



**LEICESTER-SHIRE
& RUTLAND SPORT**
PHYSICAL ACTIVITY & WELLBEING

ANNUAL REVIEW 2020/21

Physical Activity and Sport in partnership



ONE VISION



Leicestershire, Leicester and Rutland the most physically active and sporting place in England

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FOREWORD

Looking back through our work in 2020/21, it gives me a great sense of pride to see how our sector partners and the LRS team have worked tirelessly to support the communities of Leicestershire, Leicester and Rutland to cope better during what has been an incredibly challenging year. It has been extremely important during Covid-19 lockdowns, illness, and periods of isolation that our sector has offered both comfort and a way of helping people manage their physical and mental health.

Throughout this review, you will read about some of the innovation and flexible approaches we have taken to help people keep moving and benefit from physical activity and sport. The work with partners to develop our comprehensive Healthy at Home offer plus the distribution of nearly 5,000 free Healthy at Home packs are just two examples of the speed by which we have had to work. We also launched our online and offline Active Together campaign to help people keep moving and to remind them of the importance, during the pandemic, to keep being physically active.

Looking ahead we are delighted to be part of Sport England's key partner network and to support the national Uniting the Movement strategy. The shared focus of reducing inequalities must be unrelenting. As we refresh the LRS strategy and consider the launch of our Leicestershire, Leicester, and Rutland 10-year framework, it will not be a surprise, that in partnership with our sector partners, we will be focused on having a shared purpose to address inequalities both in, and through physical activity and sport. Central to our approach will be our focus on People, Place and Partnerships and we will continue to work to learn how we can support our local communities even more. As a sector we cannot stand still – there is a need to demonstrate that Health and the Economy are two sides of the same coin, to prosper we need both, and physical activity and sport can play a key role in supporting both physical and mental wellbeing.

I cannot reference the past 12 months without thanking my fellow Leicester-Shire and Rutland Sport [LRS] Board Members, our sector partners, and the core team. The collective energy, the willingness to go the extra mile and the support offered to our communities, typifies what this sector is about and what it contributes to the communities of Leicestershire, Leicester and Rutland.

As we move forward the role of our partners to support local communities has never been greater, together we can create a prosperous and healthy Leicestershire, Leicester and Rutland while doing our bit to protect our planet and look after our own wellbeing.

Best wishes



Bev Smith

Chair
Leicester-Shire and Rutland Sport



HEADLINE ACHIEVEMENTS

£564,848

Public Health funding invested into county Locality Physical Activity and Sport Action Plans, generating **156,378** attendances



£71,000

distributed to **45** local clubs and organisations, through our Sports Organisation Support (SOS) fund to help them during the pandemic

£253,000

secured from the 3 Clinical Commissioning Groups to deliver the Steady Steps programme



£138,000



invested into **31** organisations through the Tackling Inequalities Fund, to support the communities most in need back into physical activity and sport following lockdown



£629,449

secured for **140** local clubs and organisations resulting from Funding Officer Support

£1,733,559

invested through our Local Sport and Physical Activity Alliances



79 workplaces

have achieved the first level of accreditation of the Wellbeing at Work Charter



Over **125,700** users visited the LRS website

118,100



young people participated in level 2 and 3 School Games & Team Leicestershire events of whom **8,413** were disabled young athletes



Over **14,800**

people connected to LRS through social media platforms



12,363

young people participated in School Games & Team Leicestershire County level events, of whom **458** were disabled young athletes



DELIVERING OUR STRATEGIC OUTCOMES: BETTER HEALTH



BETTER HEALTH: KEY ACHIEVEMENTS



Developed and distributed over **5,000** Healthy at Home older adult, children and families and sensory packs to support those in isolation be physically active

The LRS Virtual Conference



delivered **14** sessions, attracting over **200** attendances, focusing on supporting Mental Wellness utilising Physical Activity and Sport



Many virtual challenges have been delivered using the **Activity Tracker** hosted on the LRS website, including the Active Foxes Challenge in partnership with BBC Radio Leicester

The LRS **Active Together** campaign has been launched to raise awareness of physical activity. The campaign messages have provided information to residents about how they can be active during lockdown



Alternative provision for referral programmes has been developed as a response to the pandemic. Welfare calls, virtual programmes and 1:1 delivery are ways that LRS has maintained contact with our most vulnerable communities



COVID-19 VACCINATION CENTRES AND HEALTH IMPROVEMENT OPPORTUNITIES: Support to become Healthy Lifestyle Centres

Contact points between the health system agencies and members of the public were created through the Covid-19 vaccination roll-out. Within a general theme of 'protecting against the virus' (via vaccination and mass testing) it was identified that this provided a great opportunity to highlight how people can protect themselves and the role being active can play in improving physical and mental wellbeing.

