







ANNUAL REVIEW 2022/23

Let's Get Moving Leicestershire, Leicester and Rutland











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Financial Headlines



23







Over the last year more than £3m has been invested in getting the people of Leicestershire, Leicester, and Rutland more physically active. There's more still to do.

There were over 500,000 attendances at our programmes and projects, with attendees learning about the benefits of moving more. There's more still to do.

As Chair of Active Together, I'm focused on encouraging more people to increase their movement. As Leicestershire's Director of Public Health, I'm familiar with how such activity makes people happier and healthier.

But I'm also interested in the opportunity in physical activity that connects communities. Why?

We learned from the Pandemic that residents recognise the need to be physically active. What influences them to take the step are places, family and friends. By tapping into that, we lead change. For example, more than 4,000 young people participated in our Holiday Activities and Food programme. Almost 90% of them were eligible for free school meals.

Cost of living impacts all - however it lands harder on some more than others. Economic inequalities breed health inequalities. Fortunately, getting active doesn't need to be expensive. This report demonstrates that.

The report also shows how working with communities amplifies outcomes. That's why our next challenge is to tackle the inequality that exists in some areas. During the next 12 months, we will focus on extending opportunity to our most disadvantaged residents.

We want everyone living in Leicestershire, Leicester and Rutland to be able to be Active Together. We hope you will join us on the journey.

Best wishes

Mike Sandys

Chair, Active Together

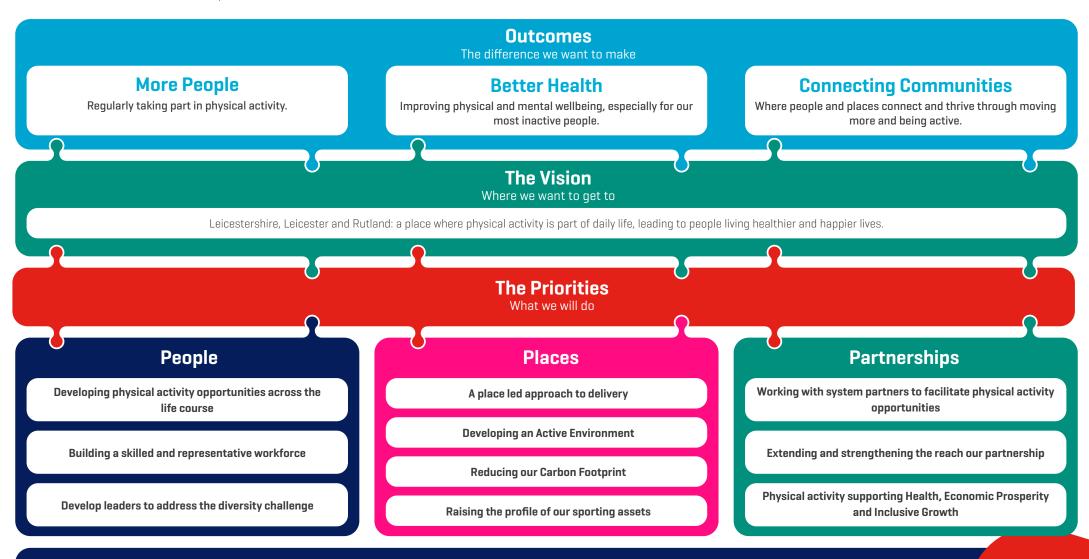






OUR FRAMEWORK

The Active Together Physical Activity Framework 2022-2031 sets out our message about the importance of physical activity to reduce inequalities across Leicestershire, Leicester and Rutland. Physical activity is an essential tool in supporting people to live healthier, happier lives. It delivers positive societal outcomes e.g. improving mental health, while reducing negatives such as social isolation and the carbon footprint.



Let's Get Moving Leicestershire, Leicester and Rutland



HEADLINE ACHIEVEMENTS



visited the Active Together website, an increase of **19%** from 2021/22



people connected to Active Together through social media platforms



Public Health & ICS Funding invested into county Locality Physical Activity and Sport action plans, generating **471,434** attendances

£253,000 secured from the LLR Integrated Care Board to deliver the Steady Steps programme

£837,089

invested into 122 local clubs, groups and organisations across LLR, of which £524,387 invested into 80 local clubs as a result of Active Together Officer support

The Opening Schools Facilities
Programme invested £249,594
into 24 schools and 48
participation programmes to
provide pupils, their families, and
the wider community access to
physical activity & sport outside
of school hours





