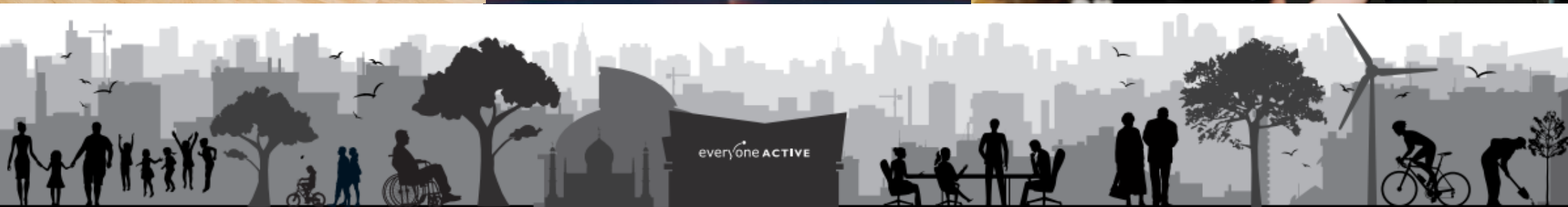




North West
Leicestershire
District Council

Health & Wellbeing Plan 25/26



1. 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)

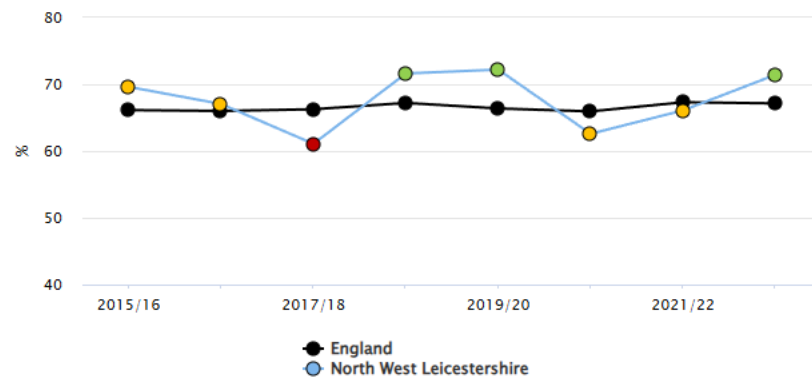
3. Assessing Need

Adults

In North West Leicestershire, 71.4% of adults 19+ are meeting the CMO guidelines for physical activity (Sport England, 2022/23). This is significantly better than the England average of 67.1%.

[Percentage of physically active adults \(19+ yrs\)](#)

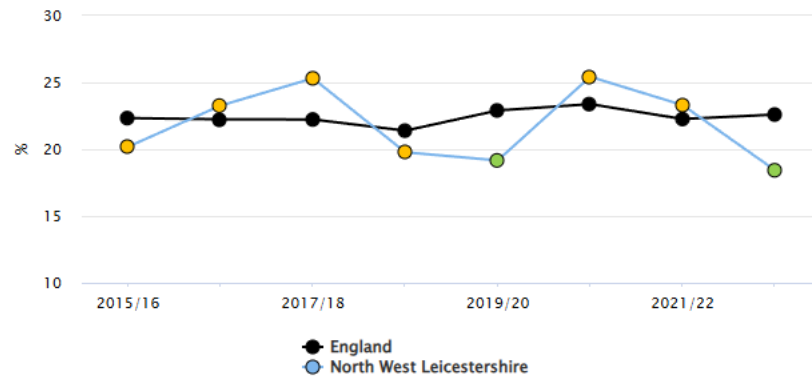
[Show confidence intervals](#) [Show 99.8% CI values](#)



In North West Leicestershire, 18.4% of adults 19+ are not meeting the CMO guidelines for physical activity (Sport England, 2022/23). This is significantly better than the England average of 22.6%.

Percentage of physically inactive adults (19+ yrs)

[Show confidence intervals](#) [Show 99.8% CI values](#)



Through the Active Lives Survey (22/23), 22.8% of North West Leicestershire Adults are reportedly not meeting the CMO guidelines for physical activity, with 65.3% of adults over 16 meeting the CMO guidelines of being active for at least 150 minutes a week.

