

Associated guidance for this document can be found [here](#). Each section has a link to the relevant section within the guidance document.

## 1 Details of the activity (i.e. the policy, strategy, service, project or function)

<b>1.1 Directorate</b>	Health, Housing and Communities
<b>1.2 Service</b>	Active Sunderland

<b>1.3 Title of the activity (i.e. the policy, strategy, service, project or function):</b>
PlayZones

<b>1.4 Brief description of the activity:</b>
<p>PlayZones are described by the Football Foundation as safe, inclusive, and accessible outdoor facilities that bring communities together through recreational football and a range of other sports and physical activities. PlayZones are very similar to multi use games areas, but differ in that they are bookable spaces that are floodlit.</p> <p>The programme aims to engage with local communities, to create modern activity spaces and help tackle inequalities in disadvantaged communities.</p>

<b>1.5 If the activity involves working with other directorates, partners or joint commissioning please state who is involved:</b>
<p>Land &amp; Property Legal Services Procurement Community and voluntary groups who will be able to operate the facilities</p>

<b>1.6 Will all or part of the activity be delivered through a provider external to the Council? If Yes, please refer to the <a href="#">Corporate Procurement</a> Processes</b>
No

<b>1.7 If Yes, please explain what element(s) of the activity will be delivered through an external provider:</b>

<b>1.8 Which areas of the city will be impacted?</b>	
Whole City	<input type="checkbox"/>
Coalfield	<input checked="" type="checkbox"/>
East	<input checked="" type="checkbox"/>
North	<input checked="" type="checkbox"/>
Washington	<input checked="" type="checkbox"/>
West	<input checked="" type="checkbox"/>
Internal Council Activity – Impact on employees	<input type="checkbox"/>

<b>1.9 Is the activity targeted at protected characteristics or any other key groups?</b>	
All of the below	<input type="checkbox"/>
Age (e.g. older people, younger people/children, a specific age group)	<input type="checkbox"/>
Disability (e.g. mobility, long term health conditions, sensory impairment or loss, learning disability, neurological diversity or mental health)	<input checked="" type="checkbox"/>
Marriage and civil partnership	<input type="checkbox"/>
Pregnancy and maternity (including breastfeeding)	<input type="checkbox"/>
Race	<input checked="" type="checkbox"/>
Religion or belief (including no belief)	<input type="checkbox"/>
Sex	<input checked="" type="checkbox"/>
Gender reassignment	<input type="checkbox"/>
Sexual orientation	<input type="checkbox"/>
Human Rights	<input type="checkbox"/>
Care Experienced People	<input type="checkbox"/>
Other vulnerable groups and people with complex needs (e.g. veterans, children and young people who are cared for or care experienced, carers, domestic abuse victims and survivors, ex-offenders etc.)	<input checked="" type="checkbox"/>
People vulnerable to socio-economic deprivation (e.g. unemployed, low income, living in deprived areas, poor/no accommodation, low skills, low literacy etc.)	<input checked="" type="checkbox"/>

**Completed by:** Richard Lowes

Version	Status	Author	Comments	Date Issued
1	Draft	Richard Lowes	PlayZones	08/02/2024

## 2 Data and Intelligence

### [Guidance for this section](#)

#### 2.1 What data and intelligence has informed the activity?

Active Lives Survey , Sunderland Data Observatory / OHID obesity data, including IMD ward data  
Sport England Research

#### 2.2 Summary of data / intelligence / consultation outcomes to inform understanding of differences in:

- the way people use, access or experience your activity;
- how the activity may impact; and/or
- outcomes for different groups?