4.331

young people participated in Holiday Activities and Food programmes across **160** venues in Leicestershire. **89%** of participants were eligible for free school meals and **12%** had SEND

£2,685,507 invested through our locality partners

56

schools were engaged in the Youth Engagement Activator programme, with **76** school and **44** community interventions developed, and almost **2,000** young people accessing support Within the Get Active Search
Engine, users accessing
the directory of clubs/
organisations increased by
53% to over 112,000
and the Activity Finder
increased by 89% to
over 27,000 users

athletes supported through the Team Leicestershire Talent programme. Based on financial need, **19** athletes were awarded a total of **£5,991**

69,543

young people participated in level 2 and 3 School Games & Team Leicestershire events, of whom **6,413** were disabled young athletes



The Sport England Together Fund saw £239,596 invested into 69 local community groups and organisations to support residents from targeted communities to be physically active



6,010

young people participated in School Games and Team Leicestershire County level events





MORE PEOPLE

Set, Pedal - Go!

After receiving funding from the Bikeability Trust's Widening Participation Fund, Active Together developed a learn to cycle programme branded Set, Pedal - Go! The aim was to target children and young people in receipt of free school meals who had not yet learnt to ride a bike due to access or affordability. The programme delivered a mix of after-school sessions in priority schools as well as evening and weekend community provision.

The programme was delivered by a local partner provider BBuddies, using a branded mobile van, with bikes and helmets provided for all participants to ensure no barriers to participation. A total of 38 sessions were delivered at 27 venues across Leicestershire, with 508 children completing the programme.

Broom Leys Primary School took part in the programme and ran community sessions during the summer followed by in-school delivery. A total of 48 pupils took part in the programme and to enable sustainability, the school has been offered a pool of bikes which will allow pupils who do not own their own bike the opportunity to continue developing their cycling skills and encourage more active travel.

"The Set, Pedal - Go! programme has had a positive impact on the pupils who were fortunate to participate in the programme. The programme has allowed the children to learn how to ride a bike safely, who may not have had the chance prior to the programme. Since the programme, our children (even those who did not participate in the programme) have had a greater desire to travel more actively to school and ask when they will get the chance to participate in the programme."

Luke Bancroft, PE Lead, Broom Leys Primary School





MORE PEOPLE

KisP Holidays Together Programme

Active Together, working with Leicestershire County Council, coordinate the Department for Education funded Holiday Activities & Food Programme [HAF], known across Leicestershire as 'Holidays Together'.

The KisP Easter Holidays Together camp was attended by over 40 young people aged 10-16 years from the Agar Nook estate in North West Leicestershire. The camp allowed opportunities for young people to be involved in various activities such as dodgeball, rounders and den building, enabling freedom of choice, gaining social confidence, developing new friendships and building common interests.

Agar Nook has one of the highest levels of deprivation in Leicestershire. The KisP camp has provided a range of new experiences and opportunities for the young people to try, that would not have happened due to the financial hardship on the estate.

KisP provided daily hot meals for the young people and also ensured that all children who had not attended the camp received hot meals through a delivery package. In addition, due to being aware of the deprivation on the estate and the good links KisP have built with the community and families, leftover food was also distributed locally alongside the camp provision.

"The HAF programme is a valuable offer in keeping children safe, working towards reduction in poverty, promoting young people to thrive and get the best outcomes in life. KisP's HAF programme offers all the above and we are always striving to offer more opportunities to prevent poverty and more physical activities and encouragement to feel part of their local community."

Jane Read & Benita Bryan, KisP





BETTER HEALTH

Moving Medicine Microsite for Leicestershire, Leicester and Rutland

Evidence shows that one in four people would be more active if advised by a GP or nurse, yet nearly three quarters of GPs do not speak about the benefits of physical activity to their patients because of either a lack of knowledge, skills or confidence.

Moving Medicine is the ultimate resource to help healthcare professionals integrate physical activity conversations into routine clinical care. Condition specific online consultation guides enable healthcare professionals to have bespoke healthy conversations with their patients, in as little as 30 seconds.

The Leicestershire, Leicester and Rutland microsite, one of only six globally, makes it quick and easy for healthcare professionals to signpost people to local services that support and enable people to move more. Since its launch in October 2022, there have been over 1,200 page views and the consultation quides have been used on 634 occasions.

