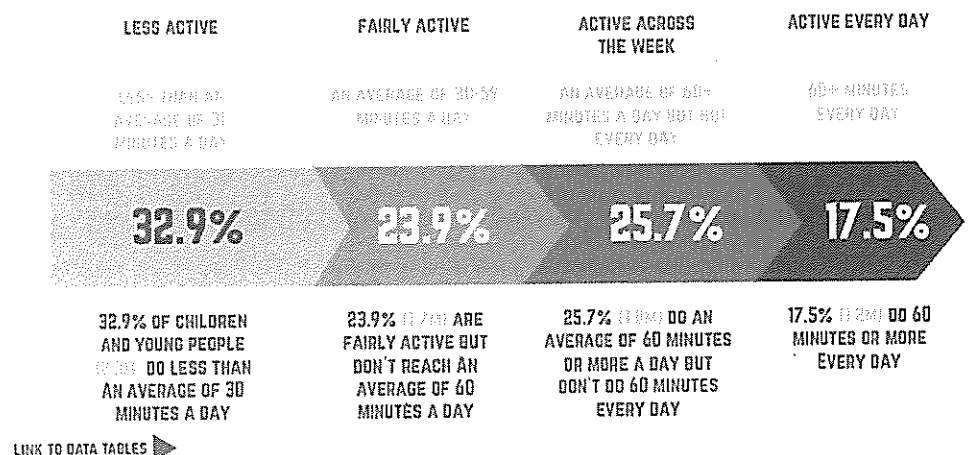
LEVELS OF ACTIVITY

Children & Young People



HEADLINES

Our data shows that 17.5% of children and young people (1.2m) are meeting the current Chief Medical Officer guidelines of taking part in sport and physical activity for at least 60 minutes every day. A further 25.7% (1.8m) sit just below this threshold, taking part on average for 60+ minutes a day across the week, whilst 32.9% (2.3m) do less than an average of 30 minutes a day.



Building the evidence base for the impact of sport and physical activity on our 5 outcomes

- Strongest correlation is impact on physical and mental wellbeing - weakest is individual and community development (areas of focus for future)
- Physical activity, including sport, is linked to reduced risk of over 20 illnesses, including cardiovascular disease and some cancers
- Taking Part in regular sport can save between £1,750 and £6,900 in healthcare costs per person.
- Not a cure for everything, but there are wider impacts across government policy areas.

Increasing children's participation in sport and physical activity

- Active Lives Children survey - world-leading in scale and scope.
- Sport England investing £194m into children and young people (2016-21) including:
 - Families Fund (£40m over 4 years; ~£22m already allocated)
 - School Games (£11m per year, with £7m from DHSC)
 - Satellite Clubs (£34m over 4 years + £2m targeted)
 - Teacher training (£13.5m over 4 years).
- School Sport and Activity Action Plan (published July 2019). Joint strategy (DHSC, DfE, DCMS) setting out high level ambitions. Full document to be published (TBC).
 - All children to have access to 60mins+ activity per day, in school and outside.
 - All provision focused around physical literacy (confidence, enjoyment, competence) and reaching least active groups.
 - Teachers, parents, sports organisations and communities working together.

Data and Digital innovation

Overall aim is to use data and digital innovation to address barriers to participation.

Projects include:

- **Sport England/ ODI Open Data project:** aim to improve awareness and access to sporting and physical activity opportunities.
- **Digital Transformation strategy:** Sport England working on plans to use digital innovation more broadly to encourage people to engage in sport in different ways.
- **DCMS forum:** will bring together experts to produce a report for ministers on current barriers and recommendations for govt intervention.

Joined-up working across Government

- **Department for Education** on school sport, including PE & Sport Premium (£320m per year to primary schools) swimming and cross-cutting projects like the School Games.
- **Department of Health and Social Care** on health, Childhood Obesity Plan, social prescribing.
- **Department for Transport** on active travel and bikeability for children
- **Department for Environment, Food & Rural Affairs / Ministry of Justice / Home Office / Ministry of Housing, Communities and Local Government** on outdoor recreation, reducing recidivism, crime reduction and social integration.
- **Department for International Trade** on sport economy and export promotion (e.g major events).

Elite sport - UK Sport

- **Vision:** A nation inspired by Olympic and Paralympic success
- **Mission:** Driving and showcasing British medal success on the world stage
- Strategic investment of over £500m of Exchequer & Lottery funding over 2017-2021 to support Team GB's Olympic & Paralympic medal potential and to deliver world class sporting events.
- Olympic & Paralympic athletes will receive up to £345m in the run-up to Tokyo 2020, supporting at least 37 sports and supporting over 1,100 athletes
- c.125 staff based primarily in Bloomsbury, London
- CEO - Liz Nicholl CBE, Chair - Dame Katherine Grainger (former Gold medal-winning Olympic Rower)
- Board - Chair, Vice-Chair and 10 Board Members; meets at least 6 times each year; establishing and taking forward the strategic aims and objectives of UK Sport

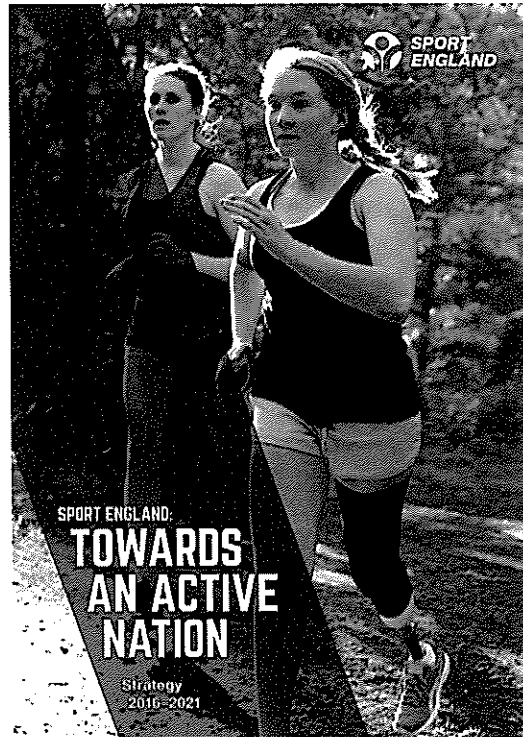
Sport Integrity and Safety


- **Vision:** to create a more productive, sustainable and responsible sport sector, by:
 - Promoting clean sport (UKAD)
 - Ensuring our major sports grounds are safe (SGSA)
 - Looking after the wellbeing and welfare of people participating in sport
 - Ensuring sport meets its responsibilities on protecting children and adults at risk
 - Promoting responsible governance in sport.
- Major milestones:
 - Tailored review of UK Anti-Doping
 - International Partnership Against Corruption in Sport
 - Duty of Care in Sport report
 - Code for Sports Governance
 - Mental Health and Elite Sport Action Plan

Using Sport to promote global Britain

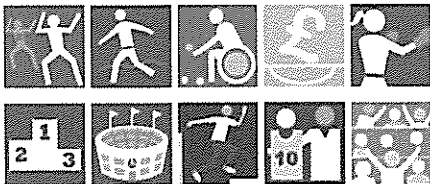
- **Vision:** to maximise the impact of major events and use sport to promote to the world
- **Staging** major sporting events: 2019's Cricket World Cup, Netball World Cup, Solheim Cup, EURO 2020, 2021 Rugby League World Cup. Possible future opportunities (e.g. 2030 World Cup and Ryder Cup).
- Maximising the **export and trade** opportunities presented by our hosting major events, and procurement opportunities for UK business in global sports events.
- Sport can help underpin **cultural diplomacy**, with *Sporting Future* of interest to other Governments and sports agencies.
- Work with international partners to promote **clean sport and anti-corruption**.

Questions?



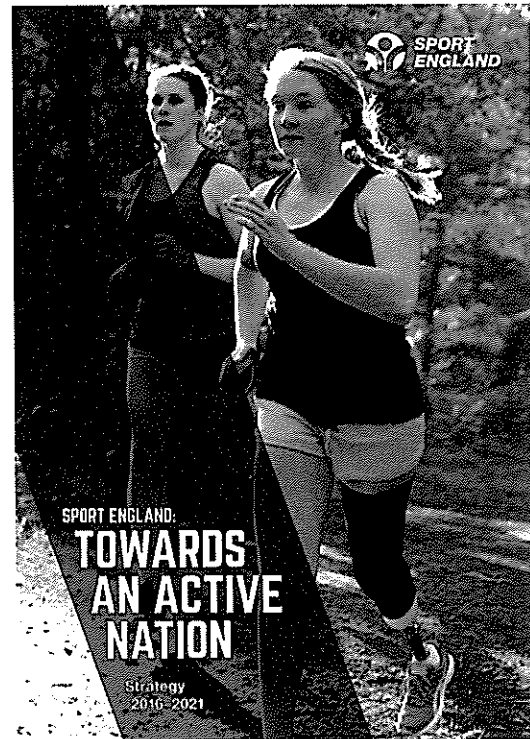
 HM Government

Sporting Future:
A New Strategy for an Active Nation



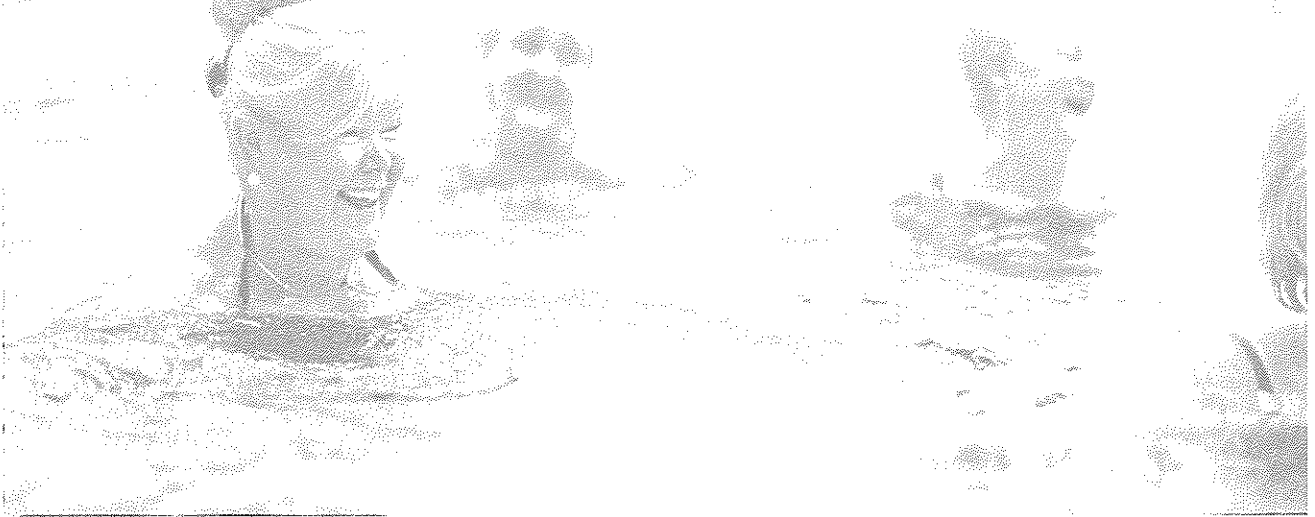
#SportingFuture

December 2015

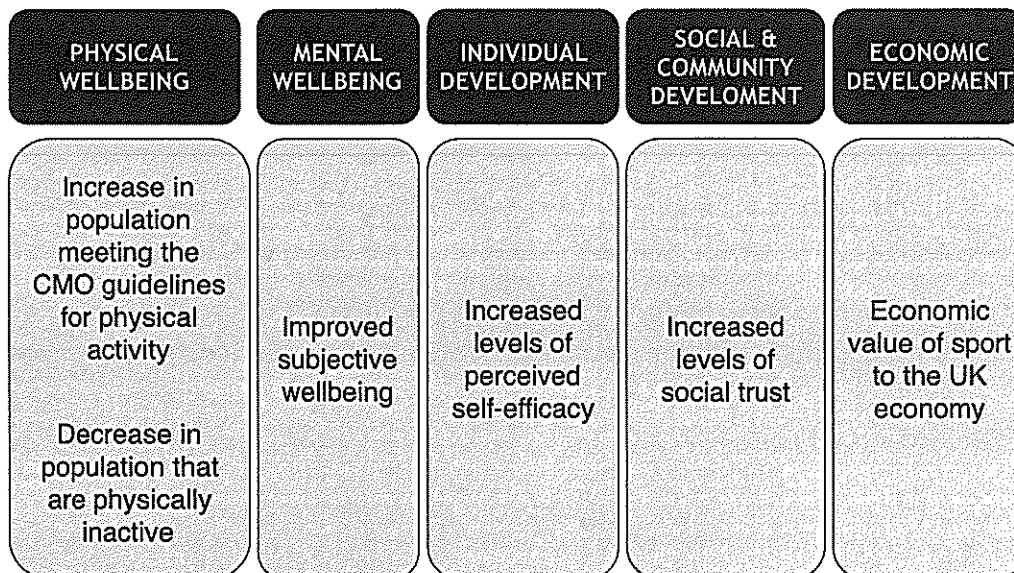


Our Vision

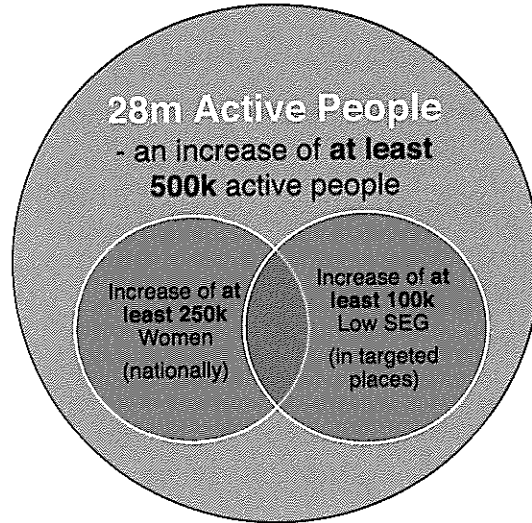
We want everyone in England- regardless of age, background or level of ability - to feel able to engage in sport and physical activity. Some will be young fit and talented, but most will not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.



The reasons why – ‘outcomes’

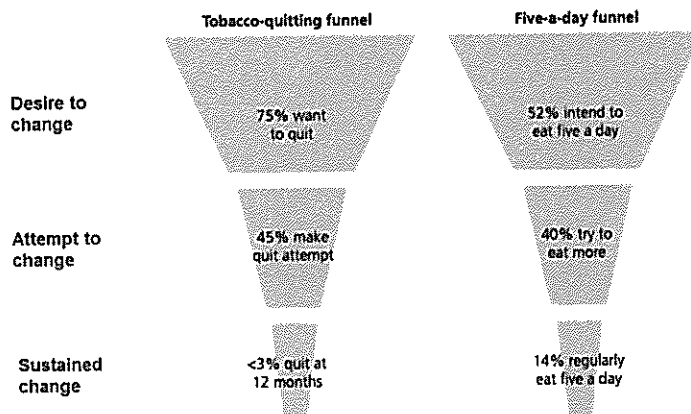


These figures are focus of our agreed targets
...with a focus on under-rep groups and their outcomes:



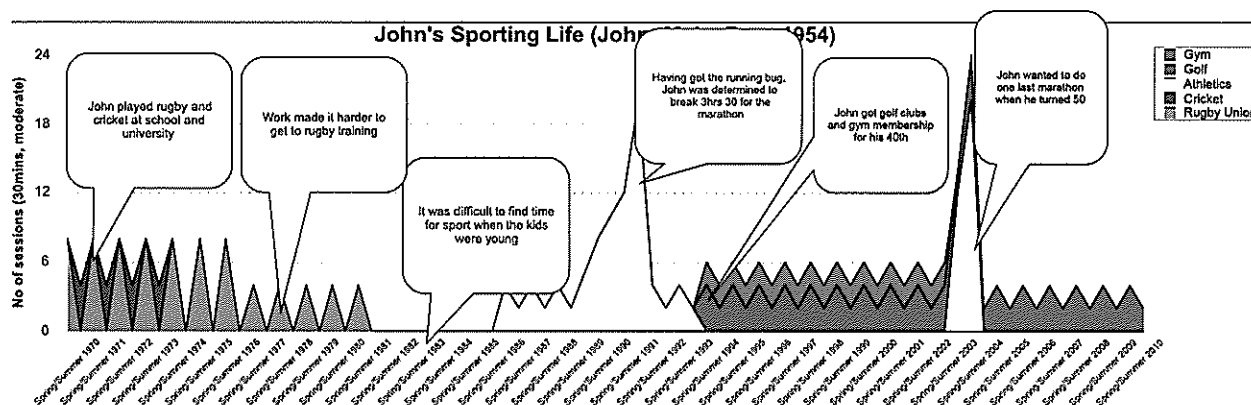
What it takes to create change at scale

Case studies of major behaviour change programmes show us that real sustained change is hard and conversion rates are low

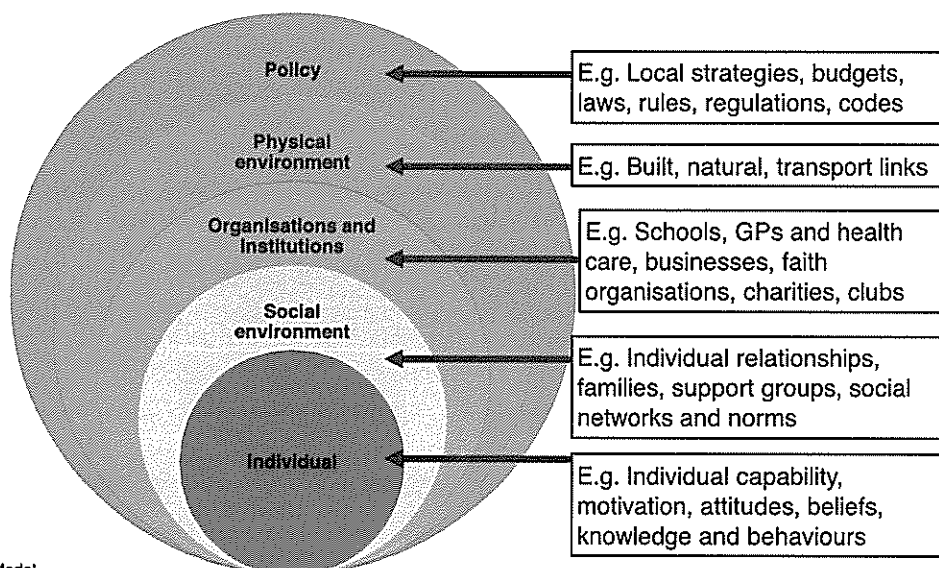


Individual sporting biographies are more complex than a single sporting habit for life

Seasonal variation, fluctuating levels of activity with some breaks, and different activities are the norm

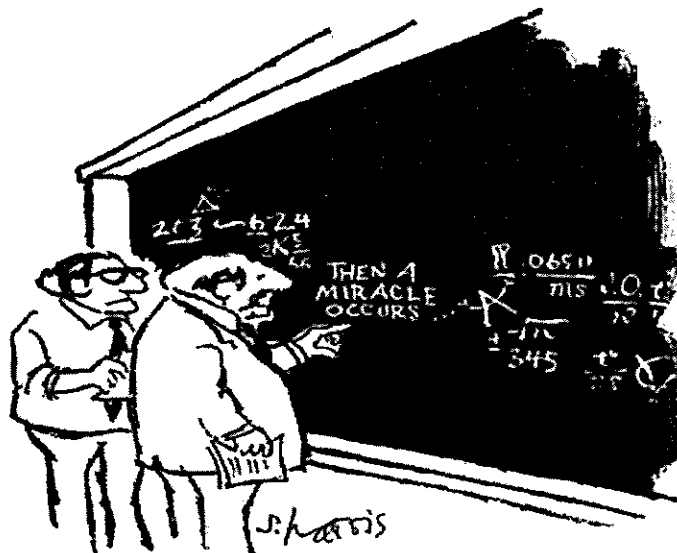
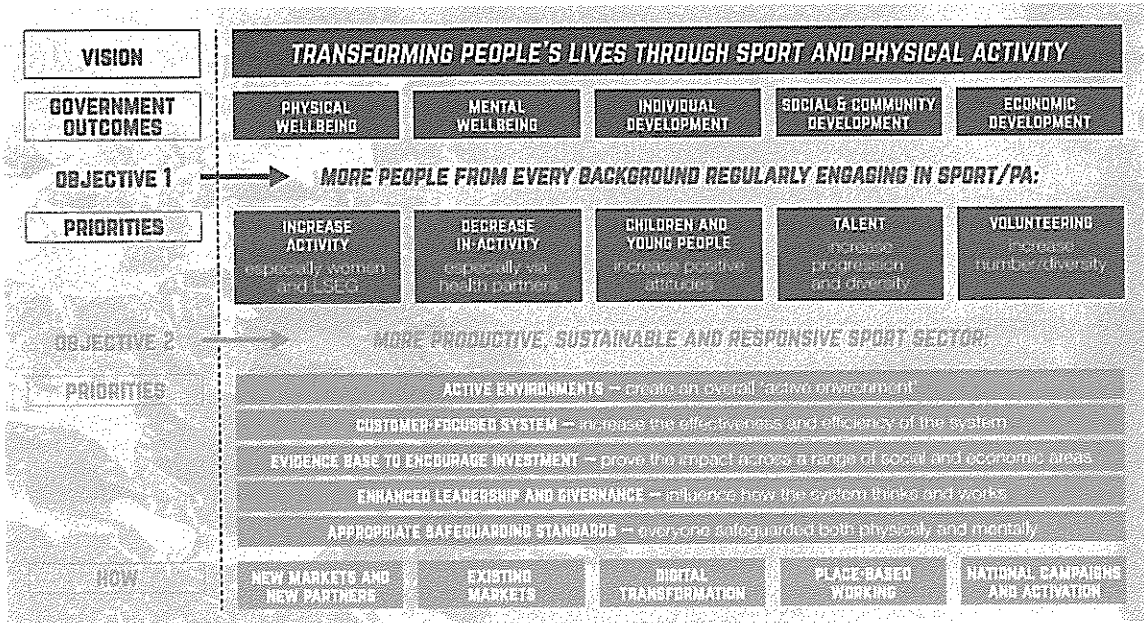


Supporting people to live active lives means we need to think about the ecosystem of influences



Source: Social-Ecological Model

Sport England's Strategy



"I think you should be more explicit here in step two."