In terms of adult participation relating to sport and physical activity Sunderland's percentage levels are as follows:  
Active = 63.3% - at least 150mins per week moderate intensity (%), compared to 63.1% nationally  
Inactive = 29.1% - Less than 30mins per week moderate intensity (%), compared to 23.9% nationally

In terms of children and young people's (under 16) participation relating to sport and physical activity Sunderland's percentage levels are as follows:

Active = 48.8% - an average of 60 minutes or more per day (%), compared to 47% nationally  
Less active = 28.6% - less than an average of 30 minutes per day (%), compared to 30.2% nationally

Physical inactivity come at a cost

- Physical inactivity is responsible for one in six UK deaths (equal to smoking) (1)
- The costs of physical inactivity to the UK, the NHS are estimated to be in excess of £15bn per year (5)
- Physical inactivity and sedentary lifestyles increase all-cause mortality risk (14)
- Significant physical activity inequalities exist - 53% of those living with disability or long term conditions, and 47% of those living in deprived areas are inactive (15)
- Older people are not active enough to maintain good health - 40% of 55-74 year olds and 60% of over 75's are not active enough (15)
- Physical inactivity is associated with up to 40% of many long-term conditions, including preventable conditions such as type 2 diabetes, cardiovascular disease and some cancers (16)

1 <https://www.sportengland.org/research-and-data/research/inactive-people>

5 [www.aomrc.org.uk/reports-guidance/exercise-the-miracle-cure-0215/](http://www.aomrc.org.uk/reports-guidance/exercise-the-miracle-cure-0215/)

14 <https://www.who.int/news/item/04-04-2002-physical-inactivity-a-leading-cause-of-disease-and-disability-warns-who>

15 <https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2021>

16 <https://www.gov.uk/government/publications/health-matters-physical-activity/health-matters-physical-activity-prevention-and-management-of-long-term-conditions>

### 3 Equality and Human Rights

[Guidance for this section](#)

<b>3.1 Eliminate discrimination, harassment and victimisation</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
<p>PlayZones are safe, inclusive and accessible outdoor facilities that bring communities together through recreational forms of football and a range of other sports.</p> <p>These facilities will be available to any resident who would like to access an activity space to be active. Within this framework, a target approach will be made to identified residents. There are four main groups identified by the Football Foundation and Sport England as facing the greatest inequalities which the new facilities will target and these are:</p> <ul style="list-style-type: none"> <li>• Lower socio-economic groups</li> <li>• Women and girls</li> <li>• People with disabilities and people with long-term health conditions</li> <li>• Ethnically diverse communities.</li> </ul> <p>Community engagement is fully embedded within our processes. Ensuring local groups are involved in project development and the PlayZone activation plan. The programme will provide support to any resident who makes contact.</p> <p>Sessions will be delivered by trusted community venues, and service user needs would always be considered when developing a support plan.</p>

<b>3.2 Advance equality of opportunity between people who share a protected characteristic and those who do not</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
<p>The PlayZones will be available to any resident who would like to access the facility for the purpose of sport or physical activity.</p>

<b>3.3 Foster good relations between people who share a protected characteristic and those who do not</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
<p>The PlayZones will be bookable and provide a safe enclosed place for people to be active. An activation plan has been developed that will provide casual and programmed sessions for all residents. In addition, there will be specific sessions available for groups with protected characteristics.</p>

<b>3.4 Age (older ages, children and young people, middle ages, an age range or a specific age)</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
All children and adults will be able to use the PlayZones. There is no age limit on PlayZones

<b>3.5 Disability (mobility, long-term health conditions, sensory, learning disability, neurological diversity or mental health)</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
The PlayZones will be supporting some of our most inactive Sunderland residents to take the first steps to more active lifestyles. People with disabilities and long term health conditions will be determined and the programme adapted (where applicable) to support delivery. National Governing Bodies of Sport will also deliver opportunities for those with disabilities and long term health conditions.
All adults will be able to use the PlayZones.

<b>3.6 Gender reassignment (the process of transitioning from one sex to another)</b>
<b>What impact will the activity have?</b>
Not Applicable
<b>Explain how/why:</b>

<b>3.7 Marriage and Civil Partnership</b>
<b>What impact will the activity have?</b>
Not Applicable
<b>Explain how/why:</b>

<b>3.8 Pregnancy and maternity (including breastfeeding)</b>
<b>What impact will the activity have?</b>
Not Applicable
<b>Explain how/why:</b>

<b>3.9 Race (colour, ethnicity, country of origin, culture, etc.)</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
The PlayZones will be supporting some of our most inactive Sunderland residents to take the first steps to more active lifestyles. People from BAME communities will be supported and encouraged to use the facilities.
National Governing Bodies of Sport will also deliver opportunities for BAME communities.
All adults will be able to use the PlayZones.

