



# Everyone Active Community



# Wellbeing Plan 23/24



"UNITING COMMUNITIES THROUGH ACTIVITY"

## 1. Introduction

Everyone Active (EA) is a charitable trust that manages leisure centres and facilities across the UK on behalf of local authorities. Everyone Active is now in its 5<sup>th</sup> year of running NWLDC facilities our centres are 2 in 260, now the sectors largest leisure operator 75 Local Authorities.

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. Our aim is to provide access and opportunities to all across our district, and those who are visiting our centres, acting as a catalyst and mechanism to increase activity levels across the district's residents.

Our partnerships aim is to 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*.

**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)

### **Benefits of active lifestyle**

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 70.7% (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.

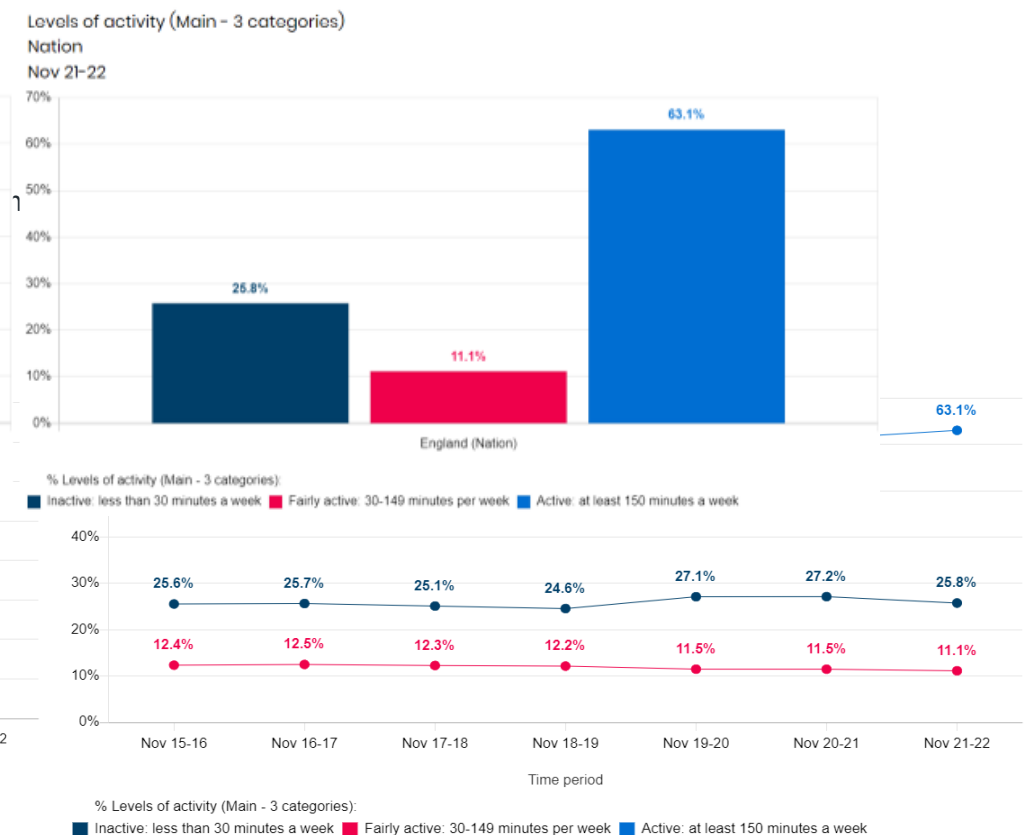
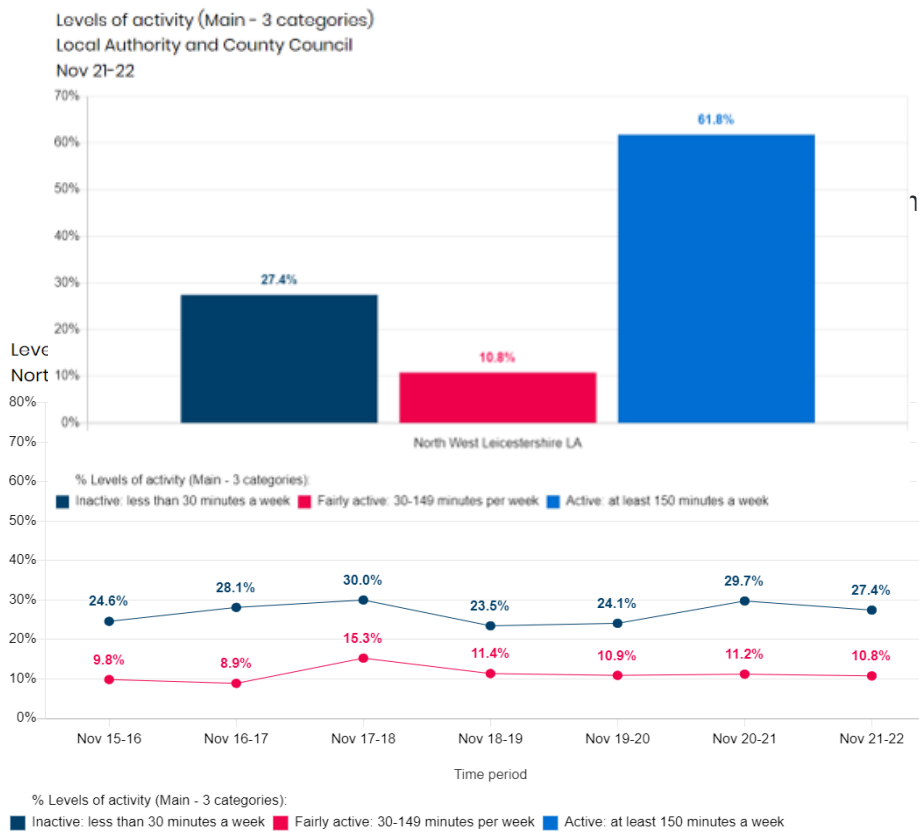
There is evidence that being active improves educational behaviour and attainment. NWL has a lower than the national average attainment 8 score (GCSE grades achieved across 8 subjects), encouraging our children and young people to be more physically active could help improve grades.