Leicester-Shire & Rutland Sport in partnership with Public Health and Leisure Services teams worked with the Clinical Commissioning Groups, and wider health professionals, to identify simple and Covid-19 secure ways that healthy lifestyle messaging could be displayed. Examples include, in and outside vaccination centres, GP practices and pharmacies, to act as a call to action to patients to find out more about locally available services.

Around 500 visual assets, with short and simple messages, supporting positive behaviour change towards lifestyle activities were placed around Leicestershire and Rutland in a phased approach. They focused on promoting lifestyle behaviours which had been impacted on or exaggerated due to Covid-19 and deconditioning, as well as focusing on reminding participants about the national hands, face and space messaging.



"We find ourselves in a unique position where our vulnerable residents are attending vaccination centres on mass. We can promote essential behaviour change messages to this cohort under the banner of preventing wider health conditions."

Simon Jones, Cultural Services Manager, Hinckley and Bosworth Borough Council

DELIVERING OUR STRATEGIC OUTCOMES: BETTER HEALTH



WELLBEING AT WORK

 www.lrsport.org/wellbeingatwork

The Wellbeing at Work Charter launched in the Autumn, to recognise the efforts of workplaces in Leicestershire, Leicester and Rutland in supporting the health and wellbeing of their employees.

79 workplaces have now achieved the first level of accreditation by signing the Wellbeing at Work Pledge, demonstrating their commitment to employee wellbeing and providing access to a free Employer Resource Library to enable them to share positive public health messages with their workforce.

The Inspired to Care project, set up to support adult social care providers in Leicestershire and Rutland to recruit a sustainable workforce, has been proactive in promoting Wellbeing at Work to their member organisations. With the immense pressure placed on the health and social care sector, supporting employee wellbeing is paramount.

Wellbeing at Work has also formed part of the wellbeing strategy at Leicestershire Police, focused on measures to support the physical and mental wellbeing of thousands of employees despite the disruption caused by the pandemic.



Chief Constable, Simon Cole welcomed the Wellbeing at Work accreditation as a public-facing symbol of years of work done behind the scenes.

“If you go out in a police car, you check the tyres, the siren, the oil, the lights, to make sure they are all working. I talk about checking yourself and your mate too. People are all part of the toolkit as well.”



 **WELLBEING
At WORK**

COVID-19: ADAPTING OUR PHYSICAL ACTIVITY OFFER

Due to Covid-19 all face to face delivery of physical activity programmes were put on hold and as a sector we were facing barriers that we have never encountered before. It was during this time that LRS has been creative and innovative to find different ways of reaching people whilst restrictions have been in place.

LRS created a specific URL on the website called Healthy at Home which hosts resources and videos to support people of all ages to be active at home during the lockdown periods. To complement this, we have distributed over 5,000 Healthy at Home packs through our network of partners, to support vulnerable individuals stay active whilst at home.

Our alternative ways of delivery have included live online sessions, video libraries and a telephone service. These have been used to engage with many participants across Leicestershire, Leicester and Rutland and we have received positive feedback from our targeted programmes who cater for medium to high-risk individuals who suffer with a long-term health condition.

By using alternative methods whilst face to face delivery was on hold, we have reached wider audiences and have kept people connected to services and each other.



“The participants call it our zoom family, we see each other every week and that interaction at the start of the session is just as important as the physical activity, so people can interact and socialise.”

Bharti Mistry, Leicester Ageing Together

DELIVERING OUR STRATEGIC OUTCOMES: MORE PEOPLE



MORE PEOPLE: KEY ACHIEVEMENTS

8,672

young people from **166** schools engaged in activities, including the Daily Boost, School Games and virtual app challenges



Over 3,000



young people from over **120** schools across the county participating in the School Games Virtual Summer Championships. Engagement was high in less sporty children and young people.

A new **mobile application** platform has been developed, delivering a high quality online virtual offer for young people



£138,000

invested into **31** organisations as part of the Tackling Inequalities Fund, to support communities most in need back into physical activity and sport following lockdown



15 people

developed as mentors, through a partnership with StreetGames, to enable them to support young people who have experienced complex issues through extended lockdowns in Leicester

EAST OF LOUGHBOROUGH GROUP PROVIDE A POWERFUL REMINDER OF COMMUNITY SPIRIT AND TOGETHERNESS

A collective of local organisations in Loughborough, including Fearon Hall, Marios Tinenti Centre, Equality Action, Shree Ram Krishna Community Project and the Bangladesh Social Association, came together at a time of need to support the communities they serve to get physically active.

