



Everybody**Active**

Strategic Plan 2021-25

Why being active is good for you

Physical activity is “any bodily movement produced by skeletal muscles that requires energy expenditure” (World Health Organisation). This could be gardening, walking or team sport; swimming, a fitness class or cycling; even cleaning or active playing with the kids.

The benefits of being active are vast and it has even been called the magic medicine. If medics could prescribe one ‘drug’ to help cure numerous conditions, physical, emotional and social, they would prescribe physical activity.

Regular physical activity is proven to help prevent and treat non-communicable diseases (NCDs) such as heart disease, stroke, diabetes and breast and colon cancer.

It also helps with hypertension, problems with being overweight and obese and can improve mental health, quality of life and well-being

In the United Kingdom, physical inactivity is the fourth greatest cause of ill health. It has negative impacts on health, social and economic outcomes for individuals and communities. It is responsible for 1 in 6 UK deaths, which is equivalent to smoking.

Importantly, up to 40% of long-term conditions could be prevented if everyone met the UK Chief Medical Officer’s physical activity recommendations.

The Chief Medical Officer, Professor Chris Whitty, has outlined the lead role the physical activity sector will play in supporting the nation’s recovery from COVID-19.

Prof Whitty has recently stated that, “There is no point in life where doing more exercise does not improve health in multiple ways.”

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Getting everybody active

The Global Action Plan on physical activity 2018–2030, developed by the World Health Organisation, recognises that this is a global challenge and that physical activity is everyone's business.

Their vision is “more active people for a healthier world” and Kirklees shares this belief.

A group of partners make up our physical activity and sport partnership, “Everybody Active Kirklees”.

- Huddersfield Giants Community Trust
- Huddersfield Town Foundation
- Kirklees Active Leisure (KAL)
- Kirklees Council
- Kirklees College
- Representation from local schools
- Locala
- Third sector
- University of Huddersfield
- Yorkshire Sport Foundation



‘Everybody Active’ helps to create the conditions to encourage and make it easier for people to be more active.

We know that by making changes across all sectors like workplace, schools, travel, regeneration, community development... it can make it much easier for us all to be active and for activity to be an enjoyable part of everyday life.

The role of this strategy and those working towards it, is to help people change their behaviours and habits towards physical activity.

The way we live, work and play needs to change to make being active easier and more accessible for everyone.

The structure of the groups

There are three layers in the partnership that all work towards this strategy: The Partnership Executive, Steering Group and Operational Group. All have different roles and relationships and importantly, there is a two-way information flow between the groups.

Partnership Executive

- Shares, shapes, commits and cascades
- Sets the strategic direction
- Unblocks challenges

Steering Group

- Guides the work of the Operational Group
- Ensure progress is being made
- Plans meetings

Operational Group

- Designs and delivers the work programme to achieve the Everybody Active Kirklees Strategy and goals
- Responds to and feeds up to the Partnership Executive
- Manages data and insight



Vision

“More people, more active, more often in Kirklees”

Together we want to know we've made a difference to peoples' lives in Kirklees. We want more people to be active more of the time and we want them to enjoy it.

