

LEEDS STRATEGY FOR SPORT & ACTIVE LIFESTYLES 2013-2018 SUMMARY

The Leeds Sport and Active Lifestyles Strategy 2013-2018 has been devised by Sport Leeds to provide a vision for the development of sport and active lifestyles in the city over the next six years.

This builds on the principles and aims set out in the previous strategy for sport and active recreation 'Taking the Lead 2006-2012' while reflecting current challenges and opportunities.

WHY IS THE STRATEGY NEEDED?

Where are we now?

The landscape for Sport and Active Lifestyles in Leeds in 2013.

Much has been achieved in Leeds through the 'Taking the Lead' strategy and while there are challenges to be faced this is a really exciting period for the city to be developing its new Sport and Active Lifestyles Strategy 2013-18.

The new strategy follows on from the London 2012 Olympic Games and Paralympic Games which were undoubtedly a success: inspiring people to get more active and raising awareness of the value of sport in social and economic terms. Leeds is widely acknowledged to have fully played its part in the success of London 2012, reaping a number of benefits as a result. Despite the difficulties being experienced in the economy and the effect this has had across many of the organisations represented by Sport Leeds, there have been continued improvements. Some of the positives to build on include:



- Leeds ranks 7th in England against other local authorities, in terms of participation three times a week for at least 30 minutes, with a rate of 29.6% (as of April 2013). This shows a significant growth of 9% over the lifetime of the 'Taking the Lead' strategy, the largest increase of any local authority in England. Furthermore a marked improvement can be seen in the numbers of people inactive in the city, down by 4.7% in the same period.



- Success in elite sport with the Leeds Rhinos winning the Super League title in five of the last six seasons and also winning the 2012 World Club Challenge, while during the London 2012 Olympic Games and Paralympic Games the city gained tremendous profile through the success of local athletes.



- A strong amateur sports club network and a flourishing further and higher education sector which continues to develop its sporting offer.



- Sport Leeds is seen as a real strength for the city as a network of key influencers working together to underpin many of the positive developments in the city.

There are however considerable challenges to be faced. The period post London 2012 is important for Sport Leeds to ensure that the impressive foundations laid in the build-up to the Olympic Games and Paralympic Games can be translated into sustained long term benefits where inspiration is aligned with high quality opportunities to participate and prosper.

The continued financial pressures within the public sector and growing health inequalities in the city are very significant issues that need to be addressed and overcome:



- Leeds has major challenges with health inequalities still widening. The health cost of inactivity to the city is estimated at £10.1m per annum with strong links between levels of inactivity and obesity and distinct inequalities in participation in different areas of the city. Reducing these health inequalities is a major priority within the city and sport and active lifestyles have a major role to play in this.



- Sport England's figures show that 39.9% of the Leeds population participate in sport once a week for 30 minutes. These figures from April 2013 show an improvement up to 39th in England from a previous ranking of 125th but there is much still to be done to target inactive groups within the city.



- The economic landscape and pressures on public budgets are very different from when 'Taking the Lead' was launched and provide a constant reminder of the need to prioritise activity and ensure value for money from investment.

There are no quick fixes and whilst there are many positives to build on, simply maintaining the status quo will not be enough to achieve the long term vision for sport and active lifestyles in Leeds.

THE STRATEGY CONTEXT

There are a number of key national, regional and local influences on the development of priorities for sport and active lifestyles in Leeds. These include:



National:

- Government's legacy ambitions for the London 2012 Olympic Games and Paralympic Games.
- Creating a sporting habit for life: A youth sport strategy from the Department for Culture, Media and Sport, which aims to consistently increase the number of young people developing sport as a habit for life.
- Sport England's Strategy 2012-17 aims to see sport become a regular choice for the majority. This is underpinned through National Governing Body 2013-17 funding - the centrepiece of Sport England's strategy.
- 'Start active, stay active' developed by the Chief Medical Officer provides UK-wide guidelines on the volume, duration, frequency and type of physical activity required to achieve general health benefits.

