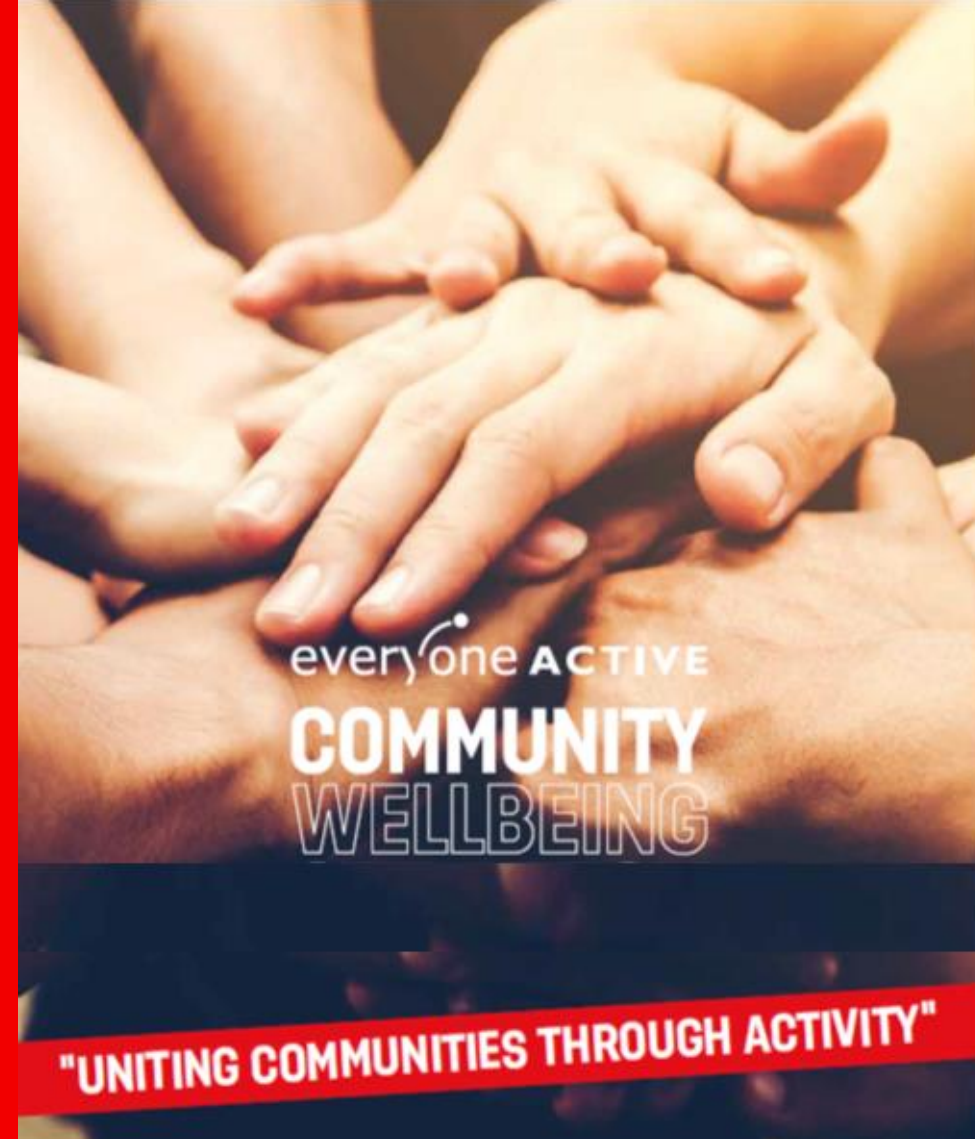


Everyone Active & NWLDC
Community Wellbeing Plan

Delivering our Key Community Programmes

2022 – 2023

Everyone Active - North West Leicestershire



1. Introduction

Everyone Active (EA) is a charitable trust that manages leisure centres and facilities across the country. In 2019 Everyone Active was awarded the contract to manage Ashby Leisure Centre and Lido and Whitwick and Coalville Leisure Centre. The health and wellbeing of North West Leicestershire (NWL) residents and the positive impact that we can have through our leisure centres is a priority for us.

The aim is to, in partnership with North West Leicestershire District Council, deliver programmes to support the health and wellbeing of residents through physical activity, movement and sport as highlighted in this strategy. This plan captures EA's actions which aim to support the *NWL Health & Wellbeing Strategy*, and the *NWL Sport & Physical Activity Commissioning Plan*.

It is important to note that the Leisure Industry, as a result of closures and restrictions during the Covid-19 pandemic, has seen considerable financial impact, with our local centres being no exception to this. Therefore, this plan also includes actions to support our centres recovery through reengagement in activity and sporting participation whilst ensuring activities are identified and executed in a way that will have greatest impact on wellbeing. Leisure recovery and stabilising the centres for the future creates enormous benefit for NWL residents. The plan will evolve over the coming years to shift the focus to community support.

Key – the below colours indicate that an action aims to support the *NWL Health & Wellbeing Strategy* or the *NWL Sport & Physical Activity Commissioning Plan*

 *NWL Health & Wellbeing Strategy*

 *NWL Sport & Physical Activity Commissioning Plan*

2. The power of Physical Activity, Movement and Sport

'Step right up! It's the miracle cure we've all been waiting for.' (NHS.UK)

It is well documented and backed up by strong scientific evidence that moving more, being physically active and participating in sport can have huge benefits to a person's physical health.

The Chief Medical Officer (CMO) recommends that children aged 5- 18 years old be physically active for at least 60 minutes per day and adults 150 minutes per week including 2 days of strength building.