Following conversations to recognise the various needs of the community, the group developed an exciting and varied programme of physical activity opportunities to support people to keep moving during the Covid-19 pandemic. Sessions ranged from self-defence to Bhangra Fusion, from wellbeing walk-and-talks to Konga and belly dancing. Over 20 different activities were delivered attracting almost 800 attendances from the local community!

To cater for a variety of users these sessions were spread across multiple venues, with many held at Fearon Hall and others at the Shree Ram Krishna Centre and the Bangladesh Social Association. Equality Action also hired De Lisle School's swimming pool to give people the chance to get back in the water.



"At a time of heightened concern, it was nice to see this project bring people together, helping them keep active after months of not going out. It is certainly something that participants looked forward to attending on a weekly basis."

Jewel Miah - Bangladesh Social Association

DELIVERING OUR STRATEGIC OUTCOMES: MORE PEOPLE



'MOVE THIS MARCH' #THISGIRLCAN

The popular LRS This Girl Can "Friday Night Out" event was moved online this year. This approach provided an opportunity to widen the range of opportunities available and extend the programme to reach a wider audience.

The new 'Move This March' #ThisGirlCan consisted of 56 activity sessions delivered throughout the month and attracted 188 participants. Women and girls accessed a wide choice of activity, at varying times of the day to suit different personal schedules, different age groups and varying levels of fitness.

Moving to a virtual delivery also meant we were able to attract participants from a wider reach of communities and 77% of those taking part had not been involved in previous LRS This Girl Can events. The evaluation has highlighted that there is a demand for a new approach and a mixed delivery method is needed for the programme to be more accessible to more women and girls in the future.

The LRS This Girl Can Facebook Group was a strong force behind keeping the momentum going throughout the month with participants and instructors encouraging each other and sharing their thoughts and photos showing how they were getting involved.



"Really enjoyed this year's event, tried things I normally wouldn't and did a lot of classes over the month. It offered great value and allowed me to invest in myself. The Facebook group made me feel part of something bigger and motivated me."

'Move this March' #ThisGirlCan, participant

VIRTUAL SCHOOL SPORT & PHYSICAL ACTIVITY

The last year has seen the introduction of School Games, Team Leicestershire and Daily Boost themed virtual challenges to inspire, motivate and support our schools to provide fun and engaging school sport and physical activity for their young people.

We have consulted with School Sport and Physical Activity Networks, schools, parents and pupils to help us develop new challenges and resources. There has been an increase in registrations and use of our Daily Boost Tracker as well as the launch of the Virtual Together mobile app and web platform developed with technology company, Playwaze.

The virtual offer has also allowed young people and families to engage with LRS led school sport and physical activity outside of school, whilst also attracting new cohorts of young people to participate in LRS inspired activities for the first time.

Our first ever Virtual School Games event in June 2020 saw over 3,000 young people take part, engaging many young people that would not otherwise have had the opportunity to represent their school or district at a county level event. This success has led to further and ongoing development of our virtual offer which we will now embed into our annual calendar as a long term, sustainable solution beyond the pandemic.



"The introduction of the virtual offer has given more children the opportunity to be involved. We have really seen the impact with regards to the behaviour of pupils."

Emma Boyd, Thythorn Field Community Primary School

DELIVERING OUR STRATEGIC OUTCOMES: STRONGER COMMUNITIES



STRONGER COMMUNITIES: KEY ACHIEVEMENTS

£629,449

secured for **140** local clubs and organisations resulting from Funding Officer Support



£71,000

distributed to **45** local clubs and organisations, through our Sports Organisation Support (SOS) fund



1 **16** young apprentices were supported into employment through the Coach Core Foundation apprenticeship programme

Surveyed **2,000**

residents to understand the effects of Covid-19 restrictions. Used this insight to shape the delivery of tailored interventions and messaging



The LRS team and partners raised over **£2,400** for FareShare Midlands with **175** people completing the Miles More Together Challenge

COACH CORE APPRENTICESHIP PROGRAMME

In partnership with the Coach Core Foundation, LRS launched an exciting new apprenticeship programme to support young people not in education, employment, or training. A £100,000 investment from Coach Core alongside £33,500 from the Leicester Employment Hub, allowed employing organisations the opportunity to develop and grow their local workforce.

