

LEEDS SPORT & ACTIVE LIFESTYLES STRATEGY

Vision: Leeds to be the most active big city in England

PRIMARY OUTCOMES

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

CONTRIBUTING TOWARDS...

1. Tackling health inequalities
2. Becoming a child friendly city
3. Raising the profile of Leeds nationally & internationally
4. Building cohesive and harmonious communities
5. Leeds becoming the best city in the UK by 2030



AIMS

A1 Supporting the inactive to become active	A2 Retaining and increasing participation in Sport and Active Lifestyles	A3 Developing sporting pathways and excellence
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ENABLERS

E1 Developing our people	E2 Developing our places	E3 Improved promotion and profile
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OBJECTIVES

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

A2.1 Create effective partnerships within and outside of the sport and active lifestyles sector
A2.2 Deliver outstanding sport, active lifestyle and physical education opportunities for children and young people
A2.3 Support club development



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



E1.1 Establish coaching and officiating pathways
E1.2 Value our volunteers
E1.3 Support the economic contribution of sport and active lifestyles by 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 Ensure 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 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

WHAT ARE SOME OF OUR KEY PRIORITY PROGRAMMES TO DELIVER?

- Driving a collaborative approach to increasing participation of women and girls
- Driving a collaborative approach in responding to the national sport strategy through working with the most deprived localities
- Driving a collaborative approach to sustaining and developing Active Schools
- Driving a collaborative approach to improving performance sport in the city
- Annual 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 three 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 programme.