Demonstrating value and impact



EVALUATION FRAMEWORK

DESIGN PHASE

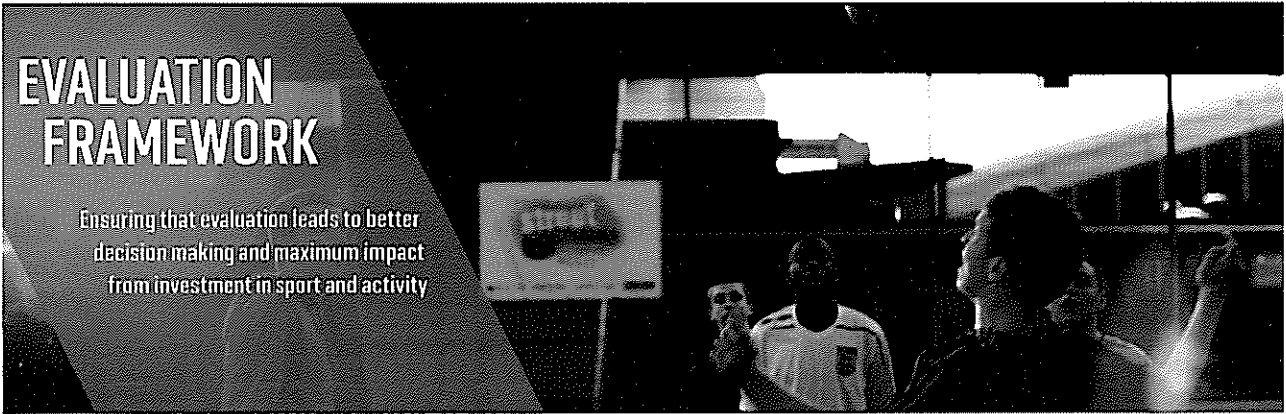
IMPLEMENTATION PHASE

LEARNING PHASE

TOOLS & RESOURCES

EVALUATION FRAMEWORK

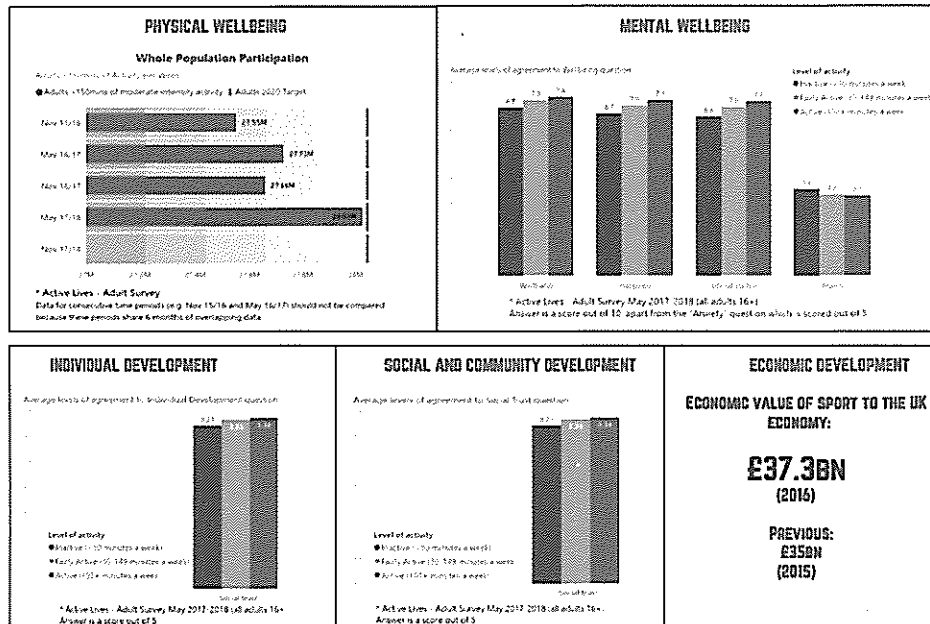
Ensuring that evaluation leads to better decision making and maximum impact from investment in sport and activity



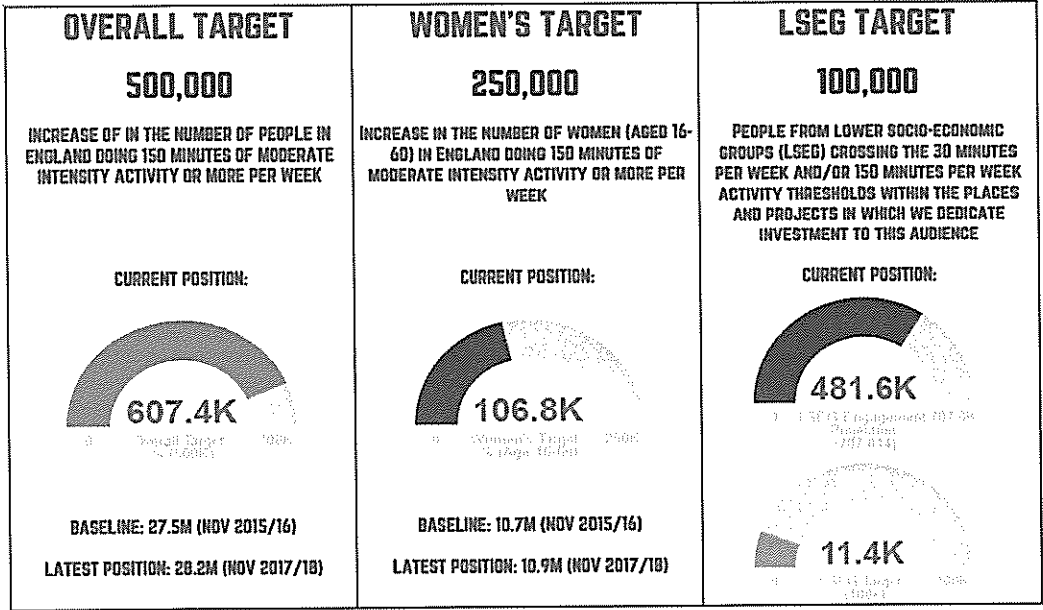
NEW! EVALUATION FRAMEWORK: THE ESSENTIALS

New to evaluation? Short on time? Need a handy reference? Then our new one-page Framework summary is the place to start.

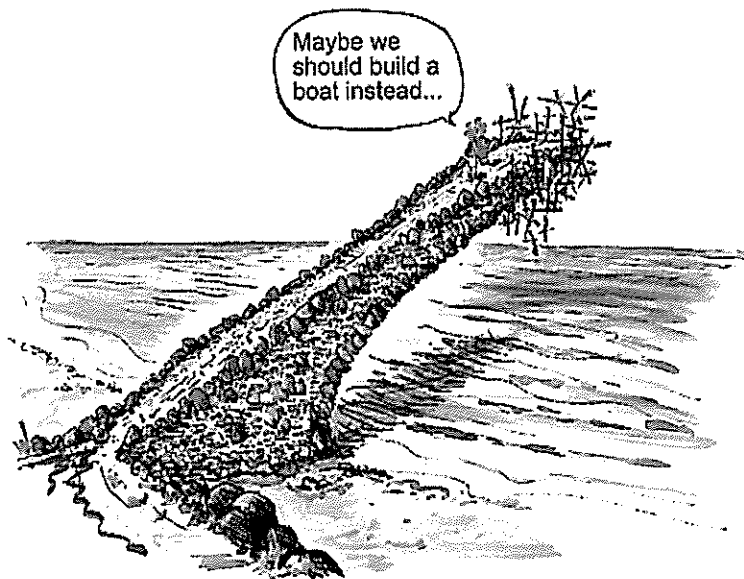
Outcomes



Our progress against targets



We are learning important lessons as we go



And our attention is turning
to the next strategy

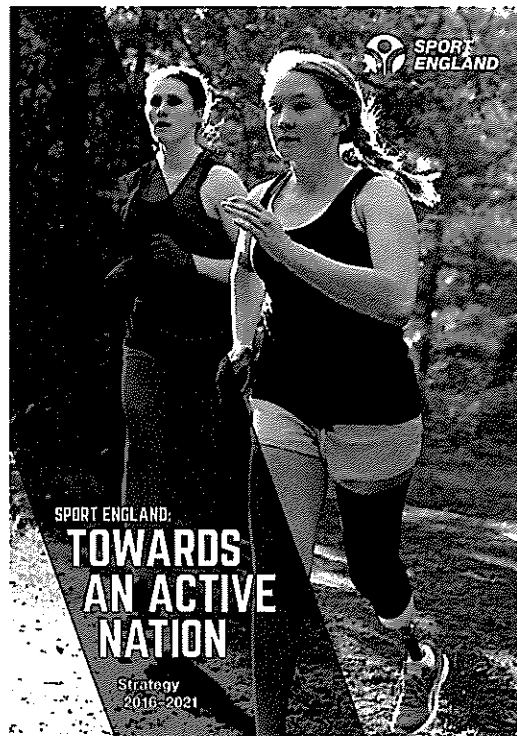


Holding conversations - Sep 2019 to Jan 2020

Sharing the emerging big ideas - Jan 2020 to Mar 2020

Testing the emerging ideas - Mar 2020 to Sep 2020

Launching our finalised new strategy - Sep 2020 to Dec 2020





active lives and evaluation

Andrew Spiers

What is active lives?



Developed in response to the new Government strategy – 'Sporting Future: A New Strategy for an Active Nation'; and Sport England's new strategy – 'Towards an Active Nation'.

Active Lives consists of two similar, yet distinct, research projects:

- Active Lives Adult Survey (adults 16+)
- Active Lives Children and Young People Survey (Years 1-11 / Aged 5-16).

What is asked in the survey? (adult)



- Levels of activity (150+ minutes a week)
- Activity types
- Volunteering (twice a year plus roles)
- Outcomes (mental wellbeing, individual development and community development)
- Spectating

- Club membership
- Habits and Motivations
- Settings
- Who with data

What is asked in the survey? (Child)



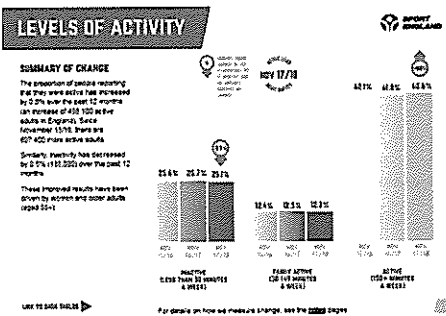
- Levels of activity (60+ minutes a day: everywhere, at school, outside school)
- Activity types (including more data on swimming e.g. can swim 25m unaided)
- Volunteering (twice a year plus roles)
- Outcomes (mental wellbeing, individual development and community development)
- Spectating
- Attitudes

Methodology



	Adult	Children and Young People
Methodology	Push to web	Online and answered at school during class time
Sample size	Just under 200,000 respondents a year	-100,000 respondents a year
Respondents	Adults aged 16+ in England	Pupils in Years 1-11, Parents of pupils in Years 1-2, and Teachers
Time period	November-November or May-May (12 months)	Academic Year (sample split over three terms)
Publication dates	October (May-May dates) April (Nov-Nov dates)	December
Outputs	Main report, published tables, online tool	Main report, published tables

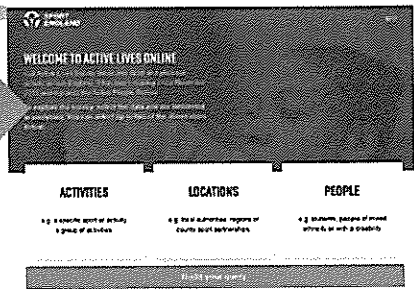
outputs



Published tables

	November 2016-2016	November 2016-2017	Percentage base	2016-2017
All adults (aged 16+)	15,915,117	15,797,795	175,742	276,136,500
Gender				
1. Male	8,728,871	8,625,825	79,451	14,197,500
2. Female	7,186,246	7,171,970	96,291	13,529,000
Other				
3. Sexual orientation				
1. Heterosexual or straight		48,396	49,276	
2. Gay or lesbian		5,672	6,221	
3. Bisexual		652	681	
4. Other sexual orientation		181	181	
Age (years)				
1. 16-24	11,941	12,389	10,941	6,648,500

Online tool



Evaluation Framework



WELCOME TO THE SPORT ENGLAND EVALUATION FRAMEWORK

Our Evaluation Framework will help you design and deliver an effective evaluation for your sport and physical activity project.

It provides easy-to-follow guidance and resources that you can use or adapt alongside your own tools to develop the right approach for you.

Steps 1-3



Step	Description	✓ Essential tasks
1 Define your project	This is your foundation: describe your project, why it's needed, what you want to achieve, and how you will do it.	<input type="checkbox"/> Set out what you want to achieve (your project objectives) <input type="checkbox"/> Agree what <i>changes</i> (outcomes) will lead to your objectives <input type="checkbox"/> Agree what you will do or deliver to cause these changes <input type="checkbox"/> Use evidence, insight and partner views to develop your project <input type="checkbox"/> Confirm your final project design
2 Set your evaluation goals	Identify and prioritise the most important things you need to measure and evaluate, and what else you hope to learn.	<input type="checkbox"/> Set your evaluation objectives: what questions will it answer? <input type="checkbox"/> Consider how (and with whom) you want to use the findings <input type="checkbox"/> List the things you will measure that will indicate project success <input type="checkbox"/> Identify anything else you hope to learn (learning goals)
3 Agree the scope	Decide on the size and scope of your evaluation, whether you need external support, and your available budget.	<input type="checkbox"/> Scope out an evaluation balanced to your resources and needs <input type="checkbox"/> Decide whether to manage it yourself, or find external support* (*If you do, work with them on Steps 4-6, and revisit Steps 1-2) <input type="checkbox"/> Confirm your evaluation budget

Steps 4-6



<p>4 Plan your data collection</p>	<p>Finalise precisely what data and information you need, and choose which methods, tools and systems you will use to collect it.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Specify what you will collect to fulfil your evaluation objectives (aim for a mix of numerical data and descriptive information) <input type="checkbox"/> Choose how, when and where you will collect it (your method)... <input type="checkbox"/> ...and select what 'tools' you will use, such as questionnaires <input type="checkbox"/> Set up any software or systems you will use to store data <input type="checkbox"/> Check your data collection and storage will comply with GDPR
<p>5 Collect the data</p>	<p>Confirm the practical steps you will take to develop and distribute your tools; then collect, collate and analyse your data.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Create, sign-off and issue your data collection tools from Step 4 <input type="checkbox"/> Confirm data collection arrangements with your staff <input type="checkbox"/> Collect the data (using your method from Step 4) <input type="checkbox"/> Gather or group your data as needed, e.g. onto a spreadsheet <input type="checkbox"/> Analyse your data to see what it tells you
<p>6 Use the findings</p>	<p>Use and share what you have learned, to improve delivery, show your impact and help your organisation and others.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Use what you learn to adapt delivery and improve your project <input type="checkbox"/> Review data regularly to track your project's progress <input type="checkbox"/> Report essential data, e.g. to your funder or internally <input type="checkbox"/> Tailor and share findings externally to show success and learning



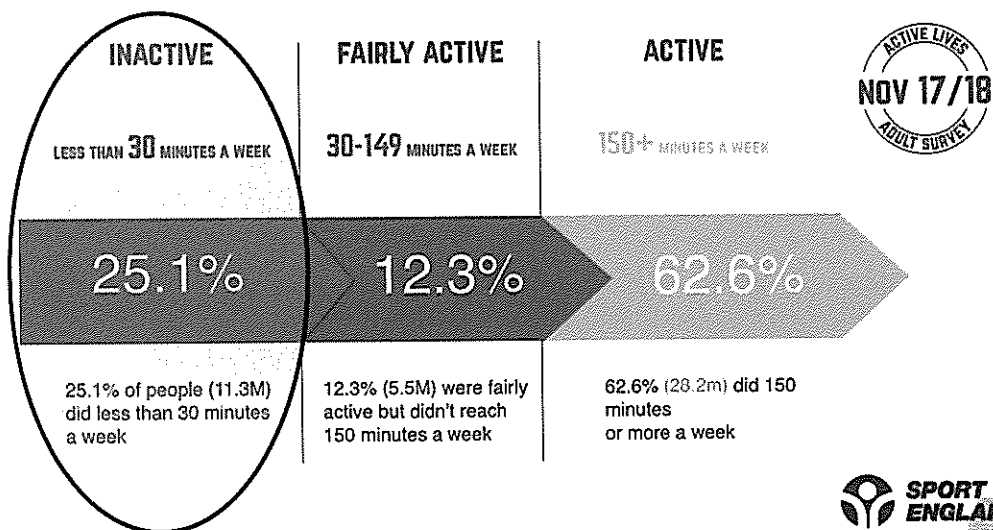
Tackling Inactivity: Learning, Insight and Practice from England

Tom Burton
National Partnership Lead (Health & Inactivity)



Inactivity levels – where are we now?

- Inactivity has decreased by 0.5% (185,000) over the last 12 months
- Averages mask stark inequalities



Prioritising Inactivity - A change in policy direction

- Sport England Strategy 2012-2017 - A Sporting Habit for Life
- 2014 - Public Health England - Everybody active, every day: An evidence-based approach to physical activity
- 2015 - Sporting Future - A New Strategy for an Active Nation
- Sport England Strategy 2016-2021 - Towards an Active Nation.....



Our Vision

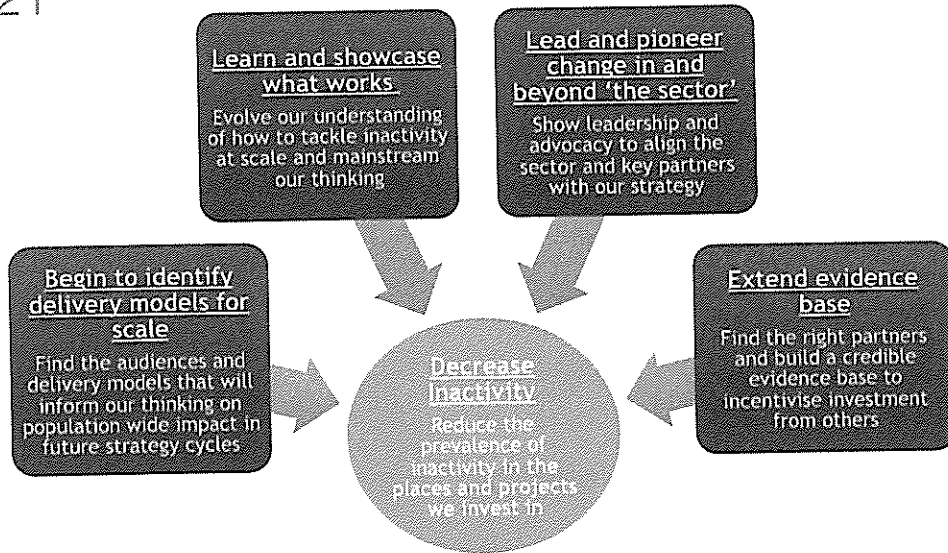
We want everyone in England, regardless of age, background or level of ability to feel able to engage in sport and physical activity.

Some will be young, fit and talented – but most will not.

We need a sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.



Decreasing inactivity: What we set out to achieve by 2021



Delivering Outcomes - Transforming Lives



PRIORITY: DECREASING INACTIVITY						
SUCCESS MEASURE	Reducing levels of inactivity in the places and projects we invest in. Learning about what interventions and delivery models are effective in reducing inactivity and delivering the outcomes. Establish credibility and expertise in this area.					
INSIGHT	People with long-term health conditions (HC) are almost two times more likely to be inactive as the rest of the population. 18 million people in the UK suffer from at least one HC. Many suffer from more than one condition. Millions more are at risk of developing HC due to their inactivity levels.	4 million adults (37% of inactive people) are doing >30 mins activity but at high intensity. Huge gains in reducing inactivity could be achieved by interventions that 'nudge' people to increase the intensity of the activities they do.	1.4 million adults are doing moderate-intensity physical activity but for < 30 mins and less likely to do a mix of activities (a combination of activities increases the likelihood of being active).	Influencing physical activity at scale in a sustainable way requires multiple 'layers' of intervention aimed towards places and targeted to priority audiences. Due to disproportionate effect of barriers, typically inactive people need more support at each layer.	Everyday environments that make activity an appealing and easy daily choice have the potential to be major influencers of activity levels. This is particularly relevant to inactive people because walking is an activity that is accessible.	
MAJOR TACTICS	Invest in organisations that are trusted experts to support people with HCs to be more active. Partner with the Richmond Group of Charities (cover major health conditions with estimated reach of 21m contacts per year) to promote physical activity by testing a range of interventions and messages.	Target people with - or at risk of - particular health conditions that are strongly linked to inactivity and are experienced by large numbers of people. This is likely to include: • Mental health • Asthma • Diabetes • Musculoskeletal conditions, e.g. arthritis.	Increase knowledge, skills and capabilities of Health Care Professionals to raise and promote physical activity with patients and increase awareness of Chief Medical Officer's guidance (e.g. currently only 20% GPs say they are 'broadly or very familiar with physical activity guidelines').	Campaign to raise awareness and relevance of activity guidelines. This will focus on supporting people with authoritative advice on recommended minutes and intensity of physical activity - with a particular focus on: • Increasing intensity with 'light intensity' subgroups to change behaviour from inactive to active • 30 minutes and/or 150 minutes thresholds.	Ensure tackling inactivity is a lead consideration in our 12 Local Delivery Pilots. Use what we already know from previous inactivity pilots (e.g. Get Healthy Get Active, and This Girl Can Swim etc.) and adopt testing and learning for what we don't know. Carefully design 'layered' interventions for specific priority audiences with partners, for example, Active Ageing portfolio.	Partner with Department for Transport, leaders in thinking on active travel (e.g. Sustrans), and sensible local partners (based on pilots and priority places) to understand any opportunities specifically for tackling inactivity with changes to everyday environments.
CONTRIBUTING TACTICS	<ul style="list-style-type: none"> Increasing Activity - Leading change in local leisure provision. Increasing Activity - Test investing in the organisations who have the greatest influence on those going through life changes. Women - Influencing women in and around pregnancy through trusted messengers. Women - Relaunch This Girl Can campaign and deliver commercial partnership strategy. Women - Activate 'This Girl Can-style' experience for women at scale through local authorities. Lower Socio-Economic Groups - Partnerships with 2 or 3 major employers of people in low socio-economic groups to trial opportunities for their employees, subsidised by the employer. Lower Socio-Economic Groups - Partner with a small number of places (with low socio-economic groups and high inactivity) to work with some of the most deprived communities. Children and Young People - Create opportunities for families to take part together. 					