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**

38% of North West Leicestershire Adults are reportedly not meeting the CMO guidelines for physical activity, of which 27.4% are reportedly inactive (active less than 30m per week). This is reflective of the England data as shown in the charts below.



The most recent data available for NWL regarding children’s participation is May 2021 where 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.

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)
- Active Together Framework 2022-2032
- The developing NWL Community Health and Wellbeing Plan (led by the LLR Integrated Care Board)



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 effect 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

### Leisure Contract Specification – Authority Outcomes

This strategy sets out how we intend to meet the specified outcomes in the NWLDC Leisure Services contract.

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**

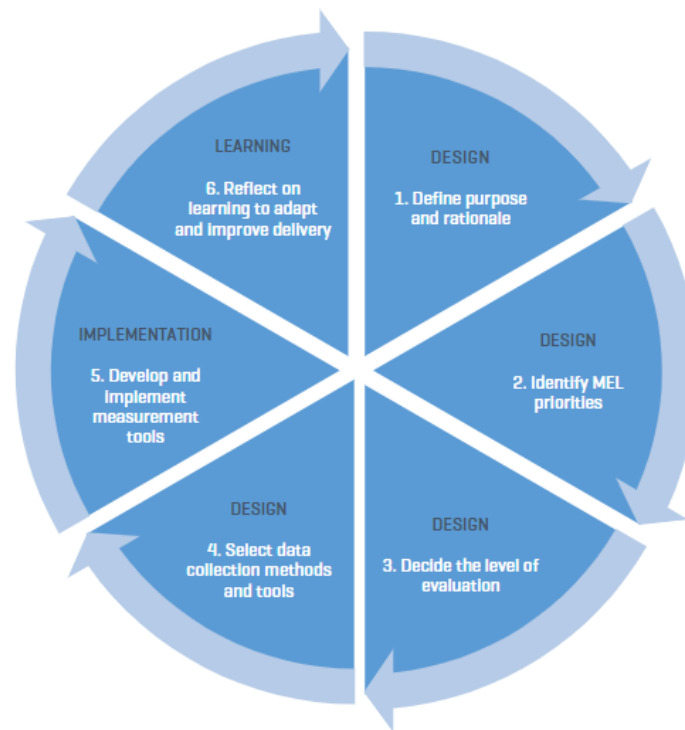
All programmes will be evaluated using Active Together's (Leicester, Leicestershire and Rutland's Active Partnership) Monitoring, Evaluation and Learning (MEL) Framework. This is a consistent approach across Leicester, Leicestershire and Rutland.

