

LEEDS SPORT & ACTIVE LIFESTYLES STRATEGY - EXECUTIVE SUMMARY

The Leeds Sport & Active Lifestyles Strategy 2013-2018 has been developed for the whole city by Sport Leeds to provide an overarching vision for the development of sport & active lifestyles over the next six years.

WHY IS THE STRATEGY NEEDED?



There is a strong will to ensure that the platform created by London 2012 is built upon. Leeds wants to take a leading role in demonstrating how the full spectrum of benefits can be realised at a local level: for community sport; in the city's support of disability sport; for its aspirations to host more world class sporting events that raise the profile of the city; and for its support of talented athletes.



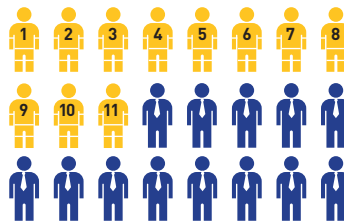
Leeds is very much a tale of two cities with significant participation and health inequalities between different areas of the city. The health cost of inactivity to the city is estimated at £10.1m per annum.



There is a national focus on helping the inactive to become active, and compelling evidence for the health benefits people can achieve by taking regular physical activity throughout their lives. Sport has a crucial role to play in this.



Inactivity not only has consequences for health, it also places a substantial cost burden on health services and the wider economy.



There is a need to focus on raising the proportion of 14-25 year olds playing sport and developing it as a habit for life.



School sport and PE is a particular focus in terms of creating this habit for life with £150m of Government investment supporting Primary Schools to 2015.



National Governing Bodies remain the centrepiece of Sport England's strategy with over £450m of investment to 2017. The development of effective local partnerships is a clear priority.

LEEDS 2030



The Sport & Active Lifestyles Strategy needs to clearly demonstrate its contribution to wider city priorities, most particularly how it can support the overall vision for Leeds to be the best city in the UK by 2030.

WHAT DO WE WANT TO ACHIEVE?

The vision for the Sport & Active Lifestyles Strategy

2013-2018

is for



LEEDS

to be the most active



BIG CITY IN ENGLAND

Leeds is already high performing but continued growth in participation is required to meet our ambitions, particularly in seeking to address inequalities in participation that exist between different areas of the city. By 2018 Leeds will:

- Have more people participating in sport and active recreation, with:
 - 24,500 more people taking part at least once a week for 30 minutes - compared to other big cities in England Leeds will maintain a top three ranking (1st as of April 2013) and top 50 ranking across all local authorities in England (currently 39th).
 - 32,000 more people taking part at least three times a week for 30 minutes - Leeds will be the most active big city in England and maintain a top 10 ranking among all local authorities in England (7th in England with 29.9% as of April 2013).
- Have contributed to reducing health inequalities with increased participation levels within specific geographical and vulnerable target groups.
- Be able to demonstrate changes in the attitudes of inactive people towards sport and active lifestyles, particularly in areas of greatest deprivation.
- Be a city where those involved in sport and active lifestyles have a quality experience, whether through coaching, facilities, or support from local clubs.
- Be recognised for its good practice for working in partnership with National Governing Bodies (NGB).
- Build on a growing track record to become a renowned host of world class sporting events.
- Be recognised internationally for its world class reputation within sports development, sports science and coaching within its Universities.
- The home of successful world class disabled and non-disabled athletes and professional sports teams.

HOW THE STRATEGY WILL BE DELIVERED

The following core principles have been identified to underpin delivery of the strategy:

- Focus
- Added value
- Evidence based & market focussed
- Partnership working
- Advocacy
- Value for money

Sport Leeds:

- Provides leadership and co-ordination.
- Represents the interests of sport and recreation providers and participants.
- Influences the future development of sport and active recreation across Leeds.
- Sport Leeds will be responsible for implementing a performance monitoring system to ensure progress is measured, with an annual document outlining achievements made.

CONTRIBUTING TO WIDER CITY PRIORITIES

City Priority

How the strategy will contribute

Best city for children: Supporting a child-friendly city where children will choose healthy lifestyles.