Get Healthy Get Active – Improving the evidence base

- Learn what works to support inactive people to increase activity levels
- 33 specific research questions
- Academic rigour
- Embedding of Standard Evaluation Framework for physical activity
- Process evaluation
- Programme level learning for the sector



Get Healthy Get Active – Improving the evidence base

FIGURE 1: THE CONVERSION RATES FOR ALL OF THE GHGA PROJECTS

TOTAL NO. OF PEOPLE ENGAGED IN ALL GHGA PROJECTS:

354,496

42%

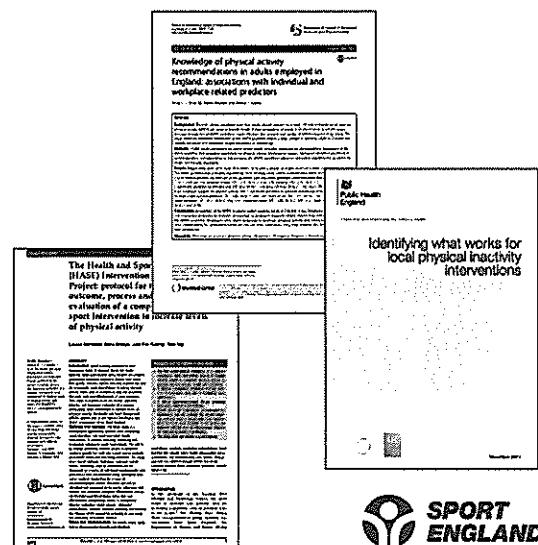
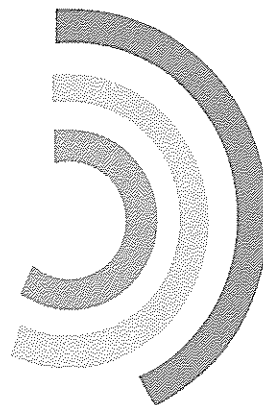
OF PEOPLE (152,317) CLASSIFIED AS 'INACTIVE'

55%

OF THOSE PEOPLE (83,243) BECAME 'ACTIVE'

57%

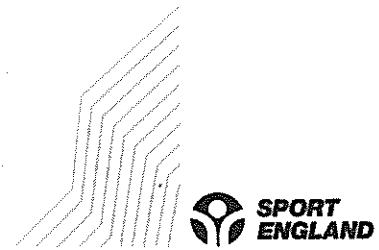
OF THOSE PEOPLE (43,286) STILL 'ACTIVE' AFTER 3 MONTHS



Tackling Inactivity Insight – evidence into practice

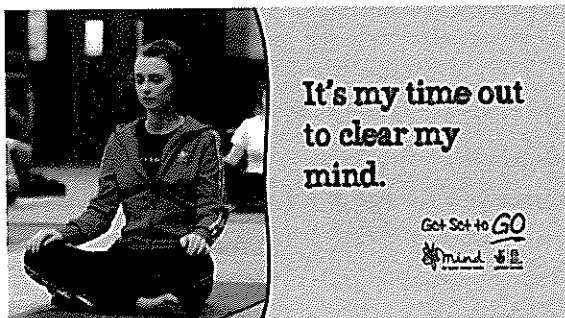
DESIGN PRINCIPLES

- | | | | |
|----|---|----|---|
| 01 | Understand the complex nature of inactivity | 06 | Make sport and activity the norm |
| 02 | Use behaviour change theories | 07 | Design the offer to suit the audience |
| 03 | Use audience insight | 08 | Provide support for behaviour change |
| 04 | Reframe the message | 09 | Measure behaviour change and impact |
| 05 | Work in quality partnerships | 10 | Scale up what works and make it sustainable |



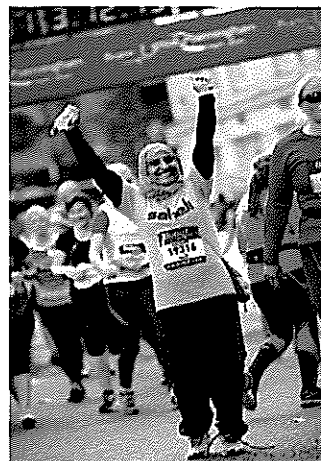
Tackling Inactivity Insight – evidence into practice

Principle 4 – Reframe the message



Tackling Inactivity Insight – evidence into practice

Principle 8 - Provide support for behaviour change



Active Ageing – Improving the evidence base

- **55+ age group** is diverse: there are big differences in perceptions, experiences, motivations and capabilities
- **23 projects**, innovative/experimental approaches
- Grandparents, recently separated or bereaved, transition to retirement, women, health conditions, residential care/sheltered accommodation
- Engaging **70,000+ inactive older people** to get active and sustaining behaviour change of 50,000+
- Academic rigour



Active Ageing – Improving the evidence base

- Maximise the benefits of existing blue and green infrastructures as we age - focus on those that live <1 mile of canal
- The opportunity to scale this approach throughout the Canal & River Trusts operations as business as usual



Canal & River Trust

- Tailored and tiered physical activity support and provision building on existing social care services
- Help to determine if need for costly health & social care services with age can be slowed/halted to provide a convincing return on investment.



Hertfordshire
Independent Living Service
Supporting your Independence



WE ARE UNDEFEATABLE

National campaign for physical activity and long-term health conditions



breast cancer
now



BritishRedCross



VERSUS
ARTHRITIS



MACMILLAN
CANCER SUPPORT

ROYAL
VOLUNTARY
SERVICE

Stroke
Association

PARKINSON'S^{UK}



DIABETES UK
KEEP DIABETES FROM GETTING

SOME BIG CHALLENGES – SOCIAL, CULTURAL AND ORGANISATIONAL NORMS

Changing attitudes and motivations of people living with a health condition

"I would like to be more active but I don't feel able because of tiredness, pain etc. It isn't for me. I would like more support. It might make my condition worse. It just isn't on my radar."



THE CAMPAIGN

Daily messages - delivered through our charities and carers, family, HCPs and media

Opportunities to be:

- Given and positively reinforced
- Delivered in a more effective way
- Challenging the misconceptions



SUPPORT HEALTH AND SPORT AND PA SECTOR

Opportunities to get active in a way that's right for the individual

- Inspiration / opportunities are available and promoted widely
- A positive experience and environment
- A supportive and qualified workforce
- Appropriate behaviour change support



Challenges and misconceptions

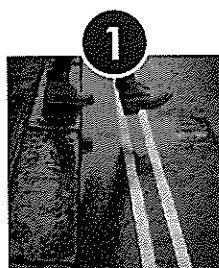
- **The risks are low:** An initial review of the evidence of the risk of adverse events tells us that "for practically all inactive patients remaining inactive is likely to be seriously harmful to their health. Becoming active is likely to significantly benefit their health with a low risk of adverse events"
- **The majority of people with a LTC do not have complex needs**
- **There are different risk assessment approaches in operation**
- **Physical activity already works for many with a LTC through non-specialist services**
- **Condition specific advice is not sought as a top priority by people with LTC**

Finding solutions

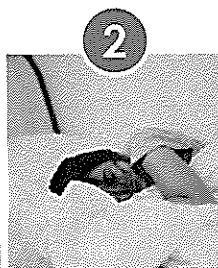
Work we are currently exploring to provide advice and support:

- **Position statement on risk:** Working with the Royal College of GPs and Faculty of Sport and Exercise Medicine to provide confidence to healthcare professionals
- **Co-produced quality guidelines:** Working with Public Health England to explore the development of a framework for physical activity opportunities for people with Long Term Conditions, including reviewing risk stratification options
- **Guidance to frontline physical activity workforce:** Working with UK Coaching and Activity Alliance, guide for the workforce (and employers/deployers) to provide a positive, person-centred experience to the participant

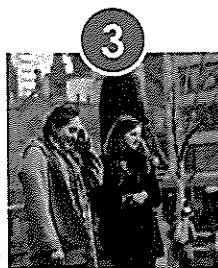
Key Themes From Research



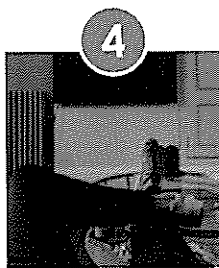
1
Re-framing as physical activity (from traditional sport/exercise)



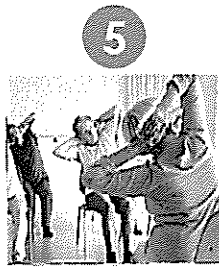
2
Reflect the realities of the lived experience



3
More emotional benefits are motivating: independence, inclusivity & family



4
Reinforce in comms
“Activity can be for people like us with LTCs”

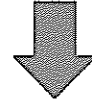
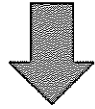


5
Inspiration with realistic, attainable & sustainable activity

Campaign positioning and take outs

RELEVANCE & CUT THROUGH

BEHAVIOUR CHANGE



EMOTIONAL:

We recognise and understand that how and when your condition impacts you can feel unpredictable.

PLUS

FUNCTIONAL:

You can start or build your physical activity in chunks around how you feel. All the small victories add up.

OVERALL:

With an unpredictable condition, every positive action adds up.

WE ARE UNDEFEATABLE

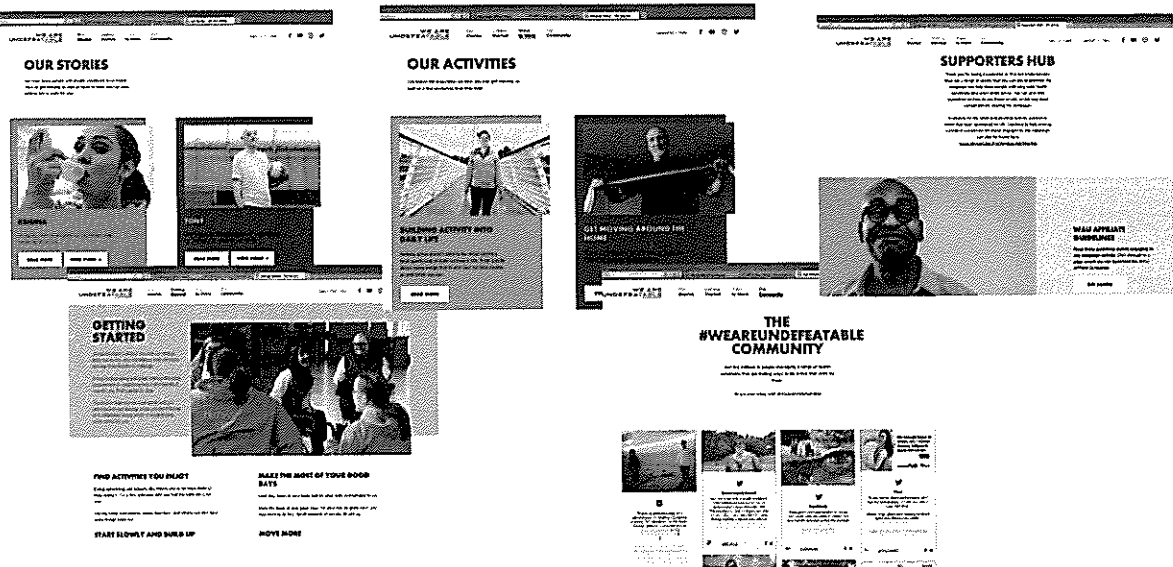


WE ARE UNDEFEATABLE



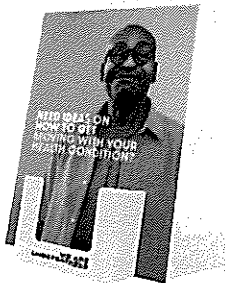
Activating the campaign –

www.weareundefeatable.co.uk



Establishing credibility & going where our audiences are

- ✓ Campaign packs sent to every GP surgery and community pharmacy in England: c. 20,000 locations
- ✓ Videos show on 60% of GP surgery screens + in post offices



Dr Dawn @DrDawn... · 29/08/2019
 Very excited to see the #WeAreUndefeatable campaign launch today. When it comes to managing a long-term health condition, there's no 'right' way to get moving. It's all about celebrating the small victories.
[youtube.com/watch?v=5_yyvj...](https://www.youtube.com/watch?v=5_yyvj...)



Zoe Williams @DrZo · 29/08/2019
 New campaign launched today! 1 in 4 of us live with a longterm health condition! Celebrating people getting active, celebrating every victory, and reaping the benefits of a more active life! Check it out 🙌🙌🙌

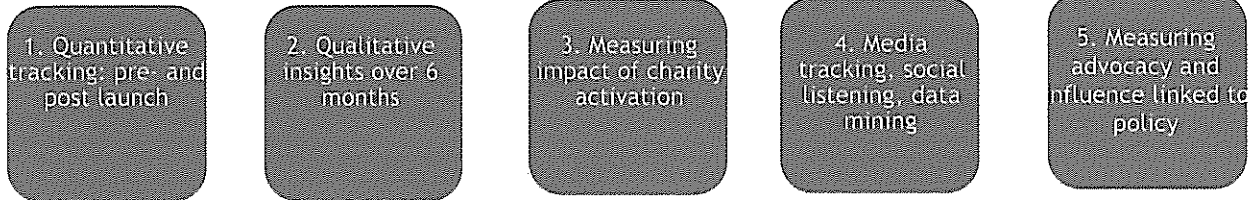
www.weareundefeatable.co.uk
[#weareundefeatable](https://www.instagram.com/weareundefeatable)

Campaign evaluation

Objectives:

- Short, medium and long term - not just the 6 week launch
- Start with public awareness raising and understand behaviour change over time
- Healthcare professional and broader stakeholder awareness raising and change
- Impact for charities

Methodology:



Campaign launch highlights

- ✓ Media and stakeholder launches to >150 people
- ✓ 88% of our audience seeing the campaign 7.5x times on average
- ✓ On social media (across Facebook, Instagram and Twitter) campaign videos so far had 7.2m views
- ✓ During first 24 hours the campaign hashtag trended on twitter - with no media!
- ✓ The first promoted tweet (2nd Sept) was seen 6.6m times with 3941 likes and 9400 mentions of [#WeAreUndefeatable](#)



GREAT FEEDBACK ON SOCIAL + STAKEHOLDERS



Catherine Kelliher @kitty_kelliher · 2h
I'm absolutely loving the #WeAreUndefeatable campaign and will be looking to it for inspiration to help me become more active and not allow Lupus to hold me back so much. Their advert is the reminder I need not to give up x

2 6



Jamie G @jamie72

Replying to @umbrofit, @ruthmccollins and 9 others

Thank you so much for this, I've had T1D for many years and I still can't inject in front of people in a restaurant etc ... if you can do this on national TV then I sure can in a restaurant. Huge well@done

4:07 AM · 3 Sep 2019



Zoe Roscoe @zoe_roscoe · 02/09/2019
Cried with inspiration when I first saw the campaign advert this morning. Great to see perceptions of chronic conditions becoming a priority as well as offering realistic practical support to regain an active lifestyle! Brilliant. @DisabilityFirst #WeAreUndefeatable



Dominic Littlewood · 04/09/2019
Living with a long-term health condition changes your life. I've learnt that you can't let this defeat you. I'm proud to be supporting #WeAreUndefeatable and I hope I can inspire others to become more active

10 15 138



Chris Elliott @ChromCurve

At every single rheumatology apt. I've ever had, the specialists have said "exercise will help you feel better". exercising when you're in a lot of pain isn't easy and it can make you feel worse before you get better. So celebrating the days when I can do it are important to me ❤️

We Are Undefeatable · 20/08/2019
Every little victory counts.

To find out how to get active with your condition, head to our site: bit.ly/27L3mnn

Chairman Commonwealth Games England:

"Brilliant, brilliant, BRILLIANT!"

This is stunningly good, well done to everyone involved".

Exec Director, MenCap:

This is genius Just watching it will make people feel more positive. Following TGC is such a tall order, but you've aced it.

Rory Cellan-Jones · 29/08/2019

Great campaign by @Sport_England and three charities including @ParkinsonsUK to encourage people with long-term conditions to stay active. Here's my contribution #WeAreUndefeatable



In summary.....

- Inactivity embedded in national policy and cross-government
- We continue to develop the evidence base to inform effective practice
- Focus on those disproportionately affected, working with trusted partners
- Mix of programmes and campaigns
- Consistent, robust evaluation
- Share our learning

And...

- Please visit/share www.weareundefeatable.co.uk



Thank You

QUESTIONS?

Tom Burton
National Partnerships Lead (Health and Inactivity)
tom.burton@sportengland.org



Active Environments



National Taiwan Normal University, 11th October 2019
Rob Holt, Strategic Planner.



Sport England

- A Non-departmental public body working to the Department for Digital, Culture, Media and Sport.
- Focus on grassroots sport - traditionally focus on increasing participation, supporting talent and improving facilities across England
- Two statutory functions:
 - To distributor of funds raised by the National Lottery
 - A statutory consultee on planning applications affecting playing fields.



OUR VISION

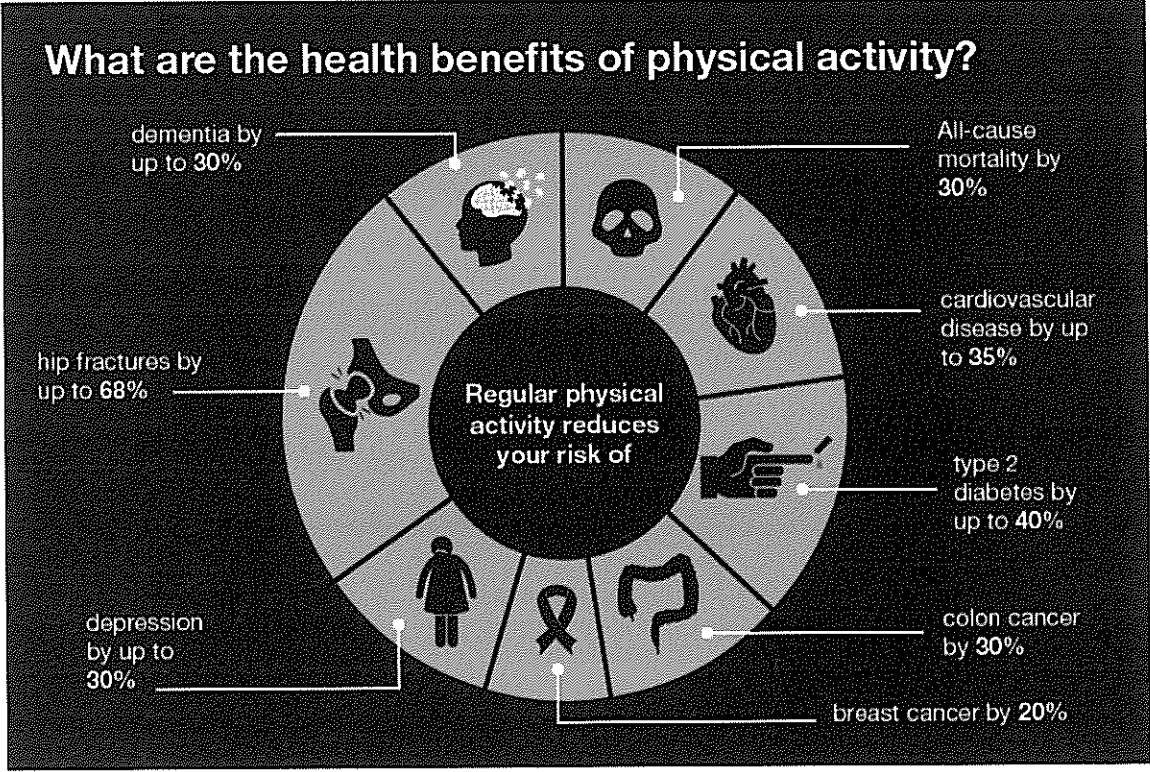
We want everyone in England, regardless of age, background or level of ability to feel able to engage in sport and physical activity.

Some will be young, fit and talented – but most will not.

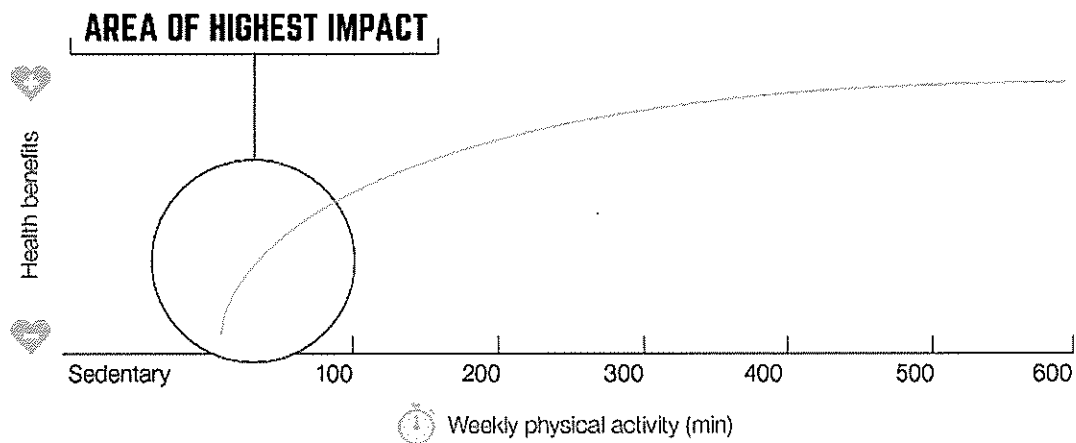
We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.



Traditional Focus



Being Active = 150 minutes/week



'the biggest gains and the best value for public investment is found in addressing the people who are least active'

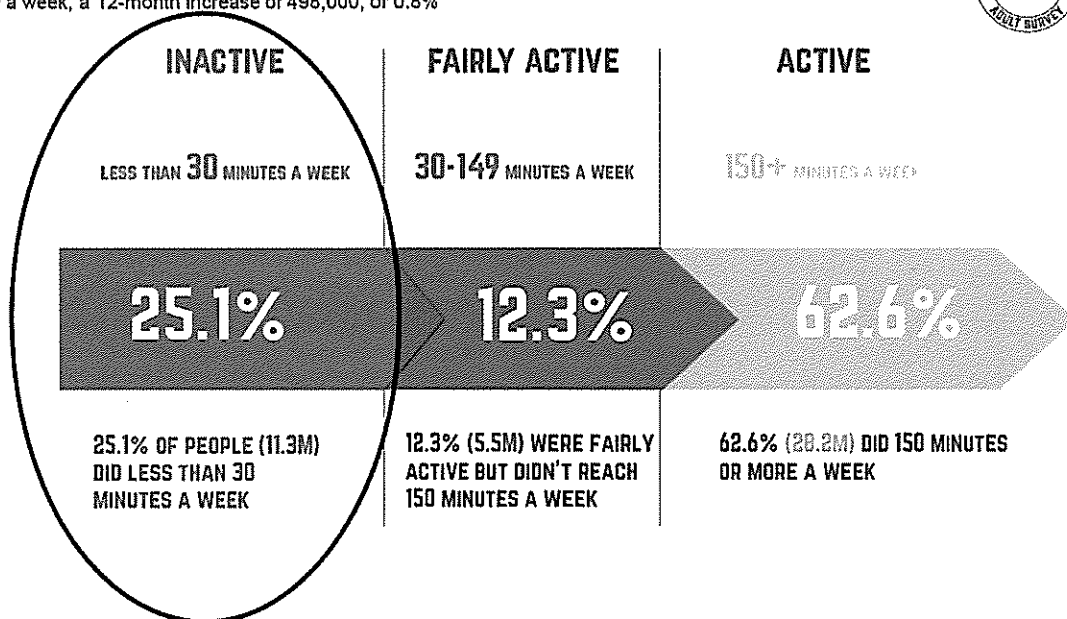
7

LEVELS OF ACTIVITY

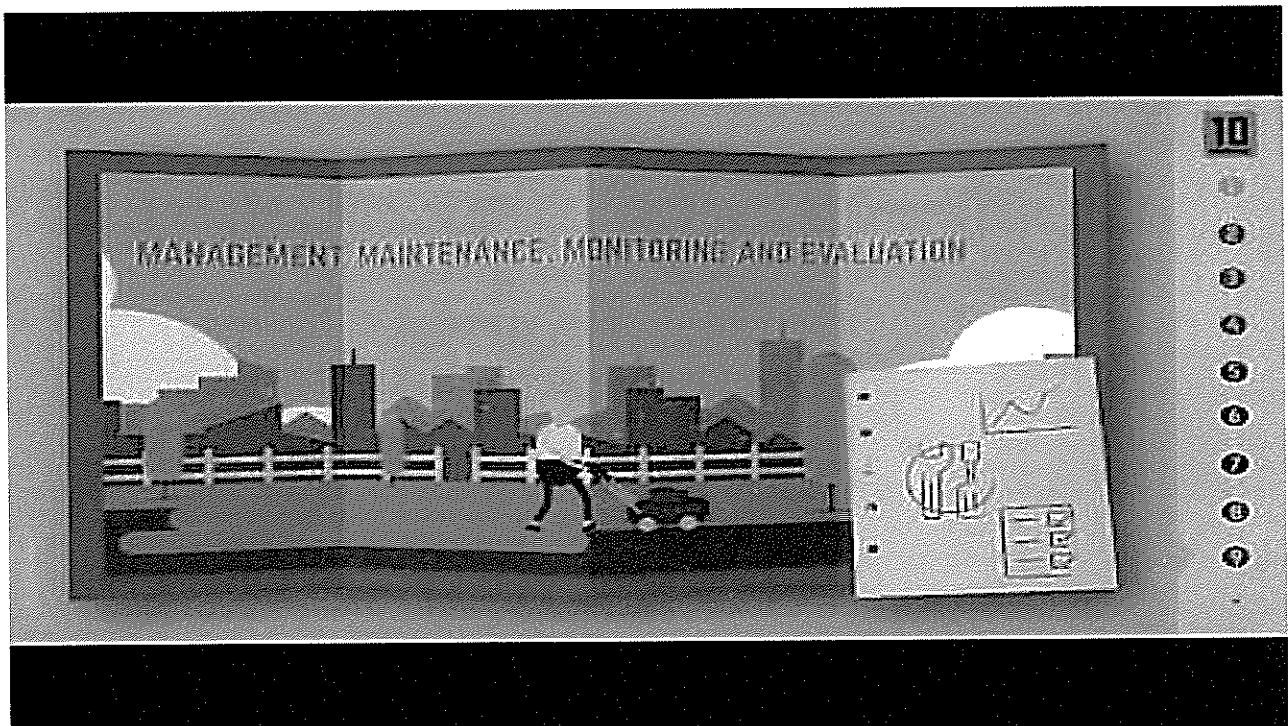
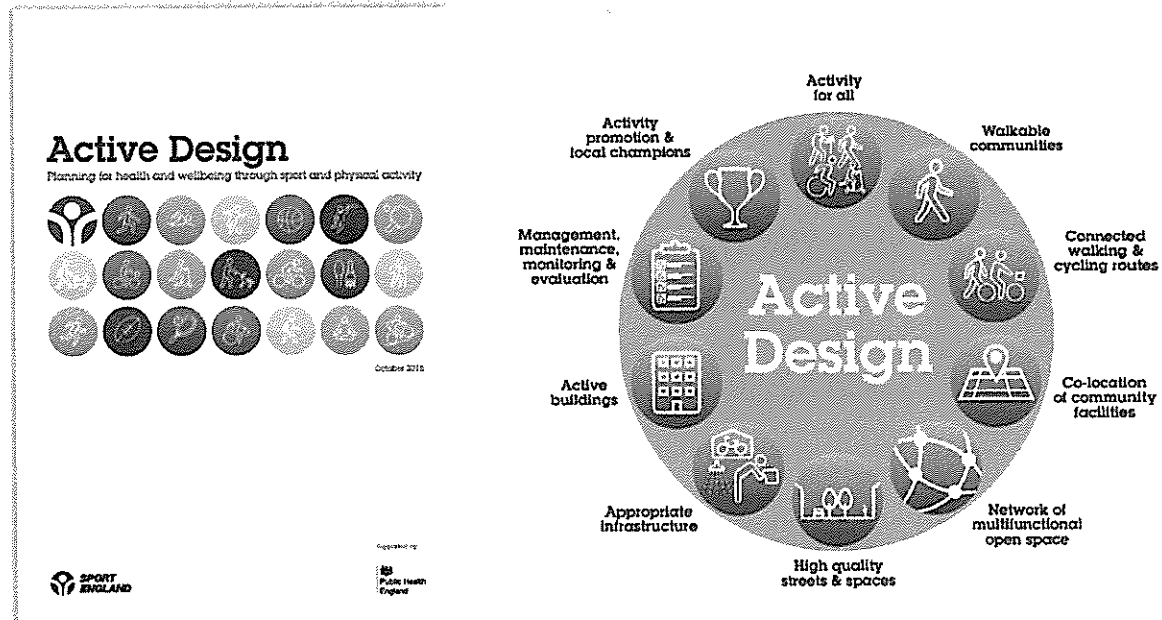