Ilr.movingmedicine.ac.uk

"Moving Medicine is the single most important advance in therapeutics in my 50 years in medicine. The benefit to harm ratio is outstandingly favourable and every drug or psychological prescription for a long-term condition should be partnered by a Moving Medicine prescription of activity."

Muir Gray, Kt CBE DSc MD









BETTER HEALTH

We Are Undefeatable Launch Event

Active Together proudly support the We Are Undefeatable campaign, working closely with national and local partners to enable Leicestershire, Leicester and Rutland residents living with a health condition to move more, their way.

The Active Together local launch event in November brought together many representatives from the 15 health and social care charity campaign partners. Delegates heard inspirational stories from our Let's Get Moving Champions, were provided with the campaign's practical resources and given the opportunity to connect and build new relationships through a supportive network of learning.

As a result of the event, £23,000 of Sport England Together Funding was awarded to local groups and charities to enable more people to get moving. This local activation has resulted in a collaborative blog between Active Together and the national campaign, which will spotlight the Hinckley District Multiple Sclerosis group, highlighting how the funding enabled improved transport for participants to access more physical activity opportunities.

active-together.org/weareundefeatable

"Hearing the local Let's Get Moving Champion stories, harnessing the power of storytelling to inspire others was really powerful."

Peter Dutton, We Are Undefeatable Activation Manager





CONNECTING COMMUNITIES

Developing Access to Career Pathways

A local Skills Advisory Board for the sport and physical activity sector has been established, to bring together a range of local employers, skills leads, FE colleges, the LLEP and the East Midlands Chamber. The vision of the Board is to improve the conditions for, and ability of the local sector to recruit, train, support and retain an inclusive and skilled workforce ready for employment.

An important element of this vision is to extend the reach and improve pathways into the sector from education, further education, employability partners and career changers. In response to this, Active Together have worked with a range of local employers from across the whole sector to develop a range of short careers films, showcasing the breadth of opportunities available and highlighting the benefits of a career in sport and physical activity. The films form part of a wider package of Careers and Labour Market Information which will be made available to schools, colleges, employability partners, career changers and to any organisation that is interested.

active-together.org/careers

"To know that I am actually making an impact and I'm empowering other young people proves you can do anything you want to."

Ellie Eagles, LOPC Instructor Apprentice





CONNECTING COMMUNITIES

Supporting Local Communities

Waterfront Sports and Education Academy were commissioned to undertake a consultation exercise with ethnically diverse communities living in Leicester. The consultation allowed the community a voice to help shape how future support for physical activity and sport should be implemented and for the partnership to better understand what characteristics the community wanted from its sector workforce.

Eighty adults from ethnically diverse communities were interviewed. A key learning from the consultation was that the recruitment and training of the right personnel was key to empowering communities to run and promote their own activity sessions to help local people be physically active. The community stated that a deliverer should be someone that represents the community they are from and someone that can relate to their life experiences.

Based on these findings, a local female mentoring and people development network was established. Representative organisations from across the city and county are now leading on how Active Together can support women and girls from ethnically diverse communities to become part of the voluntary and paid workforce within the sector. Initiatives developed by the network include the establishment of a young Muslim women's leadership group and the development of girls' employability skills, through physical activity and sport, who are currently not in education or employment.

"We need to support individuals to create safe social environments and gradually encourage participants to become more active on their terms, that's the only way we can ensure long term sustainability."

Network Mentor





LEICESTERSHIRE COUNTY

Active Mums Club

Leicestershire County Council have funded a three-year project supporting pre and postnatal women to move more. The Active Mums Club was launched in January 2023, and aims to engage and empower pre and postnatal women to take ownership of their own movement levels, receive accurate physical activity advice around their pregnancy journey and participate in physical activity within their homes and communities.

A focal point for the project is the Active Mums Club website, which provides information around instructor led sessions, online activity videos, myth busting and signposting to wellbeing services. Delivered alongside the website are active social media accounts, providing an opportunity for online engagement and connectivity with other mums. Over 100 women signed up to the Active Mums Club in the first three months of being live. In addition, 14 local community activity instructors have been recruited to share their knowledge and act as Active Mums Club Ambassadors.

The funding will also support wider pre and postnatal work such as training for professionals and instructors, targeted physical activity sessions, resource development and marketing campaigns.

activemumsclub.org

"The development of the Active Mums Club has been a great way to engage pregnant and new mums and to help them to find an activity to support their physical and mental wellbeing within a safe environment. With a range of options offered, from local classes to online video sessions, there is something for all mums in Leicestershire to have a go at and get involved."