Local:

- The Vision for Leeds 2011 to 2030 sets out the long term ambition and aspirations for the city with an ultimate vision that Leeds will be the best city in the UK by 2030. There are a number of areas in which this strategy can contribute including:
 - Supporting a child-friendly city where children will choose healthy lifestyles.
 - Being the best city for health and wellbeing helping people live longer and have healthier lives and ensuring that inequalities in health are reduced.
 - Being the best city to live: where people enjoy world class culture, sport, leisure and entertainment.
 - Helping to grow a strong reputation for Leeds nationally and internationally, building on the excellent reputation and international profile of our universities, sporting facilities and teams.
- *The Leeds City Priority Plan 2011 to 2015* is the city-wide partnership plan which identifies the key outcomes and priorities to be delivered by the council and its partners over the next four years. The chair of Sport Leeds sits on the Sustainable Economy and Culture Board.
- *The Leeds Joint Health and Wellbeing Strategy 2013-2015* sets out a vision that Leeds will be a healthy and caring city for all ages, with a key principle that those who are the poorest will improve their health the fastest.
- A number of the partners represented on Sport Leeds have their own organisational strategies that impact upon sport and active lifestyle provision in the city. In developing this strategy consideration of these organisational priorities has been made.

THE STRATEGY CONTEXT

Summary – Implications for Sport and Active Lifestyles in Leeds



1. There is a strong will to ensure that the platform laid by London 2012 is built upon to bring sustained benefits for sport and active lifestyles in the UK. There is an opportunity for Leeds 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.

2. Leeds is very much a tale of two cities with significant participation and health inequalities between different areas. Addressing these health inequalities is a key priority for the city.

3. There is a national focus on helping the inactive to become active and sport has a crucial role to play in this. The goal is to achieve an increase in the proportion of people taking part in sport and active recreation once a week for at least 30 minutes.

4. There is compelling evidence for the health benefits people can achieve by taking regular physical activity throughout their lives. This strategy is focussed on reaching the inactive by encouraging them to change their attitudes and behaviour, taking advantage of existing guidance and best practice in the area.

5. Inactivity not only has consequences for health, it also places a substantial cost burden on health services. The estimated direct cost of physical inactivity to the NHS across the UK is £1.06 billion. Inactivity also creates costs for the wider economy, through sickness absence and through the premature death of productive individuals.

6. There is a particular focus on raising the proportion of 14-25 year olds playing sport and developing a habit for life, addressing the challenge of young people dropping out of sport.

7. School sport and PE is a particular focus in terms of creating a sporting habit for life with £150m of Government investment to support Primary Schools to 2015. Changing funding models present fresh challenges and opportunities for local partners to respond to.

8. Non-Governmental Bodies (NGBs) remain the centrepiece of Sport England's strategy with over £450m of investment to 2017. The development of effective local partnerships to deliver benefits in Leeds is a clear priority.

9. Nurturing talent remains important both nationally and locally. At least 30 UK sports will have enhanced Talent Pathways to ensure young people and others fulfil their potential.

10. The Sport and Active Lifestyles Strategy needs to clearly articulate 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. It is important that this contribution is recognised within the strategic plans of city partners, and particularly the commissioning plans under the Joint Health and Wellbeing Strategy for Leeds.

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

What do we mean by most active?

In terms of an active population Leeds is already performing higher when compared to many other UK cities. However, in order to achieve the ambitions for this strategy continued growth in participation is needed, in particular seeking to address inequalities that currently exist between different areas of the city. This will not be easy in a climate of reduced resources and without the inspiration of a home Olympic and Paralympic Games on the horizon. Sport Leeds is up for the challenge.

