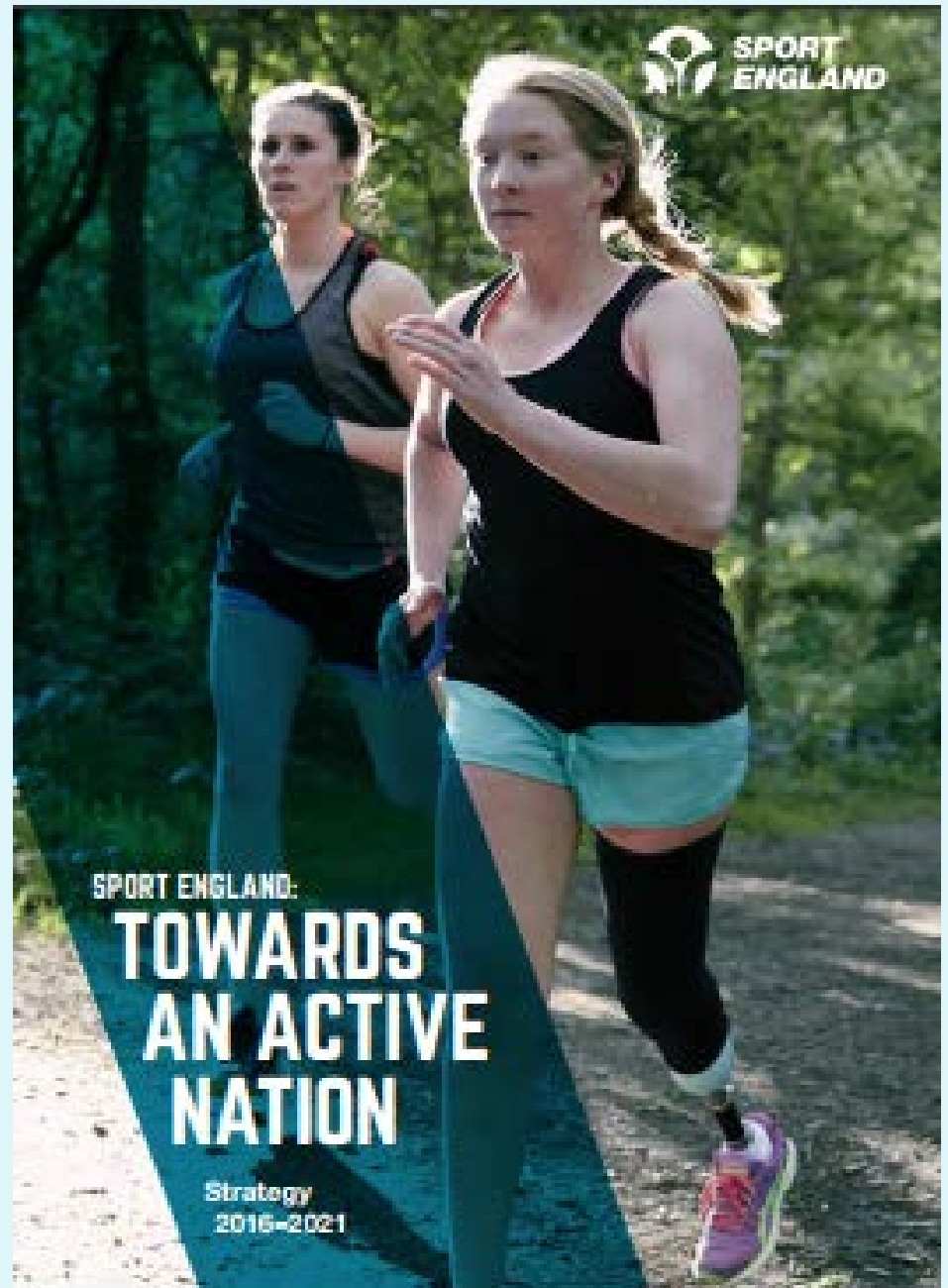


Ilana Freestone

Director

Sport Nottinghamshire/
Derbyshire Sport



Why is this important for the Health and Wellbeing Board?