Over 120 applications were received for 16 apprentice roles offered by 12 employers, including LCFC in the Community, Leicester Tigers, Leicestershire County Cricket Club and the Leicester Riders Foundation. Several local community interest companies and small medium enterprises added real value and variety to the apprenticeship opportunities offered. There has been a real focus for the apprentices to coach and work with young people in priority areas.

40% of the employed apprentices are women and 50% are from ethnic minority backgrounds. Unfortunately, the programme has been heavily impacted by Covid-19. However, the dedication and support shown by all employers has ensured that the apprentices are heading towards their end point assessment, with the strong foundations they will need to develop and progress within the industry.



DELIVERING OUR STRATEGIC OUTCOMES: STRONGER COMMUNITIES



LRS CONFERENCE

During November 2020, Leicester-Shire & Rutland Sport held its 7th annual conference bringing people together from across the system to explore how mental wellness should be at heart of our physical activity and sport offer.

The programme was delivered online for the first time, with 14 workshops and seminars organised during the month. 109 delegates from a wide range of organisations attended the Conference registering over 200 attendances.

A particular highlight of the conference programme was the “Men can say it’s okay to not be okay” feature, which was broadcasted as a live Zoom panel event. The session hosted by LRS, featured local sports stars and other guests who discussed how sport has positively impacted on their mental wellbeing and the support they received through connecting with others.



Matt Piper, Director of FSD Academy and former Leicester City FC player, whose career was sadly devastated by injury was one of the guests that featured on the show.

“I hope that by myself and others sharing our experiences of some of the challenges we have faced, it gives men the reassurance that they can speak out too and share their issues with others.”

CHANGE OF PLAN FOR A YEAR!

The Sports Organisation Support (SOS) fund delivered immediate funding to sports clubs and organisations who were most at need, to help them emerge from short term financial hardship or the ceasing of operations due to the ongoing impact of Covid-19.

Dan Powell, the British judo champion, who runs Leicester-based GNR8 Academy, was expecting to be growing his community interest company and heading to Tokyo to compete in the Paralympics over the summer. The lockdown of 2020 has hit many organisations hard and fast, including the GNR8 academy. Navigating and understanding what support was available was a challenge for all and arguably even more so as a partially sighted business owner.

The GNR8 Academy was one of 45 clubs and organisations from across Leicestershire, Leicester and Rutland to receive support from the SOS fund to keep operating. LRS were pleased to award £1,720 towards essential ongoing costs during the first lockdown. Dan’s enthusiasm has supported him through a challenging year and he has gone on to thrive in New Parks providing much needed activities and opportunities to young people in the area.



“The support came just at the right time to help us deliver a professional service to the community, during what was an unbelievably difficult period for everyone”

Dan, GNR8 Academy

12 MONTHS OF IMPACT ACROSS LEICESTERSHIRE, LEICESTER AND RUTLAND



1 **Healthy at Home offer turned around in a week** to support residents of LLR be active in lockdown and to help look after their wellbeing.

2 **Over 4,000 calls to Steady Steps clients** to check in on their wellbeing during the Covid-19 pandemic.

3 **3,000+ children and young people took part in the first virtual School Games Summer Championships** from either at home or in school.

4 **The Active Together campaign** was launched through our social media channels and newly developed Supporter Hub to support our communities be physically active.

5 **£71,000 distributed through the SOS fund** to 45 local clubs, groups and organisations to help them continue to operate during Covid-19 restrictions.

6 **5,400 Healthy at Home packs** distributed to some of our most vulnerable residents during the Covid-19 pandemic.

APRIL

1 **ACTIVE TOGETHER**

2 **SCHOOL**

3

4

5

6

7

8

9

10

11

12

MARCH

7 **The Active Together campaign took to the streets and airwaves** seeing our adverts go out on billboards and radio stations.

8 **The LRS Virtual Conference delivered 14 sessions, attracting over 200 attendees**, and explored how mental wellness should be at heart of our physical activity and sport offer.

9 **The Tackling Inequalities Fund saw £138,000 distributed to 31 organisations**, supporting communities most in need back into physical activity and sport.

10 **A Virtual Together mobile app was developed and launched** to engage schools, children and families in physical activity and sport.

11 **7 Day Miles More Together campaign raised over £3,000 for FareShare** and as well as collecting donations for our local food banks.

12 **183 women and girls took part in the This Girl Can Move This March virtual event.** They moved and skipped their way through over 50 different online activity sessions.