By 2018 Leeds will:

1. Have more people participating in sport and active recreation with:
 - a. 24,500 more people taking part at least once a week for 30 minutes - in comparison 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).
 - b. 32,000 more people taking part at least three times a week for 30 minutes - in doing so Leeds will be the most active big city in England and maintain a top 10 ranking of all local authorities in England (7th in England with 29.9% as of April 2013).
2. Have contributed to reducing health inequalities through more people doing more sport and leading more active lifestyles. The city will also see increased participation levels within specific geographical and vulnerable target groups.
3. Be able to demonstrate how it has changed social norms and the attitudes of inactive people towards sport and active lifestyles, particularly the areas of great deprivation.
4. Be a city where those involved in sport and active lifestyles have a quality experience, whether through coaching, facilities, or support from local clubs.
5. Be recognised as a model for good practice for working in partnership with NGBs, demonstrated by participation increases.
6. Build on a growing track record to become renowned as a host of world class sporting events.
7. Be recognised internationally for its world class reputation within sports development, sports science and coaching within its Universities.
8. Be the home of successful world class disabled and non-disabled athletes and professional sports teams.

Outcomes

Three core outcomes are identified for the strategy:

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

In addition, the achievement of these outcomes will contribute to a number of wider population outcomes, although these are not under the direct control of the strategy. These are part of the Vision for Leeds and City Priority Plan and ultimately support the vision that Leeds will be the best city in the UK by 2030.

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
2. Widening access to sport
3. Nurturing success in sport across the City



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.



HOW WILL THE STRATEGY BE DELIVERED?

Principles of delivery

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



- Focus

The need to be clear in prioritising actions.



- Added value

The importance of demonstrating the added value of activity, beyond 'doing more of the same'.



- Evidence based and market focussed

Interventions based on identifying need and tailored to particular sectors of the community.



- Partnership working

A real strength and fundamental to the success of Sport Leeds. The table below highlights the significant contributions of a wide network of partners to achieving the objectives within the strategy.



- Advocacy

The importance of reinforcing the benefits of sport and active lifestyles and the contribution to achieving wider social and economic outcomes.



- Value for money

Ensuring delivery against priorities in a cost effective way.

The role of Sport Leeds in delivering the strategy

Sport Leeds:

- *Leads and co-ordinates* the development of sport and active recreation opportunities in Leeds.
- *Represents* the interests of sport and recreation providers and participants in building a strong sporting infrastructure and a vibrant sporting community.
- *Influences* the future development of sport and active recreation across Leeds.

Sport Leeds therefore has an important role in overseeing the strategy. Within this it is clear that *inactivity remains the biggest challenge* to overcome for the city. It is therefore proposed that this becomes an on-going focus of the Sport Leeds Board over the lifetime of the strategy. Sport Leeds will be responsible for implementing a performance monitoring system to ensure progress is measured, with an annual document outlining achievements made.

TABLE 2: SUMMARY OF PARTNERS AND THEIR CONTRIBUTIONS TO THE OBJECTIVES OF THE STRATEGY

Table 2: Summary of partners and their contributions to the objectives of the strategy

Partner	A1 Supporting the inactive to become active			A2 Retaining & increasing participation			A3 sporting pathways & excellence		E1 Developing our People			E2 Developing our Places		E3 Improved Promotion and Profile					
	A1.1	A1.2	A1.3	A2.1	A2.2	A2.3	A.3.1	A3.2	E1.1	E1.2	E1.3	E2.1	E2.2	E3.1	E3.2	E3.3	E3.4	E3.5	E3.6
Sport Leeds Board	✓	✓	✓											✓	✓	✓	✓	✓	✓
Leeds Strategic Partnership Boards	✓	✓									✓				✓				
Leeds City Council	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
HE and FE sector	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓
Health Sector (including CCGs)	✓	✓	✓		✓							✓		✓	✓				
Leeds Sport Federation / Community Sport Clubs		✓	✓		✓	✓	✓		✓	✓		✓		✓	✓				✓
NGBs		✓	✓	✓	✓	✓	✓	✓	✓			✓		✓	✓		✓		✓
West Yorkshire Sport	✓	✓	✓	✓	✓	✓			✓	✓				✓	✓				
Sport England	✓	✓	✓	✓		✓			✓			✓	✓		✓				
Primary and Secondary Schools		✓	✓		✓		✓						✓	✓	✓				✓
Professional Clubs		✓	✓			✓	✓	✓	✓			✓		✓	✓		✓		✓
Youth and Community Groups		✓	✓		✓					✓	✓	✓		✓	✓	✓			✓
Leeds Disability Sport Forum		✓	✓		✓	✓	✓		✓	✓				✓	✓				✓
Private Sector Providers		✓			✓				✓			✓		✓	✓	✓			