For every £1 spent on sport
£1.91 of benefits are
generated

Getting one more child to
walk or cycle to school
could pay back as much as
£768 in health benefits

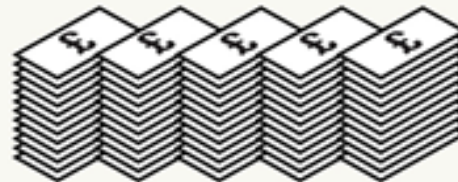
The impact of physical inactivity - Sport Nottinghamshire area

HEALTH COSTS OF PHYSICAL INACTIVITY



1 YEAR

£19,176,920



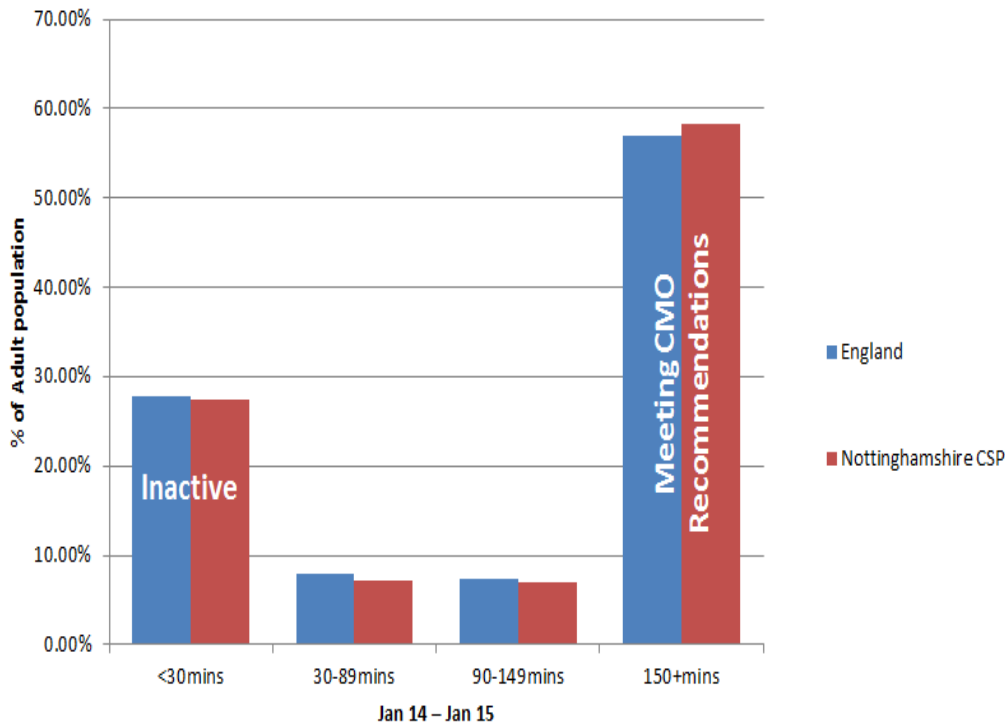
5 YEARS

£95,884,600

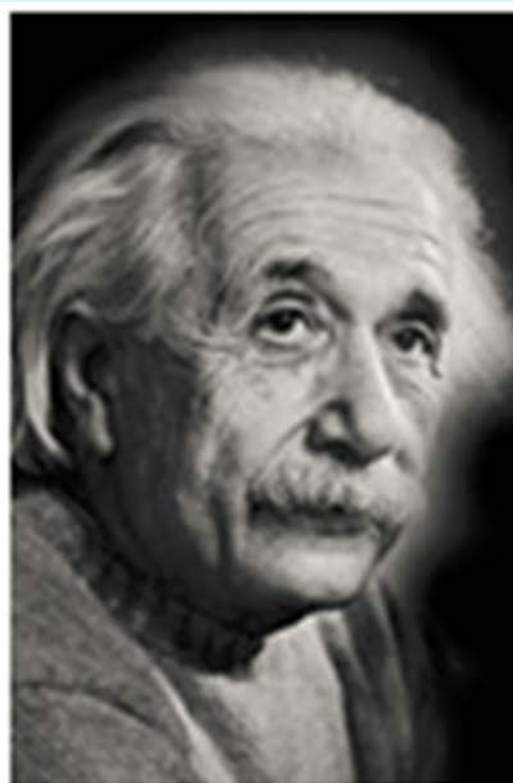
The Nottinghamshire picture

Sport Nottinghamshire – Physical Activity

Physical activity levels breakdown – National and CSP whole population



- Young people's inactivity is a national problem, which also translates locally
- Women's participation is a concern as, despite their being an upward trend in activity, it is not rising as quickly as it is nationally.
- Disabled people are still 23% less likely to take part in sport and 28% less like to meet CMO physical activity recommendations.