<b>3.10 Religion / Belief (including no belief)</b>
<b>What impact will the activity have?</b>
Not Applicable
<b>Explain how/why:</b>

<b>3.11 Sex (male or female)</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
The Football Foundation have identified that women and young girls will be a key target group and in doing so will ensure that every girl has the same opportunity, as every boy, to play football both at their school and a local club. National Governing Bodies of Sport will also deliver opportunities for women and girls.
All adults will be able to use the PlayZones.

<b>3.12 Sexual orientation</b>
<b>What impact will the activity have?</b>
Not Applicable
<b>Explain how/why:</b>

<b>3.13 Will the activity impact on an individual's Human Rights as enshrined in UK law?</b>
<b>What impact will the activity have?</b>
Not Applicable
<b>Explain how/why:</b>

**3.14 Other vulnerable groups and people with complex needs (e.g. veterans, children and young people cared for and care experienced, carers, domestic abuse victims and survivors, ex-offenders, homeless or multiple complexities/characteristics)**

**What impact will the activity have?**  
Positive

**Explain how/why:**  
Delivery of programmed sessions will be focussed on groups of greatest need, led by health inequalities data, and work with other agencies and council partners to provide support. The PlayZones activation plan will make a positive contribution to inclusion of the following groups eg veterans, LAC and Cared For, homeless and asylum seekers.

## 4 Reducing socio-economic and digital inequalities

### [Guidance for this section](#)

Will the activity:

<b>4.1 Impact on residents' financial circumstances</b>	Positive
<b>4.2 Impact on housing, including type, range, affordability, quality and/or condition</b>	Not Applicable
<b>4.3 Impact on digital inclusion or access</b>	Not Applicable
<b>4.4 Impact on education, skills and lifelong learning</b>	Positive
<b>4.5 Impact on employment, including quality and access</b>	Not Applicable

**4.6 Outline the impact your activity will have, including how you propose to mitigate any negative impacts and maximise positive outcomes**

To impact on the greatest number of people (children and adults)  
To enable children and young people to have the best start in life and form good habits  
To support residents, families and target groups who are inactive  
Contribute to the reduction of inactivity and overweight and obesity levels in the city  
Promote positive attitudes towards physical activity  
Improve the healthy life expectancy of adults and young people  
Enable sustainable behaviour change  
Support improvements in mental health  
Embed a MECC approach  
Establish and build positive relationships with schools, children and families

**4.7 Outline how you will measure the anticipated impact(s)**

Direct evaluation will be carried out with all service users including young people, adults and community partners to determine the impact of the programme and to develop and improve the programme through user feedback.

National and Local Annual data sets will also be used to evidence impact.

## 5 Improving population health and reducing health inequalities

### [Guidance for this section](#)

Will the activity:

<b>5.1 Help promote healthy living</b>	Positive
<b>5.2 Help promote safe and inclusive environments</b>	Not Applicable
<b>5.3 Impact on children, young people and families</b>	Positive
<b>5.4 Impact on natural and built surroundings</b>	Positive
<b>5.5 Impact on accessibility and active travel encouraging active behaviours</b>	Positive
<b>5.6 Impact on living independently</b>	Not Applicable

