



# Get Active Strategy 2018–2021



# Contents

Get active	3
What do we know?	4
What will we do?	6
How will we do it?	7
Partners	9
Examples of our work	11
Influences on the changing scene	12
Opportunities and challenges	13
Our priorities	14
Measuring performance	16
Calculations	17



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# GET ACTIVE



## Combating inactivity

Broxtowe Borough Council, through its sports development team, Get Active, will contribute towards the vision of a physical activity and sport revolution in Nottinghamshire. Across the county, **more people will be engaging in Active Lives by 2021.**

A key aim of Active Notts is to **decrease levels of inactivity in Nottinghamshire's communities.** The reason for this is that the greatest health impact can be gained by concentrating on the inactive. In Broxtowe, the Get Active team will contribute to this aim by **engaging with inactive people through innovative activity and working with volunteers.**

The team will work with **partners** and **local people** to provide opportunities and breakdown barriers throughout the Borough to enable local people to improve their health through physical activity and sport.

This strategy is aligned to the *Notts: Get Active Together Strategy 2017-21* and outlines the delivery priorities of the Get Active team for Broxtowe Borough Council. Sport England Insight Data is used to inform delivery priorities until 2021.

"We want everyone – regardless of age, background or level of ability – to feel able to engage with sport and physical activity. Some will be young, fit and talented, but most will not. We need to create an environment that welcomes everyone."

SPORT ENGLAND: TOWARDS AN ACTIVE NATION 2016 – 2020

# WHAT DO WE KNOW?

## Costs of inactivity

Adults exercising less than 30 minutes each week are considered to be inactive. Nationally, **25.6% of all adults are inactive** (excluding gardening), while in Broxtowe 26.1% of adults are inactive (excluding gardening). Adult inactivity results in considerable costs to the NHS; it is estimated that the cost to the NHS of obesity alone will be **£9.7 billion** per year by 2050 (*BHF National Centre*).

26.1% of adults  
in Broxtowe are  
inactive

Sport England  
Active Lives Survey

Nationally  
Obesity will  
cost the NHS  
£9.7 billion  
per year by  
2050



## Who are most likely to be inactive?

*The Sport England Active Lives Report for Adults* (October 2017) reports that, nationally, **unemployed people** are the most likely to be inactive; 37% of unemployed people are recorded as being inactive. **Disabled people** are more inactive than non disabled people, with 43% of disabled people being inactive. 30% of **people aged 65 – 74** are inactive, with this figure rising to 71% for **people aged over 85 years**.

In Nottinghamshire, **males aged under 45** are less active than their national counterparts and, given the size of this population and their historic propensity to be active, this will impact on the county's overall inactivity levels if left unchecked.



“More money and resources need to be focused on tackling inactivity because this is where the gains for the individual and society are the greatest.”

SPORT ENGLAND: TOWARDS AN ACTIVE NATION 2016 – 2020

## Creating a habit

Physical activity guidelines for young people is a minimum of 60 minutes of activity each day; this should be a mix of moderate and vigorous movement. *Sport England's* aim is “**for children and young people to feel more motivated, confident and able to be active.**”

Young people enjoying an active lifestyle is important, we know that young people who join sports clubs are the least likely to stop playing sports as adults.

## Who can make a difference?

**Volunteers** can make the difference in helping people to be more active. Volunteering can involve many roles; from promoting and championing to leading and coaching, with both the volunteer and the people being supported benefiting.

*Sport England* measures adults who have volunteered at least twice in a year; nationally 14.9% of adults volunteer and **in Broxtowe 16.2% of adults volunteer.**