TABLE 3: HOW THE STRATEGY CONTRIBUTES TO WIDER CITY PRIORITIES

The new Sport and Active Lifestyles Strategy has been designed to drive future developments across the Sport and Active Lifestyles agenda. The strategy also sits within broader city priorities and the following table summarises how it will contribute towards the Vision for Leeds to be the best city in the UK by 2030.

City Priority	Link to Strategic Objective	How the strategy will contribute	Key Programmes
Best city for children: Supporting a child-friendly city where children will choose healthy lifestyles.	All with a particular focus on A1.2, A1.3, A2.1, A2.2	National policy and investment priorities for sport following on from London 2012 are focussed on engaging young people into a sporting habit for life. A number of objectives are specifically focussed on young people and there are particular opportunities to link into Breeze, the existing brand for young people in the city.	<ul style="list-style-type: none"> – Leeds Let's Get Active. – New model for delivery of primary and secondary school sport and PE. – 'Inspire a Generation' Legacy Fund for young people. – Championing the Breeze brand across the sector. – Annual Campaign to celebrate sport in the city.
Best city for communities: Leeds will be an attractive place to live, where people are active and involved in their communities.	A1.3, A2.1, A2.3, E2.1, E2.2, E3.6	The social power of sport was highlighted through London 2012 and is reinforced by empirical evidence. This strategy will contribute to a sense of place through development of a new Indoor and Outdoor Facilities Strategy, and through specific geographical interventions arising from the NGB Place Pilot. The principles of adopting a targeted approach to reaching communities most in need can further help to support community cohesion as will the continued growth and development of community sports clubs across the city.	<ul style="list-style-type: none"> – Implementing a new Indoor & Outdoor Facilities Strategy. – NGB Place Pilot. – Annual Campaign to celebrate sport in the city. – Major events programme.
Best city for health and wellbeing: helping people live longer and have healthier lives and ensure that inequalities in health are reduced.	All with a particular focus on A1.2, A1.3, A2.1	The Strategy outlines a strong empirical case for the health benefits of sport and physical activity. A major focus of the Strategy is on helping to address health inequalities within the city by supporting the inactive to become active. This will be underpinned by the principles of adopting a more targeted evidenced based approach to reaching key geographic and demographic groups.	<ul style="list-style-type: none"> – Leeds Let's Get Active – Championing Active Workplace programmes. – NGB Place Pilot.
Best city to live: where people enjoy world class culture, sport, leisure and entertainment.	A3.2, E2.1, E3.2, E3.4, E3.6	Leeds has four professional sports teams and a growing profile for hosting world class sporting events. It is a city with an ever growing reputation for sport with some fantastic opportunities for residents to experience world class sport over coming years through the Rugby League and Rugby Union World Cups and the 2014 Tour de France Grand Depart. Such events also create a positive contribution to the local economy. The Strategy aims to capitalise on what is already in place and further develop this over coming years.	<ul style="list-style-type: none"> – Implementing a new Indoor & Outdoor Facilities Strategy. – Major events programme. – Annual Campaign to celebrate sport in the city.
Growing a strong reputation for Leeds nationally and internationally, building on the excellent reputation and international profile of the universities, sporting facilities and teams.	A3.2, E1.3, E3.4, E3.6	The role of and support for Major Events and successful professional teams is outlined above. In addition Leeds has an excellent and growing sporting profile through its Universities. The Strategy aims to support the development of human capital in sport related fields and build on world class strengths in areas such as coaching.	<ul style="list-style-type: none"> – Annual Leeds Sports Awards. – Major event legacy programmes (Rugby League World Cup, Tour de France, Rugby Union World Cup). – Implementing a new Indoor & Outdoor Facilities Strategy.

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

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