Health Improvement Officer, Leicestershire County Council

Leicestershire County Council







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BLABY

Investment: Total funding secured to support local delivery: £262,975





JUST Get Involved

JUST Get Involved is a nine-week programme aiming to increase inactive women's activity levels by encouraging them to attend existing community classes, with everything from badminton to Zumba on offer. The programme is promoted using social media and incentives such as subsidies and rewards.

This year, 697 women signed up to JUST, with 261 attending all sessions and receiving a JUST t-shirt and bag. On average, participants increased their physical activity levels from 2.8 days to 4 days a week. 76% of participants said that JUST was responsible for benefits including better mental health and improved physical fitness and without the programme they would not have made the changes to their behaviour.

27% of the JUST sign ups who were classed as inactive [185 participants], received a 'Gold Card' giving them £2 off each session. Out of those who attended and gave feedback, all increased their physical activity levels by an average of 58% after the nine weeks. Overall, the programme was extremely successful and both instructors and participants enjoyed being involved.

"I've absolutely loved being a part of JUST Get Involved this year and attending my Yoga session. I will continue despite the subsidy finishing because I've noticed the benefits and I really enjoyed the classes. The social side was brilliant too. I've now formed positive habits of exercise as a result of the programme - thank you!"

JUST Get Involved Participant









CHARNWOOD

Investment: Total funding secured to support local delivery: £348,131





Molly's Gift Couch to 5K

Working in partnership local charity Molly's Gift, Active Charnwood delivered a Couch to 5K programme as part of their January 600 minute physical activity challenge. The programme was delivered by Dawn Tobin, a local inspirational Run Leader, who worked closely with participants as they followed the programme and provided weekly support through a WhatsApp group communication to keep participants motivated between sessions.

Participants were encouraged to get and stay active in other ways, with participants also accessing walking and activity workouts to continue their January 600 minute charitable challenge with Molly's Gift. 15-20 participants attended the Couch to 5K each week with a total of 184 attendances across the ten-week programme.

"Being overweight and unfit I decided last November to join the gym. This has been great, but rather boring to train alone and in one place. The Active Charnwood promotion of the Molly's Gift group caught my eye and I signed up and stuck with the programme. The Couch to 5K programme has been amazing for me."

Couch to 5K Participant









HARBOROUGH

Investment: Total funding secured to support local delivery: £265,282





Boccia at Brooklands Gardens

Since January 2023, boccia sessions have been running at Brooklands Gardens Independent living in Market Harborough. The Active Harborough team partnered with Voluntary Action South Leicestershire after a request for more physical activities for their users who live at Brooklands Gardens. The programme has provided social opportunities and improved the mobility of residents taking part.

The participants have enjoyed the sessions and have created a boccia court within the independent living setting. They also have a designated scorer/adjudicator for sessions. This enthusiasm has led to the boccia sessions becoming self-sustainable and are being delivered by the Brooklands community champion.

Since taking part in the sessions, several participants have mentioned how great it is to come together weekly and how much they have improved since they started playing boccia. The sessions have proved to be popular attracting 10-15 participants weekly, helping to spark new ideas for additional activities.

"The sessions are a great way to get people together as prior to this, we only really had coffee mornings, and this is a good way to get people moving a little bit more."

John, Resident







HINCKLEY & BOSWORTH

Investment: Total funding secured to support local delivery: £300,965





Youth Engagement Activator Success

The role of the Youth Engagement Activator (YEA) is to engage children and young people who have had their physical and mental health affected because of the pandemic. The YEA works with children and young people to re-engage and resocialise them into school and community life through sport, physical activity, and mental health wellbeing activities.

Within Hinckley and Bosworth, the YEA has worked with schools and community groups to identify and provide activities for over 200 children and young people. This has covered 10 primary and secondary schools and one community setting. More schools are scheduled to work with the YEA throughout the next 12 months due to a successful application to extend the role until March 2025, through the UK Shared Prosperity Fund.

In the coming year, through identifying the local priorities and needs of children and young people, the YEA will develop a specific course for pupils in the special schools in the borough and undertake a training package for pastoral staff in three schools, to deliver Wellbeing courses to students. These two key deliverables align to the emerging priorities of the Community Health & Wellbeing Plan for Hinckley and Bosworth.