Physical activity can reduce the risk of developing type 2 diabetes by 30-40% and can reduce the risk of conditions such as heart disease, dementia, and stroke to name but a few.

As well as a tool to prevent disease it can be used for rehabilitation and to manage certain medical conditions such as recovering from cancer or heart conditions or living with long term conditions such as arthritis.

Building more movement into daily life can improve strength, balance and motor skills which are essential to living longer in better health. NWL has a rate of hip fracture that is significantly worse than the national average, increased levels of physical activity amongst residents could encourage a downward trend in the prevalence of hip fracture.

Meeting the CMO guidelines for physical activity is an important aspect of maintaining a healthy weight. This plan aims to support the wider work of the county's Healthy Weight Strategy implementation and local work through the NWL Health and Wellbeing Partnership and Primary Care Network. NWL's prevalence of overweight and obesity is significantly higher than the national average in adults with 71.3% (Public Health 2021) of our adults classed as overweight or obese.

Scientific evidence also indicates that physical activity can support our residents to have the best start in life, reduce mortality, increase energy levels, support better sleep and manage pain effectively.

As well as having an impact on physical health, physical activity, movement and sport can also positively impact in other ways too. Evidence suggests that physical activity contributes to good mental wellbeing, it has the ability to reduce depression and in some cases anxiety.

Physical activity provides opportunity to overcome challenges, improve self-confidence, increase sense of purpose, build resilience, and make social connections. All of which can contribute to fun, enjoyment, happiness, and life satisfaction.

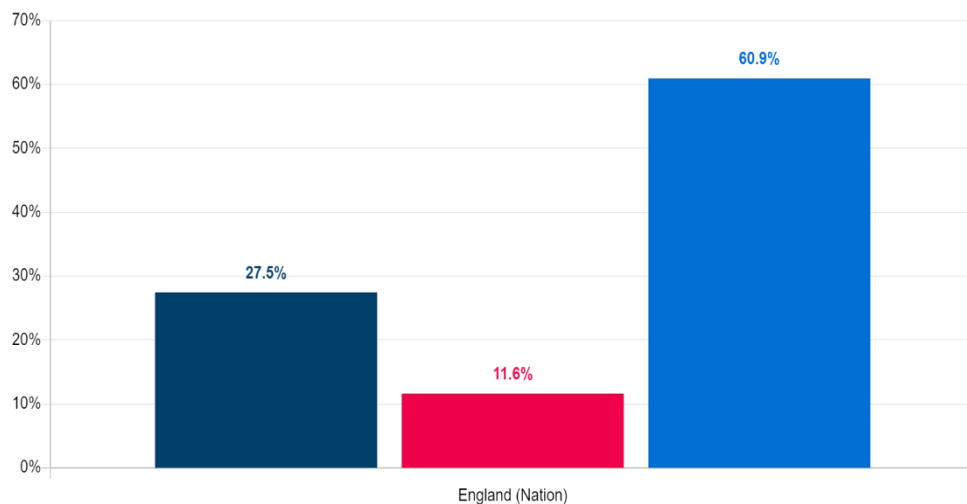
Physical activity can support individual development. There is evidence that being active improves educational behaviour and attainment. NWL has a lower than the national average attainment 8 score (GCSE grades achieved across 8 subjects), encouraging our children and young people to be more physically active could help improve grades.

Physical activity can help to reduce anti-social behaviour giving young people activities to get involved with. It also provides opportunity to volunteer which supports the development of skills, such as integrity and leadership.

Sport and physical activity bring people together, encourages community and integrates people from all backgrounds. *‘Sport and physical activity contribute £39 billion to the UK’s economy and a significant portion of this comes from grassroots sport. The sector boosts the economy in two ways. Directly, through job creation, and indirectly by reducing healthcare costs due to a healthier population and reducing crime.’* (Sportengland.org)

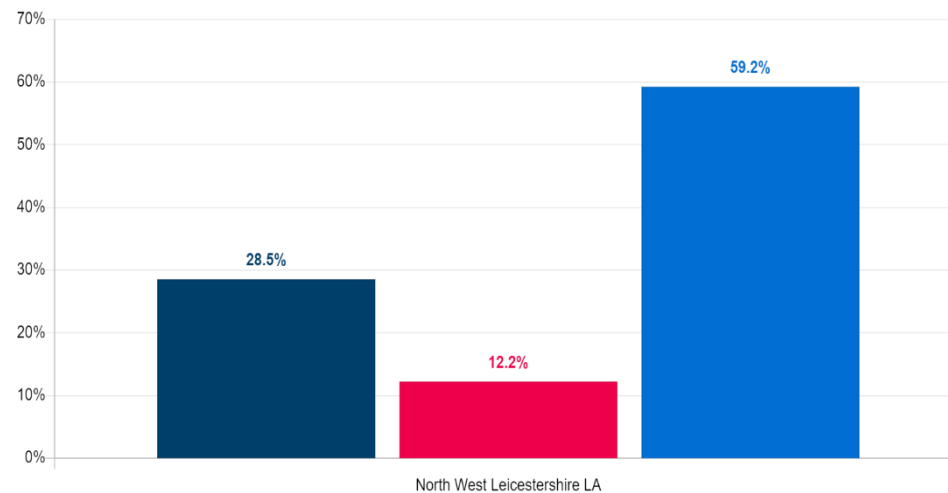
3. Assessing Need

Over 40% of North West Leicestershire Adults are reportedly not meeting the CMO guidelines for physical activity, of which 28.5% are reportedly inactive (active less than 30m per week). This is reflective of the England data as shown in the charts below.