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 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.




Outcome Key	Outcome Description
A	Improving Health and Wellbeing and Reducing Health Inequalities (including Ex Referral)
B	Providing Local Economic Benefit
C	Supporting Safe and Inclusive Neighbourhoods (including demographic inequalities)
D	Educating, Protecting and Providing Opportunities For Young People (including Apprenticeships and Work Experience)
E	Providing High Quality Services (partner & local network)
F	Sustainability and Environmental Improvements (sits within the appendix – Energy Engagement Plan 2023/24)


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

## Improving Health and Wellbeing and Reducing Health Inequalities (including Ex Referral)


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Exercise Referral & Social Prescribing	March 2024	WCLC & ALC	<p><b>Target Groups</b> Adults with low to medium risk, health conditions. CORE20PL US5</p> <p><b>Partners</b> NWLDC Local GP Surgeries other medical professionals hospitals social prescribing teams Active Together Leicestershire Public Health</p>	<p>Providing 4 x level 3 exercise referral qualified instructor led gym / exercise sessions per week.</p> <p>To have 2 contact points during the 12 weeks on the referral programme for each participant accessing the leisure offer by EA staff to support retention on the scheme and long-term adherence to physical activity.</p> <p>To offer a 6-week circuit-based session for exercise referral participants as a pilot.</p> <p>Provide discount on the scheme (<b>12 weeks</b>) and discount membership for 6 months.</p> <p>Provide space for Cardiopulmonary classes at each centre.</p> <p>Provide access, where appropriate for clients that have graduated from the Cardiopulmonary scheme into mainstream physical activity.</p> <p>Provide space for the Steady Steps and Steady Steps Plus programme.</p>	<p>27.5% complete the course</p> <p>40% go on to exercise beyond the 12 weeks.</p>	<p>40% increased their PA levels.</p> <p>70% report an improvement to their health/wellbeing.</p> <p>Providing a robust health support programme for people with low to high risk health conditions to exercise safely.</p> <p>Supporting social prescription will alleviate additional pressure on the NHS and related services by increasing participant's weekly activity. Contributing to a better quality of life. 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>The above will be evidenced using Active Together's MEL (Monitoring, Evaluating and Learning) Framework.</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 	<p>25 referrals in the Q.</p> <p>8 completed 12 week course (17 still in progress)</p> <p>75% report improvement in HWB</p>	<p>Additional 12 referrals in this Q.</p> <p>All still in progress</p> <p>Previous 10 of previous 12 completed 12 weeks</p> <p>70% report improvement in health</p>	<p>Additional 9 referrals into LC's during this period</p> <p>Previous 10 of previous 12 completed 12 weeks</p> <p>70% report improvement in health</p>	<p>46 refs within reporting year</p> <p>36 completed 12 week programme</p>

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
REACH Programme	March 24	WCLC & ALC	<p><b>Target Groups</b></p> <p>Young people of school age displaying challenging behaviour in school.</p> <p><b>Partners</b></p> <p>LCC, REACH Project workers Schools in district NWLDC</p>	<p>REACH is an organisation who are currently working with Castle Rock School and Newbridge with children that have been identified with behavioural challenges.</p> <p>REACH require support to provide suitable activities for young people and accessing the leisure facility is a popular solution.</p> <p>Working with NWLDC and using a whole family approach parents and their children will be offered the opportunity to utilise the facilities via club activ8 and Active Families Programme.</p>		<p>Measurable/noticeable behaviour change and children who are re-engaged in school. REACH to provide feedback/data.</p> <p>Increased activity levels leading to improved physical, mental, and social wellbeing.</p> <p>Spending quality time and overcoming physical challenges with parents and carers improving family socialisation/relationships.</p> <p>Personal development.</p> <p>Outcomes measured through case studies, questionnaires, and engagement with REACH.</p>	<p>Best Start in Life</p> <p>Staying Healthy and Well</p> 	<p><i>Discussing with programme lead behaviour changes questionnaire.</i></p> <p><i>Currently 3 students on the scheme are using our gym</i></p>	<p><i>Awaiting data from project lead</i></p> <p><i>2 new children on scheme</i></p>	8 children accessed scheme.	8 students accessed scheme through the year

