

Health & Wellbeing Board update on Active Sunderland Board Priorities

Background

Sport and Physical Activity policy position agreed by Cabinet November 2014

- **The aim** - **All together an Active Sunderland** - *a city where everyone is as active as they can be*
- **The challenge** - Enhance the conditions and opportunities for more people to become more active

The Approach

- To impact on the greatest number of people
- To enable children to have the best start in life
- To support people and communities that are benefiting least from the opportunities that being active brings
- To provide access to all our infrastructure, green open space, blue space as well as sport and leisure facilities

Active Sunderland Board

- **17 Board Members**
- **Chair – Ian Simon, Tyne & Wear Sport**
- **Quarterly meetings**
- **End of Year Report**

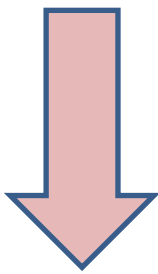
Active Sunderland Board	
SCC - Cabinet Secretary SCC - Portfolio Holder for Public Health, Wellness and Culture Health and Wellbeing Board Education Leadership Board Economic Leadership Board Public Health SCC - Sport and Leisure Service NHS – NTW Sport England	Tyne & Wear Sport Foundation of Light Everyone Active Sunderland AFC Sunderland Cultural Partnership Sunderland College Sunderland University – Institute of Sport Sunderland University – Academic

Governance Arrangement

- Active Sunderland Board to lead on delivery of the policy position
- Report quarterly to the Health & Wellbeing Board

City Priorities

£6.4m represents the value of **sport volunteering** to the local economy

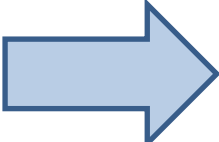


Economy

ECONOMIC LEADERSHIP BOARD



Active children have numeracy scores on average 8% higher than non active children



Education + Skills

EDUCATION LEADERSHIP BOARD



35.8% of Sunderland adults are **inactive** and take less than 30mins of activity per week

Health

HEALTH AND WELLBEING BOARD



Active Sunderland Themes aligned to Health & Wellbeing Board Priorities

Health & Wellbeing Board Priorities

Best start in life

Tobacco

Alcohol

Falls prevention

Physical inactivity

Economy and standard of living

Sunderland as a healthy place

Wellbeing

Active Sunderland Board Themes (from policy position)

Empowering communities

Active environments

Sport & leisure facilities

Working with schools

Workforces and workplaces

Supporting individuals in need

Understanding need and impact

Active Sunderland Board Year 1 Priorities

Priority 1 - Improving community access to schools

- working with Sport England appointed consultant
- identifying and reducing barriers to community access
- highlighting the benefits to schools in being a great active 'community school'

Priorities 2 & 3

- analysing data to inform further priorities for Year 1
- participation trends, demographics, assets; then identify
 - key target groups
 - who is best placed to deliver priorities
- completed by 7 December 2015

Thank you for Listening

Any Questions?