HEADLINES

Our data shows that in November 2017/18, just over 6 in 10 adults (28.2m) achieved 150+ minutes of activity a week, a 12-month increase of 498,000, or 0.8%

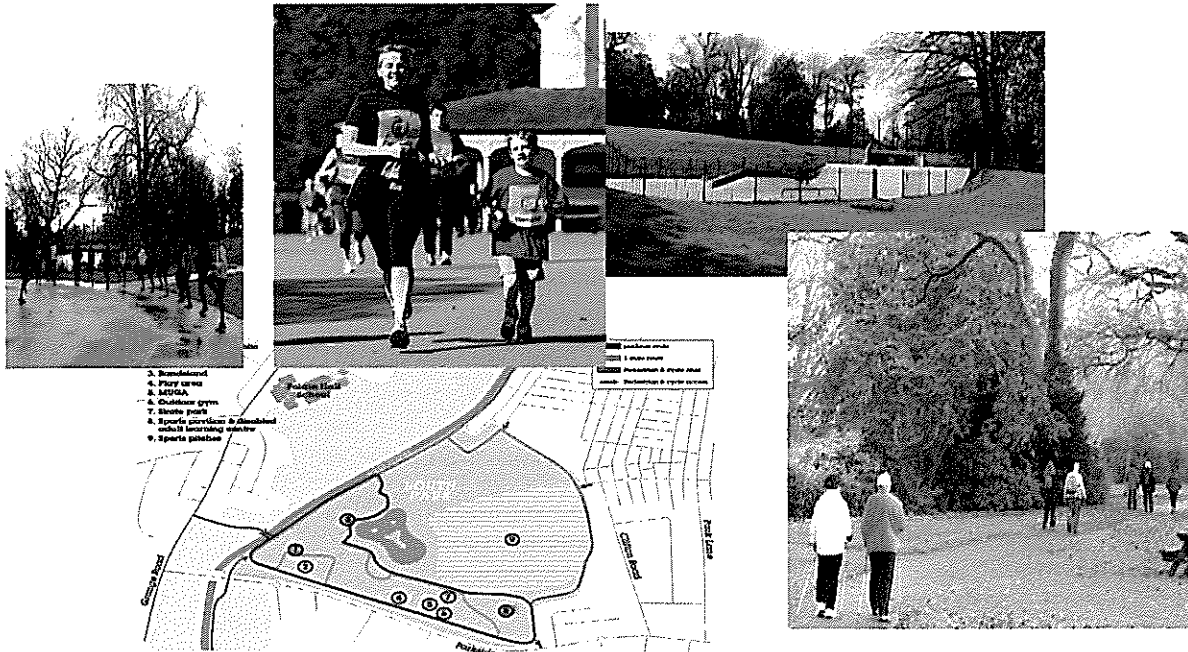


The 10 Principles of Active Design



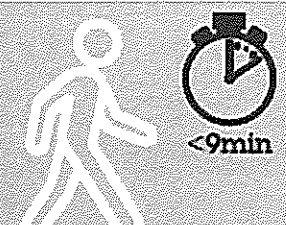
1. Activity for all

Enabling those who want to be active, whilst encouraging those who are inactive to become active.



2. Walkable Communities

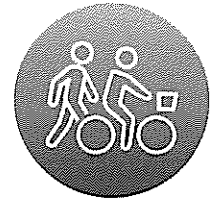
Creating the conditions for active travel between all locations.



<9min

A quarter of British adults now work for less than nine minutes a day – including time spent getting to the car, work and the shops²⁷.

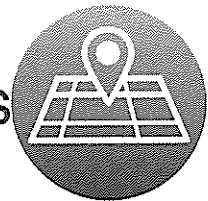
3. Connected Walking and Cycling Routes



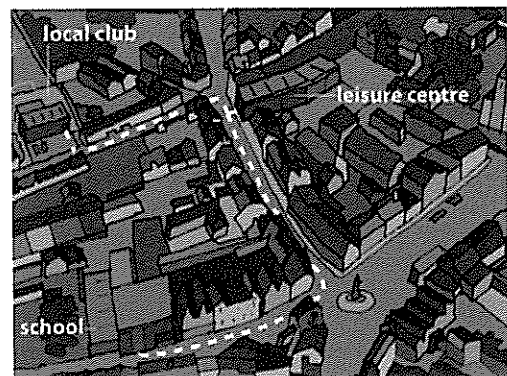
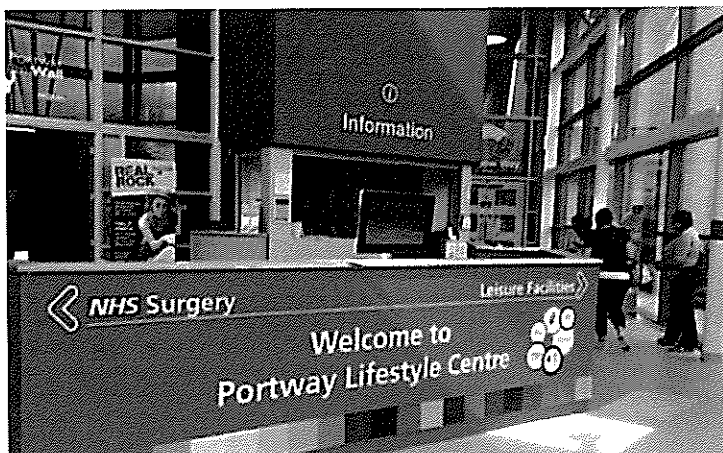
Prioritising active travel through safe, integrated walking and cycling routes.



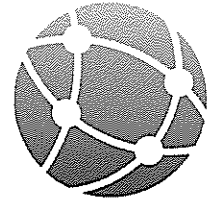
4. Co-location of community facilities



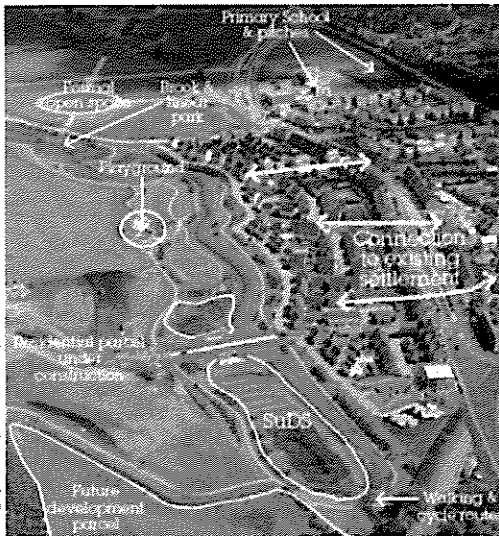
Creating multiple reasons to visit a destination, minimising the number and length of trips and increasing the awareness and convenience of opportunities to participate in sport and physical activity.



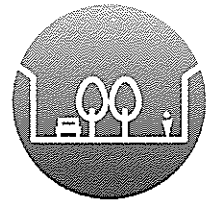
5. Network of Multi-Functional Open Space



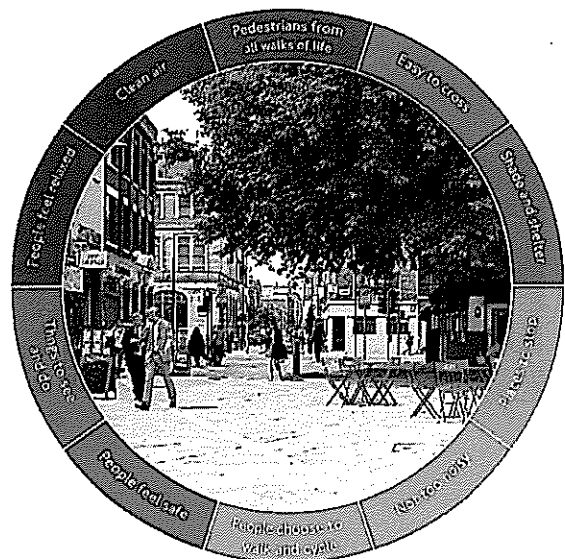
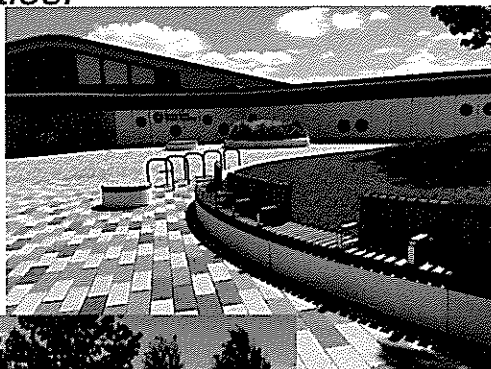
Providing multifunctional spaces opens up opportunities for sport and physical activity and has numerous wider benefits.



6. High Quality Streets and Open Spaces



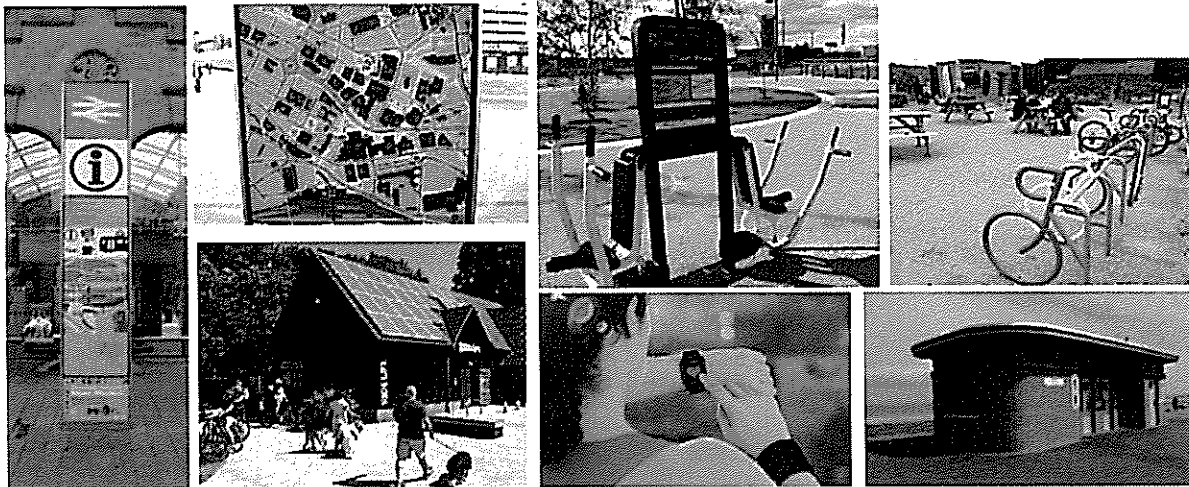
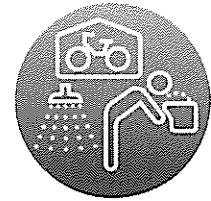
Well designed streets and spaces support and sustain a broader variety of users and community activities.



Source: Transport for London

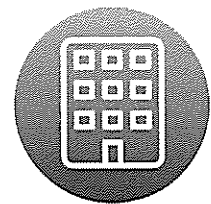
7. Appropriate infrastructure

Providing and facilitating access to facilities and other infrastructure to enable all members of society to take part in sport and physical activity.



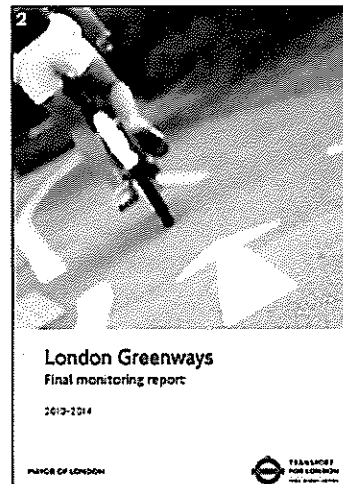
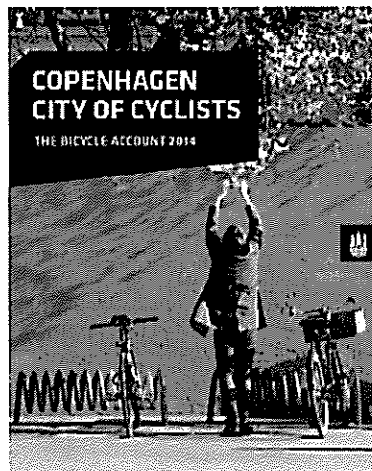
8. Active Buildings

Providing opportunities for activity inside and around buildings.



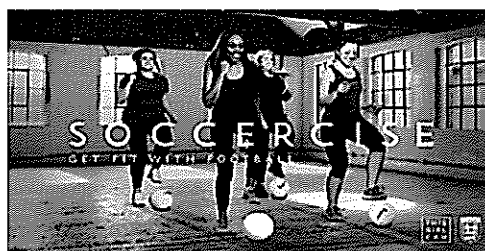
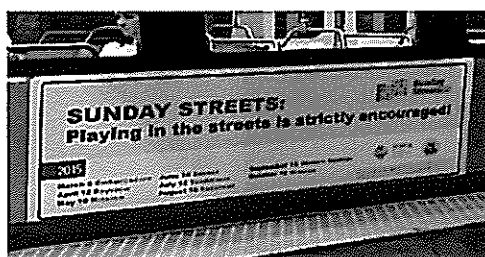
9. Management, Maintenance, Monitoring & Evaluation

A high standard of management, maintenance, monitoring and evaluation is essential to ensure the long-term desired functionality of all spaces.

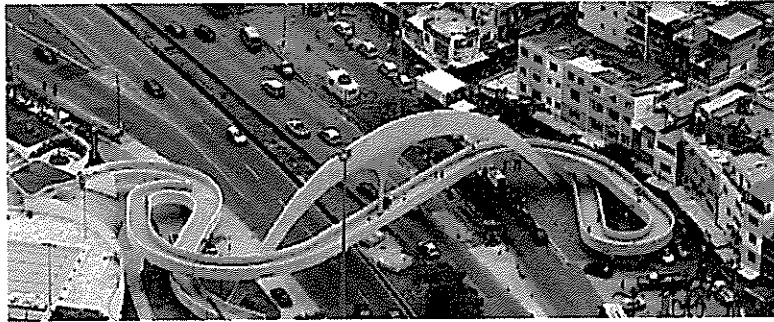
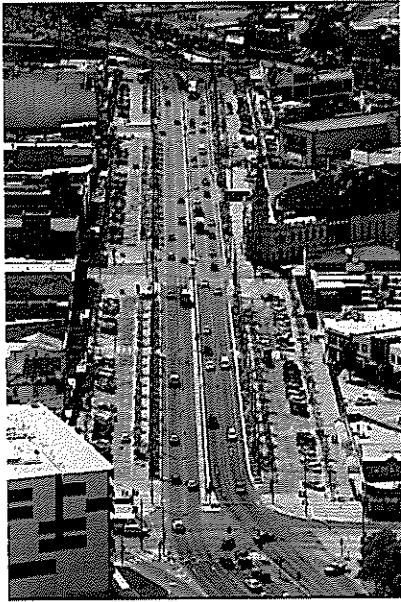


10. Activity promotion & local champions

Physical measures need to be matched by community and stakeholder ambition, leadership and engagement.



End.



“Adding lanes to solve traffic congestion is like loosening your belt to solve obesity”

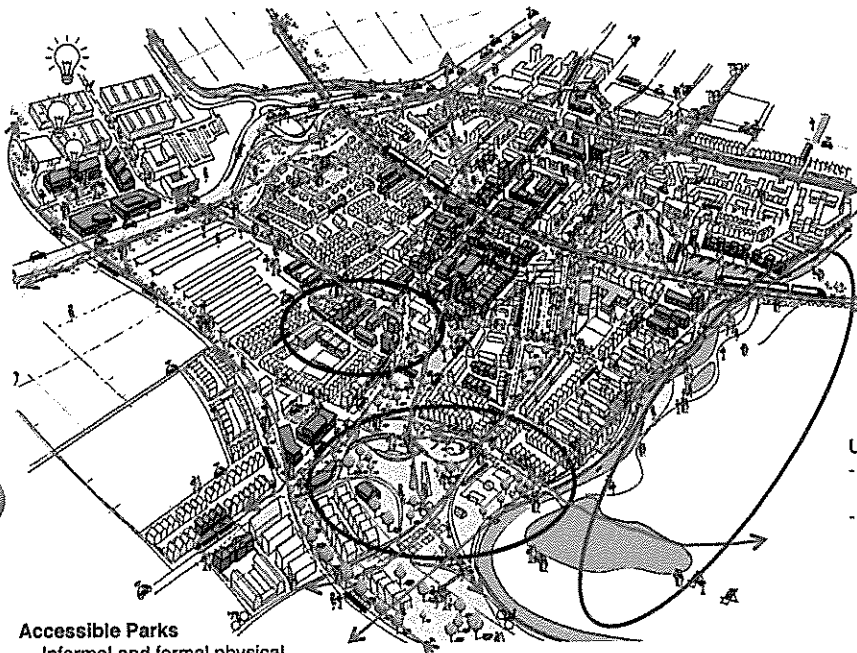
—Lewis Mumford , 1955

Active Environment – In Practice

High Density Mixed Use
- Encourage more cycling and walking



Co- Location of formal sports facilities
- Linked into green grid & creation of seamless journeys



Accessible Parks
- Informal and formal physical activity
- Mix of amenities encourage activity and improve safety



Green Grid

- Proximity to homes to provide access to green space for activity
- Underpins Active Travel



Urban Fringe

- Linked into green grid
- Informal physical activity



(Image courtesy of AJ – Barton Willmore)

More Information

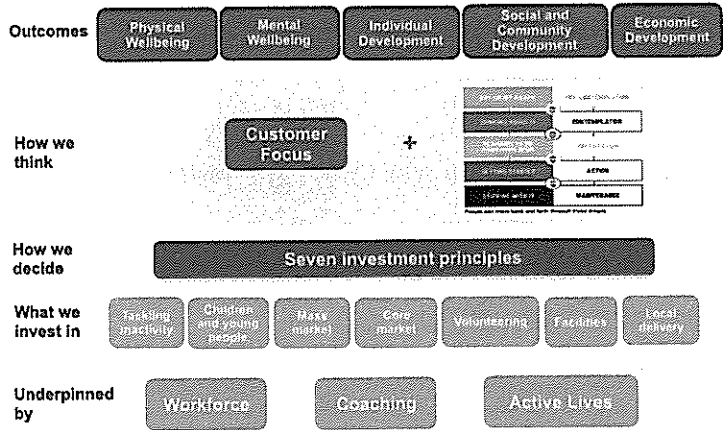
The screenshot shows the Sport England website page for 'Active Design'. At the top, there is a navigation menu with links for 'ACTIVE DESIGN', 'OUR WORK', 'FINANCING', 'FACILITIES AND PLANNING', 'RESEARCH', 'NEWS AND FEATURES', 'ABOUT US', and 'CAREERS'. Below the navigation, the page title is 'ACTIVE DESIGN' and the subtitle is 'The design of where we live and work plays a vital role in keeping us active'. The main content area features a large graphic with the text 'ACTIVE DESIGN' and 'DESIGN, FINANCING AND PLANNING'. To the right, there is a 'SIGN UP TO OUR NEWSLETTER' section with an email input field and a 'SEND' button. Below the newsletter sign-up, there is a 'RELATED CONTENT' section with three articles: 'Design and cost guidance', 'Planning tools and guidance', and 'New strategy to tackle inequality'. The footer of the page includes the text 'Active Design by Sport England' and 'View Logon: 09/22/11'.