% Levels of activity:

■ Inactive: less than 30 minutes a week ■ Fairly active: 30-149 minutes per week ■ Active: at least 150 minutes a week



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(Sport England, Active Lives Survey, May 21)

Only 38% of NWL's children and young people are meeting the CMO guidelines for physical activity compared to the England Average of 44.6%. However, 39.1% are fairly active meaning we perform significantly better than the England average for inactive children at 22.9% compared to an England average of 32.4%. (Sport England, Active Lives Survey, May 21)

When developing the programmes set out in sections 7 we have taken into consideration the new Sport England Strategy '*Uniting the Movement*' and the issues identified within the strategy as set out below. The issues each specific programme will aim to address are set out in the table in section 7.

Issue	Supporting Issue Description
S1	Recover and re-invent
S2	Connecting communities
S3	Positive experiences for children and young people
S4	Connecting with health & wellbeing
S5	Active environments

The plan considers and supports priorities identified through the following.

- The NWL Health and Wellbeing Strategy
- The Leicestershire Health and Wellbeing Strategy
- The NWL Healthy Communities Plan
- NWL Sport and Physical Activity commission plan
- Active Together Framework
- Leicestershire Joint Strategic Needs Assessment (JSNA) 2018 – 2021 Obesity: Physical Activity, Healthy Weight and Nutrition
- Leicestershire Healthy Weight Strategy
- Integrated Care System's Life Course; Best start in life, Staying Healthy and Well, and Living and Ageing Well.
- The NHS CORE20PLUS5 Health Inequalities (Tackling health inequalities by supporting the 20% most deprived residents, plus those with poor access to healthcare and have a condition recognised in the NHS 5 clinical areas of focus)



Barriers to participation:

- Socio-economic status – families and personnel from lower socio economic backgrounds have less expendable money which can be used to participate in sport/ activity. NWL has a number of low socioeconomic areas/residents which has the knock on affect on activity/ sports participation
- Disability – Inclusivity and access for accessible users is a key barrier to participation. The percentage of people living in the district with a disability is higher than the national average.
- Travel & time – Being a ‘rural’ district poses its own issues/ barriers for residents. Resident report not having available activities close enough to them to engage in. Additionally, travel links need further work to allow NWL residents to travel around the district cheaply and easily.

4. Aims

Both a national and local issue.... *‘Physical INACTIVITY is responsible for one in six deaths and costs the country an estimated £7.4 billion a year.’*
(Public Health England)

This plan aims to tackle some of the barriers to physical activity and support more residents to become more active. We aim to deliver on our vision of *‘Uniting communities through Activity’*. In addition, the plan also aims to support some of the wider outcomes within the delivery specification around providing local economic benefit, supporting safe and inclusive neighbourhoods, educating, protecting and providing opportunities for young people, and providing high quality services.

The specific aims of each programme are set out in the table in sections 7.

5. Outcomes

Everyone Active's Key Programmes to Support Community Wellbeing – These programmes are Everyone Active's (EA) core corporate programmes which are used to underpin programming within every contract.

Programme	Outcome Description
1. <u>Community & Education Employment</u>	Delivery of governments new Kickstart programmes, apprenticeships, and online community education courses
2. <u>Club support</u>	Work with our clubs to support a return of club-based activities by providing flexible working relationships
3. <u>Social Prescribing</u>	Support groups to re-engage with activity providing improved access to a range of activities at the centres Delivery of the exercise referral programme for adults and children working with GP practices and school nursing teams
4. <u>Supporting Inequalities</u>	Support groups to re-engage with activity providing improved access to a range of activities at the centres
5. Partner and Local Network	Work with national partnerships to support local community networks gain greater access to our facilities and provide viable activities for under-represented groups in the community.
6. <u>Digi-activity Programme</u>	Utilise our digital activity platform to provide wider access of activity services to priority areas that lack facilities and provision to take part in regular physical and social activities

Leisure Contract Specification – Authority Outcomes

This strategy sets out how we intend to meet the specified outcomes in the NWLDC Leisure Services contract. The NWLDC outcome that each specific programme will aim to support is set out in the table in section 7.

Outcome Key	Outcome Description
A	Improving Health and Wellbeing and Reducing Health Inequalities
B	Providing Local Economic Benefit
C	Supporting Safe and Inclusive Neighbourhoods
D	Educating, Protecting and Providing Opportunities For Young People
E	Providing High Quality Services
F	Sustainability and Environmental Improvements (sits within the appendix – Energy Engagement Plan 2022/23)



The strategy broadly aims to achieve the following outcomes:

- Tackle and reduce health inequalities across the district
- Provide skills, employment opportunities and local economic benefit
- Provide opportunities for the inactive to be physically active
- Provide exercise and activity referral intervention for health-related conditions
- Support disadvantaged groups in our communities to be more physically active
- Support our community clubs to provide stability and developmental opportunities
- Work collaboratively with partners to provide active spaces for community groups
- Use digital platforms to reach rural or isolated residents with less opportunity to access to physical activity provision
- Educate, protect and provide opportunities for young people
- Play an integral part in the districts journey towards a carbon net zero future

The specific outcomes of each programme are set out in the table in section 7.

Monitoring, Evaluation and Learning

All programmes will be evaluated using Active Together's (Leicester, Leicestershire and Rutland's Active Partnership) Monitoring, Evaluation and Learning (MEL) Framework. This is a consistent approach across Leicester, Leicestershire and Rutland.