**Providing Local Economic Benefit (and local partner working)**


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
parkrun	March 2024	WCLC	<p><b>Target Groups</b></p> <p>Children and young people</p> <p><b>Partners</b></p> <p>All schools in district</p> <p>School Sports Partnership / School Games Officer</p> <p>NWLDC</p> <p>NWL residents</p>	EA & NWLDC Health and Wellbeing Team will explore if the WCLC site is suitable for a junior parkrun.		<p>Influence the design of the Hermitage Rec Ground development to incorporate a hard path system large enough to host a junior parkrun.</p> <p>Work with H&amp;WB Team and Active Together to sign up to parkrun, design the route, provide staff, recruit volunteers, provide parking, storage and changing facilities and support comms.</p> <p>The route would start and finish at the leisure centre.</p> <p>The main outcome is to be in a position by 31<sup>st</sup> March to launch junior park run early 2024/25.</p>	<p>A, B, C, D, E S1, S2, S3, S4, S5</p> <p>Staying Healthy and Well</p> <p>Best Start in Life</p> 	No action until Q3	No action until Q3	Planning stage with NWLDC	Planning stage with NWLDC



What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
HWB Roadshow	March 2024	WCLC & ALC	<b>Partners</b> NWLDC Active Together LCC Enrych Community Partners SSP NWL residents	Holding health and wellbeing. community event 2 x per year (1 per site) allowing local partners to engage NWL residents highlighting the support available within the district/county. Such as debt advice, cost of living support, health screening, mental health support, healthy eating and weight management, physical activity, support for parents etc.	<b>5x</b> activities <b>20x</b> stall holders <b>100</b> attendees <b>30%</b> of residents in attendance sign posted to services	Residents are aware of and able to access services.  Resident's health and wellbeing is improved as a result of accessing services.  Stall holders are asked to monitor access to their services as a result of the event and capture a case study where possible.	A, B, C, D, E S1, S2, S3, S4, S5  Staying Healthy and Well  	<i>HWB Roadshow for CYP held</i>  <i>6x activities</i>  <i>26x stall holders</i>  <i>123 attendees</i>  <i>50% attendees signposted</i>	<i>Next event will be held in Q4</i>	<i>Next event will be held in Q4</i>	HWB Roadshow for all age and ability  5x activities 40 x stalls 250 attendees 50% attendees signposted  Booked additional corporate event off the back of success
Events	March 2024	District Wide	Support NWLDC Health and Wellbeing Team at events to promote health and wellbeing opportunities	Attend/man NWLDC mobile wellbeing van during the summer to raise awareness of services available district/countywide.  Deliver a water safety event at Whitwick Lake for children and young people in partnership with NWLDC and the People Zone.	<b>80</b> residents engage with the van raising awareness of available services.  <b>40</b> children and young people access the water	Residents are aware of and able to access services.  Resident's health and wellbeing is improved as a result of accessing services.  Raised awareness of the dangers of water, how to stay safe and what to do if you get/someone else gets in trouble improves the changes of young people staying safe		<i>85 attendees to event at Herm Rec Ground.</i>  <i>80 CYP attendees</i>	<i>Partnered with NHS mental health bus who attended site from 9am – 5pm engaging with 45 local residents</i>	Provided talking therapies CPD training and MECC training for EA and NWL staff	Held community Mental Health info event with Mind and Vita Health  40 attendees/interactions


					safety event.	around the waterways in NWL.					
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### Supporting Safe and Inclusive Neighbourhoods (including demographic inequalities)

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Activity subscriptions for care and care leavers		WCLC & ALC	<p><b>Target Groups</b> Young people / adults who are in the process of leaving care.</p> <p><b>Partners</b> LCC Care Leavers Team NWLDC Community clubs and delivery partners</p>	<p>Care leavers, and people in current care generally have limited access to leisure activities due to barriers such as cost.</p> <p>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.</p> <p>This will be reviewed by the centre and the authority teams periodically to determine if any additional support is required.</p>	<p>Accommodate all referrals for this type of subscription.</p> <p>Number of care leavers accessing the scheme and number of visits will be captured to give baseline data.</p> <p>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</p>	<p>Success will be monitored using anonymised case studies due to the specific and sensitive nature of this scheme.</p> <p>We intend to impact each individual's life with social, physical and emotional benefits.</p>	<p>S2, S3</p> <p>Staying Healthy and Well</p> 	<i>No referrals currently</i>	<p><i>No referrals currently.</i></p> <p><i>In discussion with YJS re memberships</i></p>	4	4