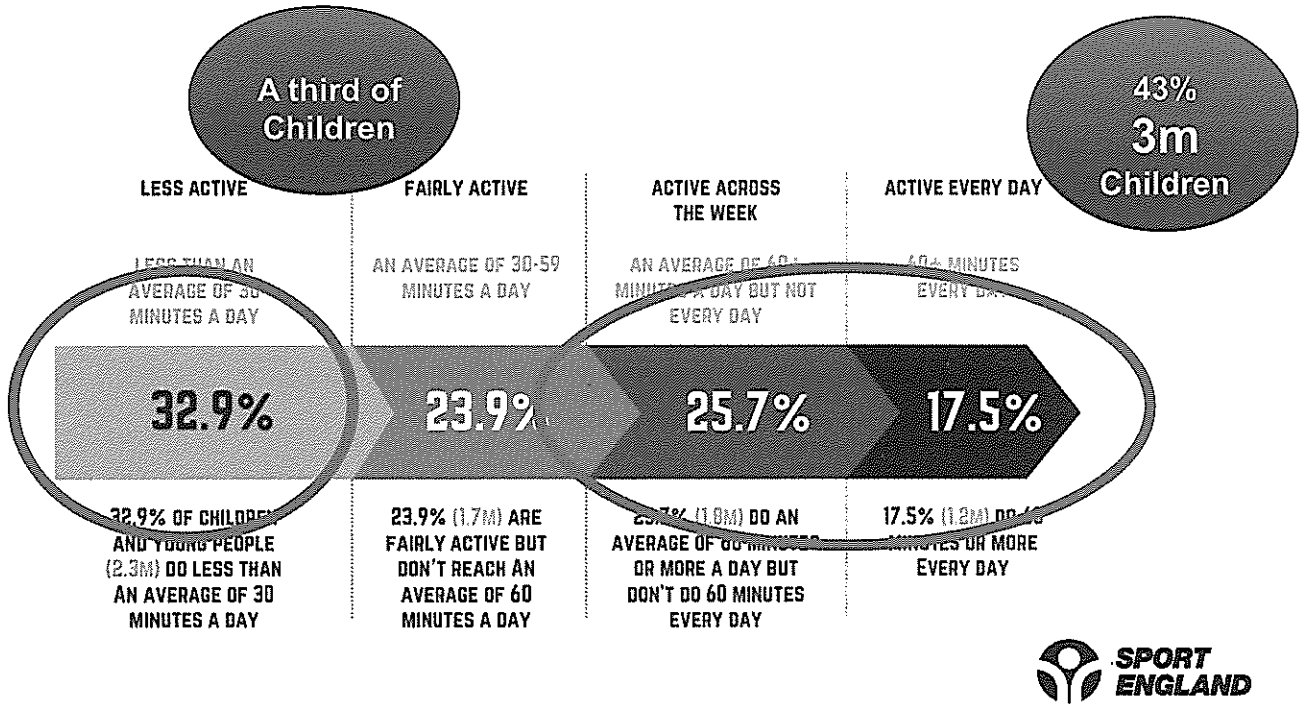
<http://www.sportengland.org/activedesign>



Children and young people

Sport England



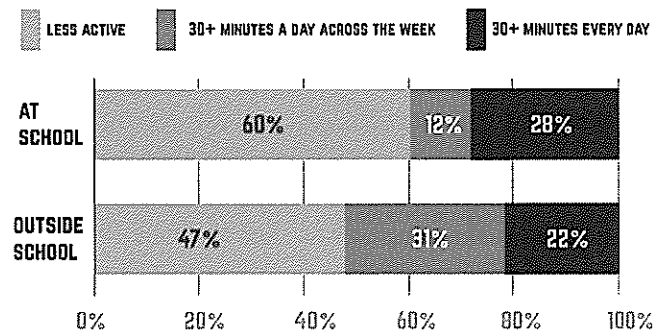


In and outside school

28% of children and young people do 30 minutes or more every day at school

22% do so outside school

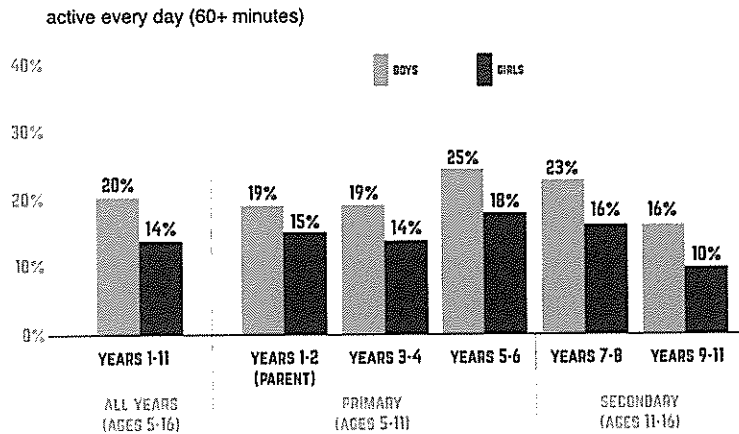
Both are important as just 14% achieve both.



Gender



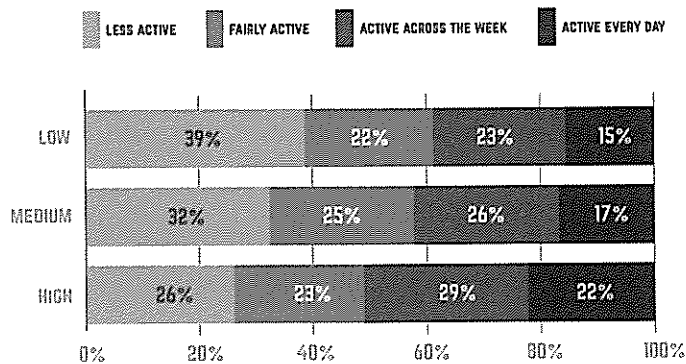
Boys (20%) are more likely to be active every day than girls (14%).
 The gap between boys and girls who are active every day is wider from Years 5-6 (ages 9-11) upwards.



Family affluence



Children and young from the most affluent families are more active than those from the mid-affluent families, who in turn are generally more active than those from the least affluent families.

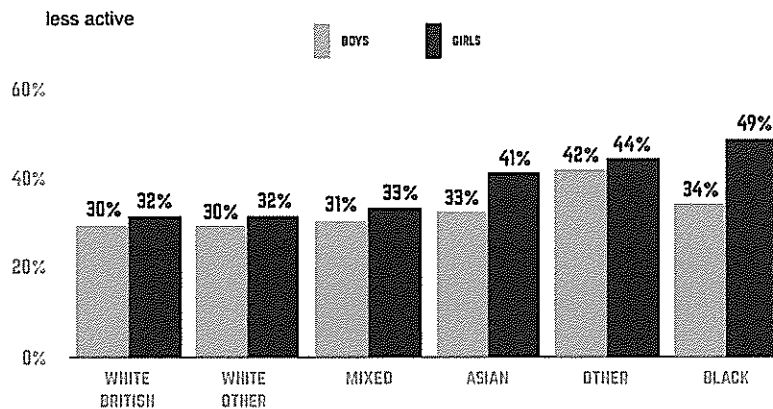


Ethnicity



2017/18
POSITIVE YEAR
FOR SPORT

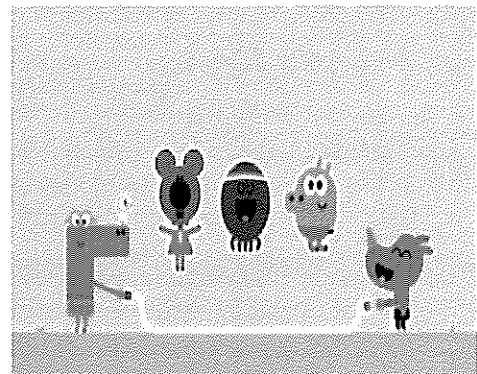
Girls from Asian and black backgrounds and both boys and girls from 'other' backgrounds (such as Arab and South American), are more likely to be 'less active'.



Activity



1. Everybody stand up
2. Put your left hand up, palm facing the ceiling
3. Put the pointing finger of your right hand touching the palm of the person to your right
4. On the count of three try and grab the finger of the person next to you while avoiding being grabbed by the person to your right



Attitudes research



Children and young people's attitudes to sport and physical activity are key to understanding their levels of activity, mental wellbeing, resilience and social trust.

five key findings:

- 1 Physically literate children and young people are more likely to be active**
Physical literacy has five elements – enjoyment, confidence, competence, understanding and knowledge. The more elements present, the more active a child or young person is likely to be.
- 2 Enjoyment is the biggest driver of activity**
While all of the reported attitudes make a difference, enjoying sport and physical activity makes the biggest difference to activity levels.
- 3 Physically literate children and young people are happier, more resilient and more trusting of other children and young people**
The more elements of physical literacy present, the higher the levels of happiness, resilience and social trust.
- 4 Physical literacy declines with age**
As children and young people grow older, they report lower levels of enjoyment, confidence, competence and understanding.
- 5 There are important inequalities that must be tackled**
Girls and those from less affluent families are less likely to enjoy being active.

definitions

The International Physical Literacy Association's definition of physical literacy has five elements: enjoyment, confidence, competence, understanding and knowledge. The organisation says these help an individual "value and take responsibility for engagement in physical activities for life".

Source: *The International Physical Literacy Association*

We used this definition to develop statements covering each of the five attitudes that we added to the survey.

[LINK TO DATA TABLES](#)

positive attitudes

When talking about individual attitude statements, we report where a child strongly agrees¹ with a statement as evidence of positive feelings towards it. For example, where a child strongly agrees that they enjoy taking part in sport, we describe that child as enjoying sport and physical activity. These statements were developed by an expert advisory group commissioned by the Department for Digital, Culture, Media and Sport and Sport England.



¹By looking specifically at those who "strongly agree", we both mitigate the tendency of children and young people to "agree" to socially desirable statements, and focus on how the firmest attitudes relate to activity and health and social outcomes.

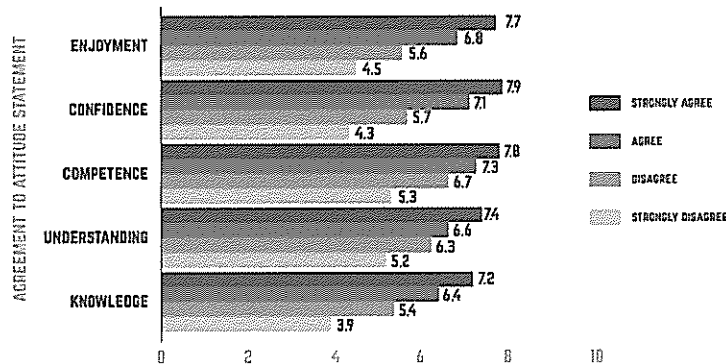
Physically literate children and young people are happier, more resilient and more trusting of other children and young people...

Children and young people who strongly agree that they enjoy sport, feel confident doing, feel they are capable of doing it, understand the benefits of it and know how to get involved and improve their skills, are happier than those that don't.

This holds across all elements of physical literacy and outcomes, i.e. resilience and social trust.

"How happy did you feel yesterday?" years 3-11 (ages 7-16)
(mean score out of 10, where 10 is very happy and 0 is not happy at all)

17/18
ACADEMIC YEAR

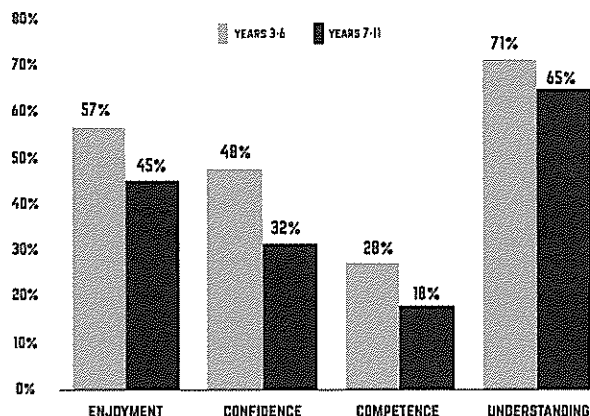


Physical literacy declines with age

Younger children have higher levels of agreement across all elements of physical literacy.

17/18
ACADEMIC YEAR

the presence of positive attitudes: years 3-11 (ages 7-16)
(proportion who strongly agree)



Our work - Children and Young People

School

- School Games
- Tackling Inactivity in Colleges
- Secondary Teacher Training

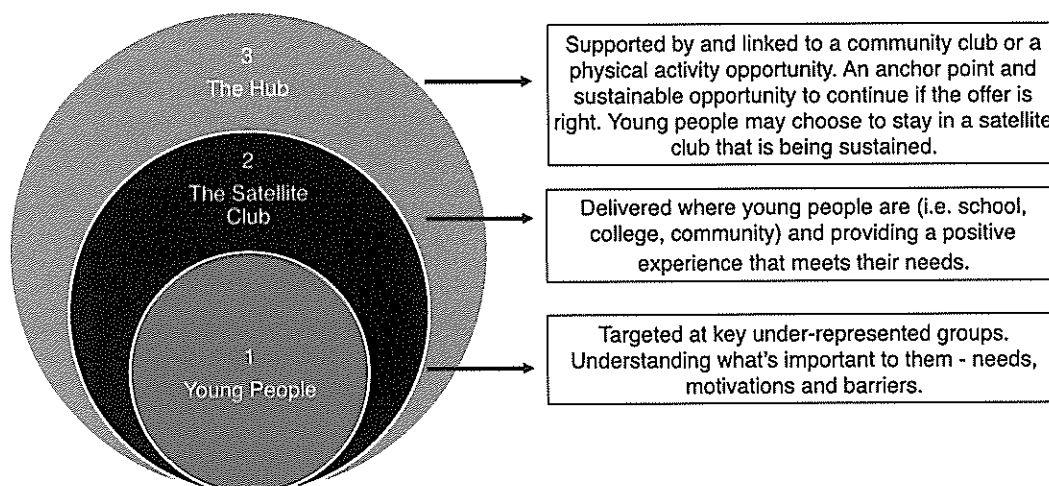


Community

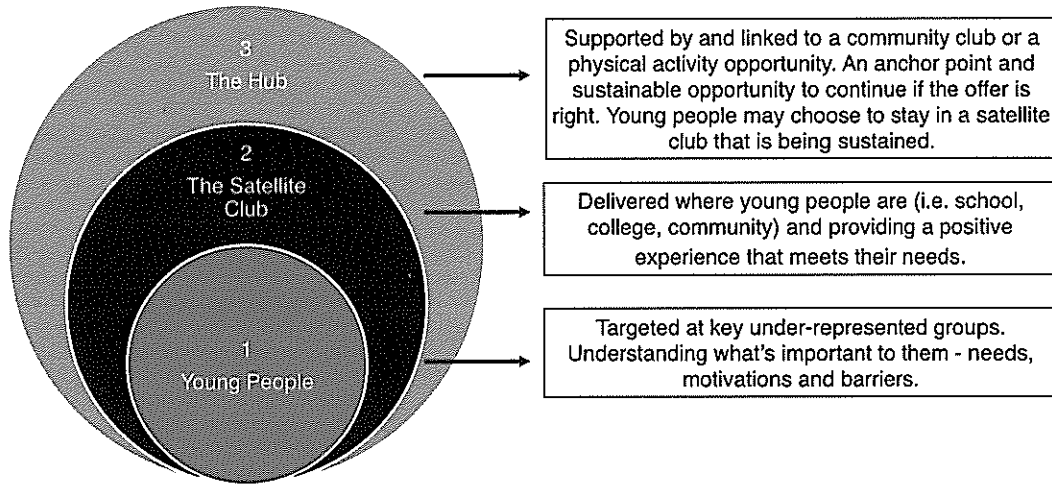
- Satellite Clubs
- Families



Satellite Clubs Model



Satellite Clubs Model



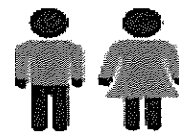
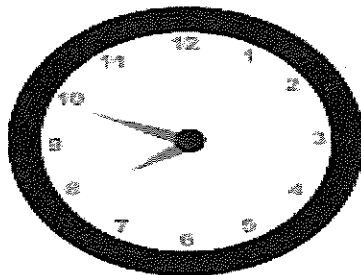
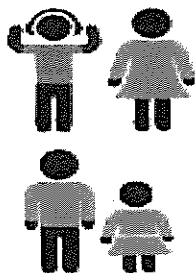
Satellite Clubs Focus



- Targeted at young people aged 11-19
- Targeted at helping young people become active or build regular activity habits
- Specifically focused on underrepresented groups in. These include, but are not limited to, females, young people with disabilities, some BAME groups and young people who are LBGT+
- Young people led, including involving young people in design, decisions and delivery



Help young people



connect

Families Fund Summary



- £20million into 40 projects
- Aim to get families active together, use parents as role models
- Barriers – parents lack confidence/skills, limited opportunities available, gender stereotypes, assumptions that children are active enough
- Invested in national and local charities, local authorities, disability organisations, local community centres, housing associations
- Projects – training parents to lead sessions, utilising parks and outdoor spaces, free play, cycling in parks, active treasure hunts

Disney 10-minute shake ups

- <https://www.nhs.uk/10-minute-shake-up/shake-ups/simbas-jungle-skills>

Key recommendations

The individual

– taking place or existing in the mind

- 1 Children and young people should be supported to flourish in life with a national effort to create the best conditions for them to do so, built upon the principles of physical literacy.

Social connections

– relating to relationships, communication and connections between family, friends and acquaintances

- 2 The NHS and public health agencies from the four home nations should provide practical support and guidance for parents to improve engagement in their children's health and physical activity levels from birth and collaborate with a broad range of partners where this adds value.
- 3 Government should fund out-of-school activities and holiday engagement programmes in disadvantaged areas by enabling HM Treasury underspend on tax-free childcare to be invested in supporting parents to cope with the holiday hell of affordably keeping children active, well-fed and engaged during long school holidays. This would particularly help the most disadvantaged, hard-to-reach children and parents access out-of-school and holiday childcare and engagement.
- 4 As part of the NHS 10-year plan, NHS Digital should ring-fence funds focussing on preventative digital technologies – engaging children and young people in healthy behaviours and leveraging the power of the world's largest technology companies in support.

Organisational

– the rules and regulations of organisations

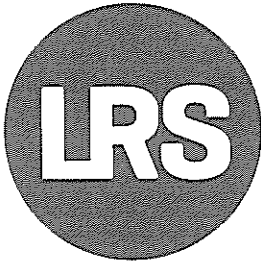
- 5 Take the opportunity presented by the current review to create an Ofsted Inspection Framework that places pupil's physical health and development, mental health and development and wellbeing at the heart of each section of its evaluation schedule.
- 6 For the Department for Education to commit to a health and physical activity action plan for schools that:
 - a Ensures that we have a scientifically valid baseline against which to measure progress, through the routine and systematic collection of data on children's levels of cardio respiratory fitness.
 - b Enables governors, head teachers and school leaders to plan for the long term, based on a government commitment to maintain a ringfenced PE, sport and physical activity premium as part of a whole-school approach to children's health and physical activity until at least 2030.
 - c Establishes physical education as a core subject on the national curriculum – underpinned by physical literacy outcomes.
 - d Reviews the current PE and sport premium to: target the least active children, support the most disadvantaged children (inside and outside of term time), increase accountability measures for spending and impact and rebrand it to clearly support a 'whole-school approach' to activity.
 - e Expand the use of the premium to be inclusive of early years settings for children in nursery and reception classes.
- 7 Government should re-visit the recommendations from the All-Party Commission on Physical Activity (2014) and commission a children and young person-focussed review to identify and build an evidence base for what works in local physical activity interventions.
- 8 Funding should be made available for the specific training of early years practitioners in physical activity and early childhood physical development.

Community **- community resources** **that create social norms**

- 9 Empower schools, parents and children to identify and connect to safer, more enjoyable journeys to and from educational settings to increase active travel during term time.
- 10 Government to ring-fence funding from the Civil Society Strategy: building a future that works for everyone; to invest in making parks, playgrounds and other public open spaces safe, family-friendly places to spend time in.
- 11 Develop outward-facing and sustainable schools-as-community hub models with integrated health, education and social care provision for children and family engagement.
- 12 A strategic alliance between ukactive, its members and local government to:
 - a Enhance the connection between schools and local community leisure operators for in and out-of-school facility access, particularly to support the 1,000 schools not providing swimming lessons.
 - b Replace outdated guidance that prevents the use of gyms by teenagers on health and safety grounds.
 - c Develop adolescent-specific engagement programmes, incorporating the use of existing leisure and community recreation facilities.

Broader public policy **- physical activity as the** **golden thread**

- 13 Government should elevate the focus of play and physical activity in response to other social and environmental challenges faced by children, ensuring that play and physical activity is embedded into all areas of children's policy.
- 14 In line with the UN Convention on the Rights of the Child, Article 12, government should enhance guidance and hold departments accountable for actively involving the views and opinions of children and young people in strategic health decision and policy-making.
- 15 Central and devolved governments should appoint their respective Commissioner for Children and Young People to undertake an analysis of each Comprehensive Spending Review to identify the economic and social impact of spending decisions on children and young people.
- 16 Invest in children and family play strategies as part of each area's Joint Strategic Needs Assessment, developing local 'Play Networks' and utilising existing venues, facilities and open spaces i.e. schools, parks or community leisure centres.
- 17 For all major political parties UK-wide to commit to a 20-year public health campaign which will move Generation Inactive to Generation Active by 2038.



**LEICESTER-SHIRE
& RUTLAND SPORT**
PHYSICAL ACTIVITY & WELLBEING

ANNUAL REVIEW 2018/19

Physical Activity and Sport in partnership



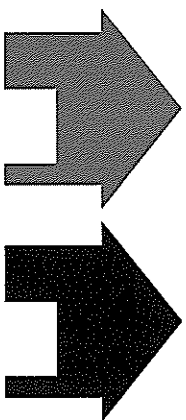
ONE VISION  **N**

Leicestershire, Leicester and Rutland the most physically active and sporting place in England

HEADLINE ACHIEVEMENTS

£580,292

Public Health funding invested into county Locality Sport and Physical Activity Plans, generating **436,809** attendances



£703,718

secured for **53** local clubs and organisations resulting from Funding Officer support



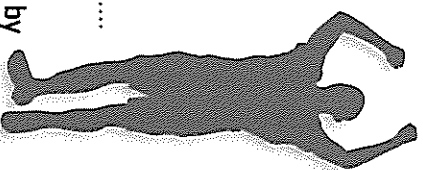
£118,000

secured from the 3 Clinical Commissioning Groups to deliver the Steady Steps programme



£443,267

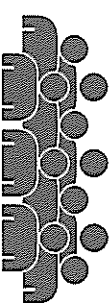
secured for **10** local clubs and organisations from the Sport England Community Asset Fund



The LRS Get Active Search Engine, which features local activity sessions and clubs/organisations, was accessed by over **55,000** users, an increase of **65%** from 2017/18

£2,023,468

invested through our Local Sport and Physical Activity Alliances



Supported 64

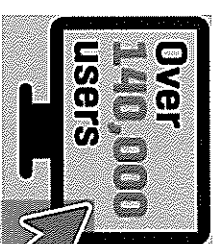
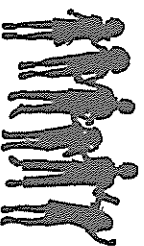
organisations to develop a Workplace Health Needs Assessment



Over

7,700

young people participated in School Games & Team Leicestershire county finals, of whom **511** were disabled young athletes



visited the LRS website, an increase of **42%** from 2017/18

£57,131

invested in the development of **23** new Satellite Clubs. **50** clubs sustained since the beginning of the programme



Over **11,500** people connected to LRS through social media platforms

58 GO GOLD athletes awarded a total of

£25,750



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FOREWORD

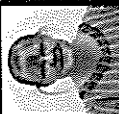
Leicestershire & Rutland LRS is a proud member of the LRS network, which has been instrumental in our success over the last 100 years. We have a long and proud history of working together to support the business of sport and to improve the lives of our communities. We have a fantastic partnership with our County Sport Partnership (CSP) over many years, and it has been both a huge honour and a privilege to take on the role of Chair of LRS. I am delighted that I took on the challenge and getting to know the LRS staff team, our partners and our programmes has been a huge privilege. The fantastic foundations upon which Andy Reed OBE, our previous Chair, has established for our County Sport Partnership (CSP) over many years, continues to provide a fantastic platform as we look to the future.

A huge debt of gratitude is owed to my fellow Board members and Advisers, especially the new members, for all their hard and tireless work. Making sure that LRS remains as a leading CSP. The successes are detailed throughout our report. However, what is more difficult to say is the enormous amount of collaborative and tireless working that is required, a culture and spirit of working together is the essence of what makes LRS. You will see some of our collaborative initiatives from delivery this year at the inaugural Tough Games and Early Years Conference (see page 7) demonstrate the full scope of our work with our partners.