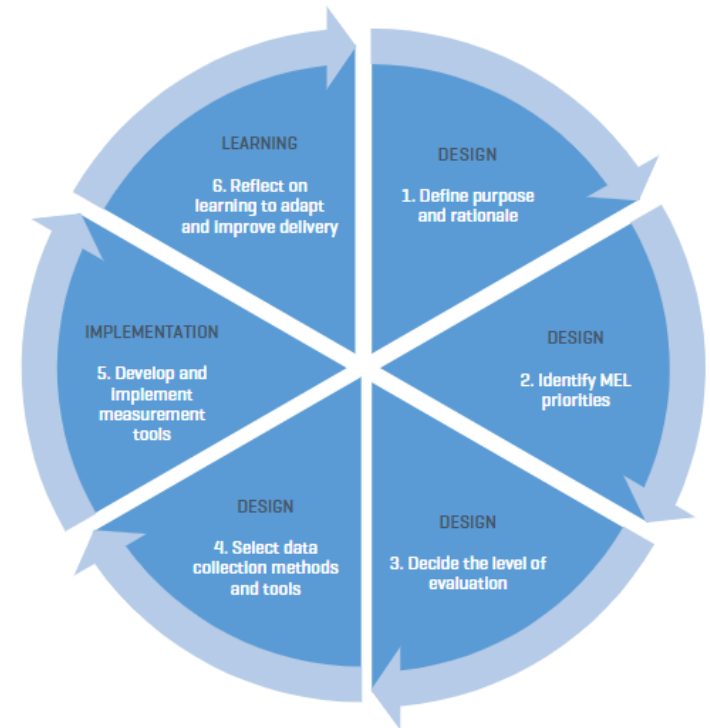
The principles and approach within the framework have been designed using national guidance set out by Sport England and the Office for Health Improvement and Disparities (formerly Public Health England).

The framework supports the production of accurate, high-quality reporting to understand value and demonstrate impact. It allows the generation of evidence in order to learn and guide future actions. It promotes interaction and reflection across our local system to connect, exchange and develop our learning. It allows us to demonstrate what is working and learn from what is not. It's helps us to evidence and tell a story about the impact on people and places.

The Framework provides a tool kit which includes a bank of standard questions to build our own pre and post questionnaires/data collection tools and guidance to adapt the questions to ensure that they are accessible. The framework also provides pre-populated question templates, an evaluation plan template, logic model, learning log and learning case study templates.

The framework encourages MEL throughout the programme, this allows learning to happen during and adjustments made accordingly.





Any targets or outcomes detailed in the plan are for both centres collectively, unless otherwise stated.





7. Community Wellbeing Plan




Community & Education Employment (Everyone Active Targeted Programme 1)

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomess	Performance Indicators
Work Live Leicestershire (WLL)	Ongoing until March 2023 Monitored quarterly	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	Target Group NWL Residents CORE20PLUS5 Partners WLL	Provide leisure facilities to help increase physical mental and emotional wellbeing of scheme users	60 x centres visits per year (15 per quarter) impacting 10 individuals	Improve physical, mental and social wellbeing in professional and personal life	S1, S2 D Staying Healthy and Well
Number of Apprenticeships/ Work Experience	March 2023	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	Target Group NWL Residents Apprenticeship – Generally aimed at personnel over age of 18 Work placement – For personnel in current education CORE20PLUS5 Partners Colleges / schools Local sports clubs/ partners Job Centre Kick Start Programme Lifetime Training	Identify apprenticeship opportunities for new applicants and existing colleagues to train and develop in multiple positions to support both centre and community-based services. Provide opportunity for experience and potential employment within our centres	2 x apprenticeships delivered 4 x work placements	1 x apprentice secures a full or part time employment role within the centres.	S1, S2 E Staying Healthy and Well  
L2 Skills Programme including; - Sport Leader Awards (SLA)/ Swimming Teacher L1 & L2 Qualification.	March 2023	Whitwick & Coalville Leisure Centre	Target Group CORE20PLUS5 / Residents / current EA employees	Identify members of the current workforce and NWL residents to sign up to the L2 skills programme to train up in Lifeguard, Fitness, front of house, Sales, and coaching.	2022 / 23 will aim for 2 x L2 SLAs (Sep – Dec) (Jan – March)	All who undertake training will have opportunity to apply for employment or additional roles	S1, S2 E  

National Pool Lifeguard Qualification(NPLQ)		Ashby Leisure Centre & Lido	Partners Community Groups / i.e. Coalville Can, Inclusive Play Scheme NWLDC .		2 x Swimming teachers	within our leisure centres. All will be offered volunteer opportunity. It has recently been identified that there is a shortage of volunteers and swim teachers in NWL. This programme would help to fill the gap.	Staying Healthy and Well  
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Club support (Everyone Active Targeted Programme 2)