LRS working with:

LEICESTERSHIRE COUNTY

DEVELOPING A WHOLE SYSTEMS APPROACH TO PHYSICAL ACTIVITY

The 2019 Annual Report of the Director of Public Health outlined Leicestershire's approach to creating a whole systems approach to improve levels of physical activity. The partnership was encouraged to adopt seven components in their approach to increasing physical activity levels: Active Environment; Active Travel; Active Early Years and Schools; Active People and Families; Active Workplaces and Workforces; Active Communities and Physical Activity as Medicine.

2020/21 has been a challenging year for physical activity delivery due to Covid-19, however it has provided the opportunity to be innovative and has stimulated conversations with new partners who have been very open to working in partnership to support people build physical activity into their daily lives. Opposite outlines some of the work that has been delivered over the last year:



“2020/21 has been a very challenging year. However, our partners have worked to create a consistent physical activity offer to support keep our least active communities physically active and healthy”

Liz Orton, Consultant in Public Health

www.leicestershire.gov.uk

ACTIVE PEOPLE, ACTIVE COMMUNITIES & ACTIVE SCHOOLS:

Public Health invested £564,848 into Locality Physical Activity and Sport Action Plans
Key highlights include:

BLABY

Welfare calls were made to all level 4 referrals and to all level 3 referrals who were isolating or who had been referred for mental health reasons. Remote personalised exercise programmes were discussed and established with each individual.

CHARNWOOD

The Active Together Leadership Academy was launched for all year 7 students. The aim of this project was to support their transition into secondary education, develop leadership skills, increase confidence and inspire their peers to become more physically active.

HARBOROUGH

A 'Parent Portal' was set up to provide key information to educate parents about health and wellbeing during Covid-19. The web page included local walking routes, wellbeing podcasts, wellbeing information and resources.

HINCKLEY & BOSWORTH

Motivational Get Active at Home booklets providing guidance for families to develop positive wellbeing habits over the Covid-19 period were produced. The packs were sent out to all schools digitally, hard copies were also produced for families without access to the internet.

MELTON

During the lockdown, we developed a challenge for children at home and in school to complete a minimum of 20 minutes physical activity on at least 21 days. 224 children took part and recorded over 250,000 active minutes.

NORTH WEST LEICESTERSHIRE

Throughout the year we celebrated our local Activity Heroes. 108 nominations were received for our virtual awards that celebrated the special achievements of residents who kept themselves or others active during the pandemic.

OADBY AND WIGSTON

Working in partnership with the local mental health forum, a week-long campaign of virtual events targeting local communities was delivered to promote physical and mental wellbeing.



LRS working with:
BLABY District Local Sport Alliance

£143,168 SECURED TO DELIVER THE SPORT & PHYSICAL ACTIVITY COMMISSIONING PLAN

CASE STUDY: STEADY STEPS PLUS

Married couple Vernon and Glennis, attended the Steady Steps classes at Whetstone a few years ago and have been going to the Steady Steps Plus class ever since. However, due to the pandemic, all group exercise classes were paused. Vernon, 83, has had a knee replacement. He experiences continuous pain that unfortunately affects his balance. Glennis had a left hip replacement in 2000. All was fine, but that changed in 2013 when she fell down the stairs while away on holiday.

To ensure the vital support Vernon and Glennis needed during the pandemic continued, the local authority delivered resources and equipment including the Public Health England Active at Home booklets and resistance bands which allowed them to continue activity at home together. In January 2021, Instructors started a weekly Zoom session after the couple had been supported to become digitally active and therefore allowing them to attend online.



“The sessions are a big motivation as you see other people around in your age group. Before we started, we couldn’t do these physical activities but now we can. It’s an enjoyable activity and the booklets are really helpful.”

Vernon, Steady Steps Plus participant

www.sportblaby.org.uk



LRS working with:
CHARNWOOD Active Charnwood Alliance

£311,240 SECURED TO DELIVER THE SPORT & PHYSICAL ACTIVITY COMMISSIONING PLAN

CASE STUDY: WALKING AND TALKING

During the lockdown period, the Active Charnwood Alliance supported the delivery of 61 volunteer led, socially distanced walks across the Borough. There were 1,400 attendances, with over 220 participants taking the opportunity to enjoy the outdoor environment. The benefits of the walks in reducing isolation were clear to see with smiling faces and happy conversations taking place. The walks have provided support, facilitated connections, founded relationships and become much more than 30 to 90 minutes of gentle to moderate exercise.

Leaders and participants chat to each other while walking which is vitally important to support good mental health and many participants have said that they do not know where they have walked as they have been busy talking! Loneliness had been a huge problem for some during lockdown.