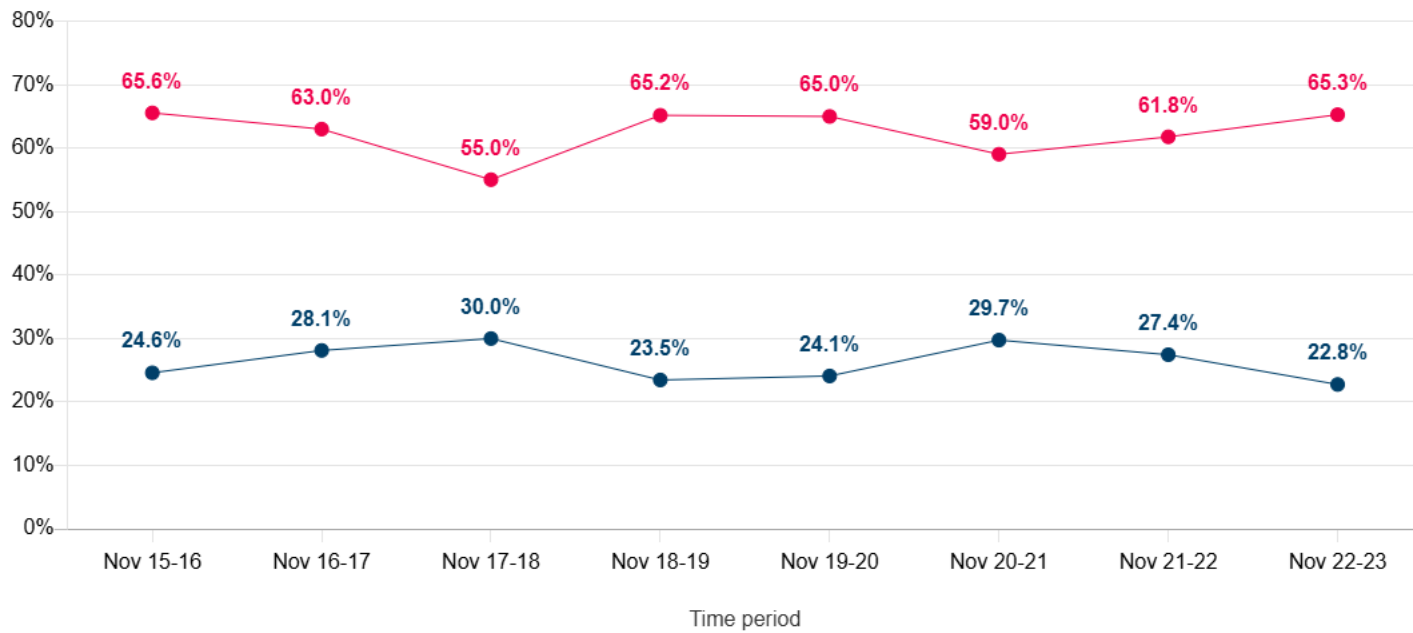
North West Leicestershire LA



Show values

Percentages

Population



% Levels of activity (Main - 3 categories):



