



Everyone Active Community



Wellbeing Plan 24/25



Introduction

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.

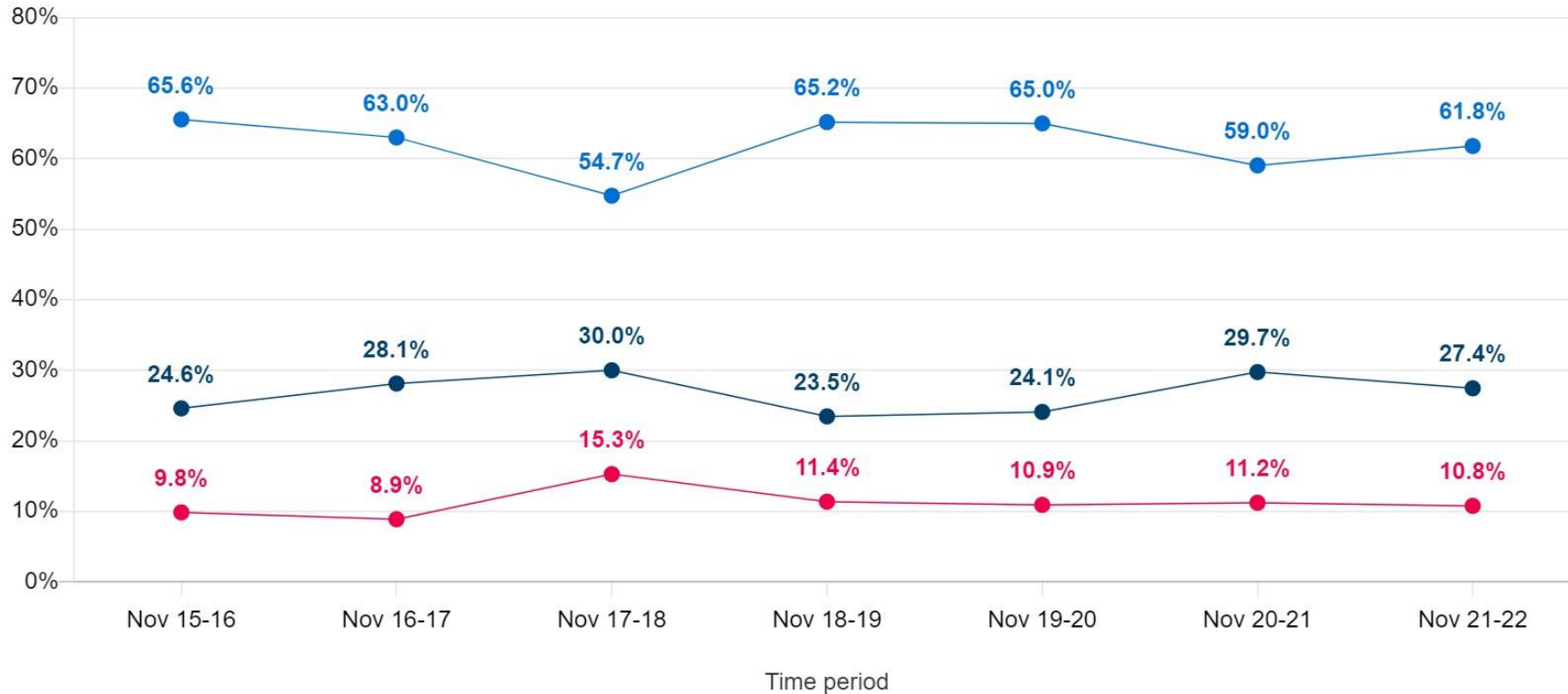
Physical activity can help to reduce anti-social behaviour giving young people activities to get involved with. It also provides opportunity to volunteer which supports the development of skills, such as integrity and leadership.

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

38.2% 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.