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Providing active spaces for disability groups	March 2024	WCLC & ALC	<p><b>Target Groups</b> People with disabilities and additional needs</p> <p>Local disability groups</p> <p>Enrych</p> <p>Memphys</p> <p>Partners NWLDC NWL Inclusive Steering Group Active Together</p>	<p>Work with NWLDC to promote opportunities for local Disability Groups/Schools to use the centre.</p> <p>Provide activity space for inclusive play/sessions.</p> <p>Liaise with the local Disability Groups to understand what they require to be active.</p> <p>Member of the NWL Inclusive Steering Group</p>	<p>Increase of <b>5%</b> disability participation against 2022/23 and usage levels</p> <p>Previous <b>1715</b> accessible users participations <b>(2022/23) 5%</b> increase, Target <b>2330</b></p>	<p>Providing additional space/activities for this target group will allow them to access physical activity opportunities locally.</p> <p>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.</p> <p>Additionally, these sessions contribute to increasing activity participation for this population, helping provide social and emotional benefit through activity engagement.</p> <p>These sessions further embed inclusivity into our centres.</p> <p>Increase physical activity levels of participants.</p>	<p>S1, S2, S5 A,C,D</p> <p>Staying Healthy and Well</p> 	743	1229	1821	2728

						Participants to report improvement in physical, mental and social wellbeing.  Evidenced using Active Togethers MEL Framework.					
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What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Community Walks	March 2024	WCLC & ALC	<b>Target Groups</b> Active mums Active families  <b>Partners</b> NWLDC Active Together	Work with NWLDC, Active together and local residents	1 x new walk per contract  To train volunteers and deliver a community led Walk to become sustainable through volunteer delivery.	These walks will help to build free physical activity and social opportunities for this population that are easily accessible, helping families increase their physical activity levels and improve overall wellbeing and resilience.  Using the MEL Framework physical activity and health/wellbeing will be monitored through attendance, questionnaires, and case studies.	S1, S2, S5 A,C,D  Staying Healthy and Well  	Active Mums walk being led from WCLC	No new additional walks developed this quarter	No new additional walks developed this quarter	1 x additional walk leader trained in EA contract


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Active Mums	March 24	WCLC	<p><b>Partners</b> NWLDC Active Together</p> <p>NWL residents who are Pre &amp; Post Natal</p>	<p>Provide discounted offers for pre and post natal residents.</p> <p>Train up 1 member of staff to deliver pre and post natal sessions.</p> <p>Deliver a buggy walk pilot to start and finish at the leisure centre.</p>	<p>Discounted swimming <b>1x</b> per week for <b>10</b> participants</p> <p>Train <b>1x</b> staff members in pre &amp; post natal qualification.</p> <p>Deliver <b>1x</b> Buggy Walk pilot.</p> <p>Facilitate virtual class for mums.</p> <p>PT to deliver a circuit class</p> <p>Exit route into main stream physical activity.</p>	<p>A social/physical activity support group created for pre and post natal residents.</p> <p>Women reach/ maintain a healthy pre and post natal weight.</p> <p>Women maintain/reach healthy mental wellbeing (combatting post natal depression)</p> <p>Pre and post natal mums have a healthy social balance.</p> <p>Pre and post natal mothers improve physical health, posture, core stability and overall fitness.</p> <p>Programme evaluated using the Active Together MEL Framework.</p>	<p>S1, S2, S5 A,C,D</p> <p>Staying Healthy and Well</p>	<p><i>Awaiting meeting with Active Together</i></p> <p><i>LC staff member enrolled on course</i></p> <p><i>Buggy Walk currently running</i></p>	<p><i>Awaiting meeting with Active Together</i></p> <p><i>LC staff member enrolled on course</i></p> <p><i>Buggy Walk currently running</i></p> <p><i>Supported nesting lotus with discounted prices to increase their participation numbers</i></p>	<p><i>LC staff undertaking pre/post course</i></p> <p><i>Buggy walk currently running</i></p>	<p>1 x staff member completed pre/post natal cpd</p>