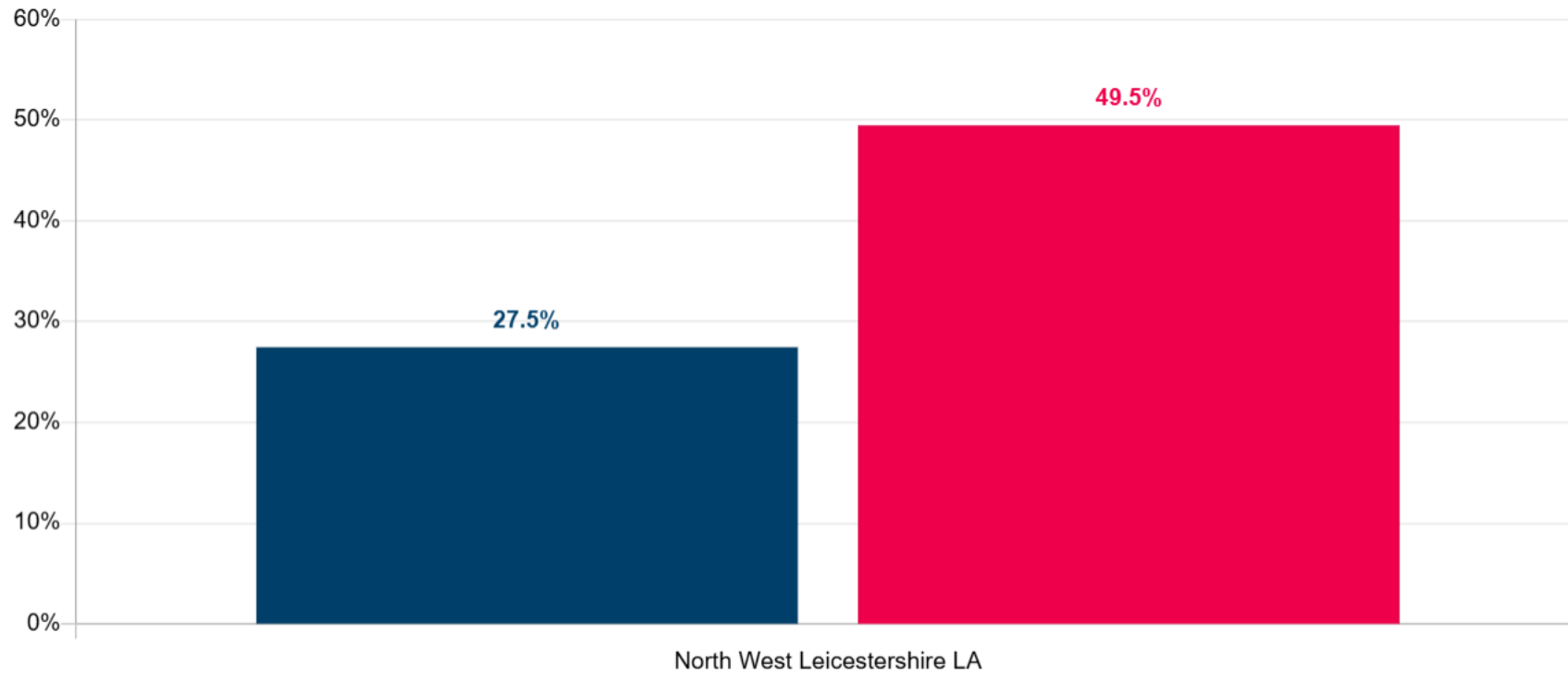
Inactive: less than 30 minutes a week



Active: at least 150 minutes a week

Children and Young People

In North West Leicestershire, 49.5% of young people are meeting the CMO guidelines for physical activity (Active Lives Survey, 2023/24). This is not significantly different to the England average.



% Levels of activity:

■ Less active: less than an average of 30 minutes a day ■ Active: an average of 60+ minutes a day

Nine priorities - [North West Leicestershire Community Health and Wellbeing Plan - North West Leicestershire District Council](#)

North West Leicestershire District Council are working with the Leicester, Leicestershire and Rutland Integrated Care Board to understand the district's health and wellbeing priorities to give people who live and work in North West Leicestershire the opportunity to live happy and healthy lives.

Jointly they have developed a Community Health and Wellbeing Plan (CHWP) for North West Leicestershire, which will be used to inform the Leicestershire Joint Health and Wellbeing Strategy (JHWS) and respond to priorities at a neighbourhood level.

The plan was developed through consultation with stakeholders and public.

The nine priorities include:

- Cancer prevention
- Hip fracture prevention
- Dementia
- Breastfeeding
- Carers support
- Obesity/overweight
- Mental health
- Learning disabilities / special educational needs
- Diabetes.

These priorities have been split up over a three-year period as follows:

- Year 1: Cancer prevention, hip fracture prevention, obesity / overweight and mental health
- Year 2: Breast feeding, dementia, learning disabilities
- Year 3: Carers support, diabetes

*EA will support these priorities where possible which will be reflected in this plan.

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 several 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.