**"Insanity is doing the same
thing over & over again &
expecting different results."**

Albert Einstein

AREA OF HIGHEST IMPACT



Health benefits



Sedentary

100

200

300

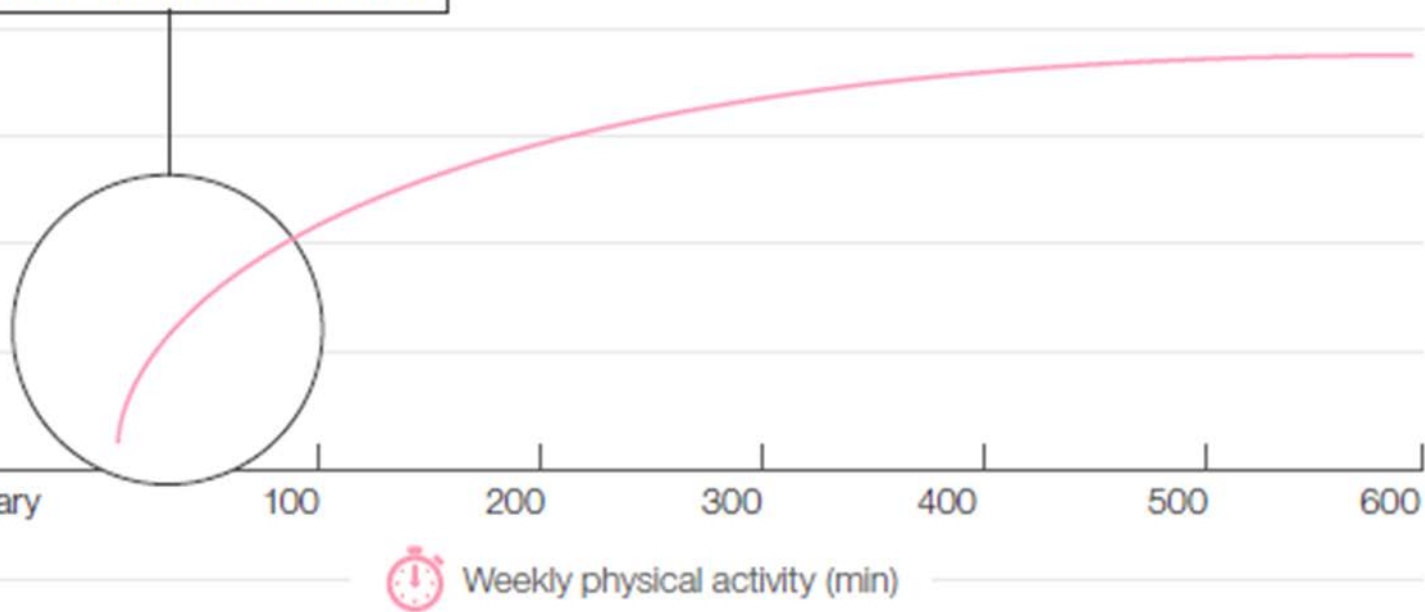
400

500

600



Weekly physical activity (min)