Walking has given purpose and focus, both for volunteers and participants. Volunteers have met to plan walks when government guidance has allowed and kept in contact with each other by telephone and social media platforms, supporting one another throughout.



“The Gorse Covert weekly walks from small beginnings have become a valued part of the local community through lockdown. The walks have enhanced the lives of both Walk Leaders and walkers. A supportive community has evolved with friendships made.”

Ann Bullock, Walking Coordinator

www.charnwoodsport.org.uk





LRS working with:

HARBOROUGH

Active Harborough District

£251,981 SECURED TO DELIVER THE SPORT & PHYSICAL ACTIVITY COMMISSIONING PLAN

CASE STUDY: RESPONDING QUICKLY TO COMMUNITY NEEDS

The Covid-19 pandemic posed challenges for organised physical activity sessions, with most having to stop or face limitations due to national restrictions in place. Promoting activities you could do on your own, with your household and in your local neighbourhood became important to motivate people to start or continue to be active.

Data from our local Physical Activity and Covid-19 survey showed that running was one of the activities that residents wanted to continue or were motivated to start during this period. We wanted to build on this information and ensure that we provided local running opportunities for people to access.

We built on the virtual offer and promoted national and local opportunities such as #notaparkrun, Couch to 5K, virtual challenges and local outdoors spaces. Local running groups also developed a strong virtual presence providing ongoing support for their members.

Moving forward, there are exciting plans to continue to develop running in the district. Building on the successful Parkrun programme, we are working on plans for a junior Parkrun to take place at Lutterworth Country Park which will launch in Autumn 2021.



"It has been lovely to see the ladies come together in a really supportive way via our virtual group. Some have never met each other in person, but you would not have known that from the comradery that exists now."

Couch to 5K Virtual group organiser

www.harboroughsport.org.uk



LRS working with:

HINCKLEY & BOSWORTH

Active Hinckley and Bosworth

£149,987 SECURED TO DELIVER THE SPORT & PHYSICAL ACTIVITY COMMISSIONING PLAN

CASE STUDY: ACTIVE FRIENDS

The Active Friends scheme started due to the Covid-19 pandemic to help individuals who have suffered with loneliness, mental health issues and low confidence to become more physically active.

Partners have worked together to recruit volunteers and develop a referral pathway to support individuals most in need to continue to be active during lockdown. Active Hinckley and Bosworth worked alongside Next Generation, a local charity, to recruit and support 7 volunteers to lead the Active Friends walks. Since the project started in May 2020, over 60 residents have been referred to the scheme and over 150 short walks have taken place. Referrals have been made from Local Area Coordinators, Social Prescribers, Mental Health Reablement Team, Hinckley and Bosworth Borough Council Resident Support Scheme and the Leicestershire NHS Partnership. To ensure individuals are supported to continue to be active various exit pathways are in place, such as, exercise referral, local walks programme and our Health Ambassadors scheme.



"I regularly volunteer but due to the pandemic these activities were paused. However, I wanted to do something, so when the opportunity to be a Active Friend Volunteer was presented, I was really keen. I get to meet interesting people and we both benefit from the exercise and being outdoors."

Active Friends volunteer

www.activehb.org.uk





LRS working with:

LEICESTER CITY

Active Leicester

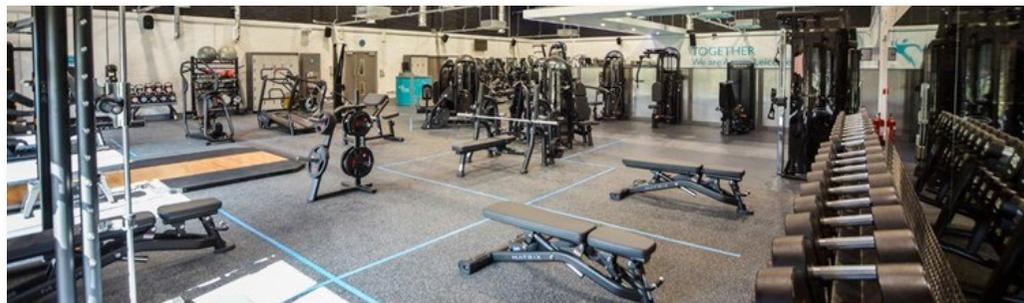
£406,247 SECURED TO SUPPORT LOCAL DELIVERY

CASE STUDY: MAJOR FACILITY IMPROVEMENTS IN LEICESTER

This year Leicester City Council have delivered a £2.9m capital development programme to significantly improve their portfolio of Active Leicester leisure facilities. The health and fitness facilities at Evington Leisure Centre, Aylestone Leisure Centre and Cossington Street Sports Centre have undergone major refurbishments and been transformed into modern and vibrant spaces that will support and motivate residents of the city to increase their physical activity levels and improve their health and wellbeing.