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

Objective	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs / KPIs	Outcomes	Framework Performance Indicators	Q1	Q2	Q3	Q4
To Improve Exercise Referral Pathway	2025/26 ongoing throughout year	WCLC & ALC	Inactive residents with long term health conditions	<p>Raise awareness of the scheme through social media, EA App, seminars and workshops with medical professionals, through Integrated Neighbourhood Team and Health and Wellbeing partnerships.</p> <p>Complete post code analysis to identify where referrals live and overlay with areas of deprivation.</p> <p>Target areas of deprivation that have low referrals</p> <p>Please see Appendix for bespoke document relating to Ex Ref provision for 25/26</p> <p>Ensure every new starter on the programme has:</p> <ul style="list-style-type: none"> • A welcome meeting • Complete a pre-programme survey • Offer exercise referral induction each week • A personalised programme that is reviewed at 4, 8 and 12 weeks • Access to staffed gym session (2 per week per site) • Access to suitable classes, such as Ex Ref Circuits & Aqua • Touch points from the EA team at set intervals during 12-week period • An exit interview / post-programme survey 	<p>To increase the number of participants that start the 12 week Exercise Referral Programme.</p> <p>Target 52</p> <p>To increase retention. More participants complete the scheme.</p> <p>Target 30</p> <p>To increase the number of participants that continue on beyond the 12 weeks programme to 55%</p> <p>Increase current exercise referral programme</p> <p>Increase customer satisfaction levels (8/10)</p> <p>Upskill 2 staff with Ex Ref Qualification</p>	<p>Increase physical activity levels of participants.</p> <p>Improve health and wellbeing of participants.</p> <p>Improve participant's management of medical conditions.</p> <p>Reduce participant's reliance on medications (where possible)</p>	<p>S4 A</p> <p>Staying Healthy & Well</p> <p>Living & Ageing Well</p> <p>Cancer Prevention</p> <p>Hip Fractures</p> <p>Obesity & Overweight</p> <p>Diabetes</p> 				


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	2025/26	WCLC	Children and Young People (CYP)	<p>Host a Schools Health & Wellbeing event to help raise CYP awareness/understanding of HWB</p> <p>Undertake questionnaire with attendees</p> <p>Focusing on communication skills, confidence, water safety, basic first aid and mental health</p> <p>School collaboration days. We currently partner with several local schools (within the same trust) to facilitate HWB events for primary aged children which integrates life and related skills into a day session for the children.</p>	<p>Maintain attendance from previous events</p> <p>Target 340 attendees</p>	<p>Increase CYP awareness of:</p> <p>social and emotional health of a healthy lifestyle</p> <p>physical activity opportunities</p> <p>Local health and wellbeing services</p> <p>Leicestershire Teen Health offer</p>	<p>S4 A</p> <p>Staying Healthy & Well</p> <p>Mental Health</p> 				


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	2025/26	WCLC & ALC	Residents at higher risk of health inequalities	<p>Host 1x 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, overlayed 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 because of the event.</p>	<p>Host 1x HWB Roadshow events</p> <p>Retain partner attendance from last 2 events. 70 partners</p> <p>Increase on last year’s attendance to 360</p> <p>1x case study 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> <p>Obesity & Overweight</p> <p>Carers Support</p> <p>Mental Health</p> 				

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	2025/26	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 Boditrax statistical information and blood pressure assessment.</p> <p>Activity/ lifestyle assessment including diet</p> <p>Support district council with external Work Placed Health Initiative</p> <p>Gain Healthy Workplaces accreditation from LCC</p>	<p>12x EA staff undertake WPH initiative</p> <p>50% 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> 				


Supporting Safe & Inclusive Neighbourhoods


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Increase inclusivity within our facilities	2025/26	WCLC & ALC	District residents	<p>Work with the Belvoir Shopping Centre ASB steering group set up by Leicestershire Police to develop an offer to tackle ASB within Coalville town Centre.</p> <p>Create a weekly 'Community Café/ Dementia Cafe' aimed at improving social networking and reducing social isolation.</p> <p>To introduce a weekly Everyone Cares session into our programme aimed at provide free or discounted usage to those in residential care homes or groups (<i>links to carers support priority</i>)</p> <p>Work with Youth Justice System (LCC) to facilitate centre usage. This partnership will be used as an intervention for ASB and associated issues which case workers from LCC engage with.</p>	<p>Attend partner group for Coalville ASB Project</p> <p>10x attendees per week at Community Café</p> <p>400 per/year</p> <p>5 usages at Carers session per week</p> <p>45 usages for Youth Justice System.</p> <p>Deliver inclusive sessions.</p>	<p>Decrease social isolation of attendees</p> <p>Improve social and emotional health of attendees</p> <p>Improve physical activity levels of attendees.</p> <p>Deter Youth Justice System attendees from involvement in antisocial behaviour.</p> <p>Outcomes measured through questionnaire/ survey</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> <p>Learning Disabilities</p> <p>Mental Health</p> <p>Carers Support</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	2025/26	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 <p>EA will target young people living within NWL</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>Gain employment.</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</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	2025/26	WCLC & ALC	<p>Schools, Colleges & Local Partners</p> <p>CYP on FSM and related benefits</p> <p>Children and young people living in areas of deprivation.</p>	<p>From the next academic year (September) we will be reformatting our CA8 Scheme to focus our offer on children from low socio economic backgrounds.</p> <p>The scheme will be offered to all children on free school meals and pupil premium which will be specified by schools, SSP info and LCC data</p> <p>We will remove the sign up cost for schools to help encourage signup to the scheme</p> <p>Work with schools and children from areas of deprivation.</p> <p>Please see Appendix for bespoke document relating to CA8 provision for 25/26</p>	100% of schools sign up to scheme	<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> 				