Levels of activity (Main - 3 categories)
North West Leicestershire LA

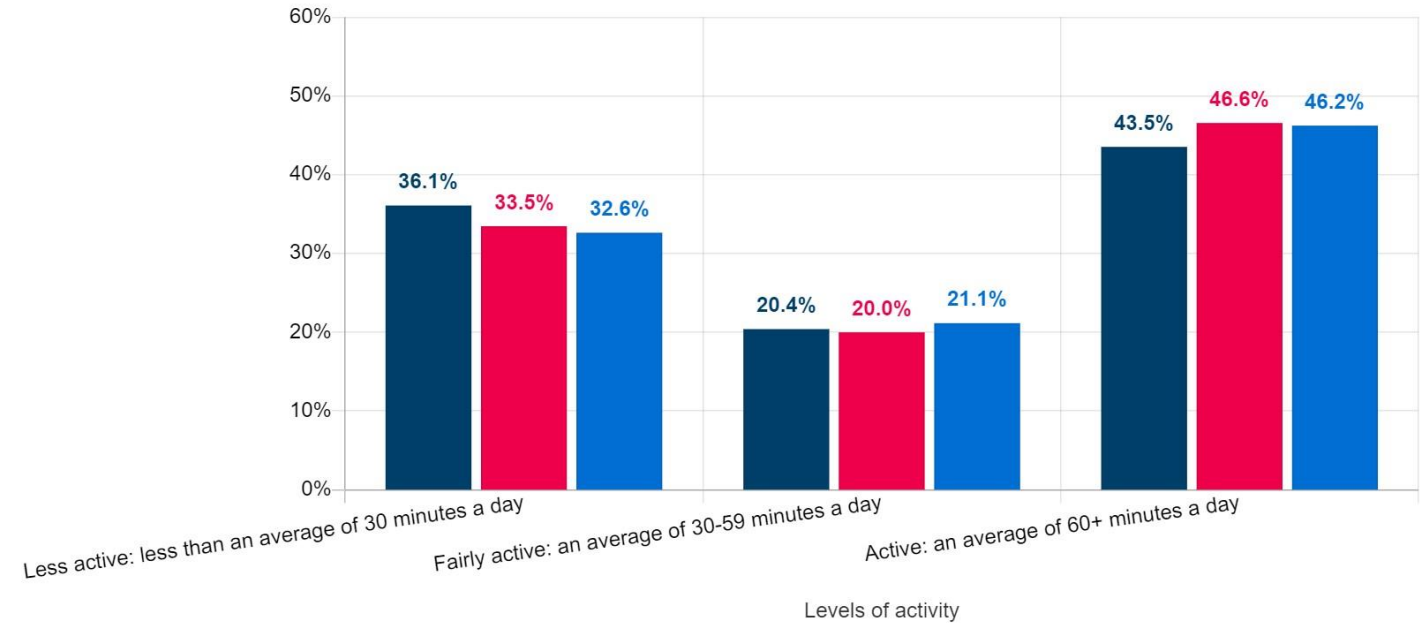


% Levels of activity (Main - 3 categories):

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

Levels of activity
Academic Year 22-23

The most recent data available for NWL regarding children's participation is May 2023. 43.5% of NWL's children and young people are meeting the CMO guidelines for physical activity compared to previous local data from 2021 survey 38%, showing a showing a 5.5% increase (Sport England, Active Lives Survey, May 23)



% Levels of activity by Where:
■ North West Leicestershire LA ■ Most deprived decile ■ Most deprived places (IDACI 1-3)