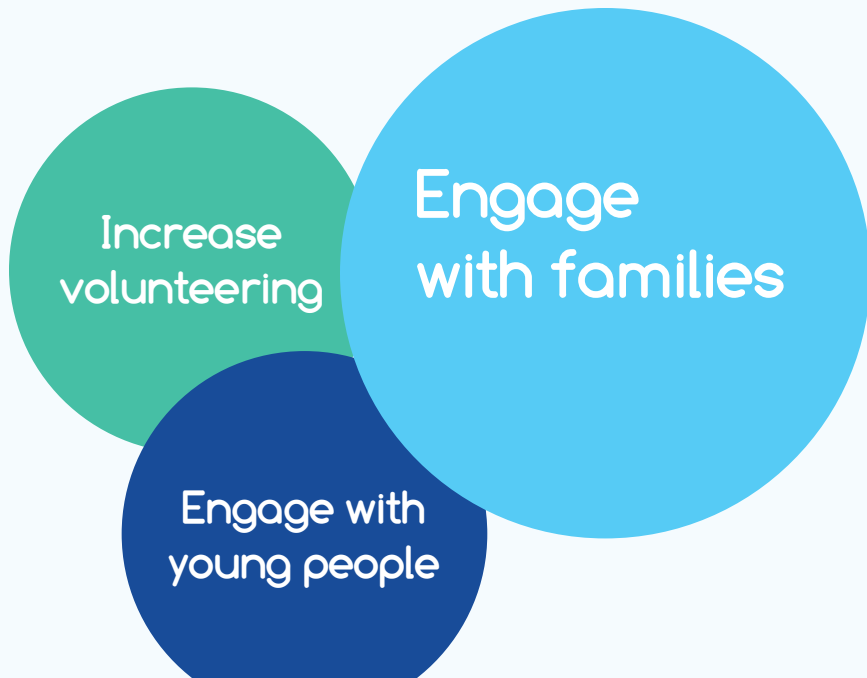


Young people who join sports clubs are more likely to play sport as adults

# WHAT WILL WE DO?

Get Active will contribute to the aim of Active Notts to have **more active people in the county by 2021.**

In Broxtowe we will **reduce our inactivity levels to 24.6%** (excluding gardening) by enabling **an additional 1,420 people to be active by 2021.** To do this, Get Active will share knowledge with Active Notts to ensure that we better understand how to reach and motivate people to become active.



“Putting customers at the heart of what we do, responding to how they organise their lives and helping the sector to be more welcoming and inclusive, especially for those groups currently under-represented in sport.”

SPORT ENGLAND: TOWARDS AN ACTIVE NATION 2016 – 2020

Get Active will **increase the number of adults who volunteer to 16.8%**, an increase of 658 people by 2021. The team will work with volunteers to create additional activity champions and ‘**Community Champions**’ whose role will be to help make sport and physical activity more appealing.

We will work in partnership with Broxtowe Active Schools to **influence children and young people to be confident and motivated to exercise** by engaging directly with families through our sports events.

We will work with supporting sports clubs to continue providing excellent local opportunities.

# HOW WILL WE DO IT?

## Inactivity

Get Active will contribute to reducing inactivity levels in Broxtowe by:

Working in **partnership with organisations** who can assist the team understand why people are inactive.

Engaging with groups and individuals in the community to **change the way we communicate** to people who are inactive.

**Enabling** the community to decide what activities they would like to be provided.

Using new **digital technologies** to attract new customers to our leisure centres while retaining existing customers.

**Adapting** existing sports events so that they become **more accessible** for families and for people who do not already exercise.

Delivering our partnership work to support the creation of relevant **additional activities** in our communities and leisure centres.



# Volunteers

Volunteers will play an essential role in reaching and motivating inactive people to become more active. Get Active will:

Provide support to existing volunteers to help keep them volunteering.

Encourage additional people to volunteer to support existing activity opportunities and to develop new opportunities.

Develop and implement marketing campaigns to encourage more people to volunteer in different ways.

“Helping sport to keep pace with the digital expectations of the customer”

SPORT ENGLAND: TOWARDS AN ACTIVE NATION 2016 – 2020

## Leisure Centres

Through its leisure facilities, Liberty Leisure Limited will continue to provide a range of opportunities that will appeal to the majority of people, while the Get Active team will provide targeted opportunities to support inactive people to increase their activity levels. We will look to develop accessibility for all via activity offerings, marketing platforms, disability awareness and dementia training amongst others.





# PARTNERS

Developing our existing partners and building new partnerships will contribute to enabling the Get Active team to reach different audiences.

Existing partners need to be involved in developing the teams' new ways of working and the team need to identify what our partners require from ourselves to help them with their work.

Current partners:



“Working with a wider range of partners, including the private sector, using our expertise as well as our investment to help others align their resources.”

SPORT ENGLAND: TOWARDS AN ACTIVE NATION 2016 – 2020

We believe and are committed to a partnership approach.

Provision of expertise in new work areas with the ability to open the door to new contacts.

Assist in effectively targeting marketing campaigns.

Ability to support and add value for existing and new volunteers.