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.	2025/26	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. This will be achieved via multiple HAF offers, including Gym & Swim memberships, Climb & Swim membership</p> <p>Promote a balanced active lifestyle with healthy eating habits</p> <p>Provide information and signpost to resources on a healthy lifestyle</p>	180 HAF 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> 				

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	2025/26	WCLC & ALC	NWL students referred via their schools	<p>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</p> <p>Work with REAL Education to provide access to activities for school</p>	20x attendees	<p>Increased physical activity levels</p> <p>Increase emotional health</p> <p>Increased social health</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 				

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	2025/26	WCLC & ALC	EA Staff, EA Centres	Training staff to becoming mental health first aiders, who will act as mental health advocates within the centres. This course builds on the skills staff members have currently gained through MECC training, Mental Health Advocacy training and Talking Therapies training	<i>10x staff MH First Aiders</i>	Increased awareness of mental health advocacy within EA facilities Increased MH awareness in NWL Reduction in work related stress	S4 A Staying Healthy and Well Living and Ageing Well Mental Health 				
Support the implementation of the NWL Community Health and Wellbeing Plan	2025/26	WCLC & ALC	EA Staff, EA Centres	<p>Cancer prevention (Facilitate cancer gym sessions in partnership with NWLDC)</p> <p>Hip fracture prevention</p> <p>Host Steady Steps in partnership with NWLDC</p> <p>Mental health – Working with the district steering group to provide opportunities relating to mental health provisions</p> <p>Dementia is a year two priority</p> <p>Explore options to support with steering group once established</p> <p>Self-Harm and Suicide prevention training</p> <p>Breastfeeding</p> <p>Learning disabilities / special educational needs</p> <p>We will explore further opportunities with the steering group once established.</p>	<p>Facilitate Cancer Prevention sessions within both LC's</p> <p>Facilitate Steady Steps sessions</p> <p>Working with the district steering group to provide opportunities relating to mental health provisions</p> <p>5x staff attend Harmless course</p> <p>Promote that EA sites are breast feeding friendly and</p>	Increased provisions for Ex Ref, specifically cancer	<p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> <p>Mental Health</p>				

					look to improve BF friendliness							
--	--	--	--	--	---------------------------------	--	--	--	--	--	--	--

6. Appendix

- Club Activ8 Scheme Review Process
- Improving Exercise Referral Delivery – NWL Contract
- Proposed Funding Application Focus – 2025/26



OVERVIEW

- The Club Activ8 scheme celebrates its 20th anniversary this year, however since inception aside from minor changes such as the removing of access to certain activities (see below) and the securing of external partners to improve the overall offer, little has changed in that time.
- As a 'value' free or complimentary activity for the 2023/24 school year was £319,907. In the current financial climate, it is quite simply unsustainable to continue to facilitate that level of non-paying activity.
- Aligned to this schools' partners frequently express concerns at their ability to remain aligned to the scheme due to similar financial challenges that they face. This has subsequently led to scheme withdrawals, or 'deals having to be done' to retain schools on scheme, which isn't overly fair on those that pay the correct fee per pupil.
- There has long been held a view by many that removal of access to the scheme by those deemed able to afford activity will have little impact on usage. Weight has been added to this view when discounted activity access to the Ashby Lido, Holiday Activity Programme and After School Badminton have been removed. In each example usage remained unaltered.
- A more 'needs targeted' scheme providing improved access to activities is required that hopefully leads to an increase in pupil on scheme participation.
- In doing so the unsustainable financial burden of the current scheme dynamic on the leisure centres, NWLDC, and the schools' partners is eased given that we propose to make the scheme free to school's partners as opposed to levying a per pupil fee.
- Aligned to this, we believe that we will finally deliver what has been seen as something of a 'holy grail' in securing school sign up by every school within the district. Something that has never been achieved in the scheme's history.
- Consultation and communication to be undertaken between April – July 2025 with a view to the revised scheme being rolled out for the new 2025/26 school year.