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

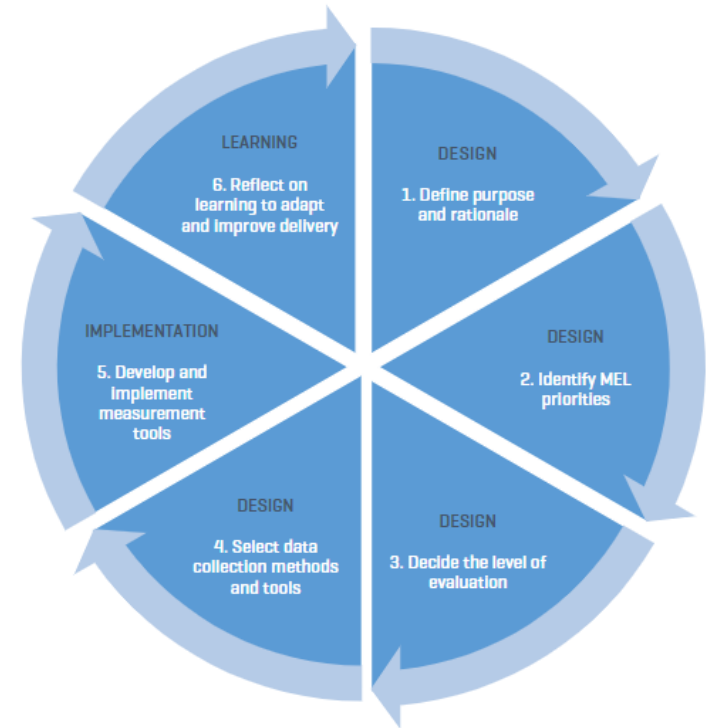
All programmes will be evaluated using Active Together’s (Leicester, Leicestershire and Rutland’s Active Partnership) Monitoring, Evaluation and Learning (MEL) Framework. This is a consistent approach across Leicester, Leicestershire and Rutland.

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’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.





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

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
To improve Children & Young People's HWB	2024/25	WCLC	Children and Young People (CYP)	<p>Host a Schools Health & Wellbeing event building on the trial event held in 23/24 to help raise CYP awareness/understanding of HWB</p> <p>Undertake questionnaire with attendees Focus on Obesity and Mental Wellbeing include sessions such as yoga and Pilates, and a healthy eating workshop aligned to early interventions, education and behavioural change</p>	<p>Increase attendance from previous events</p> <p>Target 315 attendees</p>	<p>Increase CYP awareness of:</p> <ul style="list-style-type: none"> social and emotional health of a healthy lifestyle physical activity opportunities Local health and wellbeing services Leicestershire Teen Health offer 	<p>S4 A</p> <p>Staying Healthy & Well</p> 	Event scheduled for X			


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
To improve NWL resident's knowledge and access to available health and wellbeing services	2024/25	WCLC & ALC	Residents at higher risk of health inequalities	<p>Host 2x Health & Wellbeing Roadshows at NWL Leisure facilities</p> <p>Local services to host stalls and speak directly to residents. Gain case studies to evidence the positive impact of the event for public and local partners</p> <p>Monitor attendance and complete post code analysis to identify where attendees live, overlaid with other indicators which affect wider determinants of health .</p> <p>Services to monitor sign ups/referrals.</p> <p>Where possible capture outcomes of referrals that attended services as a result of the event.</p>	<p>Host 1x HWB Roadshow events</p> <p>Increase partner attendance from last 2 events to 42 partners</p> <p>Increase on last years attendance to 250</p> <p>2x case studies evidencing positive impact of event</p> <p>Increased referrals/sign ups to services in attendance.</p>	<p>Increase local awareness of available services for NWL residents</p> <p>Increase partner networking</p> <p>Residents facing significant barriers to accessing services receive the support that they need.</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 	HWB event reduced from 2 to 1			


Providing Local Economic Benefit


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Improving Work Place Health	2024/25	WCLC & ALC	Everyone Active Centres	<p>To deliver a 12-week work placed health initiative to EA colleagues aimed at improving their overall key health indicator scores including mental wellbeing</p> <p>Wellness survey completed prior to the course and then repeated at the end of it, in tandem with Bodytrax statistical information and blood pressure assessment.</p> <p>Activity/ lifestyle assessment including diet</p>	<p>10x EA staff undertake WPH initiative</p> <p>25% of staff increase health indicators</p>	<p>Improve workforces physical health</p> <p>Improve workforces emotional health and wellbeing</p> <p>Improve overall health and wellbeing of participants</p> <p>Reduction in staff sick days / increase in presenteeism</p> <p>Service quality increase</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 	<p>Undertaking WPH Assessment with LCC (Additional)</p>			