The strategic opportunity is now

 Public Health England
Protecting and improving the nation's health

Everybody active, every day
An evidence-based approach to physical activity




October


 SPORT ENGLAND




SPORT ENGLAND:
TOWARDS AN ACTIVE NATION
Strategy

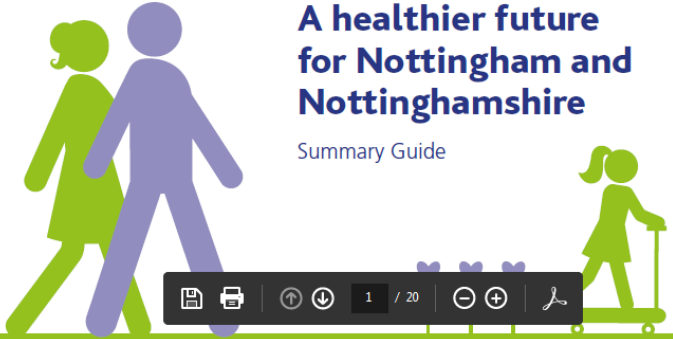
 HM Government

Sporting Future:
A New Strategy for an Active Nation



 The Nottingham and Nottinghamshire Sustainability and Transformation Plan

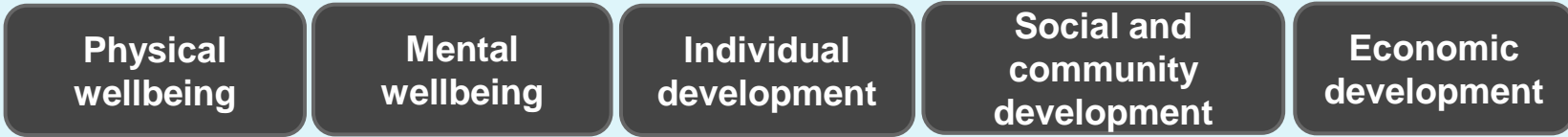
A healthier future for Nottingham and Nottinghamshire
Summary Guide