What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Youth Crime Prevention	March 2024	WCLC & ALC	<p><b>Target Groups</b> Children and young people identified as likely to participate in anti-social behaviour.</p> <p><b>Partners</b> NWLDC LCC (YJS) Active Together People Zone Impact workers Police</p>	<p>Work with LCC to facilitate Youth Crime interventions through LC use</p> <p>Project users to access centres <b>20</b> times per year</p>	<p>Benefits may include increasing physical activity levels which will positively affect emotional health of the programme users contributing to greater sense of wellbeing and reducing antisocial engagement.</p> <p>Impact will be evidenced through anonymised case studies.</p>	Continue to work with LCC.	<p>S1, S2, S3, S5 A,C,D</p> <p>Best Start in Life</p> 	11 visits	18 visits	25 visits	34 visits

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Output	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Active Whitwick/ Thringstone/ People Zone	March 2024	WCLC  Community Settings	Whitwick & Thringstone communities/ residents	<p>Leisure partner for Active programmes, including offering reduced cost for activities and outreach work.</p> <p>Provide support and education for People Zone group in relation to water safety at collaborative event</p>	<p>Representation at community steering group.</p> <p>Deliver a Sports Leaders Award Training Course to residents of Thringstone and Whitwick and encourage participants to volunteer and gain experience at local VCSE organisations such as the scouts, Charles Booth Centre and so on.</p> <p>Attend and support delivery of community events <b>x2</b></p> <p>Support with facility access (at the Leisure Centre)</p>	<p>To engage residents in activity and promoting a healthy active lifestyle.</p> <p>Educate children around water safety Influence the direction, add capacity to delivery and keep momentum of the People Zone – see also events.</p> <p>Local residents trained to deliver physical activity sessions will leave a legacy of sustainable sessions and support access to jobs.</p> <p>Create community cohesion.</p>		<i>1 event attended</i>	<i>Applied for People Zone funding to run Sports Leader Award course for People Zone personnel</i>	<i>Planned and scheduled in SLA course for March  Attended Steer groups meeting</i>	Course rescheduled for July

					Support with any other possible opportunities that arise.						
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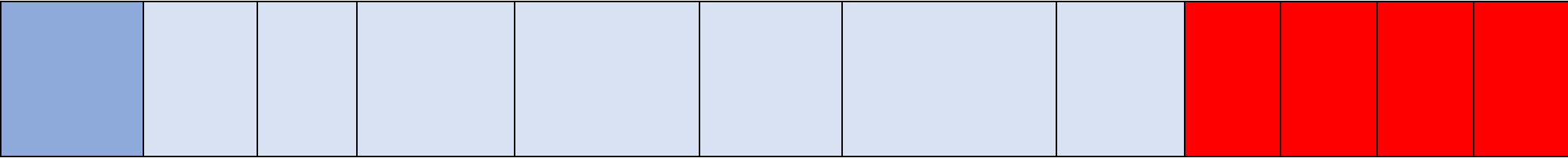
What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
NWL Sport	Ongoing	WCLC & ALC	<b>Target Groups</b> Local sports clubs  <b>Partners</b> School Sports Partnership Active Together NWLDC	Understand the wants, needs and challenges facing grassroots sports clubs and where appropriate respond to those needs.  Work with clubs to sign up to Club Activ8.  Support club workforce development.  Support access to facilities.  Attend and chair quarterly meetings.	Deliver 2 x user group meetings for each centre.	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.  Centre users get access to state of the art leisure centres.  Engaging with LC's and this network helps to increase advertisement and reach for sports, helping to increase people physical, social and emotional health.	A, B, C, D, E S1, S2, S3, S4, S5  Best Start in Life  Staying Healthy and Well  Living and Ageing Well  	<i>User group meeting 25<sup>th</sup> Sep</i>	<i>meeting 25<sup>th</sup> Sep held. Positive meeting with good ground covered</i>	<i>Next meeting scheduled for February</i>	Chaired last meeting  Invited new attendees such as squash @ WCLC