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators
Supporting Talented Athletes	Ongoing	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	Target Group Athletes operating at regional, national, and international performance level. Partners NWLDC Active Together Sports Clubs NWL Sport	Operating under the Everyone Active Sporting Champions and Go Gold scheme, working with the local authority, active partnerships and the clubs EA will offer membership support, providing free access to high quality facilities for those competing at regional and national level. The athletes must be able to evidence that they are completing at regional or national level. Implement a dedicated information board to track and promote athlete progress	– 5 x Athletes (5 free memberships)	Accommodating these athletes helps further the talented athletes training and development. Showcasing the benefits of using health & leisure service may inspire others to participate in sport and physical activity. . Successful athletes helps to raise the district's profile in competitive sport. These athletes can be used as advocates of sport and physical activity at both EA and NWLDC community interventions	S2, S3, S5 C, B Best Start in Life Staying Healthy and Well 

						and events to inspire children and young people.	
Programming	Ongoing	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	Target Group Local Sports Clubs Community Groups Partners Active Together NWL Sport Inclusive Steering Group NWLDC	Reviewing the programming requirements of the clubs, balancing time for casual use, clubs, and courses. Assessing resident club's existing and developmental needs for the new W&CLC. Work with local clubs, residents and NWLDC Sports Development Officer to identify gaps in the district's sporting provision. Secure new partners and activities to complement the existing programme.	Flexible programming for clubs to continue residency and development within our centres 3 x new clubs / activities added to the programme	Working with existing clubs/bookees to help grow our external bookings portfolio, consequently giving more opportunity for NWL residents to engage in sport, health, leisure and social activities. Provides additional support to the voluntary sector to continue the great work they do to provide opportunity for residents to be active.	S1, S2, S5 C, B Best Start in Life Staying Healthy and Well Living and Ageing Well
Social Media	Ongoing	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	Target Groups Residents CORE20Plus5 Club Activ8 (CA8) members Partners NWLDC Local Sports Clubs Active Together	Centres to support localised social media (SM) strategies through a planned and structured approach (Marketing Plan 2022/23) to increase club registrations / memberships. Working to the same campaign planner as NWLDC Health and Wellbeing Team to deliver consistent messaging, supporting local and national campaigns relating to health, wellbeing and moving more including 'Let's Get Moving'. Promote CA8 partners Promote NWLDC & partners SM and promotions	52 x Social media posts	SM posts will help inform and advertise to NWL residents of the activities which they can access at their local centres. Additionally advertising other local partners for a bigger SM reach. SM will be used to encourage residents to be more active and take steps towards a healthy lifestyle through the promotion of national and local campaigns.	S1, S2, S5 E Best start in Life Staying Healthy and Well Living and Ageing Well 

Pricing	March 2023	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	Target Groups New and existing Local Sports Clubs	Support small and medium sized clubs to integrate and establish themselves into the centres activity portfolio.	Having a pricing policy that supports clubs / activities starting in the leisure facilities i.e. flexible tiered pricing strategy at the point of entry.	Considered on an individual basis to help accommodate more bookings within the centre, consequently increasing opportunity for residents to be physically active and supporting behaviour change. This approach will help smaller/ less financially secure clubs to access our state of the art facilities as well as king to make substantial sized bookings.	S1, S2, S5 C, B Best Start in Life Staying Healthy and Well Living and Ageing Well
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Social Prescribing (Everyone Active Targeted Programme 3)


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators
Exercise Referral & Social Prescribing	March 2023	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	Target Groups Adults with low to medium risk, health conditions. CORE20PLUS5 Partners NWLDC Local GP Surgeries other medical professionals hospitals social prescribing teams Active Together Leicestershire Public Health	Providing 4 x level 3 exercise referral qualified instructor led gym / exercise sessions per week. Provide discount on both casual use for the duration of their time on the scheme (12 weeks) and discount membership for 6 months. Provide space for Cardiopulmonary classes at each centre. Provide access, where appropriate for clients that have graduated from the Cardiopulmonary scheme. Provide space for the Steady Steps and Steady Steps Plus programme.	25% achieve 150 minutes of activity per week 40% of people on programme continue after programme finishes (12 weeks)	Providing a robust health support programme for people with low to high risk health conditions to exercise safely. Supporting social prescription will alleviate additional pressure on the NHS and related services by increasing	S4 A Staying Healthy and Well Living and Ageing Well 

						<p>participant's weekly activity. Contributing to a better quality of life.</p> <p>Improvement and management of medical conditions and support their ability to manage own physical and mental wellbeing.</p> <p>Improve posture, stability, strength, and balance in older adults to reduce the risk of falling.</p> <p><i>Year 1 will provide a baseline, due to the pandemic affecting delivery over the previous 2 years.</i></p>	
Supporting the promotion of the EXi Exercise Referral App on Everyone Active on Demand (EAD) platform (Personalised Exercise Prescription)	Ongoing	<p>Everyone Active on Demand</p> <p>Exi App</p>	<p>Target Group Adults who have low to medium risk health related conditions. CORE20PLUS5 Exercise referral participants.</p> <p>Partners Exi Partner NWLDC</p>	<p>Everyone Active and NWLDC to support the promotion of the Exi app via:</p> <ul style="list-style-type: none"> • Social Media • Enrolment of Exercise Referral • Networking with Primary care partners such as GP's, Pharmacies, NHS Community Health Services, Public Health, and CCG's <p>*The app will be used to add value to the exercise referral scheme as a supplement not a replacement of face to face support.</p>	<p>Raising the profile of the Exi app and the number of people registering on the platform.</p> <p>50% of exercise referral participants register to the app.</p>	<p>Utilising the app for referred clients will help give easily accessible information to them, allowing tailored activities to access. This enhancement to the scheme will support participants to stay on track in regards to their physical and mental health. The additional resource is expected to reduce attrition rates.</p>	<p>S1, S2, S4</p> <p>A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 


						The Exi App will help in regards to inclusivity as the app is bespoke to each person who uses it, giving users a specific personal exercise plan/ assistance.	
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Supporting Inequalities (Everyone Active Targeted Programme 4)