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Increasing employment skills and opportunities	2024/25	WCLC & ALC	Local Schools & Colleges and their students	<p>To offer 10x work placements in the following roles:</p> <ul style="list-style-type: none"> • Sports attendant • Gym instructor • Swim teacher • Duty manager <p>EA will target young people living in the Agar Nook and Greenhill wards by working with the NWL School Sports Partnership, REACH, KISP and Castle Rock School.</p>	<p>10x work placements completed</p> <p>2x vacancies available for application</p> <p>10x job appointments for NWL residents</p>	<p>Increased exposure of job roles with leisure facilities and the related sector</p> <p>Increased engagement with local residents</p> <p>Young people appropriately trained to enter the job market.</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 	<p>6x WP's</p> <p>2x job vacancies</p> <p>2x appointments</p>			


Educating, Protecting & Providing Opportunities For Young People

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Club Activ8	2024/25	WCLC & ALC	<p>Schools, Colleges & Local Partners</p> <p>Inactive children and young people.</p> <p>Children and young people living in areas of deprivation.</p>	<p>Scheme development formalising partnerships with 2 x external clubs within NWL who agree to offer reduced fee activities</p> <p>Gain case studies evidenced increased activity levels due to participation in scheme</p> <p>Work with schools and children from areas of deprivation.</p>	<p>increase utilisation on previous year.</p> <p>2x additional external club partner discounts</p> <p>2x case studies</p>	<p>Increased activity levels of participants</p> <p>Increased physical wellbeing of participants</p> <p>Increased social & emotional wellbeing of participants</p> <p>Increased opportunities to engage in activity</p> <p>Access to low cost / free activities removing the barrier of cost to many residents.</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 	<p>1x ClubsComplete</p> <p>1x Elite Gaming</p>			

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Deliver Holiday and Food (HAF) provision within EA Leisure Centres. Providing a safe space for children and young people to retain activity levels and access to good quality food during the school holidays.	2024/25	WCLC & ALC	HAF referrals	<p>Provide a safe space for children and young people to retain activity levels and access to good quality food during the school holidays.</p> <p>Increase HAF usages through a variety of HAF options</p> <p>Increase HAF provision</p> <p>Promote a balanced active lifestyle with healthy eating habits</p> <p>Provide information and sign post to resources on a healthy lifestyle</p>	Target 120 usages.	<p>Children and young people are safe, active and fed during school holidays.</p> <p>Improved or maintained physical, social and emotional health of participants</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 	First HAF programme runs Q2 (Summer holidays)			

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Increasing physical activity levels for CYP	2024/25	WCLC & ALC	NWL students referred via their schools	Working with Ivanhoe College to facilitate school time gym sessions for children highlighted by school as sedentary/ not achieving national exercise guidelines/ participating in PE 6-12 week programme with EA staff using Bodytrax throughout the programme targeting an outcome of.	20x attendees 25% of the attendees improving on their initial score by the end of the programme	Increased physical activity levels Reduction in.. Increase emotional health Increased social health	S4 A Staying Healthy and Well Living and Ageing Well 	28x attendees on Activity session			

Providing High Quality Services

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Upskilling workforce	2024/25	WCLC & ALC	EA Staff, EA Centres	EA staff to attend and complete NHS Talking Therapies training Training staff to becoming mental health first aiders, who will act as mental health advocates within the centre's	<p>10x staff attend Talking Therapies training</p> <p>10x staff MH First Aiders (related training)</p> <p>2x Menopause Champions within NWL Contract</p> <p>QUEST Very Good overall contract</p> <p>Achieve Water Wellbeing Accreditation at both EA sites</p>	<p>Increased awareness of mental health advocacy within EA facilities</p> <p>Increased MH awareness in NWL</p> <p>Reduction in work related stress</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 	<p>10x staff attended</p> <p>Scheduled for Q2</p> <p>2x Champions in place</p> <p>Excellent Achieved</p> <p>Achieved at both sites</p>			