TARGET

Who will the revised scheme now be targeted towards?

- Recipients of free school meals and recipients of pupil premium (this can be measured via SSP LCC data).
- NWL Leisure Link scheme aligned children and young people
- There will be a strong cross-over between the above, however as platforms they represent a strong need based fit both statistically (circa 20%) and qualification criteria wise. In addition to this we will cross reference this information against Post Code analysis, although it is felt that as 'heat maps' they should in theory be very similar.
- Bespoke school requests relating to children who don't meet the above thresholds will also be considered by the Active Communities Manager on an individual basis.

ELIGIBILITY

How we will assess eligibility?

- Data relating to FSM and Pupil Premium (individual schools to provide details of the number of pupils within their establishment that qualify, which in turn we will then cross reference against FSM data platform)
- Current NWL Leisure Link assessment criteria
- Schools approach us with bespoke requests for scheme, which we then make a call on.



OFFER

What we will offer to those eligible

- Free activity for courts bookings
- Free swimming, indoor swimming and Free inflatable session access
- HAF holiday activities; Gym & Swim, Climbing Wall & Swimming offer
- Re-introduction of Lido access
- Discounted activity with internal and external partners;
 - In House = Badminton (WCLC & ALC), Volleyball.
 - External = TayPlay Holiday Activities, TayPlay Skating (ALC), Halfords, Rebound (Consideration could be given to still retaining this option for all pupils)

COMMUNICATION

How we intend to communicate scheme changes

- Individual letters to schools capturing that the scheme is 20 years old and needs to become more targeted to better deliver on our desired strategic outcomes, providing improved opportunities (there will be additional benefits to those currently on offer) to those most in need of assistance in order to access them.
 - We have secured details of OFSTED criteria from Chris Duncan (Regional Activity & Wellbeing Manager) that we can include within comms which will capture how schools being linked to a scheme in this guise will directly meet desired OFSTED criteria.
 - That we recognise the financial challenges that schools now face compared to 20 years ago, with several schools advising that they struggle to justify the / afford sign up despite its low cost when measured against outcome. That taking that into consideration partners to the scheme will revert from being charged per pupil to alignment being free of charge.
 - We will also contact schools not on scheme to advise them of the scheme changes and that there will be no charge to them as potential partners to it from September 2025.
- In conjunction with the above we will hold a SSP event to relay information to P.E leads/ attendees
- Schools to liaise with pupil parents via internal comms
- Social media
- In-house promotional/awareness material
- We will look to undertake the above process between April -July 2025, with a view to the revised scheme being implemented from the new 2025/26 school year.



MEASURE

How we will measure pupil Activity/Usage including measurement against historical data

- MRM report
- We will amend the data base to start a-fresh regarding reporting of sign ups and activities.
- Due to the comprehensive nature of our historical CA8 data capture through annual CA8 scheme reporting we will not lose any previous data, thereby facilitating easy comparative year on year data.

OBJECTIVES

- To deliver a scheme that focuses on removing barriers to provide access opportunities to those most in need
- Current uptake is 24% of 10,367 pupils. The aim will be to increase usage percentage take up of what will be a smaller cohort of pupils.
- To assist schools in meeting the challenges that they face in regard to finances and external assessment i.e. OFSTED

REVIEW

- The 2025/26 year will represent one of measure and review with the focus of this being threefold and measured against existing data:-
 - The number of pupils on scheme
 - The value (£) of complimentary activity being utilised
 - The % take of pupils on scheme
- We will review these findings on a periodic basis with NWLDC and our schools partners.



FINANCES



- Educational partners to the scheme will no longer pay to be aligned to it.