"This course is exactly what we have been looking for to support our students. Donna and the team have been amazing in setting up the project, working with the students and providing weekly feedback. They have done an amazing job and our students will be able to take away a great deal from this project and the wonderful people running it."

Michelle Cheadle, Head of Post 16, Brookvale Groby Learning Campus

www.activehb.org.uk





LEICESTER CITY

Investment: Total funding secured to support local delivery: £641,562





Active Women Project

The Active Women Project is specifically aimed at women aged 18 to 62, predominately from Somali and South Asian communities in the St Matthews and St Peters wards of Leicester. The project delivers 12 weekly sessions across the two wards in six-week blocks. As well as football, the Active Women Project offers multisport opportunities, exercise and movement to music sessions and a social chat over a coffee. The sessions encourage the participants to get active and go a long way in providing support to help build confidence and improve mental health.

Many of the participants have been on a journey with the programme, starting out with a fear of football and facing cultural barriers to getting active for most of their lives. Now, these women feel a sense of ownership over the project, with some going on to complete their coaching qualifications and finding employment with Leicester City in the Community, the Lead Organisation of the project.

"I've made lots of friends, so I feel good in my mind as well and I really look forward to coming to the sessions to meet everyone."

Yamin Omar, Active Women in Leicester participant





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MELTON

Investment: Total funding secured to support local delivery: £219,169





Positive Activity Referral Scheme (PARS)

PARS is a programme specifically targeting inactive residents who want to make a positive change to their lives by being more physically active. Residents can self-refer or be referred into the programme at which point the Healthy & Active Communities Team will provide a triage service to ensure potential participants are eligible. The team will work with the participant to determine the appropriate pathway based on the needs of the individual or family. In our pilot year, we had two pathways: Active at Home and Active Swim, this year we were able to increase the offer with Active Classes, Active Gym and Active Community.

This year we have supported 50 residents through the pathway, providing follow up check-ins, support and incentives to ensure residents continue and complete the programme. Once they have completed the programme, we signpost to other physical activity pathways within the community and via our leisure centres.

"I have lost weight and my physical health has got better. The support from the people running the programme and the other beginners on the programme has helped me stay active." PARS Participant









NORTH WEST LEICESTERSHIRE

Investment: Total funding secured to support local delivery: £342,491





Inclusive Play at Whitwick and Coalville Leisure Centre

Our weekly Inclusive Play sessions at Whitwick and Coalville Leisure Centre give children with additional needs, and their siblings, the opportunity to access fun, safe and inclusive ways to be more physically active. Participants have enjoyed sports, yoga, inflatables, climbing, sensory dance and agility courses. Their parents and carers also find support in each other.

Many children have benefitted from Inclusive Play; however one child stands out. A five-year-old who battles selective mutism barely spoke or interacted at the sessions. The coach Neil built up a great relationship with him leading to him speaking – something that surprised his carers. The power of physical activity and having the right person supporting you can be amazing.

The Inclusive Play sessions have also enabled us to support a young coach who started volunteering at the session that his brother attended to gain experience and qualifications. He now finds himself employed in a coaching role and continues to take the session with Neil.

"Aaron in particular struggles to make and maintain friendships and we find the sessions a useful stepping stone towards improving his confidence and self-esteem in that area. Finding clubs and activities for young people with difficulties and differences is very challenging and I for one would welcome more of these sessions."

Carol Sawver. Carer







OADBY & WIGSTON

Investment: Total funding secured to support local delivery: £165,422





Active Practice Charter - Bushloe Surgery

In August 2022, Bushloe Surgery in Wigston became the fifth surgery to achieve the Active Practice Charter in Leicestershire, Leicester and Rutland. To achieve the charter from the Royal College of General Practitioners, the surgery worked in partnership with Active Together and Active Oadby & Wigston to reduce sedentary behaviour and increase physical activity levels in staff and patients.

Promotional material highlighting ways to be active locally was advertised in the waiting room and staff room. Staff have been encouraged to be active by building physical activity into their working day. To support this, the surgery has introduced desk cycles, group walks and walk leader opportunities for staff.

In early summer, the surgery launched a patient led walking group. The walk offers much more than just physical activity, it is a great opportunity to meet, make friends and help tackle social isolation. The walk has provided a sense of belonging for all the walkers, many who experience long term health conditions. The reliability of this weekly walk has helped the patients to improve both their physical and mental health. Feedback from the group leader suggested it has been an effective way of boosting their mood and reducing anxiety and stress.

active-together.org/activepractices

"There are so many ways that being a walk leader has helped me; some are beyond words, a sense of purpose, belonging and friendship, it has helped with my grieving, loneliness, and mobility. Walking and walk leadership has made a big difference to my life, had it not been prescribed I think I would have just remained inactive."