State of the art equipment and modern functional fitness spaces have been created at all three facilities with spaces now dedicated for new spin studios and group exercise classes. To support the newly refurbished facilities, gym and group exercise timetables have been streamlined and modernised with new classes added to complement the customer favorites. Cossington Street Sports Centre has also created an innovative space that can be closed to the public to allow quiet, private spaces for women and targeted groups to exercise away from the main gym.

Since re-opening in September 2020, the membership level at Cossington Street Sports Centre has grown by 660%.



“Helping people to move more, get active and to improve their fitness levels has never been more important, and I’m sure these new, improved facilities across our stock of leisure facilities will be much appreciated by people across the city.”

City Mayor, Sir Peter Soulsby

www.leicester.gov.uk/ActiveLeicester



LRS working with:

MELTON

Sport and Health Alliance

£108,881 SECURED TO DELIVER THE SPORT & PHYSICAL ACTIVITY COMMISSIONING PLAN

CASE STUDY: FAMILY XPLOER ORIENTEERING EVENTS

Following the easing of restrictions after the first national lockdown, the Melton Sport and Health Alliance organised two family Xplorer orienteering events to encourage families to be active together outdoors, whilst adhering to appropriate Covid-19 guidelines. The events involved working together as a family and using a map and orienteering skills to find space objects and animals around both Wilton and Melton Country Parks.

92 participants attended the two events, and post-event feedback indicated that all families had a positive orienteering experience. The feedback suggested that all families “agreed” to enjoying their time as an “Xplorer” and that they would recommend future events to a friend.

All families that attended the events were given family activity packs and information about the Daily Boost Summer Challenge to encourage them and especially children, to be active at home.



“Like most people, we found the national lockdown very challenging, especially trying to occupy the children. It was great to be able to get out of the house and come to the Xplorer Event and do something as a family again!”

Mr Elliott, Parent and Xplorer attendee

www.meltonsportandhealth.org.uk





LRS working with:

NW LEICESTERSHIRE Local Sport Alliance

£154,818 SECURED TO DELIVER THE SPORT & PHYSICAL ACTIVITY COMMISSIONING PLAN

CASE STUDY: MEN'S MENTAL HEALTH AND WELLBEING

The Health and Wellbeing Team worked in partnership with ME Sports (a not-for-profit organisation) and the charity Sands, to support a local football club provide specialist coached sessions with a focus on men's mental wellbeing.

Sands United FC has over 30 members who meet weekly for a kick about. As well as staying active and enjoying the social and fun side of the sport, they provide vital support for each other as a group of bereaved fathers suffering from the loss of a child.

The club has not only supported members through grief but also through the difficulties of the pandemic, whilst keeping them active and supporting overall good health and wellbeing. A recent highlight has been a surprise visit from Leicester City FC legend Matt Elliott who took them for a training session, after which they were absolutely thrilled.



"This was the best decision I have made for me. I have gone years of suffering without talking about it. The session is available for anyone who is in the position of sadly losing a baby or child. You don't even have to like football as the group support each other through things and at the same time make a difference with charity work. They will always find a place for you to ensure you don't suffer in silence."

Sands United FC participant

www.nwleics.gov.uk/pages/leisure



LRS working with:

OADBY & WIGSTON Active Oadby & Wigston

£87,504 SECURED TO DELIVER THE SPORT & PHYSICAL ACTIVITY COMMISSIONING PLAN

CASE STUDY: THE GREAT BIG OADBY AND WIGSTON EGG HUNT

March 2021 saw the launch of the first 'Great Big Oadby & Wigston Egg Hunt'. After a long winter, residents of Oadby and Wigston made the most of being able to return to outdoor activity.

School children were asked to design their own Easter Egg and responded emphatically as we received hundreds of designs from children across the Borough! Over 70 of the designs were chosen and hidden in or around green spaces and parks. Residents were challenged to walk and hunt down and find as many of the designs they could in just under two weeks and received either a bronze, silver or gold award for their efforts.

Residents of all ages remarked how excited they were to explore local spaces they had never been to before and were already looking forward to next year's edition. Over 300 local people took part and because of its popularity, we are already beginning to plan next years Egg Hunt and introduce it as an annual event.



"We had so much fun taking the kids out to new parks and green space. They were thrilled when they found their egg design! Please run this again next year!"