ADDITIONAL

Links & Additional Information

Free school meals eligibility by schools

School provision and Ofsted requirements. (Chris Dunc)

[https://www.google.com/maps/d/u/0/viewer?mid=1rNp0dWDKj-](https://www.google.com/maps/d/u/0/viewer?mid=1rNp0dWDKj-Aoa9MpnVXFdCip7L_zsUM&ll=52.74673404374333%2C-1.3934104643213852&z=12)

[Aoa9MpnVXFdCip7L_zsUM&ll=52.74673404374333%2C-1.3934104643213852&z=12](https://www.google.com/maps/d/u/0/viewer?mid=1rNp0dWDKj-Aoa9MpnVXFdCip7L_zsUM&ll=52.74673404374333%2C-1.3934104643213852&z=12)

- PE and sport premium for primary schools - GOV.UK
- PE and Sport Premium - Grange School
- National PE Curriculum - Association for Physical Education



Improving Exercise Referral Delivery - NWL Contract

OVERVIEW

Whilst further Exercise Referral classes have been built into the centre programme recently, on the back of securing additional resource into the fitness and sales teams it is felt that we have an opportunity to improve the current Exercise Referral experience. In doing so we believe that we can;-

- Facilitate quicker inception into the programme
- Provide increased face to face access with members of the fitness teams
- Offer an improved class programme
- Increase programme awareness and the showcasing of success stories through social media
- Provide greater interaction with the sales team.

Collectively, we believe that the successful implementation of the above will lead to enhanced customer satisfaction, scheme take up and the subsequent migration of attendees to membership. The below framework proposal captures the revisions to scheme delivery that we propose to make.

Exercise Referral Scheme Delivery Improvement Plan 2025/26

Area For Identified Improvement	Proposed Remedy	Potential Outcome/s if Delivered
Improve the quality of dedicated Exercise Referral sessions within our gyms	Having specific Exercise Referral sessions in place where staff are specifically available to work with Exercise Referral members	Having a consistent qualitative staffing provision in place will improve the experience of those on programme, resulting in greater engagement. This will almost certainly lead to improved reviews and feedback leading to increased levels of take up.
Improved contact from our Sales Team / EA staff	Implement specific weeks within the Exercise Referral members journey where they are contacted by our sales team/ or staff to check in on progress	Build a greater level of support and rapport between the centre and the Exercise Referral clients. This should contribute to increased conversion rates to membership
Gym inductions for Exercise Referral clients	To look to programme in a minimum number of inductions per week	Increased levels of accessibility
Additional Exercise Referral Classes	Add further Exercise Referral class to the existing programme	Based on the popularity of an existing provision that has only recently been increased already, and feedback from our current Exercise Referral Circuits Class, we will increase our participation within Exercise Referral through adding another class
Improved Social Media Coverage	Promotion of scheme awareness and the capturing of success stories.	More local residents are aware of the scheme, with success stories hopefully inspiring sedentary people to take action.
Gym Support Sessions ran more regularly to 'induct' people with gym equipment	Programme in more sessions within our gyms	Exercise Referral members will feel there is a more caring onus towards them. Increasing their confidence and consequently increasing conversion

Additional Detail / Commitment

Area Of Delivery	Detail/Commitment
Exercise Referral Activity Sessions	We will look to hold 2 x one hour 'Exercise Referral Activity Sessions' per week at each site, with one daytime based and one evening based as suggested by EK in light of increasing ER demand amongst younger persons.
Exercise Referral Induction Sessions	In addition to that we will look to bolt an hour onto one of these sessions per site per week for 'Exercise Referral Group Induction Sessions'. These will be an even mixture of day and evening based inductions.
Resource – Attire & Duties	Colleagues delivering these sessions will wear bespoke uniform advising them to be 'Exercise Referral Coordinators' or a similar title. These colleagues will be dedicated to those sessions as opposed to delivering other duties such as P/T within them, unless in the instance of Induction Sessions nobody is booked on.
Scheme Management	Now we have additional resource within the Fitness Team, we will look to dedicate a lead individual to manage/oversee this area of our delivery.
Training	NWLDC will assist is in upskilling all non-Exercise Referral qualified colleagues.
Data Management	In order to allow us to capture ER Client progress and contact, we will liaise with EA with a view to potentially re-instigating our alignment to the ReferAll platform. It is thought that NWLDC would also be able to share the same platform.
Exercise Referral Classes – Due Diligence	We will liaise with relevant Regional / National support colleagues to sense check instructor to ER class attendee ratio's and due diligence.
Best Practice Benchmarking	A delegation (most likely DG, ML, GN and AD) will look to undertake benchmarking / liaison with colleagues facilitating delivery of Exercise Referral in our Harborough and Ashfield contracts where best practice appears to be in situ. We will take any learning from that and build it into this framework where possible, or seek to do so as a longer term objective.