National priorities are focussed on engaging young people to develop a sporting habit for life. The Strategy reflects these priorities with particular opportunities to link into Breeze - the existing brand for young people in the city.

Best city for communities: Leeds will be an attractive place to live, where people are active and involved in their communities.

The strategy will contribute to a sense of place by focussing on indoor and outdoor facilities, and through work in specific communities arising from the NGB Place Pilot. The principles of adopting a targeted approach to reaching communities most in need will further strengthen community cohesion.

Best city for health and wellbeing: helping people live longer and have healthier lives and reducing inequalities in health.

A major priority will be to address health inequalities within Leeds by supporting the inactive to become active. This will be underpinned by a more targeted, evidence-based approach to reaching key groups of Leeds residents.

Best city to live: where people enjoy world class sport.

Leeds has four professional sports teams and a growing profile for hosting world class sporting events such as the Rugby League and Rugby Union World Cups and the Tour de France.

Growing a strong reputation for Leeds nationally and internationally.

Building on the excellent reputation and profile of the Universities, sporting facilities and teams. It aims to support the development of our athletes and build on world class strengths in areas such as coaching.

PRIMARY OUTCOMES

1. Improving health and wellbeing through sport and more active lifestyles
2. Widening access to sport
3. Nurturing success in sport across the City

CONTRIBUTING TOWARDS...

1. Improving health and wellbeing through sport and more active lifestyles
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AIMS

A1
Supporting the inactive to become active

A2
Retaining and increasing participation in Sport and Active Lifestyles

A3
Developing sporting pathways and excellence



ENABLERS

E1
Developing our People

E2
Developing our Places

E3
Improved Promotion and Profile

OBJECTIVES

A1.1 Influence commissioning and policy making
A1.2 Deliver active lifestyles programmes helping the inactive to become and stay active
A1.3 Adopt a targeted approach to supporting the inactive to become active, to retaining and increasing participation

A3.1 Support the creation of streamlined sporting pathways
A3.2 Support Performance Sport to ensure that Leeds is recognised as a centre for sporting excellence



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E1.1 Establish Coaching and Officiating pathways
E1.2 Value our Volunteers
E1.3 Support the economic contribution of sport and active lifestyles to creating a skilled and employable workforce



E2.1 Ensure the accessibility of high quality places to undertake sport and active lifestyles
E2.2 Develop Community Access to Education facilities



E3.1 More coordinated and targeted marketing and communications plans
E3.2 Optimise investment into sport and active lifestyles
E3.3 Develop partnership opportunities with the private and third sectors
E3.4 Celebrate success to increase the profile of sport in Leeds, locally, nationally and internationally
E3.5 For the Sport Leeds Board to be the prime advocate for the benefits of sport and active lifestyles
E3.6 Maximise the benefits from major sporting events

OUR KEY PRIORITIES FOR 2016-17

- Driving a **collaborative** approach to increasing participation of women and girls (Leeds Girls Can)
- Driving a **collaborative** approach to responding to the new national sport strategy
- Driving a **collaborative** approach to sustaining and developing Active Schools
- Driving a **collaborative** approach to improving performance sport in the City (Memorandum of Understanding)
- Annual Leeds Sports Awards
- Raising the profile of physical activity and its contribution to health
- Developing Leeds as a Triathlon City



PRIMARY SUCCESS MEASURES – HOW WE WILL KNOW THE STRATEGY IS ON COURSE?

- More people in Leeds, in overall terms and in specific target groups, will be undertaking sport and active recreation once a week for at least 30 minutes
- Decreasing numbers of inactive people
- Increased awareness of the benefits of sport and active lifestyles and changing attitudes towards activity
- More people will be undertaking sport and active recreation 3 times per week for 30 minutes
- An overall growth in the number of Leeds' residents who are part of the World, Olympic, European, Commonwealth Games or championship teams
- Successful implementation of priority programmes.





**For further information on the 2013-2018
strategy documents, please contact:**

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