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators
Activity subscriptions supporting families on low incomes	Ongoing	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido Local community facilities	Target Group Families which are on low incomes identified by the Children and Families Wellbeing Service or through the Active Families Scheme CORE20PLUS5. Partners Children & Families wellbeing service (LCC) Community clubs and delivery partners NWLDC	Use a whole family approach to physical activity. Assessed on a case-by-case basis we will work with NWLDC and the children and families wellbeing service to provide free or low cost access to sessions and activities. We will work with resident clubs to provide low cost access to sports. We will work with partners to support access to equipment and sports clothing where required and where possible.	Deliver a 5% increase in the number of supported children and families utilising our centres based on 2019/20 data (last non Covid-19 mature year) – No previous data	This approach will support engagement with residents from low socio-economic backgrounds and provide opportunity to access activities, equipment and state of the art facilities that they otherwise would not have the opportunity to access.	S2, S3 Best Start in Life Staying Healthy and Well  
Activity subscriptions for care leavers	Ongoing	Whitwick & Coalville Leisure Centre	Target Groups Young people / adults who are in the process of leaving care.	Care leavers, and people in current care generally have limited access to leisure	Accommodate all referrals for this type of subscription	Success will be monitored through the use of anonymised	

		Ashby Leisure Centre & Lido	Partners Leicestershire County Council Care Leavers Team Community clubs and delivery partners NWLDC	activities due to barriers such as cost. Everyone Active will support Care Leavers by Providing a free membership subscription to any care leavers living in NWL that wish to use the leisure centres. This will be reviewed by the centre and the authority teams periodically to determine if any additional support is required.	Number of care leavers accessing the scheme and number of visits will be captured to give baseline data. It is important to note that neither Everyone Active nor North West Leicestershire District Council have any control of number of referrals made, we only have control over retention rates.	case studies due to the specific and sensitive nature of this scheme. We intend to impact each individual's life with social, physical and emotional benefits.	S2, S3 Staying Healthy and Well 
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Partner & Local Network (Everyone Active Targeted Programme 5)


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators
Providing active spaces for disability groups	March 2023	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	Target Groups People with disabilities and additional needs Local disability groups Enrych Memphys Partners NWLDC NWL Inclusive Steering Group Active Together	Work with NWLDC to promote opportunities for local Disability Groups/Schools to use the centre. Provide activity space for inclusive play/sessions Liaise with the local Disability Groups to understand what they require to be active. Member of the NWL Inclusive Steering Group	5% Increased utilisation of facility space for disability groups/ 5% Increased disability participation against 2019/20 space and usage levels (last non Covid-19 mature year) Previous 1635 accessible users participations (2019/2020) 5% increase, Target 1715 2 x new accessible user sessions running per week	In partnership with NWLDC, we have identified a lack of provision within the district for residents with disabilities and additional needs. Providing additional space/activities for this target group will allow them to access physical activity opportunities	S1, S2, S5 A,C,D Staying Healthy and Well 

						locally. The burden of having to travel to the city or elsewhere in the county can have a considerable negative effect or mean that they are not able to access sessions.	
Providing active spaces for older adults	March 2023	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	Target Group Older people CORE20PLUS5 Partners Older people delivery partners (e.g., Age Concern) NWLDC	<p>Work with Local Authority Partners to connect with older people groups.</p> <p>Discounted use for resident groups i.e. Ashby Bridge Club</p> <p>Offer free sports hall / meeting space for organisations supporting older people's mental and physical activity programmes</p> <p>Support the Steady Steps programme with facility space to deliver the classes.</p>	<p>5% Increased utilisation of facility space for older people groups against 2019/20 space and usage levels (last non Covid-19 mature year)</p> <p>Previous 37,371 usages for this age group 2019/2020 5% increase, Target 39,009</p>	<p>Older people naturally have a higher risk of illness and ailment. Providing additional space/activities will help increase the weekly activity levels for this demographic supporting postural stability, reducing frailty and living longer in better health.</p> <p>NWL has high levels of hip fracture, programmes such as this can positively impact</p>	<p>S1, S2, S5 A,C,D</p> <p>Living and Ageing Well</p> 



						on the rate of hip fracture.	
Providing active spaces for children support groups	March 2023	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	Target Groups Disadvantaged children and families Low income families CORE20PLUS5 Partners Sported Save the Children Children and Families Wellbeing Service NWLDC	Work with Local Authority partners to map provision and identify groups providing activities for disadvantaged children and identify gaps.	Identify & understand the need of potential partners. Understand the gaps in provision.	Instilling an active lifestyle into children from a young age will help create a habit for life. This has many benefits, including increasing physical activity levels, benefits physical and mental health and allowing additional socialisation for children.	S1, S2, S5 A,C,D Best Start in Life 


Digi-activity (Everyone Active Targeted Programme 6)

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators
Provide Everyone On Demand (EAD) subscriptions to special support schools	March 2023	Special Educational Needs (SEN) Schools (Forest Way) Whitwick & Coalville Leisure Centre	Target Groups Children with disabilities and special educational needs. Partners NWLDC NWL Sport School Sports Partnership Active Together	Connect with SEN schools which are rural to discuss opportunities around the EAO platform and activities to deliver after school.	1 x new SEN schools accessing the EAO platform Collect baseline data for app usage.	Using this app to give further opportunities to people and schools with disabilities and SENs Can support this target group to be more physically active.	S1, S2, S3, S5 A,C,D Best Start in Life 