Have a close working partnership with Active Notts to enable the work of the Get Active team to evolve as the local knowledge of exercise behaviour in Broxtowe develops.

Partners themselves benefit from working with Get Active.

Add support and credibility to any external funding applications.

# Examples of our work

Over the years, the Broxtowe Sports Development (now Get Active) service has delivered or supported numerous great projects that have benefited many local people.

Volunteers are integral to our projects and it is with their continued support that sessions continue to run and develop. Despite the success of projects such as these, activity levels not only in Broxtowe but across England remain largely unchanged. It is important to continually develop and find new approaches and innovative ideas to engage with those people who are inactive to change their culture.

## Making activity more accessible through Walking Football

Supporting volunteers to develop Walking Football in the South and North of Broxtowe. Bramcote Silver Badgers and Kimberley/Priory Celtic Walking Football Clubs provide weekly social and competitive football to more than 50 older people.



## Volunteer led programme through Beeston parkrun

Get Active, with Active Notts and parkrun UK, funded and assisted volunteers to introduce the weekly Beeston parkrun at the Weirfield. Every week between 150 and 300 people enjoy taking part in the free 5k run managed, delivered and supported by the enthusiastic and knowledgeable team of volunteers.

## Volunteers improving employability skills with Swim School

The Swim School at Bramcote and Kimberley Leisure Centres provide volunteer and training opportunities for numerous volunteers. The volunteers support the growth of the schools and receive funded swim teaching training and Rookie Lifeguard opportunities in return.



# INFLUENCES ON THE CHANGING SCENE

To develop this strategy, different source material has been reviewed. This information informed the selection of priorities by matching gaps in activity levels with the potential for partner support that will enable the Get Active team to have the greatest impact.

**Information and data that has contributed towards this strategy include:**

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## *Government Strategy: Sporting Future, A New Strategy for an Active Nation*

DECEMBER 2015

“Councils have an important leadership role to play... forging partnerships... unblocking barriers to participation and improving the local sport delivery system.”

## *Sport England Strategy: ‘Towards an Active Nation’*

2016 – 2020

“More than one in four people in England do less than 30 minutes of physical activity a week. Research shows that those who do the least activity stand to benefit the most, even if it’s just a small change.”

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## *Sport England Active Lives Adult Survey*

OCTOBER 2017

“Volunteers make all the difference.”

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## *Broxtowe Borough Council Corporate*

PLAN 2016-2020

“Increase the number of people who have active lifestyles and work with partners to improve the health of local population.”

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## *Sport England’s ‘Insight’ Research Data*

ACTIVE NOTTS INTERPRETATION

“26.1% of adults in Broxtowe are inactive”

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## *Active Nottinghamshire: Getting Active Together*

2017-2021

‘Decreasing levels of inactivity and increasing levels of activity by focusing support on those that need our help the most’

# OPPORTUNITIES AND CHALLENGES

Over the life of this strategy there will be a number of potential changes, challenges and opportunities that will arise and lead to variations in emphasis that may affect the outcome of the strategy.

## Opportunities

- *Sport England's* commitment to focus **more money and resources** on tackling inactivity.
- New ways of delivering physical activity and sport will enable **new partnerships to develop** and for **existing relationships to be reinvigorated**.
- The inception and change of working culture within Liberty Leisure Limited will **improve collaborative working** across the service.
- Better **knowledge of what motivates people** resulting in **new approaches to marketing** and **closer working with partners and the community** to change the focus of our social media to engage with new people.

## Challenges

- **Changing the culture of inactivity** to enable more people to become more active.
- Striking a working balance between '**banker**' activities that can be sustained without continual support and '**innovative**' activities that may or may not make a difference.
- To be an **enabler** more than a deliverer of new activity ideas while enabling volunteers and local champions to take the lead.
- Developing positive partnerships with health providers such as GP's and CCG's to utilise physical activity as a health tool.



# OUR PRIORITIES

## Sport England insight

The priorities for how we deliver a sport and physical activity service in Broxtowe is influenced by *Sport England* research. The Get Active team, with Active Nottinghamshire, has used this research to inform decisions about how to deploy its resources to make the most difference.

### Our priorities are:

To continue to work with sports clubs as these attract many young people and volunteers and contribute towards creating the habit of exercise. People who join sports clubs are more likely to exercise for life.