Whilst 2018/19 has been a period of significant change, especially around the make-up of the Board (including the name change to Active Partnerships for our national network), it has not held us back in breaking new ground. Our work to support the business of sport can be seen on page 11, which highlights how many sports business cases are now part of our network and our ever-improving ability to demonstrate how sport contributes to the growth of the economy. Plus, to take the time to read some of the highlights, this is a celebration of your work and your commitment.

Finally, on behalf of the LRS Board, I would like to thank the LRS team and funders, and especially the thousands of incredible volunteers who make sport and physical activity happen at a local level. The dedication and commitment of our partners is enormous – working together we can change people's lives.

Best wishes



Bev Smith
Chair
Leicestershire and Rutland Sport



AMBITION: GET ACTIVE



AMBITION SUMMARY

Everyone, of all ages, has the opportunity to start participating in physical activity and sport.

HIGHLIGHTS

- 220 women and girls attended the annual This Girl Can Charity Night Out and 40 women attended the first This Girl Can Positive Pause event.
- £118,000 secured from the three Clinical Commissioning Groups to deliver Steady Steps across Leicestershire, Leicester and Rutland.
- 22 care homes with 225 participants have taken part in the Twilight Games Programme. 8 care homes participated in the first Inter Care Home Twilight Games Challenge Day. 16 volunteers from Age UK, Alzheimer's Society and the Co-op staff volunteering programmes trained to deliver the Twilight Games.
- 240 Health Professionals have accessed the Public Health England Clinical Champion Training.
- Over 250 Early Years Practitioners have accessed training to support them to create an active setting. 104 practitioners attended our first Early Years Physical Activity, Health and Wellbeing Conference.
- 142 Headteachers and Senior Leaders attended the School Physical Activity, Health and Wellbeing Conference.

DID YOU KNOW?

LRS is planning to develop a Digital Physical Activity offer throughout 2019/20 to support our residents take independent action to become more active.

IMPACT

Inaugural Twilight Games Championships

Following the successful delivery of the Twilight Games training programme, the Twilight Games Championships took place in September 2016 at Parklands Leisure Centre, Quadbury. Eight care homes and 48 residents from across Leicestershire and Leicester competed to claim the first ever title.



The opening ceremony saw residents eager to get the games started, as they came fully equipped with team names, flags, banners and mascots. Teams competed against each other in a round-robin styled fixture list in bocce, seated volleyball and audio basketball.

Teams when not competing could also access a fun activity zone involving skittles and a beanbag target throw, ensuring residents had the choice to either encourage other teams or get more practice in for the next competition.

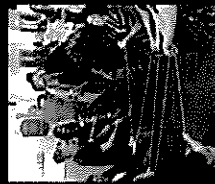
Although a competitive day, the aim of the programme was to improve mobility, mental health and wellbeing and increase social activity for residents in their own setting.

"We from Cooper House had an amazing day at the Twilight Games Championships. We really do hope we will be doing it again in the future, it was brilliant."

Janine Tomlin, Care Home Co-ordinator

Early Years Physical Activity, Health and Wellbeing Conference

The first five years of life represent an opportune window to lay the foundations for future good health and wellbeing. Higher levels of physical activity in childhood can lead to continued participation in later life. With that in mind, LRS wanted to provide an opportunity for local practitioners to come together to receive and share key information around the early years physical activity agenda.



In May 2018, LRS held its first Early Years Physical Activity, Health and Wellbeing Conference which was attended by over 100 Early Years Practitioners and partners from across Leicestershire, Leicester and Rutland. Workshops on the day included the key themes of parental engagement, in the moment planning, purposeful physical play, magical imaginative play, nutrition, and emotional health and wellbeing.

The Early Years Physical Activity Awards were incorporated at the conference which commended various settings for their achievements for being the most active, having a local champion and parental engagement. The feedback from the day was really positive and LRS will now look to run this event on an annual basis.

"I am so pleased I attended - it has been informative and inspired me to extend my studies."

Conference Attendee

"A really good chance to meet various teams and also a chance to learn new aspects regarding physical play."

Conference Attendee



AMBITION: STAY ACTIVE



AMBITION SUMMARY

Support people to develop a resilient physical activity and sport habit to ensure lifelong participation.

HIGHLIGHTS

- **£57,131** invested in the development of **23** new Satellite Clubs, and **50** sustained Satellite Clubs across LLR
- **Over 7,700** young people participated in School Games & Team Leicestershire county finals, of whom **511** were disabled young athletes
- **£25,750** invested from the Go Gold Funding Programme to support **58** talented athletes across LLR
- **53** community clubs and organisations were supported to make successful funding applications, generating **£703,718** of external resources
- **50** beginners running groups developed and sustained across Leicestershire, Leicester and Rutland

DID YOU KNOW?

LRS is looking to pilot the successful Team Leicestershire programme with primary schools in 2019/20, with the long-term aim of creating a sustainable high quality school sport competition offer for all young people.

IMPACT

Work It Weekly

Work It Weekly (Wiw) was developed at John Femeley College in Melton Mowbray, in partnership with local sports clubs and organisations. The aim of the programme was to support a group of disadvantaged and vulnerable young students lacking in confidence and self-esteem to engage in sport and physical activity sessions that they may not have accessed before.

Participants were initially engaged within the school environment before being supported to attend a session based at the local youth centre. This session was established following consultation with young people who stated that they preferred to engage in a variety of opportunities rather than opting for a single sports club. It was also recognised that some of the local provision was traditional in nature and not necessarily reflective of the type of activity delivered within the Wiw sessions, which was adapted to meet the needs of participants in a more informal, fun and social environment.

Following the initial six-week school engagement phase, 20 young people have participated in the community session on a regular basis. In addition, eight have also attended sessions with local clubs or physical activity providers. The wider impact of the programme includes increased confidence and self-esteem, a willingness to engage further with academic work and building relationships and trust with school staff and peers.

"It has been so refreshing to see how much impact the programme has had on some of our most disadvantaged students. Their confidence, behaviour and attitudes have changed over the course with some almost afraid to have a go at a new challenge but now they can't wait to explore a new activity."

Liam Weekes, Student Attendance Member Officer, John Femeley College



Leicester Combat Academy

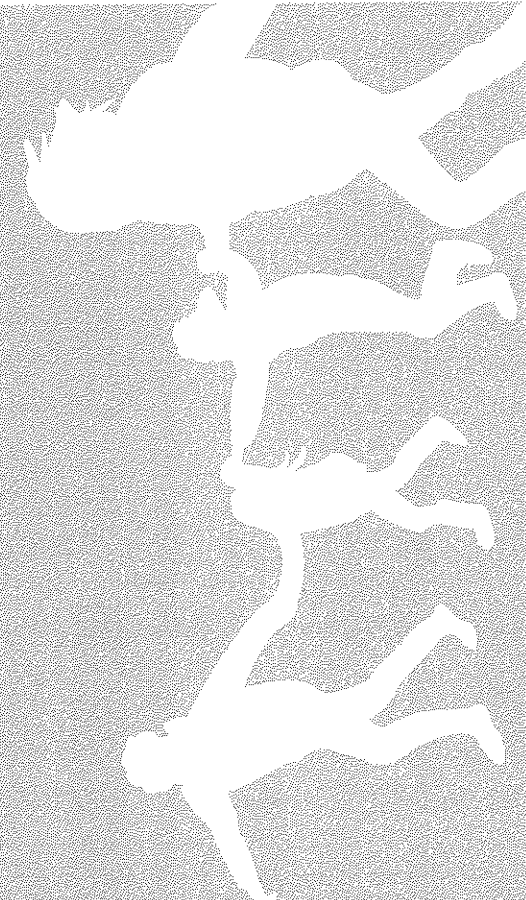
Leicester Combat Academy has come a long way since it first started delivering wrestling and boxing sessions to 30 members in 2012. During the last 12 months, LRS has supported the club with their organisational structure, programming, budgeting, online subscription system, financial management and income generation, including securing over £20,000 from several different funding sources.

The club has transformed their gym from a basic, matted facility to a state-of-the-art training facility that includes a full-size Olympic wrestling mat, a boxing ring and 15 punch bags. Forty young people at the club were also supported through a City and Guilds Accreditation in carpentry and tiling and then went on to renovate the club's tables and shower area.

The club is thriving and numbers are growing every week. There are now over 200 people from the local community using the club and seeing the benefits of being active. The Club is continuing with its developments and is awaiting the outcome of additional capital funding applications to make further improvements to the facility.

"The support and guidance from LRS has been phenomenal. I simply couldn't have done it on my own and without the support I received, the club would have closed. They have helped me to help others and really benefit our local young people and community."

Nasser Hussain, Leicester Combat Academy Chair



AMBITION: ACTIVE PLACES



AMBITION SUMMARY

Facilities, playing pitches and informal spaces, that encourage physical activity and sport, are high quality and accessible.

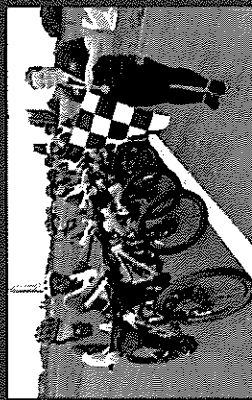
HIGHLIGHTS

- The **Active Places Forum** is now successfully operating as the local strategic steering group. This is delivering close collaboration between county, city, borough and district councils to support the effective delivery of active places across LLR.
- First draft **Local Football Facilities Plans** have been developed across LLR. The plans will influence future football facility investment, providing opportunities for formal and informal football participation.
- **New partnerships** have been developed with new stakeholders, including the National Forest and the Canal & River Trust, to identify physical activity opportunities in new environments.
- LRS has worked with over 30 clubs, organisations and community groups to support facility developments across LLR.
- **£443,267** has been secured for 10 local clubs and organisations from the Sport England Community Asset Fund.

IMPACT

Development at New College Leicester

New College Leicester began an exciting journey in April 2012 with the launch of their Sport and Physical Activity Strategy designed to deliver their ambition to provide sporting opportunities for all. Close partnership work and collaboration with LRS, community clubs and NGBs has helped develop an asset-based community development approach that puts people at the heart of decision making. In 2017, a 1km cycle circuit was developed at the college providing a facility for recreation, training, sport and community cycling. Development has continued into 2019 with the redevelopment of eight tennis courts, which will also facilitate netball training and matches. Links with local clubs are in place to support the growth of these sports for both students and the local community.



"Our approach has seen the college develop many fantastic sports facilities and we're now welcoming over 2,000 individual users per week who benefit from college facilities which are at the heart of the local community."

Wayne Alisopp, Business Development Manager, New College Leicester

DID YOU KNOW?

LRS is seeking to embed the concept of Active Environments more deeply within the planning process to encourage greater levels of physical activity within new developments. LRS will be working closely with local authorities and other organisations to prioritise the promotion of physical activity within planning policy, design and delivery.

AMBITION: ACTIVE ECONOMY



AMBITION SUMMARY

Promote LLR as a premier, high performing location for undertaking the business of physical activity and sport.

HIGHLIGHTS

- **6** Business of Sport Networking sessions have been held at key sporting venues across Leicestershire and Leicester, attracting **127** attendees.
- The Business of Sport Network has supported **72** businesses to connect with business support and/or other businesses to help them grow and develop their products and services.
- **7** monthly Business of Sport newsletters have been developed and circulated since September 2016, which have a subscription of **537** people.
- A Sector Skills Survey was completed by **44** organisations and this has shaped a Skills Plan to address some of the challenges faced.
- Evidence has been submitted in relation to the Local Industrial Strategy, highlighting the economic impact of the local sports sector. This included information and evidence in relation to economic growth and generating savings in the economy.
- Two events were held as part of the 2018 Leicester Business Festival. One highlighting and connecting the businesses with the support available through the three local universities. The second promoting the Wellbeing@Work programme. Collectively the events reached **36** attendees across **24** businesses.

IMPACT

Business of Sport Network

The Business of Sport Network has been developed to reach a new cohort of businesses registered in Leicestershire and Leicester, operating in the sports sector, with the primary aim of connecting them with support and each other to drive business growth. The network has reached 72 businesses through workshops and one to one discussions. The sessions have all run from key sporting venues featured in the prospectus showcasing Leicestershire and Leicester as a Premier Sporting Location including the Morning-side Arena, Leicestershire County Cricket Club, National Centre for Sport and Exercise Medicine and SportPark, Loughborough University. More venues are hoped to be used in year two.

The network has hosted speakers from organisations that support businesses for free through the Growth Hub such as the LEP Business Gateway, the three local universities, the Leicester Employment Hub, Digital Growth Programme, GASE, as well as other businesses/advisers able to work with small to medium-sized enterprises in a paid capacity. Positive feedback has been received from the network sessions, 100% of people completing the reviews have rated the venues, the format and the overall experience as either good or very good. The average number of connections reported was three per person with some individuals reporting over five useful connections made from the sessions. The group are continually shaping the next steps of the network moving forwards.

"Since accessing the Business of Sport Network we have made many important connections, and with their support we continue to develop stronger links with both the private and public sector throughout Leicestershire, which allows us to better focus on the next steps of our journey."

David Johnson, Kai Sports

DID YOU KNOW?

The roll out of the Premier Sporting Location branding and resources will begin in April 2019 aiming to attract more events, conferences and visitors to enjoy the extensive and unique sporting offer in the Leicestershire and Leicester area.

FOUNDATION: WELL LED



FOUNDATION SUMMARY

Creating an environment where collaboration, good governance, effective leadership and sustainability is the norm.

HIGHLIGHTS

- Achieved and maintained the standards of the UK **Code for Sport Governance**.
- Successfully recruited a new **LRS Board Chair** and two new equally high calibre Board Members.
- Increased our partner survey Net Promoter Score to 69%, rating LRS in the upper quartile of all CSIPs in England.
- Achieved a **'Very Good'** rating from Sport England using its new Performance Management framework.
- Generated **£61.145** non-grant income through the Enterprise and Innovation workstream.
- Secured new resources from Sport England to appoint a **Senior Strategic Manager** who will work closely with new system partners such as Housing, Planning and Transport.

DID YOU KNOW?

LRS is working to develop a collaborative leadership training programme that targets key individuals for development from across the sport and physical activity sector and beyond.



IMPACT

Connecting Assets and Changing Mindsets

LRS held its fifth annual conference in November 2018 titled 'Connecting Assets and Changing Mindsets'. The event gave over 100 local partners the opportunity to hear from a range of national and local contributors and explore the importance of a whole systems approach to embedding physical activity and increasing levels of participation.

The conference provided the platform for partners to focus on learning, networking and celebrating local successes as LRS continues to aspire to be the most physically active and sporting place in England.

Dr Rob Constand, Professor of Physical Activity and Health, Sheffield Hallam University and Director of the National Centre for Sport and Exercise Medicine in Sheffield, presented an insight into

A whole system approach to increase physical activity. Special guest Denise Larrac, BBC Sports Personality Unsung Hero 2017 winner, motivated the professionals by sharing her volunteering journey which has inspired the lives of many to become more physically active.

The conference was very well received, with 100% of delegates rating their overall experience as either very good or good.



"The social element is incredibly important. My takeaway advice to all present is that individuals need to feel part of a group to stay active."

Denise Larrac, BBC Sports Personality Unsung Hero 2017

FOUNDATION: SKILLED AND REPRESENTATIVE WORKFORCE



FOUNDATION SUMMARY

Developing a skilled, motivated and fit for purpose workforce (paid and voluntary) that is representative of our communities.

HIGHLIGHTS

- **382** coaches, volunteers and club members have accessed the 2018/19 LRS Workforce Education Programme.
- Over **500** clubs, coaches and volunteers were consulted with to build LRS's understanding of the development needs of the workforce.
- A total of **400** professionals attended LRS conferences, including the Early Years and Schools Physical Activity, Health and Wellbeing Conferences and the Connecting Assets and Changing Mindsets Conference.
- **56** people have accessed the 2018/19 LRS Raising Awareness Programme.
- Successful funding application submitted to Sport England, securing **£120,000** to develop and support the workforce.

IMPACT

Taking the Lead

One of the LRS Take the Lead participants, Sharon Tat, was featured in an article within the national Women's Home magazine. Sharon is 64 and a retired nurse. Sharon said that she had been looking for a volunteer role as she had been due to retire.

The Take the Lead programme, designed to address the shortfall of women in leadership and coaching roles within Leicestershire and Rutland, seemed like the perfect way to pass on her love of running and help other people look after their health. This was something Sharon was passionate about after years of working with the NHS.

Sharon attended a Leadership and Running Fitness course, which gave her the confidence and skills to support people to run safely. Sharon said, "It was up to me to decide how I wanted to use my new skills. I decided to focus on attracting non-runners especially women to take it up." She has supported hundreds of women new to running this year and one of her graduates ran the 2017 London Marathon.

"I was incredibly proud to have played a part in her discovering a passion for running. Seeing people grow in confidence and becoming fitter is so rewarding and it's also a very sociable experience for me."

Sharon Tat, Take the Lead participant

DID YOU KNOW?

LRS is working with the Royal Foundation and Leicester City Football Club Community Trust to develop a community sports coach apprenticeship scheme.



FOUNDATION: INSIGHT DRIVEN

FOUNDATION: EFFECTIVE MARKETING & COMMUNICATIONS

FOUNDATION SUMMARY

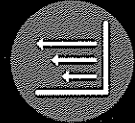
An understanding of people and place is at the heart of decision making.

HIGHLIGHTS

- An **Evaluation Toolkit** has been developed and shared with partners through training workshops to support the collection of monitoring and evaluation data in a consistent way.
- Since its launch in October 2018, the **LRS Insight Hub** has been accessed by over 1,000 users to support them make evidence-based decisions and grow their understanding of local communities.
- A series of consultations have taken place to develop our understanding of key target audiences. For example, **over 550 young people** aged 14-15 have completed a physical activity and sport survey to help LRS shape their school and community programmes.

IMPACT

LRS Insight Hub



Based on local demand, LRS has developed an online Insight Hub to make insight more easily accessible and usable. The online hub provides access to a range of key insight documents and resources through three portals, each with a distinct function.

Data and Statistics Portal

This portal is made up of a series of interactive data dashboards across five topic areas: community, demographics, economy, health and wellbeing and physical activity levels. These include national and local datasets and the ability to compare data across different geographical areas.

Over 180 partners have accessed this portal since its launch in October 2018. The content has supported local authority teams to understand their communities better.

Research and Evidence Portal

This portal is a centralised library of the latest physical activity and sport related research that is supported by an intuitive search and filter function.

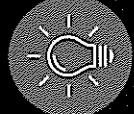
This portal has been used to share key local documents such as the LRS Active Lives local summaries, directing readers to a central location where future releases can be accessed. Since its launch in October 2018, nearly 200 partners have accessed the portal to enhance their knowledge and develop learning.

FOUNDATION SUMMARY

Positively influence people's attitudes and behaviours towards being active and ensure information is accessible.

IMPACT

LRS Insight Hub



Tools and Resources

The third portal within the LRS Insight Hub is 'Tools and Resources', which provides a range of partner organisations with key resources and toolkits to support the delivery of communication and evaluation of programmes and campaigns.

The marketing section has been particularly beneficial for LRS and its partners as we work together to provide a consistent approach to the delivery of national and local campaigns. LRS has made guidelines and toolkits available for key programmes and campaigns such as 'Make your Move', 'Leicester-Shire 5 Rats and One You', 'Workplace Health Needs Assessment' and various health and wellbeing campaigns.

In addition, electronic material such as CFO ideas and delivery resources, have been made openly available for clubs, schools, businesses and

Early Years Practitioners. Since its launch in October 2018 over 350 partners have accessed the portal to view resources and there have been over 3,000 downloads of the 'Make your Move' campaign collateral.

www.lrsport.org/insighthub



HIGHLIGHTS

- Over **140,000** users visited the LRS website, an increase of **42%** (41,800 users) from 2017/18.
- Over **11,500** people connected to LRS through social media platforms.
- The **Get Active Search Engine**, which features local activity sessions and clubs/organisations, was accessed by **over 55,000 users**, an increase of **65%** from 2017/18.
- **14** press releases were issued to the local media, with an **average coverage success rate of 86%**. This includes offline, online, radio and TV coverage.
- **Over 11,900** individuals, ranging from partners to young athletes, school and community settings, benefitted from **148 LRS organised events and courses**.
- **66 Newsletters** were issued to our partners and customers. This included **targeted Newsletters** for Clubs and Funding, Schools, Early Years, Business of Sport and Wellbeing@Work.

DID YOU KNOW?

In 2019/20 the eight Local Sport Alliance websites will undergo an upgrade and re-design - www.lrsport.org/yourisa



"Janice is doing really well attending a Steady Steps plus class every week. She is still progressing and now walks without her stick!"
Eleanor Blackwell, Steady Steps Co-ordinator and Postural Stability Instructor

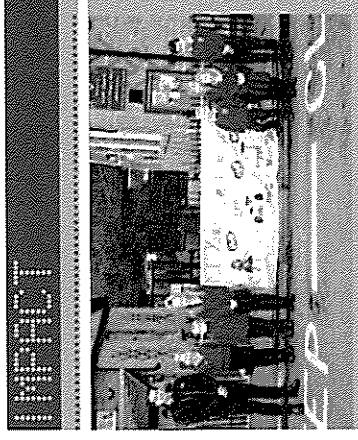
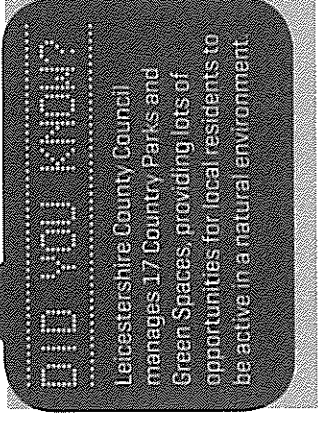


Steady Steps: Janice's Story

Janice, aged 69, joined the Leicester Forest East Steady Steps Falls Prevention Exercise class in April 2018. Previously Janice had never attended any type of organised exercise class but has regularly attended the Steady Steps group, missing only a couple of classes throughout the year.

Janice has had a left hip replacement due to osteoarthritis and lives with controlled high blood pressure; when she started the class she was borderline type 2 diabetes. At the end of the programme Janice noticed many improvements including walking down the stairs properly, being able to garden easier, reaching up to top shelves in the kitchen, increased energy and the ability to walk further.

Janice's cholesterol has decreased from 5.3 to 4.1, her HbA1c (glucose) has also reduced and she is now at a lower risk of type 2 diabetes. Janice has also lost an impressive 18 pounds in weight since she started the class.



Active Travel Banner Competition

Through collaboration between Leicestershire County Council and LRS, funding has been secured for a new Safe and Sustainable Travel Officer. The main responsibility for the officer is to work with primary schools across the county to increase active travel to and from school.

One project to support this ambition was the school gate banner competition. The competition challenged schools and pupils to think about what messages they would like to promote related to active travel and safe environments around school.

Pupils completed their drawings in class or took them home, promoting discussion with teachers, parents and guardians and a winner was chosen for the school. The winning design was then created into a 2m x 1m vinyl banner for display on the school gates. The banners can be seen by pupils, parents, visitors as well as residents cementing the message in the school ethos and environment.

"Our pupils have found prioritising active travel and designing their own projects an immensely rewarding experience that has enriched our wider curriculum and really made a difference for our whole school community. The events have resulted in even more pupils and parents choosing to walk, cycle and even scoot to school thus adopting healthier and more active lifestyles."

