



ACTIVE TOGETHER

The aim of County wide 'Active Together' project is to improve health by increasing the physical activity levels of 6,160 people living in Leicestershire to 3 x 30 mins of physical activity per week




ACTIVE TOGETHER




- The project aims to break down barriers to participation at a local level
- It will encourage non-participants and hard to reach groups to take part in physical activity
- It will help individuals to change their lifestyles

Why do we need to increase levels of physical activity?



- The national Active People survey interviewed 350,000 people nationally in 2006
- In Leicestershire only 22% (24% for Harborough) took part in 3 x 30 mins of physical activity per week (the levels of participation nationally vary from 17% to 24%)


What is Physical Activity?



- For this project, physical activity is a sport or active recreation activity that makes your breathing and heartbeat faster and makes you feel warmer.
- Physical activity includes walking, cycling, dance, going to the gym, swimming, badminton, tennis, football etc
- BUT It doesn't include housework, gardening etc!

What is the project?

- The Local Area Agreement (LAA), Sport England and local partners have invested almost £700k from October 2006 until March 2009 in this project.
- 11 physical activity co-ordinators have been appointed throughout Leicestershire and are working in partnership with their Local Sport Alliances (LSAs)
- This consists of 7 District posts and 4 'shared' District specialist posts (working with target groups)
- Each post has a target of getting 560 more adults doing 3 x 30 mins of physical activity per week




Post Ref	Area	Targets	Employing Agency
001	North West Leicestershire	Deprived communities, neighbourhood action teams	North West Leics District Council
002	Charnwood	Work based activity, small businesses	Loughborough College
003	Melton	Rural areas, disaffected youth, young parents	Melton Borough Council
004	Oadby & Wigston	Deprived areas	Oadby & Wigston BC
005	Blaby	Disaffected youth, young parents	Blaby District Council
006	Harborough	Rural areas, work with voluntary sector	Harborough Borough Council
007	Hinckley & Bosworth	Rural areas, open spaces	Hinckley & Bosworth BC
008	North: North West Leics & Charnwood	Rural areas	Charnwood Borough Council
009	East: Melton & Harborough	Older people	Melton Borough Council
010	South: Oadby & Wigston and Blaby	Women and older people	Blaby District Council
011	West: Hinckley & Bosworth and Blaby	Rural areas, disability groups, older people	Hinckley & Bosworth BC

ACTIVE together
HARBOROUGH

- In the Harborough District the Active Harborough project is based at Harborough District Council.
- Two Physical Activity Co-ordinators aim to get people active; Marianne Boyle focuses on the 16-45 age group in Harborough and Francesca Gibson focuses on the 45+ age group in Harborough and Melton.
- Marianne and Francesca are working with a range of partners (community groups and other organisations) to extend existing schemes and plan future projects to increase activity levels in the District.
- The Harborough District: Population 79,130, 59,178 Hectares, 62.5% aged 16 – 65, 4.2% from Black and Ethnic Minority, 13.75% have long term limiting illness, 25 wards – Largest population Market Harborough, Lutterworth and Broughton Astley.


Partnership Working

- Partnerships:**
Local Sports Alliance – HDSAA (Harborough District Sport & Activity Alliance), Harborough District Council (HDC), Primary Care Trust (PCT), Voluntary Action South Leicestershire, County Sports Partnership – Leicester-Shire & Rutland Sport (LLR Sport), National Governing Bodies (NGB's), Walks for Health Initiative (WHI), SERCo (Leisure Centres), Community / Voluntary groups – Homestart, Mind, Age Concern, British Heart Foundation, Women's Institute, Community Centres, Slimming Groups etc...
- Target Areas:**
Rural Areas, Disadvantaged / Deprived Areas, Workers.



Projects

- Francesca's Work:**
Target Groups: Learning Disability, Frail & Vulnerable, Falls Prevention, Corporate Workers.
Projects: Seated Exercise, Falls Prevention, Sheltered Accommodation, Age Concern, Table Tennis.
- Marianne's Work:**
Target Groups: Young Adults (16-19 age group), Females, Learning Disability, Young parents, Corporate Workers, Adults (16-45 age group) General / Rural, Families.
Projects: MIND, Ladies Football, Homestart, Ladies Travellers, Ladies Football, Dance, Cycling, Tennis, Rural Pubs.
- Joint Projects:** Active Harborough Launch, Workplace, Health Walks, Exercise Referral, SAQ (Speed, Agility & Quickness), Working Men, Pedometer Scheme.



If you have any suggestions, ideas or questions about the Active Harborough Project please ask or contact us:

Community Services, Harborough District Council, Adam & Eve Street, Market Harborough, Leicestershire, LE16 7AG

Marianne Boyle:
m.boyle@harborough.gov.uk / 01856 821284

Francesca Gibson:
fgibson@melton.gov.uk / 01864 502378

Andrew Watson:
a.watson@harborough.gov.uk / 01858 821289

County Sports Partnership – Caron Walpole:
c.walpole@lboro.ac.uk / 01509 226756

3 x 30 =



What is Physical Activity?