Develop our partnership working with sports clubs, non sporting voluntary organisations and professional organisations. To develop partnerships to have a mutual benefit while improving provision for Broxtowe residents.



To encourage families to be more active by adapting our Sports Events to be more family friendly and to encourage families to use our leisure centres together. We will help families to enable children and young people to be motivated and confident to be physically active.

Ensure that facilities, activities and communication consider the needs of disabled people so that opportunities are accessible.



Females are less likely to be active than males.

Get Active will work to remove barriers that prevent females being active through positive messages such as 'This Girl Can' and continue to work with partners who promote and provide activities for women.



Promote walking, cycling and running through providing introductory, accessible sports events for families and individuals, working in partnership with local groups such as Notts Women's Runners, Parkrun, and the cycling, running and triathlon clubs in the Borough.

How Get Active will deliver and achieve each of these priorities is detailed in the **strategy action plan**.

Ensure that the Get Active team and wider employees of Liberty Leisure Limited have access to support and training so that they can effectively contribute to this strategy.



Continue to provide and support activities that enable older people to be more active. \_\_\_\_\_

# MEASURING PERFORMANCE

Performance will be measured using the annual Sport England 'Active Lives Survey'

Measures of performance	Target	Milestones
Have fewer inactive adults in the Borough	Reduce adult inactivity levels from 26.1% to 24.6% (excluding gardening)	By December 2018 = 25.9% (210 extra people) By December 2019 = 25.5% (590 extra people) By December 2020 = 25.1% (945 extra people) By December 2021 = 24.6% (1,420 extra people)
Increase the number of active adult volunteers in the Borough of Broxtowe	Active volunteers to increase from 16.1% to 16.8% of the Borough's adult population	By December 2018 = 16.2% (90 extra people) By December 2019 = 16.3% (185 extra people) By December 2020 = 16.5% (376 extra people) By December 2021 = 16.8% (658 extra people)

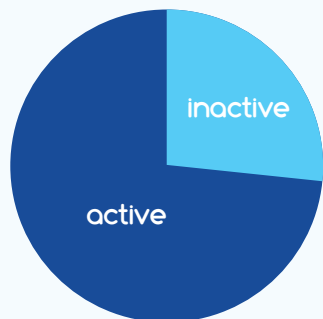


# CALCULATIONS

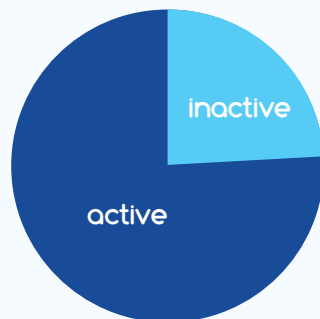
## Existing Broxtowe physical activity levels

Inactivity levels are taken from the *Sport England Active Lives Survey* (October 2017), with 'inactive' being people who do less than 30 minutes exercise each week. There are two figures recorded for inactivity and these are based on a population 93,100 with 528 residents taking part in the survey.

The figures for Broxtowe inactivity levels are:



26.1% excluding gardening



19.9% including gardening

## Target

Liberty Leisure Limited can help have a positive affect on people's activity levels by **encouraging people to be more active through sports and physical activities** such as exercise classes and walking. Therefore, Liberty Leisure Limited will use the performance indicator that excludes gardening to base its impact on.

There is no scientific basis to guide what the target should be. Differences in demographics make it difficult to compare targets by geographical area or population size. This is further complicated by the available resources to deliver the changes.

Of the 39 local authority areas in the East Midlands the average inactivity levels are 26.9% with best being High Peak at 19.7% with least active being Boston with inactivity levels of 38.6%.

The target for Broxtowe is set to deliver a challenging but realistic goal that will contribute towards improving the wellbeing of the local community.



# Volunteers

The number of volunteers is taken from the *Sport England Active Lives Survey* (October 2017), with a 'volunteer' being someone who has volunteered at least twice in the year of the survey. The figure recorded for Broxtowe in 2016-2017 is 16.1%

Our target is to increase this to 16.8% (658 additional people volunteering) by the end of 2021.

16.1% of  
people in  
Broxtowe  
volunteered  
in 2017

658 more  
people to  
volunteer  
by 2021

## We will make a difference

one little step creates the pathway  
for everyone else to follow.

- Volunteer
- Be active
- Be the voice for change







# Thank You