Headteacher, Elizabeth Woodville Primary School



LRS working with:
LEICESTERSHIRE COUNTY



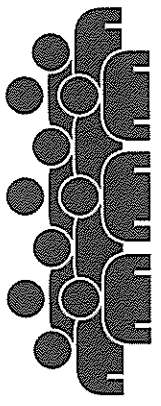
Leicestershire County Council Public Health has invested **£580,292** to support the delivery of locality sport and physical activity programmes. There has been a particular focus on Least Active Children, Young People and Adults. Referral Programmes, Older People and School Sport & Physical Activity.

Sport & Physical Activity Commissioning Plan

- **£721,568** partner investment secured to support the delivery of the sport and physical activity plans
- **436,809** attendances at projects included within seven locality plans
- **73,682** individuals were recorded at sport and physical activity sessions within the locality plans

School Sport, Health and Wellbeing Apprentices

- **22** School Sport, Health and Wellbeing Apprentices being trained and deployed within Leicestershire schools as part of the Loughborough College Apprenticeship Programme



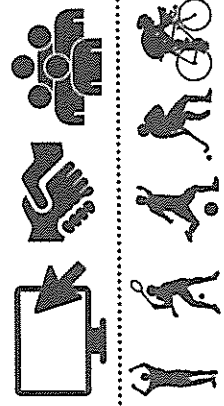
Active Families

- Leicestershire County Council, Homestart, LRS and the district councils successfully secured more than **£400,000** from Sport England to help low-income families get active with their children over a four year period



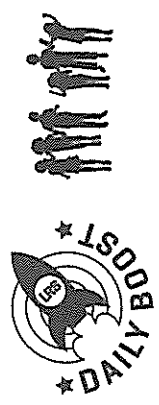
Wellbeing@Work

- **£28,000** secured from Public Health and six district councils to develop the Wellbeing@Work package
- **64** organisations engaged with the Wellbeing@Work programme during 2018/19



Daily Boost

- **76** schools signed up to the Daily Boost Programme



Steady Steps

- **£68,000** secured from East Leicestershire & Rutland CCG and West Leicestershire CCG to deliver Steady Steps from October 18 - March 19
- LRS has supported with the development of a **FAME** toolkit (as part of the PHISICAL Study) to support other commissioners and providers to deliver a falls prevention programme

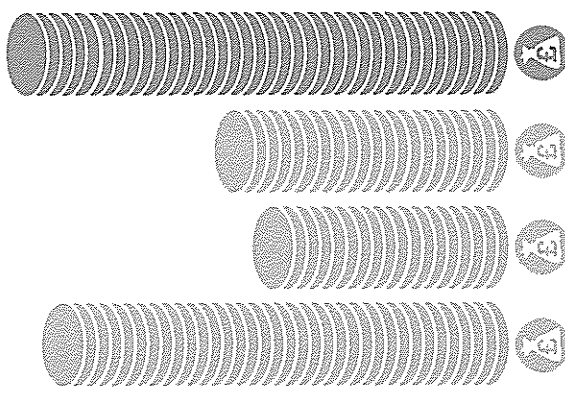


LRS working with:

BLABY
District Local Sport Alliance

FINANCIAL

Total funding secured £276,401



The total financial investment, which includes partner funding to deliver the Sport and Physical Activity Commissioning Plan is £413,728

£1 £1 £1 £1 £1 £1 £1

Every pound counts...

For every council tax £ invested in Leicester-Shire 6 Rutland Sport by Blaby there has been a minimum return of £32* partner funding

*Figure excludes the investment made by local LSA partners and officer time

SUCCESS

- Blaby District Local Sport Alliance worked in partnership with Public Health to deliver the first back pain pilot in the county, through which local residents could access a community course to reduce back pain and improve mobility. The course was delivered by a trained level 4 instructor who also provided learning resources for participants to take away and practice at home.
- Sport & Physical Activity Commissioning Plan
- 56,140 attendances at projects included within the plan
- £75,595 Public Health funding invested, contributing to locality sport and physical activity programmes



Steady Steps

- £13,200 has been secured from the Clinical Commissioning Group to deliver the Steady Steps programme



GO GOLD

- £2,500 funding for 7 GO GOLD athletes



Funding Officer Support

- £24,114 secured for local clubs and organisations resulting from Funding Officer support

Community Asset Fund

- £149,992 secured from the Sport England Community Asset Fund



- School Sport Competition (Blaby & Harborough combined squad)
- 1,126 participants at School Games & Team Leicestershire county finals

Workplace Health

- Supported 13 organisations with the process of developing a Workplace Health Needs Assessment

Satellite Clubs

- £10,000 invested into the delivery of Satellite Clubs

"It is a joy to look out of your window and see so many young people riding around on their bikes. It has got the whole village excited and has brought us closer together."

Sharnford resident

BEAT THE STREET



Beat the Street

Beat the Street is an evidence-based intervention designed to increase physical activity levels across a community. It encourages participation through game-based strategies and motivates positive behaviour that, over time, becomes the daily norm. The six-week Beat the Street initiative was launched in Blaby District in February 2019 and 49 organisations took part (25 Primary schools, 3 secondary schools, 12 community groups and 9 workplaces), with 10,956 players registered and a total of 93,631 miles actively travelled.

The village of Sharnford used Beat the Street as an opportunity to bring the community closer together alongside supporting their local primary school. Staff and pupils at the school worked together to promote the programme throughout the village and encouraged each other to actively travel to and from school. Before long the local residents saw an increase in walking, running, scooting and cycling in the village and wanted to know what was going on.

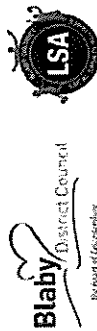
After hearing about the programme and opportunities to win prizes for the school, the whole village began beating the street. So much so that retired residents were going out on their bikes during the day spending around five hours traveling to different beat boxes. One lady was so impressed with how engaged and active the pupils were in the programme that she donated £100 to the school. Further to this another individual opened up their home on the last day to provide food and drink for people who were out taking part.

GO GOLD

In 2019/20 the Local Sport Alliance will be upscaling the Positive Activity Referral Scheme. A personalised referral pathway will be provided for vulnerable young people and families to access sport and physical activity alongside improving self-efficacy and mental wellbeing

"It is great, the programme has got me and my family out of the house and we've even managed to teach our children how to ride a bike."

Parent





MAKE YOUR MOVE PHYSICAL ACTIVITY CAMPAIGN

DID YOU KNOW?

There have been over 3,000 downloads of the Make Your Move resources by partners.

MAKE YOUR MOVE
 The Top 10 Healthy Habits
 1. GET MOVING
 2. EAT HEALTHY
 3. GET ENOUGH SLEEP
 4. STAY HYDRATED
 5. TAKE BREAKS
 6. MANAGE STRESS
 7. GET SOCIAL
 8. SET GOALS
 9. BE POSITIVE
 10. TAKE CARE OF YOURSELF

DID YOU KNOW?
 The number of people who have downloaded the Make Your Move resources has increased by 20% since last year.

MAKE YOUR MOVE
 The Top 10 Healthy Habits
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 10. TAKE CARE OF YOURSELF

DID YOU KNOW?
 The number of people who have downloaded the Make Your Move resources has increased by 20% since last year.

SUPPORTING PEOPLE TO MAKE THEIR MOVE

TWILIGHT TOTS

Supporting people to make their move through physical activity is a key priority for URS. We have been working with partners to develop and deliver a range of resources to support people to make their move through physical activity.



DAILY BOOST

Supporting people to make their move through physical activity is a key priority for URS. We have been working with partners to develop and deliver a range of resources to support people to make their move through physical activity.



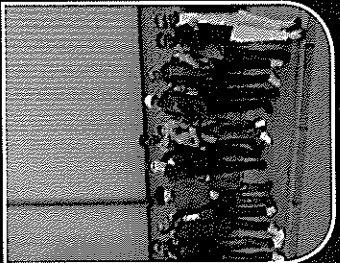
SCHOOL SPORT COMPETITION

The URS School Games and Team Leicestershire programmes have merged to create the LLP Active Schools Competition Programme. It aims to develop a new 3-11 age approach to competition to ensure an offer for all young people, not just the sportsy.



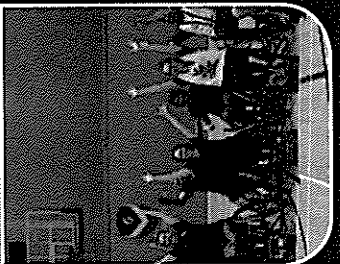
SATELLITE CLUBS

The LLP Satellite Club programme has developed a strong partnership with Street Games to work collaboratively on engaging with and offering opportunities to priority groups and young people at risk of offending.



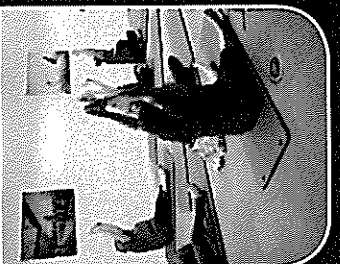
WELLBEING@WORK COMPETITIONS

25 workplaces engaged with the Wellbeing@Work competition in 2018/19. Funding support for 7 local authorities to support workplaces to complete a Wellbeing@Work challenge.



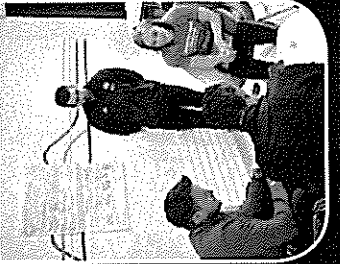
POSITIVE PAUSE

49 women attended our first Positive Pause Event. "Had a fabulous evening, enjoyed everything, workshops much more in-depth than I thought they would be and I learned a lot."



BEHAVIOUR CHANGE TRAINING

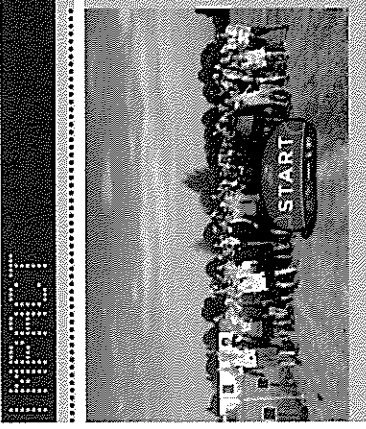
41 providers attended Behaviour Change training from across the sport and physical activity network, learning techniques on how to use people's motivations, values and influences to develop a stronger physical activity habit.





"The core team of volunteers are committed to the success of the event, dedicated to ensuring the parkrun goes from strength to strength."

Jenny Perry, parkrun Race Coordinator



Dishley parkrun

Dishley parkrun is a free weekly 5km event in Loughborough, aimed at anyone of any ability. Whether you walk, jog or run, the parkrun is you against the clock, whatever your pace. The development of parkrun has been led by a group of committed local volunteers including those from Loughborough Rugby Club and supported by members of the Active Charnwood Alliance and Charnwood Borough Council.

DID YOU KNOW?

The Active Charnwood team will be working in partnership with Leicester City Football Club Community Trust to develop and increase participation in local sport and physical activity opportunities. Projects will include improving men's health, inclusive sport, Premier League Kicks and school sport.

Dishley parkrun is an inclusive event, providing a range of opportunities for involvement, whether that be participating, volunteering or spectating. The parkrun community is supportive, creating opportunities to meet new people and socialise over a cup of coffee post run. Since its inception in mid-2018, there have been 39 events, with 11,170 attendees and 3,231 participants who have run a total distance of 55,850km. The participants are supported by an average of 30 dedicated volunteers each week. Over 20% of the participants are new to parkrun, highlighting the huge impact this event is having on increasing physical activity levels in the Charnwood area.

The success of the parkrun was recognised at the 2018 Charnwood Sports Awards, winning the Outstanding Contribution to Sport and Physical Activity award.

"I love parkrun. I love that everybody is welcome. It doesn't matter whether you're 4, 14, 40 or 80, or completing it in 15 minutes or 70 minutes or somewhere in between, parkrun is a place where all can come."

Katrina James, parkrun volunteer and participant



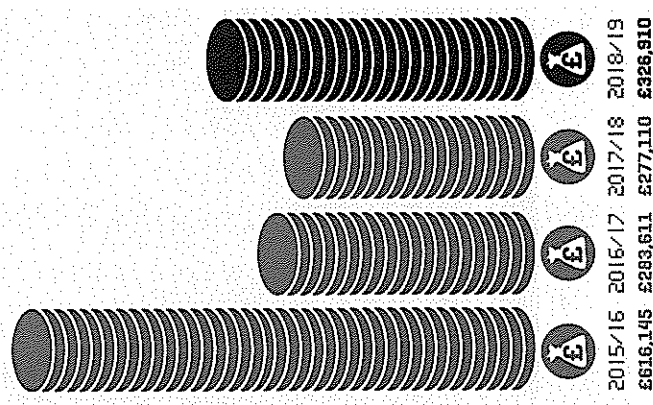
LRS working with:

CHARWOOD

Active Charnwood Alliance

INVESTMENT

Total funding secured **£328,910**



The total financial investment, which includes partner funding to deliver the Sport and Physical Activity Commissioning Plan is £502,778

SUBS

Active Charnwood Alliance proudly celebrated their 10th Anniversary Sports Awards, attracting 166 guests and honouring 40 shortlisted individuals and groups. Winners included the MOVE Charity, founded by Gemma Hillier-Moses, who won the inaugural Joe Humphries Special Recognition award which recognises inspirational people who have made outstanding achievements in the face of adversity.

Sport & Physical Activity Commissioning Plan

- 74,617 attendees at projects included within the plan
- £141,846 Public Health funding invested, contributing to locality sport and physical activity programmes

ACTIVE TOGETHER



Steady Steps
 • £23,100 has been secured from the Clinical Commissioning Group to deliver the Steady Steps programme

GO GOLD
 • £8,750 funding for 15 GO GOLD athletes

Funding Officer Support
 • £81,457 secured for local clubs and organisations resulting from Funding Officer support

Community Asset Fund
 • £55,400 secured from the Sport England Community Asset Fund

School Sport Competition
 • 1,410 participants at School Games & Team Leicestershire county finals

Workplace Health
 • Supported 11 organisations with the process of developing a Workplace Health Needs Assessment

Satellite Clubs
 • £15,357 invested into the delivery of Satellite Clubs

Every pound counts...

For every council tax £ invested in Leicester-Shire & Rutland Sport by Charnwood there has been a minimum return of £23* partner funding

*Figure excludes the investment made by local SA partners and officer time

Email: acttogether@harborough.gov.uk • Tel: 01658 821210 • Website: www.harboroughsport.org.uk

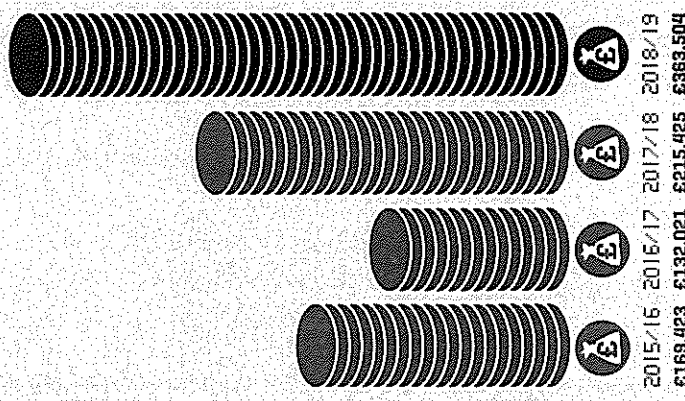
LRS working with:

HARBOROUGH

(Active Harborough District)

INVESTMENT

Total funding secured **£363,504**



The total financial investment, which includes partner funding to deliver the Sport and Physical Activity Commissioning Plan is £477,401

£1 £1 £1 £1 £1

Every pound counts...

For every council tax £ invested in Leicester-Shire & Rutland Sport by Harborough there has been a minimum return of £47* partner funding

*Figure excludes the investment made by local LSA partners and other funder

SUCCESS

During the summer of 2018, Active Harborough worked with a local Yoga instructor from Two Breaths More to deliver free outdoor yoga sessions in Welland Park for the whole community. The sessions followed parkrun on Saturday mornings and had up to 70 people attending per session.

Sport & Physical Activity Commissioning Plan

- 28,557 attendances at projects included within the plan
- £66,201 Public Health funding invested, contributing to locality sport and physical activity programmes



Steady Steps

- £13,200 has been secured from the Clinical Commissioning Group to deliver the Steady Steps programme



60 GOLD

- £4,000 funding for 11 60 GOLD athletes

Funding Officer Support

- £216,798 secured for local clubs and organisations resulting from Funding Officer support

Community Asset Fund

- £37,500 secured from the Sport England Community Asset Fund

School Sport Competition (Blaby & Harborough combined squad)

- 1,126 participants at School Games & Team Leicestershire county finals

Workplace Health

- Supported 8 organisations with the process of developing a Workplace Health Needs Assessment

Satellite Clubs

- £1,600 invested into the delivery of Satellite Clubs

"The sessions have been brilliant - everyone has benefited. The coaches have learned how to adjust their coaching, the volunteers have loved engaging with the characters involved and the participants have had physical exercise and the opportunity to improve their motor skills. It has been so positive all round."

Lesley Paris, Project Organiser, Market Harborough Lawn Tennis Club



LEARNING



Learning Disability Tennis

The joint Tennis Project, delivered in association with Market Harborough Lawn Tennis Club and Freedom Support Solutions, provides a great example of how sports clubs can overcome challenges and be successful in working with people with disabilities in the community.

Through the charity Bright Ideas for Tennis, the tennis club upskilled coaches and volunteers who were both playing and non-playing members of their club. Their newly developed skills enabled them to deliver sessions confidently and effectively to adults and children with learning disabilities. Clients from Freedom Support Solutions initially attended eight tennis sessions during the summer, funded through an Active Harborough District Sports Club Grant, with huge success.

The project has helped to break down many barriers for the tennis club coaches, volunteers and participants, building confidence for the club and volunteers to work with disabled people. Participants also feel part of the community, connected through sport and have been provided with an opportunity to develop new skills each week.

The project continues to take place, with the tennis club working hard on funding applications to sustain the sessions. Over 20 adults are now enjoying weekly tennis sessions, supported by 14 regular club volunteers.



DID YOU KNOW?

From 1st April 2019, Harborough District Council leisure facilities will be managed on behalf of the council by SLM - Everyone Active who have been successful in acquiring an interim three year contract. The new contract will provide an opportunity to further build on current relationships. Alongside this the ongoing work by the Active Harborough team will dovetail with the new leisure providers' programme offering a broad range of activities across the district.

"I really like the tennis and coming to this club, the people are friendly and they help me play."

Chrissie, Tennis Participant

Email: Graham.chivers@hincley-bosworth.gov.uk • Tel: 01455 255678 • Website: www.hbsha.org.uk

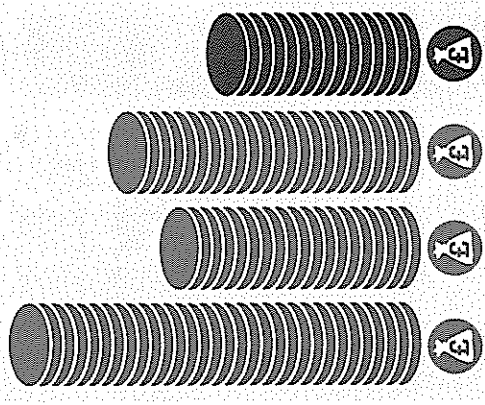
LRS working with:

HINCKLEY & BOSWORTH

Local Sport and Health Alliance

FINANCIAL

Total funding secured **£132,602**



The total financial investment, which includes partner funding to deliver the Sport and Physical Activity Commissioning Plan is **£202,648**

£1 £1 £1 £1 £1

Every pound counts...

For every council tax £ invested in Leicester-Shire & Rutland Sport by Hincley & Bosworth there has been a minimum return of £14* partner funding

*Figure excludes the investment made by local LSA partners and officer time

SPORTS

Desford Lawn Tennis Club was presented with the National Lawn Tennis Association Disability Project of the Year Award at a special British Tennis Awards ceremony in 2018. The Sport and Health Alliance worked with the club to devise and support the winning programme.

Sport & Physical Activity Commissioning Plan

- 42,801 attendances at projects included within the plan
- £90,554 Public Health funding invested, contributing to locally sport and physical activity programmes



Steady Steps

- £18,150 has been secured from the Clinical Commissioning Group to deliver the Steady Steps programme



GO GOLD
• £750 funding for 3 GO GOLD athletes



Funding Officer Support

- £22,148 secured for local clubs and organisations resulting from Funding Officer support



School Sport Competition

- 910 participants at School Games & Team Leicestershire county finals



Workplace Health

- Supported 11 organisations with the process of developing a Workplace Health Needs Assessment

“What a guy! He has survived three strokes and gave a message of such positivity, hope and encouragement to us all on the benefits of exercise. There were tears (and not just from me!).”
LEAP Participant



Inspiring others to lead a healthy lifestyle

Paul was a very active person, involved in mountain biking, surfing, kayaking and coast-to-coast walking. However, his world changed dramatically after he experienced three strokes. The strokes caused poor balance, extreme fatigue, debilitating headaches, loss of speech and memory, tremors in his hands and head; life became very difficult for Paul.



Paul was so positive over his ‘referral’ experience he was asked to become a Borough Health Ambassador. He talks to different groups about the benefits of healthy lifestyles and supports participants on the Exercise Referral Scheme. Speaking to someone who has been there helps no end and Paul’s inspirational story is infectious and supports others to set and reach their own goals.

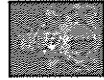
Through the Exercise Referral Scheme, Paul was advised by his GP to engage in specialised, supervised exercise at Hinckley Leisure Centre. The scheme consisted of an initial 12 week course and for Paul this was a ‘life-saver’; his confidence improved and the impact of physical activity also had mental health benefits.

At the start of the referral scheme Paul set himself two goals: surfing at Croyde Bay, Devon and walking up High Cup Nick in the Peak District and he managed to achieve both of these goals. Paul set himself an even greater challenge last year, to complete the Blenheim Triathlon, which he achieved and his story was covered by BBC East Midlands Today.

“DID YOU KNOW?”
In 2019/20 Hincley and Bosworth Sport and Health Alliance will be holding a Workforce Engagement Event to share best practice and plan for the future

“Paul’s determination and humour is inspirational and motivating to everyone in the gym. A real life hero.”

Simon Bates, Exercise Referral Instructor

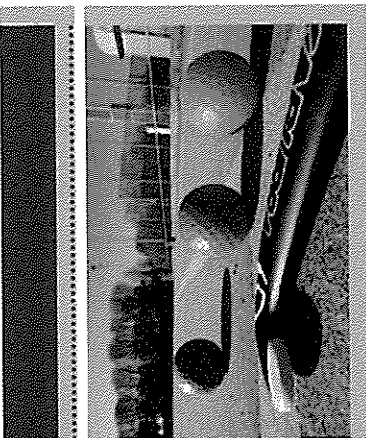


Hinckley & Bosworth Borough Council



"Having a home in the heart of the city will make it easier for us to attract new players, as well as new fans. We've got lots of plans for the future, including expanding our men's section, a renewed focus on grassroots hockey and building a close relationship with local schools."

Sarah Treanor, Leicester Hockey Club



Leicester Hockey Club moves back to the City

Leicester Hockey Club, one of the most successful women's hockey clubs in England, has moved back to the city of Leicester after 10 years away. The city council welcomed the club back to Leicester by leasing its facility at St Margaret's Pastures, providing the club with a home they can invest in and upgrade.