Volunteer Walk Leader

www.activeoadbywigston.org.uk





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RUTLAND

Investment: Total funding secured to support local delivery: £45,910





Uppingham Parkplay

Uppingham Parkplay started in July 2022, targeting least active families from the surrounding villages. The base, Uppingham CofE Primary School, sits within an area of high deprivation where many housing association properties do not have any outdoor space and rely on public spaces.

The philosophy of Uppingham Parkplay is that it is fun, free, for everyone and gives people accessible opportunities to be active and improve their physical and mental wellbeing. It provides two hours of free community play, every Saturday morning, with active and inclusive games where all generations can play together. Parkplay has an important 'Belong' section at the end of each session where players can sit and talk, providing opportunities for people to connect, make new friends and help build the community.

In the first six months of the programme, Uppingham registered 100 Parkplayers and continues to grow. The aim is to create a sustainable project for the community with sessions eventually being run by local volunteers.

activerutland.org.uk/parkplay

"Uppingham Parkplay has been the most rewarding project I've worked on over the past 12 months. The families that attend regularly have developed a bond and really look forward to the games each Saturday morning. We have loads of fun every week, laughing at the adults over competitiveness and cheering the achievements of the children. Parkplay is a great concept and I'd love to see it set up in every town."

Rob Lewin, Uppingham Parkplay Leader









PHYSICAL ACTIVITY AND WELLBEING RESIDENTS' SURVEY 2022

The Active Together 2022 Residents' Survey provided an updated picture of our Leicestershire, Leicester and Rutland residents' current physical activity behaviours, challenges, motivations, and future intentions. This information is helping Active Together better understand its places and people and is helping shape investment decisions and messaging.

2,788 responses from residents.

Recreational / social activities appeal most to residents.





The biggest challenges our residents face to being active are time, motivation, health and cost.

Reduced working hours, more free time and reduced cost of activities would help to overcome these challenges.



Friends/family and one to one support would help residents to feel motivated to be active.



More disposable income would help residents access more opportunities to be active.



Improved physical and mental health would help residents feel that they have the ability to be active.



The best way for residents to find out about physical activity opportunities in their local area is via social media.

The preferred location to take part in activity is **outdoors** e.g. in an open space/park.



Residents prefer to take part in activity with **friends**.



What we know about some of our target groups

Inactive residents identified that they would prefer to participate in activity indoors at community venues (gym/village hall).

Local parents reported that receiving financial help and access to affordable opportunities would support their **children** to be more active.

Over half of respondents from **ethnically diverse communities** stated that group activities appealed to them most.

Older adults who felt they did not have the opportunity to be active specified the main reason for this was not being aware of local activities.





FINANCIAL HEADLINES 2022/23

The following financial statement provides the accounted income and expenditure for Active Together for the 2022/23 financial year. The accounts include provisions for carry forward balances to facilitate programmes that operate across financial years.

Income

Totals

Sport England	£1,189,423	35%
Local Authority	£1,696,951	50%
Other Public Sector Income	£407,981	12%
Non-Public Income	£101,480	3%

£101,480 3% £3,395,835 100%



Expenditure

Support Costs	£1,388,991	42%
Overheads	£133,180	4%
Oet Active	£1,379,627	42%
Stay Active	£96,114	3%
Active Places	£4,645	0%
Active Economy	£9,575	0%
Well Led	£33,665	1%
Workforce	£176,872	5%
MarComms	£93.252	3%

Totals £3,315,922

Net Surplus (Earmarked deferred project expenditure)



INVESTING IN OUR PLACE Every pound counts...

For every council tax £ invested in Active Together by each locality there has been a minimum return of the following partner funding: Locality Minimum return of partner funding* £23 Blaby £20 Charnwood £26 Harborough £25 Hinckley and Bosworth £21 Leicester City £31 Melton £30 North West Leicestershire £38 Oadby and Wigston Rutland *Figures exclude the investment made by Local Sport and Physical Activity Alliance partners and officer time.

£79.913

100%

Trigures exclude the investment made by Local Sport and Physical Activity Alliance parties and officer time.







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