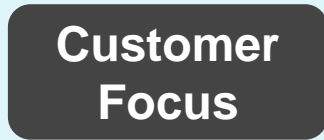
1 / 20

Sport England Strategy: Towards An Active Nation

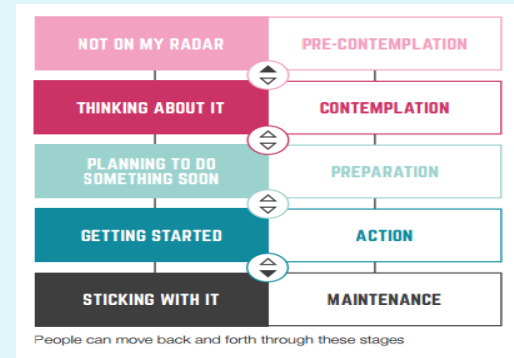
Outcomes



How we think



+



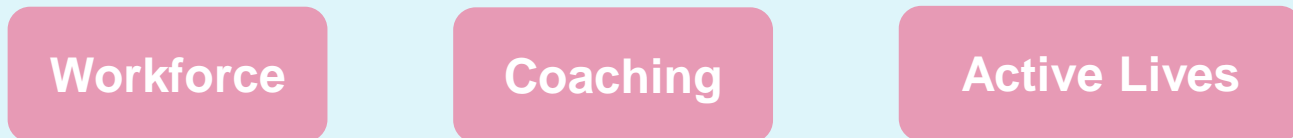
How we decide



What we invest in



Underpinned by



*Towards an active
Nottingham/
Nottinghamshire*



**50⁰⁰⁰
MORE
ACTIVE
LIVES BY 2021**

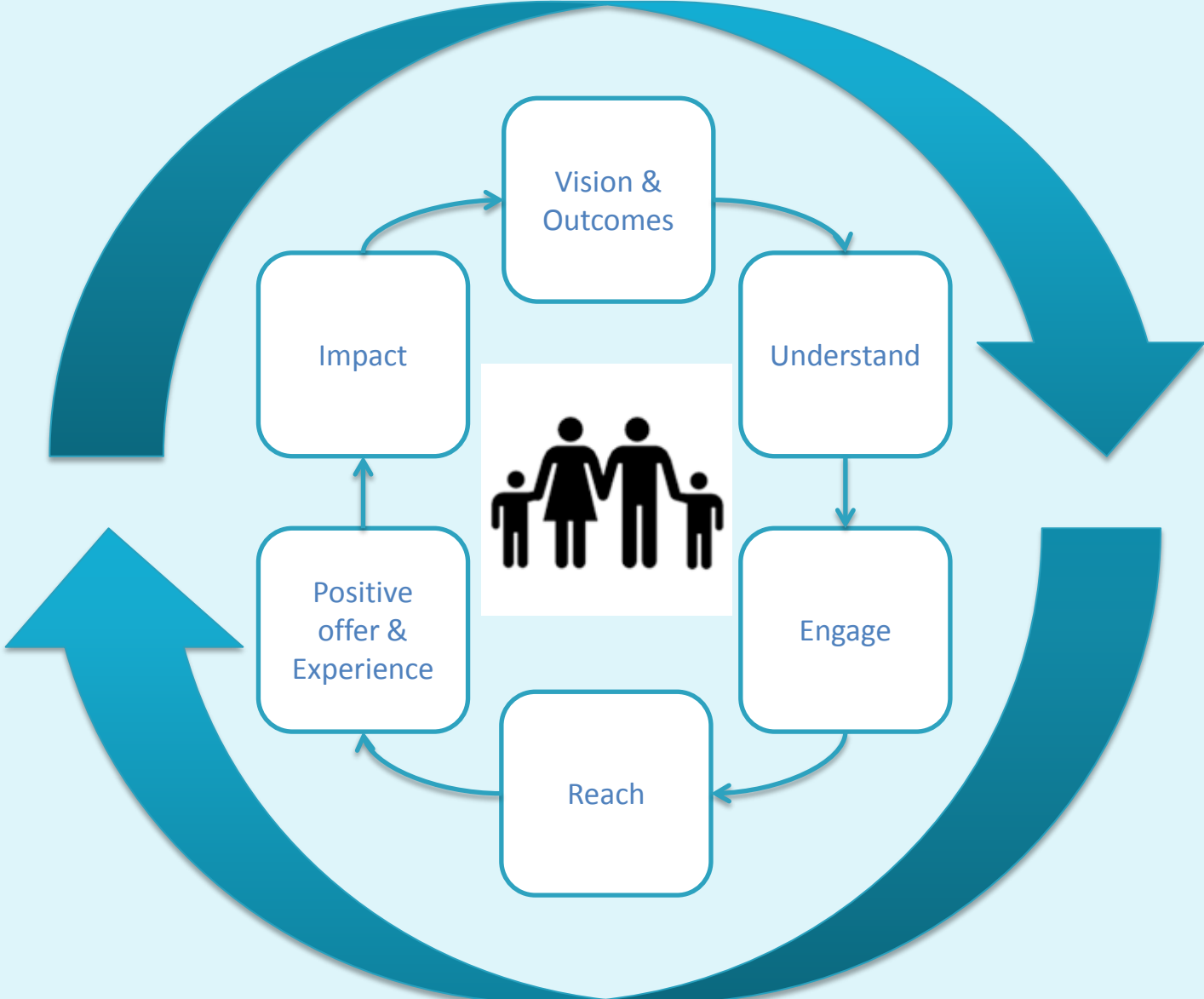


*Focusing support on
those people that need
our help the most*

This will be achieved by prioritising the following:

- Reducing the number of people that are **inactive**.
- Under-represented groups in our communities:
 - people with a **limiting illness or disability** - across Nottingham and Nottinghamshire.
 - **groups identified locally** that have the greatest need, e.g. male / female, people from different social backgrounds, etc.
- Giving all **young people** a foundation of competence and enjoyment to help them positively engage with physical activity and sport during their childhood and beyond.
- Creating a **positive physical activity culture** across the area, motivating residents to take part, volunteer and spectate as a part of everyday life.