With the security of a 25-year lease behind them, Leicester Hockey Club will have access to funding that will allow them to upgrade the facility, including replacing the existing sand-based pitch with a water-based pitch suitable for top-flight hockey. The club has ambitions to grow the grassroots game by offering junior and adult coaching programmes, as well as a range of multi-sports, health and fitness sessions.

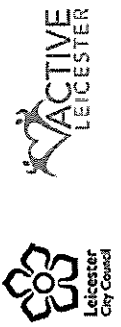
This project is the culmination of over 18 months of partnership work between the council, the club and supporting partners. The project involved the rigorous testing of the club's business plan, where the council assessed their capability for taking on this asset and their ambitions for hockey and recreational football in Leicester. The council was extremely pleased that the club demonstrated the skills and expertise to run St Margaret's Pastures, both as a venue for top-flight hockey and as a valuable community leisure facility. The club's return to the city is great news for Leicester.

Did you know?

In 2019, Sport Services will be embarking on a new investment programme that will see improved health and fitness facilities at three of its leisure centres: Aylestone Leisure Centre, Cossington Street Sports Centre and Evington Leisure Centre will see new and refurbished gym and studio facilities.

"Thanks to this initiative, Leicester Hockey Club – which is such a major force in women's sport – will soon be back where it belongs, joining Leicester City FC, Leicester Tigers, Leicester Riders and Leicestershire County Cricket Club back home in the heart of the city."

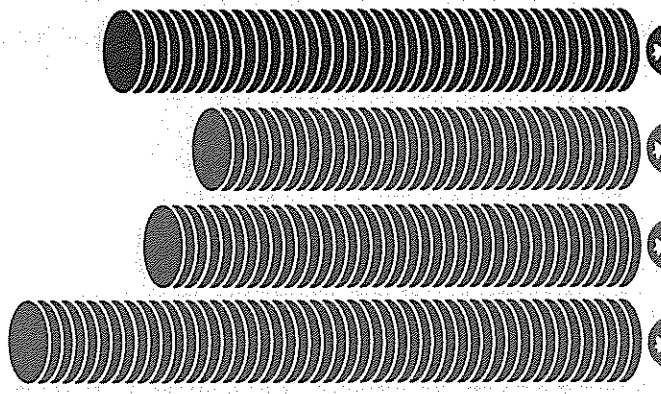
City Mayor Peter Soulsby



Email: Victoria.Ball@leicester.gov.uk • Tel: 0116 454954 • Website: www.leicester.gov.uk/activeleicester

LRS working with: LEICESTER CITY

Investment
Total funding secured **£530,514**



2015/16 2016/17 2017/18 2018/19
£676,096 £497,759 £446,255 £530,514

Every pound counts...
For every council tax £ invested in Leicester-Shire & Rutland Sport by Leicester City there has been a minimum return of £18* partner funding

*Figure excludes the investment made by local partners and other time

Steady Steps

Beat the Street hit the streets of Leicester in March 2019. The innovative, fun game saw thousands of residents from all over the city of Leicester take part in this urban game of walking, cycling and running.



Steady Steps
• £50,000 has been secured from the Clinical Commissioning Group to deliver the Steady Steps programme

GO GOLD
• £4,500 funding for 9 GO GOLD athletes

Funding Officer Support
• £275,6019 secured for local clubs and organisations resulting from Funding Officer support

Community Asset Fund
• £186,875 secured from the Sport England Community Asset Fund

School Sport Competition
• 1,461 participants at School Games & Team Leicestershire county finals



Workplace Health
• Supported 6 organisations with the process of developing a Workplace Health Needs Assessment

Satellite Clubs
• £13,538 invested into the delivery of Satellite Clubs



Email: sportsandhealth@melton.gov.uk • Tel: 01664 502502 • Website: www.meltonsportandhealth.org.uk

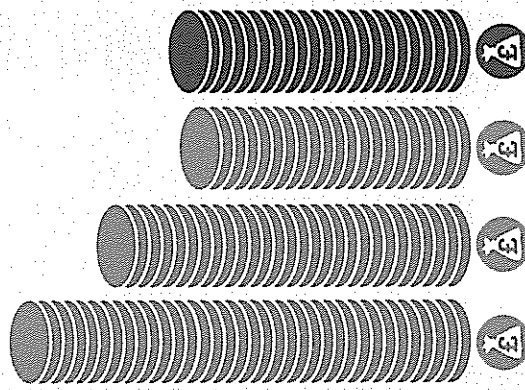
LRS working with:

MELTON

Sport and Health Alliance



Total funding secured **£83,514**



The total financial investment, which includes partner funding to deliver the Sport and Physical Activity Commissioning Plan is £39,338



Every pound counts...

For every council tax £ invested in Leicester-Shire & Rutland Sport by Melton there has been a minimum return of £15* partner funding

*Figure includes the investment made by local LSA partners and officer time



Melton Sport and Health Alliance has been re-established in 2018/19. A variety of stakeholders from a number of community groups and organisations are now members of the Alliance.

Sport & Physical Activity Commissioning Plan

- 111,284 attendances at projects included within the plan
- £53,577 Public Health funding invested, contributing to locality sport and physical activity programmes



Steady Steps

- £6,600 has been secured from the Clinical Commissioning Group to deliver the Steady Steps programme



GO GOLD

- £250 funding for 1 GO GOLD athlete



Funding Officer Support

- £13,882 secured for local clubs and organisations resulting from Funding Officer support

Community Asset Fund

- £5,000 secured from the Sport England Community Asset Fund



School Sport Competition

- 656 participants at School Games & Team Leicestershire county finals

Workplace Health

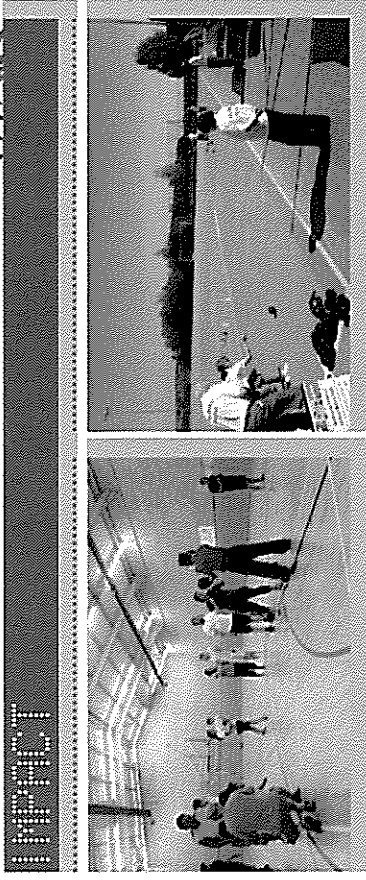
- Supported 2 organisations with the process of developing a Workplace Health Needs Assessment

Satellite Clubs

- £3,195 invested into the delivery of Satellite Clubs

"We were proud to partner with Melton Sport and Health Alliance for such a fantastic event that generated some great interest around the range of activities on the day. The roller skating and outdoor bowls seemed to be very popular. As a result we have seen some new engagement at the centre since the event with several new users."

Matthew Hopkin, SLM Manager



Family Activity Day

Melton Sport and Health Alliance formulated a plan to work with community clubs and groups to provide informal physical activity provision for families. The aim was to give families the opportunity to try new activities whilst encouraging them to be physically active together. A Family Activity Day was held in September 2018 and a marketing and promotional campaign was focussed in the Melton Borough Council priority neighbourhoods of Fairmead, The Edge and The Cove.

Ninety participants (equating to 35 families) attended the event to try the different activities on offer.

Community groups and clubs delivered the sessions and families were signposted on how to get involved with the group/club on a more frequent basis. Free family passes for Melton Sport Village and swimming pool vouchers for Waterfield Leisure Centre were also handed out.

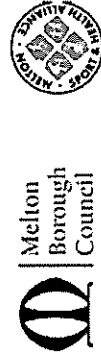
After the event, five families who were previously inactive confirmed they would be taking up badminton, rugby and kickboxing sessions the following week. One of the families (mum, dad and sons aged 4, 6 and 8), who were all previously inactive, took part in the Melton Rugby taster session on the day. All three boys have now transitioned into the Melton Rugby Tots and junior set up and are currently playing competitive team rugby. Their parents now use Melton Sport Village gym to play casual badminton sessions.

DID YOU KNOW?

Melton Sport and Health Alliance are launching Community Champions. Advocates of physical activity and health will share our initiatives and good practice and in return we will share and promote opportunities they provide, acting as a physical activity promotional hub site.

"It was great to be involved with the family activity day and showcase what we do to an audience we don't usually engage with. It was great to see children and parents playing together."

Peter Bailey, Chair of Melton & District Indoor Bowls



Email: activetgether@nwleicestershire.gov.uk • Tel: 01530 454606 • Website: www.northwestleicsa.org.uk

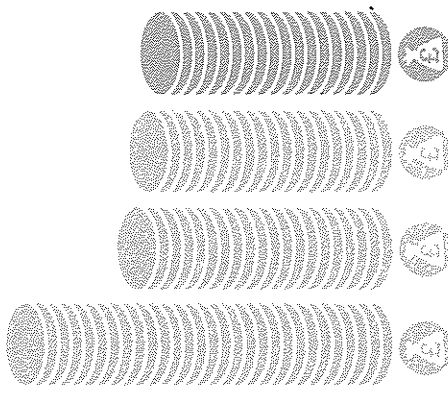
LRS working with:

NW LEICESTERSHIRE

Local Sport Alliance

INVESTMENT

Total funding secured £153,373



The total financial investment, which includes partner funding to deliver the Sport and Physical Activity Commissioning Plan is £315,896



Every pound counts...

For every council tax £ invested in Leicester-Shire & Rutland Sport by NW Leicestershire there has been a minimum return of £17* partner funding

*Figure excludes the investment made by local LSA partners and officer time

SUCCESS

North West Leicestershire Local Sport Alliance has worked with teaching staff at Woodstone Primary School following the completion of the LRS Workplace Health Needs Assessment. In response to their identified needs, an eight week physical activity course and a stress management seminar have been delivered.

- Sport & Physical Activity Commissioning Plan
- 90,706 attendances at projects included within the plan
- £92,099 Public Health funding invested, contributing to locally sport and physical activity programmes

ACTIVE TOGETHER

Steady Steps

- £13,200 has been secured from the Clinical Commissioning Group to deliver the Steady Steps programme

GO GOLD

- £1,250 funding for 4 GO GOLD athletes

Funding Officer Support

- £19,994 secured for local clubs and organisations resulting from Funding Officer support

SCHOOL GAMES

- School Sport Competition
- 897 participants at School Games & Team Leicestershire county finals



Workplace Health

- Supported 9 organisations with the process of developing a Workplace Health Needs Assessment

Satellite Clubs

- £2,625 invested into the delivery of Satellite Clubs

"I look forward to the games and it's a fun way to keep moving and have a laugh."

Lawrence, Strawberry Tea League participant

WELL



Strawberry Tea League

The Strawberry Tea League is a sheltered accommodation physical activity league that has been developed as a result of the successful Olympic themed Twilight Games events held in the previous year. The intended outcomes of the league are to improve the physical and mental health of the participants who get to experience competition in a friendly environment.

Each sheltered accommodation setting has home and away games and participants take part in activities from the Twilight Games package such as seated volleyball, boccia and beanbag target throw.

So far, eight different venues and over 100 participants have taken part. One of the residents who has taken part in the league sessions and the seated exercise class has seen improvements in their health and fitness. "My energy levels have increased and my mood has improved. I also find that I am relaxing more." Three months later, the participant has seen a healthy decrease in their cholesterol levels.

During the next 12 months, in order to make the league sustainable, there are plans to form a committee which will be representative of each to team, to run the league.

DID YOU KNOW?

North West Leicestershire Local Sport Alliance will be working in partnership with The National Forest's management team to explore the delivery of volunteer training opportunities for the local community

"I enjoyed a change of scenery and meeting new people as I struggle to get out."

June, Strawberry Tea League participant



"Active Travel Month acts as a great tool at All Saints; it helps to remind parents, pupils and staff alike of the importance of being as active as possible. Children take great pride in telling us that they've come to school on their bikes or scooters and those that do have a noticeable energy! They are ready for a day of learning."

Teacher, All Saints Primary School



Active Travel Month

The Learning South Leicestershire School Sports Partnership (LSLSSP) Active Travel Month took place in Oadby and Wigston during March 2019. LSLSSP staff, along with their mascot Spike, delivered assemblies in schools to highlight the importance of active travel; this includes fewer cars at the schools gates and the benefits of physical activity.

Teachers were given charts to record the number of pupils actively travelling to school and rewards were given to the class that travelled the most. A twitter and badge competition was hosted in February to highlight the importance of active travel to parents and students. Spike visited school gates in Oadby and Wigston throughout March.

"Active Travel Month has made a big impact on our school. It has been noticed that more children are travelling actively; children also have a greater understanding of the benefits of physical activity and eating healthily."

PE Co-ordinator, Launde Primary School

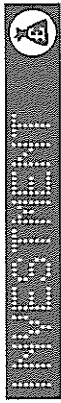


Email: active.together@oadby-wigston.gov.uk • Tel: 0116 2572672 • Website: www.activeoadbywigston.org.uk

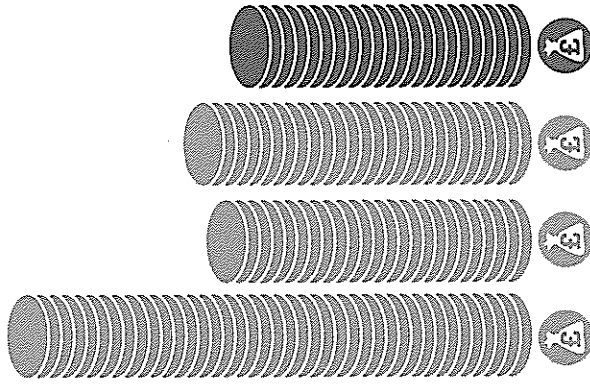
LRS working with:

OADBY & WIGSTON

(Active Oadby & Wigston)



Total funding secured **£84,233**



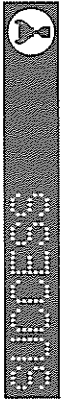
The total financial investment, which includes partner funding to deliver the Sport and Physical Activity Commissioning Plan is **£130,316**



Every pound counts...

For every council tax £ invested in Leicester-Shire & Rutland Sport by Oadby & Wigston there has been a minimum return of £13* partner funding

*Figure excludes the investment made by local LSA partners and officer time



In November 2018, the ninth annual Oadby and Wigston Awards Evening were held at Parklands Leisure Centre, with over 175 local people in attendance and 13 awards presented.

Sport & Physical Activity Commissioning Plan

- 32,704 attendances at projects included within the plan
- £60,420 Public Health funding invested, contributing to locality sport and physical activity programmes



Steady Steps

- £11,550 has been secured from the Clinical Commissioning Group to deliver the Steady Steps programme



GO GOLD

- £1,500 funding for 2 GO GOLD athletes



Funding Officer Support

- £6,763 secured for local clubs and organisations resulting from Funding Officer support

School Sport Competition

- 694 participants at School Games & Team Leicestershire county finals



Workplace Health

- Supported 3 organisations with the process of developing a Workplace Health Needs Assessment

Satellite Clubs

- £3,000 invested into the delivery of Satellite Clubs

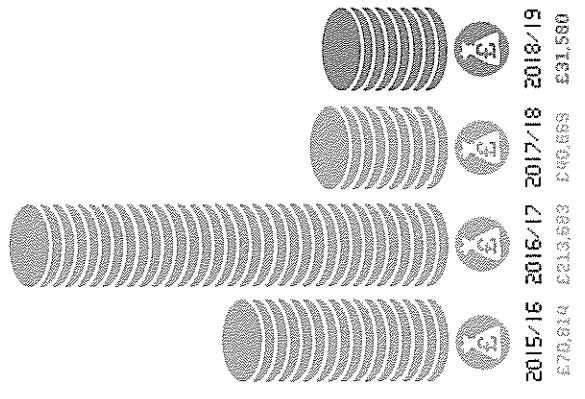
Email: activerutland@rutland.gov.uk • Tel: 01572 720936 • Website: www.activerutland.org.uk

LRS working with:

ACTIVE RUTLAND

INVESTMENT

Total funding secured £31,580



£1 £1 £1 £1 £1

Every pound counts...
For every council tax £ invested in Leicester-Shire & Rutland Sport by Rutland there has been a minimum return of £5* partner funding

*Figure excludes the investment made by local LSA partners and other LRS

SUCCESS

Active Rutland has been successful in a funding bid supported through Public Health for £35,000 towards a green gym, grow together food programme and whole school approach to physical activity, health and wellbeing.

Steady Steps
• £9,900 has been secured from the Clinical Commissioning Group to deliver the Steady Steps programme

GO GOLD
• £2,250 funding for 6 GO GOLD athletes

Funding Officer Support
• £9,930 secured for local clubs and organisations resulting from Funding Officer support

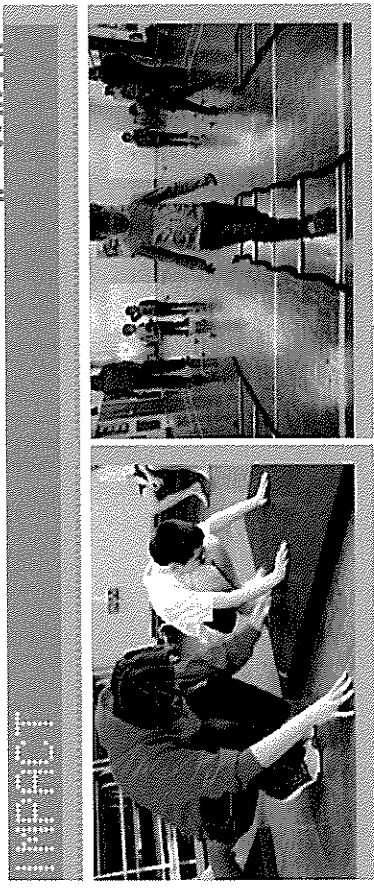
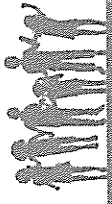
Community Asset Fund
• £8,500 secured from the Sport England Community Asset Fund

School Sport Competition
• 549 participants at School Games & Team Leicestershire county finals

Workplace Health
• Supported 1 organisation with the process of developing a Workplace Health Needs Assessment



"It has been so good to visit schools and implement the intervention programme and see the impact it is having on the young children, not only in their physical ability but also in their performance and behaviour in school."
Ineke Ward, Intervention Programme Deliverer



Whole School Approach to Physical Activity, Health and Wellbeing

Active Rutland, in partnership with Urban Movement Primary, has conducted Fundamental Movement Assessments with 790 Key Stage 1 and EYFS children across Rutland. Approximately 50% of these children were identified to receive further Physical Activity intervention sessions both by an external tutor and within their school. These sessions included fundamental movement skills to develop their basic core movement skills. All children will then be re-tested in July 2019 to determine the impact of the year-long intervention programme.

Alongside the intervention programme, Urban Movement Primary has been delivering an 'Energise Club' within schools over a 12 week period. The club has been targeting less active children within schools, encouraging them to be active on a more regular basis and to learn about a healthy diet and lifestyle. Many of these children have then continued to take part in an extra-curricular session within their school.

DID YOU KNOW?

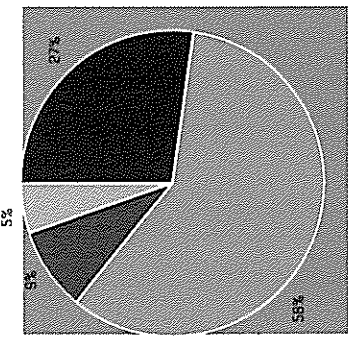
As part of a successful Public Health funding bid, Active Rutland will be delivering "Grow Together" which is a year-long volunteer project to inspire a love of growing food and flowers and promoting active lifestyles through gardening.

"My son has attended the Energise Club at our school. He is thoroughly enjoying the whole experience. He comes out looking so exhausted, yet full of beans at the same time. I'm thrilled you are doing something that he is really enjoying and looking forward to each week."
Parent of Energise Club attendee

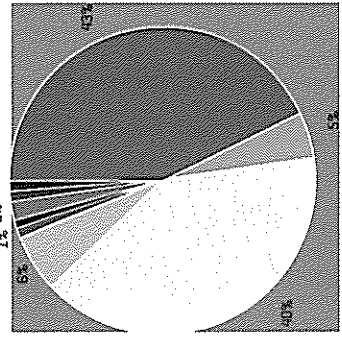


FINANCIAL HEADLINES 2018/19

The following financial statement provides the accounted income and expenditure for LRS for the 2018/19 financial year. The accounts include provisions for carry forward balances to facilitate programmes that operate across financial years.



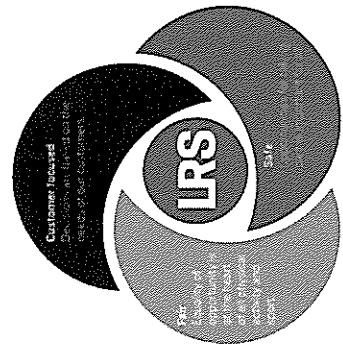
Category	Amount (£)	Percentage
Sport England	£617,005	27%
Local Authority	£1,393,422	58%
Other Public Sector Income	£212,054	9%
Non-Public Income	£122,912	5%
Totals	£2,285,394	



Category	Amount (£)	Percentage
Support Costs	£886,841	43%
Overheads	£113,508	5%
Get Active	£817,628	40%
Stay Active	£119,717	6%
Active Places	£2,532	0%
Active Economy	£18,825	1%
Well Led	£11,320	1%
Insight	£4,859	0%
Workforce	£48,034	2%
MarComms	£24,919	1%
Enterprise & Innovation	£17,893	1%
Totals	£2,066,076	

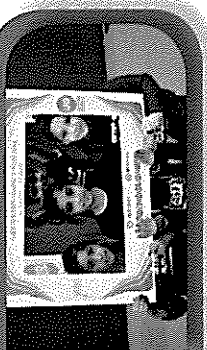
Net Surplus (Earmarked Deferred project expenditure) £219,318

GUIDING PRINCIPLES



Our Guiding Principles underpin all our work in delivering the priorities of the LRS 2017-2021 Physical Activity and Sport Strategy.

Each year LRS take the opportunity to consult with organisations across the local physical activity and sport sector to find out what we are doing well and what improvements can be made. Below are some of the comments our partners made.



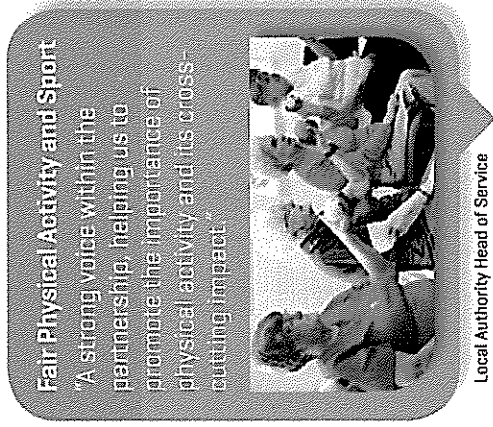
Safe Physical Activity and Sport
 "LRS add value by organising a Primary Physical Education specialism course, sharing good practice and supporting schools to raise standards."

Primary School Headteacher



Customer Focused Physical Activity and Sport
 "In work we do directly with LRS they are highly organised and willing to co-design processes and programmes."

Public Health Consultant



Fair Physical Activity and Sport
 "A strong voice within the partnership, helping us to promote the importance of physical activity and its cross-cutting impact."

Local Authority Head of Service