<b>5.7 Outline the impact your activity will have, including how you propose to mitigate any negative impacts and maximise positive outcomes</b>	
<p>The purpose of the programme is to support residents in some of the most deprived areas of the city to be able to become more active and to embed long term behaviour change. More specifically, the programme will contribute to:</p> <ul style="list-style-type: none"> <li>More residents participating in physical activity and sport</li> <li>Reduce levels of physical inactivity, specifically from targeted groups in the community</li> <li>Stronger and resilient communities</li> <li>More residents living healthier lives</li> <li>More residents having access to equitable opportunities and life chances</li> <li>More residents enjoying independent lives</li> <li>More residents understanding the benefits of being more active</li> <li>More residents aware of the opportunities available to them</li> <li>An increase in the number of residents participating in city events</li> <li>More tailored support for workplaces</li> <li>More employees able to access support</li> </ul> <p>There will be a targeted approach to our work - using data and insight to shape our programmes.</p> <p>Through evaluation we will continue to monitor the positive impact of the programme and to address any negative impacts that may arise during the delivery of the programme.</p>	
<b>5.8 Outline how you will measure the anticipated impact(s)</b>	
<p>Direct evaluation will be carried out with all service users including young people, adults and community partners to determine the impact of the programme and to develop and improve the programme through user feedback.</p> <p>National and Local Annual data sets will also be used to evidence impact.</p>	

## 6 Carbon reduction and sustainability

### [Guidance for this section](#)

Will the activity:

<b>6.1 Adapting our behaviour (environmentally significant)</b>	Not Applicable
<b>6.2 Impact on biodiversity and natural environment</b>	Not Applicable
<b>6.3 Impact on energy efficient built environment</b>	Not Applicable
<b>6.4 Impact on renewable energy generation and storage</b>	Not Applicable
<b>6.5 Impact on travel and active transport</b>	Positive
<b>6.6 Impact on the green economy</b>	Not Applicable
<b>6.7 Impact on waste, recycling and consumption</b>	Not Applicable

<b>6.8 Outline the impact your activity will have, including how you propose to mitigate any negative impacts and maximise positive outcomes</b>
<p>General Comment</p> <p>Positive impacts will be made during the construction phase in terms of carbon reduction. Impact on biodiversity and the natural environment will be addressed during the Planning process.</p> <p>Access and travel to the PlayZone will be encourage through walking, cycling and other active travel methods.</p>
<b>6.9 Outline how you will measure the anticipated impact(s)</b>
<p>Direct evaluation will be carried out with all service users including young people, adults and community partners to determine the impact of the programme and to develop and improve the programme through user feedback.</p>

## 7 Community wealth building

### [Guidance for this section](#)

Will the activity:

<b>7.1 Impact on community wealth and social value</b>	Not Applicable
<b>7.2 Impact on social inclusion, integration, and fostering good relations</b>	Positive
<b>7.3 Impact on crime reduction, anti-social behaviour and community safety</b>	Not Applicable
<b>7.4 Impact on access to services</b>	Positive

<b>7.5 Outline the impact your activity will have, including how you propose to mitigate any negative impacts and maximise positive outcomes</b>
<p>This facility is available to any resident including young people to improve their physical activity levels and general wellbeing.</p> <p>Community and programmed sessions will bring families / young people / groups together and provides a mechanism to improve physical activity levels. No resident requiring access to the PlayZone would be turned away and signposting would be carried out to ensure residents receive the most appropriate support.</p> <p>Low cost and free sessions have been included in the PlayZone's activation plan.</p>
<b>7.6 Outline how you will measure the anticipated impact(s)</b>
<p>Direct evaluation will be carried out with all service users including young people, adults and community partners to determine the impact of the programme and to develop and improve the programme through user feedback.</p>

## 8 Key Actions

Any key actions identified throughout the IIA should be recorded here. This will be the action plan linked to your activity and should be implemented to ensure all inequalities or negative impacts are mitigated.

Key Actions	Timescale	Responsible Officer	Review Date
Continue to explore opportunities to expand and improve the PlayZone programme to provide the maximum impact for residents, and to embed any local or national learning that emerges.	Periodically across the agreed length of the programme	Richard Lowes	08/02/2025

<b>Responsible officer sign off:</b>	
<b>Name</b>	
<b>Job Title</b>	
<b>Responsible officer for reviewing actions:</b>	
<b>Name</b>	Richard Lowes
<b>Job Title</b>	Active Sunderland Project Lead

Once the Integrated Impact Assessment is complete, please send to [IIA@sunderland.gov.uk](mailto:IIA@sunderland.gov.uk).