		Ashby Leisure Centre & Lido				As well as increasing physical activity participation, this app helps to simplify the delivery of physical activity for the school.	
Identify opportunities for youth crime prevention	Start date, Aug 2022	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	Target Groups Children and young people identified as likely to participate in anti-social behaviour. Partners NWLDC Active Together and Charles Booth Centre (Tackling Inequalities Project) People Zone Impact workers Police	Working with People Zone to explore opportunities for EA to enhance the people zone offer and opportunities in Thringstone and Whitwick.	Identify actions and programmes to be delivered as part of the 'People Zone' project. Review success of what will be a pilot scheme.	Overall outcomes to be defined as part of the People Zone planning process	S1, S2, S3, S5 A,C,D Best Start in Life 

Children, young people, and families

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicator
<p>Increase in physical activity participation rates in:-</p> <p>CYP (Children & Young People)</p> <p>After School Sports</p>	<p>April 2022</p> <p>Participation data will be reported monthly via our PMR (Performance Management Review)</p>	<p>Whitwick & Coalville Leisure Centre</p> <p>Ashby Leisure Centre & Lido</p> <p>NWL District</p>	<p>Target Groups</p> <p>Children and Young People</p> <p>CORE20PLUS5</p> <p>Partners</p> <p>Primary schools</p> <p>School Sports Partnership / School Games Officer</p> <p>NWLDC</p>	<p>EA will offer a varied range of activities and sports to help encourage CYP into activity within our centres and additionally with our partners.</p> <p>We have identified gaps in provision across the district for trampolining and gymnastics.</p> <p>Gymnastics clubs were reporting a 2-year waiting list.</p> <p>Session starting in April 2022.</p> <p>6 x gymnastics</p> <p>4 x trampoline</p> <p>2 x adventure mania</p>	<p>Baseline year = 40,829 usages, this year's target (5% increase) 42,870 usages for this age group</p>	<p>Introducing new activities to our portfolio will help to engage new participants into our centres</p> <p>Introducing new activities to our portfolio will help to engage new participants into our centres</p> <p>Starting these new sessions will reduce the waiting lists of local clubs, providing more opportunities for Children and young people to be active.</p>	<p>A, B, C, E</p> <p>S3, S4, S5</p> <p>Best Start in Life</p> 
<p>Hold an Open/Play/Activity day for all activities</p>	<p>16th April 2022</p>	<p>Whitwick & Coalville Leisure Centre / Hermitage Recreation Grounds (HRG)</p> <p>Ashby Leisure Centre & Lido (including outdoor facilities)</p>	<p>Target Groups</p> <p>Children and Young People</p> <p>Families</p> <p>CORE20PLUS5</p> <p>Partners</p> <p>Clubs based within both our facilities and the wider community</p> <p>NWLDC</p>	<p>Taster sessions provided in a wide range of activities over 1 day</p> <p>A minimum of 4 x clubs based at each site and 2 x clubs not based at the sites provide taster sessions within the Open Day.</p>	<p>Engage with attendees to understand how likely they are to revisit the centre (and understand their historical use of leisure services)</p>	<p>Using this open day/ activity day as an opportunity to celebrate and encourage people into sport and activity. Giving experience of varied activities, that they may otherwise never have the opportunity to try.</p> <p>This will have a positive impact on clubs as they will gain additional exposure, helping them to increase their member base and consequently sustainability of their sport.</p> <p>We are encouraging residents who would not normally access a leisure centre to come along, just taking that step to come and have a look</p>	<p>A, B, E</p> <p>S2, S3, S4, S5</p> <p>Best Start in Life</p> 

						can be a massive step to contemplating a healthier lifestyle.	
Club Activ8 Scheme	March 2023	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido NWL District	Target Groups Children and Young People CORE20PLUS5 Partners Primary schools Upper schools All schools in district School Sports Partnership / School Games Officer NWLDC	Engaging with NW Leicestershire schools to increase weekly activity levels and leisure centre usage. Promoting local clubs and partners	Increase overall scheme usage from 34.5% to 36.2% Increase schools signed up from 34 to 36	Increasing CA8 usage will consequently increase junior/adolescent nw leics resident's activity levels. Having a positive impact on their physical, mental and emotional health. Scheme usage will help encourage children into new activities which they may not have experienced before. Scheme users can engage with further local opportunities such as local clubs and business's	A, B, E S2, S3, S4, S5 Best Start in Life 

Improve engagement for people with physical and learning disabilities, mental wellbeing conditions

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Output	Outcomes	Performance Indicators
Inclusive play session	Ongoing	Whitwick & Coalville Leisure Centre	Target Group 5-11yr olds with learning disabilities and special educational needs Partners Special Educational Needs (SEN) schools Enrych Memphys NWLDC NWL Inclusive Steering Group	Continue to provide 1 x hour play session for children with disabilities per week for a minimum of 16 x weeks	Average of 10 x people attending per session	To engage this group in physical activity/play sessions to help increase their weekly activity levels. Inclusivity is a key priority, therefore continuing this bespoke session will give opportunity to this target group. We know that there is a lack of inclusive physical activity provision in NWL from mapping and consultation. Currently residents tend to travel to the City or other side of the County to access provisions. Increasing local provision will positively impact both those with disabilities and parents and carers. It will reduce cost, travel time and the pressure that they put on individuals and families	A, B, C, E S2, S4, S5 Best Start in Life Average of 10 x people attending per session 
Making every contact count (MECC) Healthy Conversations Making Every Contact Count (MECC) is an approach to improving the health of the population. It uses the day to day conversations that people have to encourage and help people to make healthier lifestyle choices. It is a brief or	December 2022	Whitwick & Coalville Leisure Centre, Ashby LC	The general population (residents and visitors to North West Leicestershire)	An action in the North West Leicestershire Health and Wellbeing Strategy, this approach is being adopted in North West Leicestershire. Everyone Active will support this approach by nominating a member of staff to complete the 'Train the Trainer' qualification.	1 x MECC Trainer Programme of MECC Training developed for EA staff. A minimum of 1 x external training session delivered with NWLDC Officer.	<ul style="list-style-type: none"> Improved access to health and wellbeing advice and services Improvement in morbidity and mortality risk factors 	A, B, C, E S2, S4, S5 