Proposed Funding Application Focus - 2025/26

OVERVIEW

Despite enjoying a high funding application success rate in regard to sources such as Health & Food (HAF) through Leicestershire County Council, Everyone Active's NWL contract has historically been one of the less active ones within the East Region due to several factors including focus on areas of delivery not seen in other contracts i.e. Club Activ8 and having targets within our Community Health & Wellbeing Plan that haven't required funding in order to deliver them.

Given significant financial pressures resulting from Pure Gym opening in Coalville in June 2024, greater emphasis is being placed on the contract to secure external funding to contribute towards offsetting that impact, as well as opportunities being seen to further support desired targets within our 2025/26 Community Wellbeing Plan and NWLDC's own Community Health & Wellbeing strategy that is closely linked to it.

Whilst funding streams naturally require a clear audit trail regarding how the monies are spent, expenditure lines will often include provision for facilitators and facility space that is already in place. As such as a very basic rule of thumb funding works on a 6/4 rule of for every £10 secured, £4 will be spent on facets of delivery not already in place, whilst £6 can loosely be described as offset or profit. With that in mind a target of £25,000 offset or profit has been built into the 2025/26 leisure centres budget, so in essence funding to the value of £41,667 is sought. Given that all funding applications are unlikely to prove successful funding to the value of just under £50,000 has been identified.

Craig Buchanen (Regional Impact Activity & Wellbeing Manager) is viewed within Everyone Active as having the greatest insight into funding streams, funding application success, and the alignment of funding to desired health and wellbeing initiatives and projects. As such our Contract Manager and Active Communities Manager met with Craig and his line manager Chris Duncan in early February 2024 to discuss if there were any potential funding streams that linked to desired outcomes, we are keen to build into our 2025/26 Community Health & Wellbeing Plan.

The below is a capture of funding that we are either already in the process of applying for that is linked to desired outcomes or has been identified by Craig as a good fit to our 2025/26 CHWP content aspirations, which he also feels we have a strong chance of being successful in securing.

Proposed Funding Source	Value of Funding (£)	Funding Delivery Usage	Link To Community Wellbeing Strategy Outcomes & NWLDC Key Priorities
LCC (HAF)	£15,000	Following the delivery of a previously successful initiative in 2022/23, we plan to repeat Holiday Activities and Food provision for qualifying children within NWL	Providing opportunities for CYP, removing potential access barriers.
Dementia UK / Alzheimer's	£1,000	Secure funding to create a Dementia linked 'offer' i.e. activity sessions and / or cafeteria aligned support and meet up network	Dementia Increasing inclusivity within our facilities
Club Support (Sport England Movement Support)	£7,500	We propose to work with Enrych to help gain funding to facilitate inclusive activity sessions for people within the district	Increase inclusive user activity provision within our centres. Learning disabilities +SEND
Macmillan / Cancer Research	£2,000	To facilitate funding to assist in the delivery of Cancer rehabilitation and prevention programmes	Cancer prevention Improve Exercise Referral pathway
Local Authority funding released through Community Voluntary Sector Networks	£10,000	We propose to work with groups from our inclusive clubs and provisions to increase activities for people with inclusive needs Additionally, we may use this funding to provide activity sessions for children from low socio-economic backgrounds or related areas	Increase inclusivity in our centres Providing opportunities for CYP Learning disabilities + SEND
Police and Crime Commissioner funded programmes (People Zone)	£7,500	We propose using this funding to help more people access our facilities for free or reduced costs	Providing opportunities for CYP Improve people's access to centre memberships Obesity & Overweight
Care UK/ Carers Trust	£2,000	To extend our provision for carers and users with carers	Carer and Carer aligned user support
Parkinsons UK	£1,000	To increase opportunities and provision for people with Parkinsons	Improve the Exercise Referral pathway.
MIND/Mental Health	£1,000	Increase provision for people experiencing Mental Health issues	Increase levels of inclusivity within our centres.
Local Authority health related funding whereby the LA/ICB/PCN	£2,000	Provide facilities for NWLDC/ NHS projects such as cardiac or escape pain, steady steps etc	To improve the Exercise Referral pathway. Hip fracture prevention.
Total	£ 50,000	N/A	N/A