Evidence into insight



Insight into action

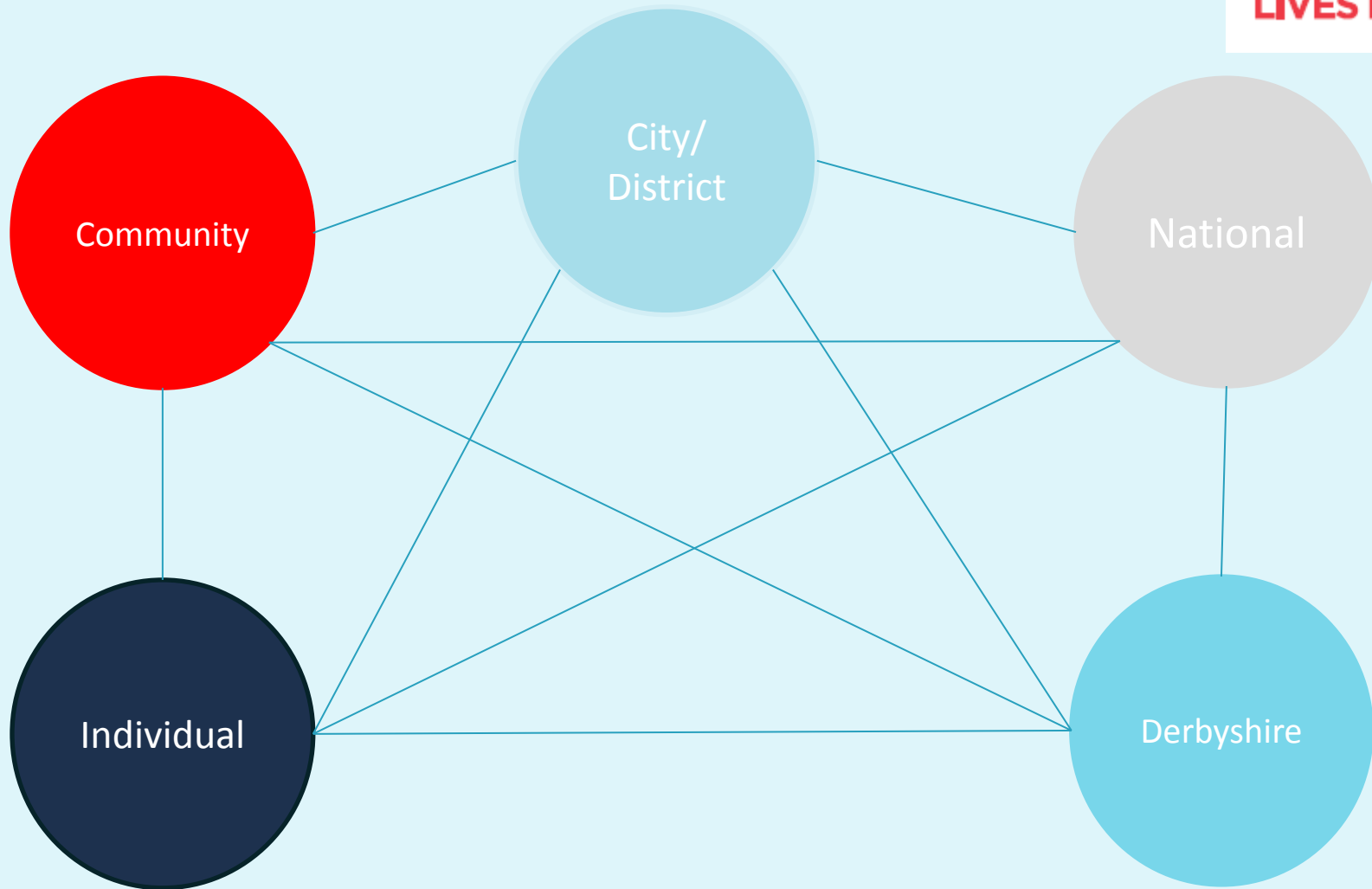
50,000
MORE
ACTIVE
LIVES BY 2021

50,000 more active lives
Increased physical activity levels
Physical activity and sports strategy

**Environment / Health /
Social care / Housing
/ Planning / Transport
/ Culture / Leisure /
Community /
Economic Regeneration /
Strategies**

Connecting and supporting the system

50,000
MORE
ACTIVE
LIVES BY 2021



The Ask

**50⁰⁰⁰
MORE
ACTIVE
LIVES BY 2021**

Commitment to change... What will it take?

Become partners in Towards an Active Nottingham/
Nottinghamshire and consider how we might achieve:

1. A cross sector, cross departmental approach to reduce inactivity and contribute to the ambition
2. Alignment of local plans/strategies and funding – customer focussed, whole system approach leading to behaviour change
3. Support and engagement at senior officer/political level and continued dialogue and commitment to change at the delivery level.