very brief intervention which traditionally focuses on lifestyle issues such as; stopping smoking, being physically active, healthy eating, alcohol intake and mental health as well as housing, employment, social isolation and debt or money advice.				<p>This will allow Everyone Active to deliver MECC training to their staff such as Receptionists, Lifeguards and Fitness Instructors. This will give their staff the skills, confidence, and knowledge to encourage healthier lifestyle choices.</p> <p>Once the identified member of staff is qualified as a trainer, they will develop a MECC programme of training for Everyone Active's workforce (rolling out in 2023) and support the District Council to train other organisations within North West Leicestershire.</p>		<ul style="list-style-type: none">• Improve health and wellbeing of population• reduce inequalities• embed prevention and social prescribing	
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Support the provision of sustainable community sport

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How (Outputs)	Outputs	Outcomes	Performace Indicators
Review and expand the programme of mass participation events run from the Leisure facilities	Ongoing	Whitwick & Coalville Leisure Centre Ashby Leisure Centre	Swimathons Swimming Galas Public Events	Hosting events across our centres in partnership with local clubs and local, regional, and national organisers.	15 x events held over the year, with an average of 50+ participants per event.	Hosting sporting events/ competitions will help showcase and create traffic for our centres. Additionally, it will encourage people to come to our centres, experience the facilities and consequently return to take part in further sport.	A, B, C, D, E S1, S2, S3, S4, S5 Staying Healthy and Well 
Host NWL Sport and Health Awards	November 2022	Whitwick & Coalville Leisure Centre	Target Group Sport and activity based participants NWL Residents Partners School Sports Partnership Local Sports Clubs NWL Sport NWLDC	Working in conjunction with key partners to host a sports and health awards evening to recognise the great sporting, physical activity and healthy lifestyle achievements of our wonderful residents, clubs, schools, and volunteers.	Achieve 16 x awards with a minimum of 3 nominations per award. 500 x people attending the event.	Celebrating the sporting achievements of people within our district will help showcase the great success that people achieve through sport, activity and a healthy lifestyle. Furthermore, the celebration event helps to galvanize the district through positive promotion of activity. This celebratory event will act as inspiration to residents of NWL through the heart warming and	A, B, C, D, E S1, S2, S3, S4, S5 Best Start in Life Staying Healthy and Well Living and Ageing Well 

						<p>inspiring stories and achievements. It highlights what is possible, no matter who you are and encourages participation in sport and Physical Activity, and to take steps towards a healthy lifestyle.</p> <p><i>“Sport can be the glue that keeps communities together and is a persuasive tool in promoting shared interests alongside fostering a keen sense of civic pride. I have seen at first-hand the positive power sport and recreation exert, from children of all backgrounds emulating their heroes at their local community facilities to supporters working together to protect the assets they value.”</i></p> <p>MARCUS JONES MP, 2015.</p>	
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						It is also an opportunity to recognise and thank the volunteers who work tirelessly to run clubs and activities, NWL has a very good sporting offer which is down to the volunteers. We will survey schools to ascertain their feedback on the event and if their school children were inspired.	
NWL Sport (previously LSA)	Ongoing	Whitwick & Coalville Leisure Centre Ashby Leisure Centre	Target Groups Local sports clubs Partners School Sports Partnership Active Together NWLDC	<p>Understand the wants, needs and challenges facing grassroots sports clubs and where appropriate respond to those needs.</p> <p>Work with clubs to sign up to Club Activ8.</p> <p>Support club workforce development.</p> <p>Support access to facilities.</p> <p>Attend and chair quarterly meetings.</p>	Deliver 2 x user group meetings for each centre.	<p>Playing a key part in NWL Sport will help place our centres in a great position to accommodate local sporting club's needs. The group also allows discussion and formulation of ideas and plans to help reduce barriers to sport and increase activity levels with a collaborative approach.</p>	<p>A, B, C, D, E S1, S2, S3, S4, S5</p> <p>Best Start in Life</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 
parkrun	July 2022	Whitwick & Coalville Leisure Centre	Partners All schools in district School Sports Partnership / School Games Officer	EA & NWLDC Health and Wellbeing Team will explore if the WCLC site is suitable for a junior parkrun.		Identify suitability of the area outside Whitwick and Coalville Leisure Centre to host a junior parkrun.	<p>A, B, C, D, E S1, S2, S3, S4, S5</p> <p>Staying Healthy and Well</p> <p>Best Start in Life</p>

			NWLDC NWL residents			If suitable planning will commence for WCLC to host junior parkrun.	
Community/ Themed Walks	March 2022	Whitwick & Coalville Leisure Centre	Partners All schools in district School Sports Partnership / School Games Officer NWLDC NWL residents	EA to support NWLDC with community and themed walks within the district. Promoting the walks as well as helping facilitate them at EA sites (WCLC).	Assist and partner 2x walking events	Use these walks to engage CYP families and NWL residents into activity participation in a friendly, communal non-competitive manor.	A, B, C, D, E S1, S2, S3, S4, S5 Staying Healthy and Well 