## Educating, Protecting and Providing Opportunities For Young People (including Apprenticeships and Work Experience)


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
L2 Skills Programme including; - Sport Leader Awards (SLA)/ Swimming Teacher L1 & L2 Qualification. National Pool Lifeguard Qualification(NP LQ)	March 2024	WCLC & ALC	<p><b>Target Group</b> CORE20PLUS5 / Residents / current EA employees</p> <p><b>Partners</b> Community Groups, sports clubs</p>	Identify members of the current workforce and NWL residents to sign up to the L2 skills programme to train up in Lifeguard, Fitness and coaching.	<p>1 x L2 SLAs</p> <p>1 x Swimming teachers</p>	<p>All who undertake training will have opportunity to apply for employment or additional roles within our leisure centres.</p> <p>All will be offered volunteer opportunity.</p> <p>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.</p>	<p>S1, S2 E</p> <p>Staying Healthy and Well</p>	1x <i>Swimming teacher</i>	<i>No courses held this quarter</i>	<p>NPLQ course held at ALC</p> <p>2x <i>Menopause champion trained</i></p>	10 staff attended Mental Health Advocacy L2
Number of Apprenticeships / Work Experience	March 2024	WCLC & ALC	<p><b>Target Group</b> NWL Residents Apprenticeship – Generally aimed at personnel over age of 18</p> <p>Work placement – For personnel in current education CORE20PLUS5</p>	Identify apprenticeship opportunities for new applicants and existing colleagues to train and develop in multiple positions to support both centre and community-based services.	<p>1 x apprenticeships delivered</p> <p>6 x work placements</p>	1 x apprentice secures a full or part time employment role within the centres.	<p>S1, S2 E</p> <p>Staying Healthy and Well</p>				

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			<b>Partners</b> Colleges / schools  Local sports clubs/ partners  Lifetime Training	Provide opportunity for experience and potential employment within our centres.  Use work placement booklet for bespoke experience.				2x WP undertaken	2 x work placements taking place in October	3x WP	4x WP undertaken
Club Activ8 Scheme	March 2024	WCLC & ALC  NWL District	<b>Target Groups</b> Children and Young People  CORE20PLUS5  <b>Partners</b> 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  Work with Schools and SSP to specifically target pupils that are on free school meals or receive Pupil Premium (at one specific school)	Previous years usage is 20.2%  New Target <b>22.5%</b>	Increase in activity levels of participants.  Improving physical, mental, social, and emotional health.  Participants can experience new activities which may lead to better adherence to physical activity.  An increase in children on free school meals and Pupil Premium regularly accessing the scheme and increasing physical activity levels.  Pre and post questions will be used to evaluate the scheme along with usage.	A, B, E S2, S3, S4, S5 Best Start in Life	18.8% usage	12.1%  <i>Scheme users have been purged from the system with the aim to strip back the data and build true usage figures.</i>	15.4% usage  <i>Awaiting additional schools being added.</i>	18%  Further work to be implemented for next academic year.





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Activity subscriptions supporting families on low incomes	Ongoing	WCLC & ALC  Local community facilities	<p><b>Target Group</b> Families which are on low incomes identified by the Children and Families Wellbeing Service or through the Active Families Scheme</p> <p>Leisure Link Membership CORE20PLUS5.</p> <p><b>Partners</b> Children &amp; Families wellbeing service (LCC)  Active Together  NWLDC</p>	<p>Use a whole family approach to physical activity.</p> <p>Provide HAF in collaboration with TayPlay for low-income families (pilot)</p> <p>Use Leisure Link Membership to give access to low income families.</p> <p>We will work with partners to support access to equipment and sports clothing where required and where possible.</p>	<p>Deliver a <b>5%</b> increase in the number of supported children and families utilising our centres.</p> <p>Target <b>573</b></p> <p>Provide <b>10 x</b> places for HAF</p>	<p>Provide accessibility to state-of-the-art facilities to groups from low socio-economic backgrounds.</p> <p>Increase physical activity levels of participants.</p> <p>Improve or maintain good physical, mental and emotional health.</p> <p>Evidenced using the MEL Framework including pre and post questionnaires and case studies.</p>	<p>S2, S3</p> <p>Best Start in Life</p> <p>Staying Healthy and Well</p> 	<p>197 Leisure Link</p> <p>375 HAF spaces</p>	291 LL	399 LL  15 HAF memberships	591 LL  5 HAF Memberships


