

Sports & Physical Activity Action Plan 2015 - 2017

Following rounds of consultation and workshops with sporting National Governing Bodies (NGB's), local clubs and organisations, and Sport England, the following key themes were identified in 2014 as being the main focus for the City Council's Sports Team to tackle over the next few years, to provide excellent sporting infrastructure and opportunities for residents and visitors to the City.

THEMES

- a) **Adult & young people's obesity levels** which are lower than national average but are still a growing concern in respect of the evidence linking obesity to poor health outcomes and medical conditions, such as diabetes and Coronary Health Disease.
- b) **Tackling low levels of activity** - 17% of adults living in the City do no or very little physical activity (take part in less than 30 minutes per week) in addition 64.7% of adults are not achieving the recommended 150 minutes of physical activity per week to improving health. There is strong evidence linking low levels of physical activity to long-term conditions and all-cause mortality.
- c) **The growing demand by local people for informal sport** and recreation opportunities (for example, running) rather than belonging to a sports club. Participation at competition level not always the main goal and some people see as unobtainable, and would rather participate for fun. New research from Sport England finding similar results and are now encouraging sports deliverers to make sport more accessible and participation less formal.
- d) **Helping those unable to swim** - growing number of 11 year olds, younger people and adults who are unable to swim 25m unaided. 30% of key stage 2 pupils who do attend curricular lessons cannot swim 25m unaided, and 39% of pupils are not taking any swimming lessons. 1 in 10 parents do not take their children swimming because they cannot swim themselves, and 52% responding to a recent national survey said they now swim very rarely or never.
- e) **Supporting the City's community groups and sports organisations** in providing opportunity for local people to live more active lives. With the growing cost and numbers of qualifications to deliver sport and the reliance on volunteers to help make clubs sustainable, is a key area to help promote and provide support and assistance to help bring sporting opportunities into local communities.

Other areas highlighted as key issues to be considered in all work action planning are;

- Making sports activities more affordable
- Improving geographical accessibility of sports centres
- Providing more swimming opportunities and a 50m pool
- Increasing awareness of sporting opportunities
- Increasing disabled provision and more integrated activities