Parent

www.activeoadbywigston.org.uk



LRS working with:
RUTLAND Active Rutland

£10,245 SECURED TO SUPPORT LOCAL DELIVERY

CASE STUDY: ENJOYING THE GREAT OUTDOORS

The importance of being able to exercise safely has been highlighted during the Covid-19 pandemic. Walking has become more popular during lockdown as a safer option to undertake physical activity as well as way to reduce anxiety and boost mental health.

Oakham Outdoor Exercise Trail

Active Rutland were successful in a £12,000 funding bid to Public Health to develop a new outdoor exercise trail. The trail is a challenging circuit that offers families and people of all ages and abilities a way to be physically active.

Inspire2tri Rainbow Trail

The Inspire2tri Rainbow Trail is designed specifically for older people and those with specific medical conditions to keep fit in groups while maintaining social distancing. The trail was launched with the support of a £10,000 Community Fund Lottery Grant.



“We have developed a great opportunity to make exercise even easier and more enjoyable with the creation of a new exercise trail in Oakham that’s free and accessible to everyone.”

Councillor Lucy Stephenson, Rutland County Council

“The Rainbow Trail is purpose-built for the needs of older exercisers and those with specific health conditions, allowing them to exercise in a way that’s suited to their individual needs.”

Dr Mary Hardwick, Inspire2tri

www.activerutland.org.uk



What partners said about the support **LRS** provided during the Covid-19 pandemic



“The team at LRS have gone above and beyond to work with partners and promote the importance of all aspects of physical activity and sport. There has been positivity and innovative practice to try and reach out to communities”

Volunteer

“LRS has taken a leadership role throughout the pandemic - working to support delivery continue safely and assisting local partners”

Consultant in Public Health

“Collectively, we have been able to respond positively to the challenges presented by the Covid-19 pandemic”

Assistant Director, Charity

“LRS has been hugely supportive during the rollercoaster of the Covid-19 pandemic, sharing experiences, mutual resilience and solutions”

Head of Culture, Local Authority

“LRS has supported the Covid-19 messaging and been flexible with local delivery plans, adapting to new ways of working and communicating”

Strategic Director, Local Authority

“LRS has provided effective support for schools throughout the Covid-19 period. The virtual School Games Summer championships was a great success”

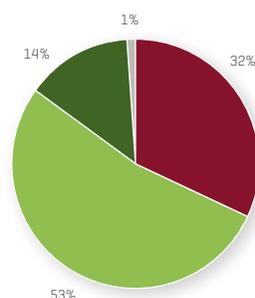
Manager, School Sport & Physical Activity Network

FINANCIAL HEADLINES 2020/21

The following financial statement provides the accounted income and expenditure for LRS for the 2020/21 financial year. The accounts include provisions for carry forward balances to facilitate programmes that operate across financial years.

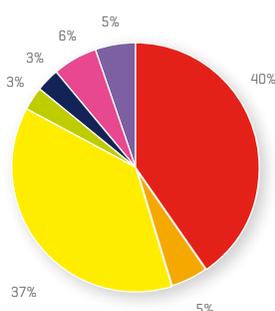
INCOME

● Sport England	£771,711	32%
● Local Authority	£1,272,158	53%
● Other Public Sector Income	£332,193	14%
● Non-Public Income	£30,236	1%
Totals	£2,406,298	100%



EXPENDITURE

● Support Costs	£999,520	40%
● Overheads	£120,286	5%
● Get Active	£922,957	37%
● Stay Active	£79,365	3%
Active Places	£9,247	0%
Active Economy	£5,143	0%
● Well Led	£75,583	3%
Insight	£112	0%
● Workforce	£158,117	6%
● MarComms	£117,603	5%
Enterprise & Innovation	£4,574	0%
Totals	£2,492,507	100%



Net Surplus [Earmarked Deferred project expenditure] £129,616

INVESTING IN OUR PLACE Every pound counts...

For every council tax £ invested in Leicester-Shire & Rutland Sport by each locality there has been a minimum return of the following partner funding:

LSA

Minimum return of partner funding*

Blaby		£21.00
Charnwood		£25.00
Harborough		£43.00
Hinckley and Bosworth		£19.00
Leicester City		£14.00
Melton		£30.00
North West Leicestershire		£23.00
Oadby and Wigston		£21.00
Rutland		£3.00

*Figures exclude the investment made by Local Sport Alliance partners and officer time.

ONE VISION N

Leicestershire, Leicester and Rutland the most physically active and sporting place in England



Leicester-Shire & Rutland Sport

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LOTTERY FUNDED