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Inclusive play session	Ongoing	WCLC	<p><b>Target Group</b> 5-11yr olds with learning disabilities and special educational needs</p> <p><b>Partners</b> Special Educational Needs (SEN) schools Enrych Memphys NWLDC NWL Inclusive Steering Group</p>	The aim is for Everyone Active to have taken on the session by the end of financial year 23/24 to ensure this session continues on at a subsidised rate for participants.	Average of 10 x people attending per session	<p>Accessibility to local sessions.</p> <p>Participants feel safe and welcome.</p> <p>Increase participants physical activity levels.</p> <p>Develop motor skills.</p> <p>Improve or maintain good mental and social wellbeing.</p> <p>The session becomes sustainable and not reliant on external funding being sourced.</p> <p>Evidenced using the MEL Framework including pre and post questionnaires and case studies.</p>	<p>A, B, C, E S2, S4, S5</p> <p>Best Start in Life</p> 	<p><i>Average of 10 attendees per week.</i></p> <p><i>Discussing 11-14 provision</i></p>	<p><i>Average of 10 attendees per week.</i></p> <p><i>Provider now agreed for this session, should commence in Q3</i></p>	<p><i>Average 8 children per week</i></p> <p><i>Older session has now commenced</i></p> <p><i>Discussions being held over LC taking on sessions</i></p>	<p>LC has taken on session</p> <p>Currently average 10x attendees</p>

### Providing High Quality Services (partner & local network)

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Supporting Talented Athletes	Ongoing	WCLC & ALC	<p><b>Target Group</b> Athletes operating at regional, national, and international performance level.</p> <p><b>Partners</b> NWLDC Active Together Sports Clubs NWL Sport Sport England</p>	<p>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.</p> <p>The athletes must be able to evidence that they are completing at regional or national level.</p> <p>Implement a dedicated information board to track and promote athlete progress</p>	- 5 x Athletes (5 free memberships)	<p>Supports athletes with the cost of elite/high level sport.</p> <p>Supports a talent pool from NWL. Raising NWL's profile.</p> <p>Inspires other residents through advocacy and championing.</p>	<p>S2, S3, S5 C, B Best Start in Life</p> <p>Staying Healthy and Well</p>	4 x athletes	4 x athletes	Added 2 x additional athletes	1x additional athlete

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Making Every Contact Count (MECC) Healthy Conversations	March 2024	WCLC & ALC	<p>The general population (residents and visitors to North West Leicestershire)</p> <p>To deliver MECC Lite Training to all EA frontline staff.</p> <p>EA Staff having healthy conversations with residents that visit the centre. This is a brief or very brief intervention that can result in signposting the resident to wellbeing support.</p>	<p>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>Develop a MECC programme of training for Everyone Active's workforce and support the District Council to train other organisations within North West Leicestershire.</p>	<p>Programme of MECC Training developed for EA staff.</p> <p>A minimum of 1 x external training session delivered with NWLDC Officer.</p> <p>1x internal training held</p>	<ul style="list-style-type: none"> <li>Improved access to health and wellbeing advice and services</li> <li>Improvement in morbidity and mortality risk factors</li> <li>Improve health and wellbeing of population</li> <li>reduce inequalities</li> <li>embed prevention and social prescribing</li> </ul>	A, B, C, E S2, S4, S5	2x MECC training for NWLDC	1x MECC training for NWLDC	MECC training undertaken for LC staff 12 attendees, 2 x from NWLDC HWB Team	3x delivery of MECC for NWLDC 1 x delivery for EA



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Host NWL Sport and Health Awards  Host Junior Awards	November 2023	WCLC & ALC	<b>Target Group</b> 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.  Running two separate events this year to trial new style of awards to further engage district residents.	Achieve <b>16</b> awards with a minimum of <b>3</b> nominations per award. <b>150</b> people attending each event.	Celebrate sporting success at all levels, especially grass root level.  Celebrate moving more and healthy lifestyles.  Celebrate life changing behaviour change though moving more.  Celebrate our children and young people.  Inspire our residents.  Thank our volunteers.	A, B, C, D, E S1, S2, S3, S4, S5  Best Start in Life  Staying Healthy and Well  Living and Ageing Well  	Reported in Q3	Reported in Q3	2 x awards ceremonies held  18 x awards all with 3x candidates  320 total attendees over 2 events	See Q3

Within our Outputs and Outcomes, we had a total of 33 targets for this reporting year. Of this total we achieved 31/33 targets. The below shows which traffic light category.

**Red 1** – Club Activ8 only achedived 18% usage compared with the target of 22.5%

**Amber 1** – Parkrun is still awaiting further planning in liaison with NWLDC

**Green 31**