Whether by influence, design or delivery we want to see

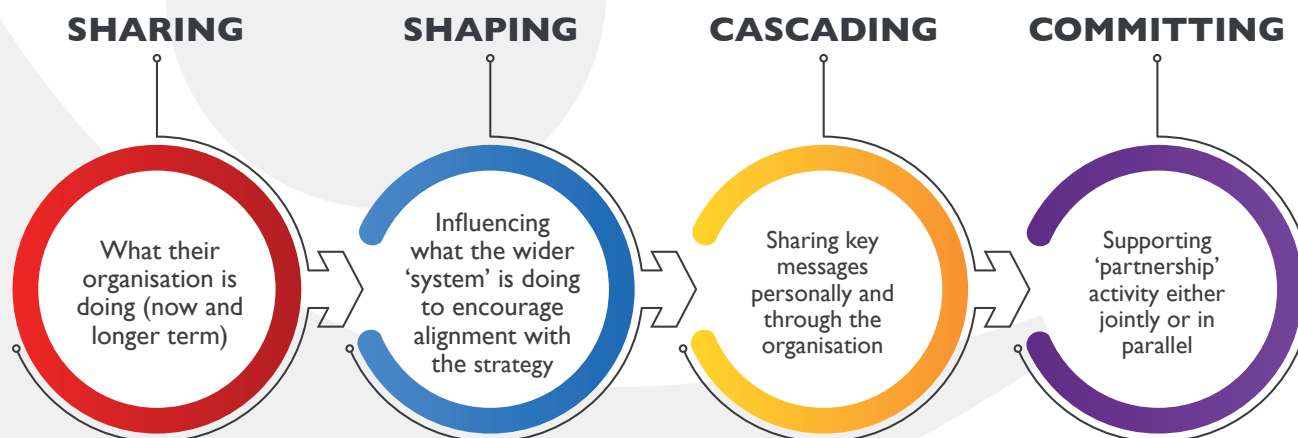
- Fewer inactive people
- Reduction in non-communicable diseases
- Healthier population
- Reduction in health inequalities
- Health in all policies
- Increased public awareness of the importance of physical activity

We will design a system to measure this and will work at different levels across the district to do all that we can.



The role of the Partnership Executive

The individuals on the Partnership Executive will promote the following themes in their organisations and networks:





We care passionately about ensuring everyone has access and opportunity to be physically active, in whatever way works for them.

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Priorities

In late 2019 Everybody Active gathered together over 50 people to discuss potential reasons and solutions to the high levels of inactivity in parts of the district.

Following the sessions, we pulled together the most popular themes. We will work across the district with other groups, networks and organisations to address these themes; both to tackle barriers and promote solutions.

The Partnership Executive aims to provide a positive influence within these themes, while the Operational Group will work on more tactical projects and programmes across the district, with other partners.

The five themes we will focus on are:

- Children and young people
- Urban and environmental design
- Places and communities
- Workplaces
- Communication



Inequalities statement

As our partners at Kirklees Council state:

“Local and national evidence clearly demonstrates the structural and social inequalities that exist in many communities and populations. Inequalities are felt across the different stages of people’s lives.

They may be experienced in different ways, but they all lead to significant impacts on economic status, education, good quality employment, safe and secure housing, as well as physical and mental health and your ability to feel included and valued.”

We care passionately about ensuring everyone has access and opportunity to be physically active, in whatever way works for them.

We understand that we may each need something slightly different to achieve this and we want to learn more about ‘levelling the playing field’.”

We will stand by the Kirklees Council statement and will play our part in bringing equity to Kirklees.



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Our values

- **Innovation** – we will try new ideas
- **Partnership** – we will work with any organisation or individual that can influence and support people to be more active
- **Leadership** – we will be leaders in our sectors and will promote physical activity across the system; be that policy change, working practice or how we do things.
- **Inclusive** – Kirklees will be a place where everyone can be active

The Partnership Executive members will commit to providing an energetic and sustained leadership. They will be supported by a wide range of leaders at all levels, spreading clear and consistent messages about what we want to achieve.

They will champion our vision, and help bring the outcomes to life in their work with colleagues and partners.



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We are all part of a system that influences behaviour. We will own the challenge of embedding physical activity into our policies, working practices and culture.”

Our ways of working



- **Whole systems approach:** We recognise the complexity of the issue and know we need everyone's input to make a difference.
- **Collaboration and co-production:** We work with others who share our passion and use their skills and experiences to develop plans.
- **Distributed leadership:** We know we can't do this in isolation; we don't own this agenda.
- **Learning:** We are committed to evaluating our work, to learn what does & doesn't work, and to sharing what we find.
- **Demonstrating impact:** We will share stories, insight and data from our experience to show that we are making a difference and achieving our vision.

Play your part

This strategy, and the ideas within, are for everyone to own.

All of us are part of a system that influences behaviour and own the challenge of embedding physical activity into our policies, working practices and culture.

Can you make a difference?

Get in touch everybodyactive@yorkshiresport.org, or find out more at Twitter [@everybodyactive](https://twitter.com/everybodyactive)