

Active Communities Strategy





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FOREWORD

“ North Northamptonshire Council recognises the importance of accessible physical activity, leisure and sport. The impact these opportunities have on our communities in supporting physical and mental health as well as connecting our communities through positive activities. The Active Communities Framework, which includes the Active Communities Strategy, Leisure Facilities Strategy and Playing Pitch Strategy, is a framework for how physical activity, leisure and sport meet the needs of local residents and how they can deliver a range of wider outcomes and benefits for individuals, communities and North Northamptonshire as a whole.

The Active Communities Strategy provides the overarching vision for the future of physical activity, leisure and sport in North Northamptonshire. It focuses on a partnership approach with our key stakeholders across the area to work collaboratively to focus on providing high quality assets and services, to inspire increased participation in physical activity and support improved health and wellbeing across our communities. Consultation has taken place with statutory partners and voluntary and community services as well as North Northamptonshire residents to inform our strategic priorities. A strategic review of current provision and future growth plans has also been critical to ensure that we develop a strategy which meets the needs of our community now and in the future. We need to ensure that welcoming, well run and sustainable physical

activity and leisure provision is accessible to all but also supports our communities, in areas of health inequalities and deprivation. Finally, I am delighted to have been involved throughout the development of the Active Communities Strategy and look forward to continuing to see the ongoing collaborative work to achieve our vision for our North Northamptonshire.

Helen Howell,

*Deputy Leader of the Council,
Executive for Sport, Leisure, Culture
and Tourism*



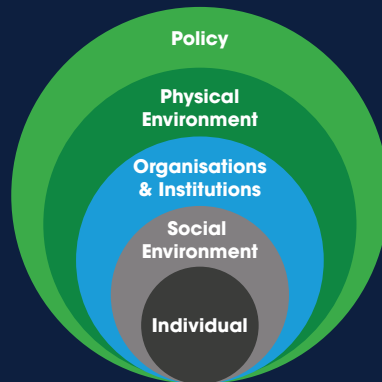
01 EXECUTIVE SUMMARY

The purpose of the Active Communities Strategy is to set out a vision and strategic outcomes over the next five years, that will deliver opportunities enabling active lifestyles for people who live, work and visit North Northamptonshire. The strategy will steer the development, delivery and publicity of formal and informal activities, ranging from community wellbeing to leisure, recreation and sport, to the choice of active travel opportunities. North Northamptonshire Council recognises that to deliver the vision of "Creating cohesive communities where everyone can live active, healthy, happy and connected lives," there is a need to work with key stakeholders and local communities, through a 'whole systems' approach. A whole systems approach is defined as 'responding to complexity' through a 'dynamic way of working', bringing stakeholders, including communities, together to

develop 'a shared understanding of the challenge' and integrate action to bring about sustainable, long-term systems change. Partnership and collaboration will be the key to success.

The Active Communities Strategy is linked to the Council's Vision and Key Commitments set out in the Corporate Plan 2021-2025 and acknowledges that active wellbeing, physical activity and movement can impact strategic priorities across the whole Council, from environmental sustainability to health inequalities and the visitor economy.

WHOLE SYSTEMS APPROACH



**National policy, legislation and guidance
local laws, rules, regulations and codes**

Built, natural, transport links

**Schools, healthcare, businesses, faith
organisations, charities, clubs**

**Individual relationships, families,
support groups, social networks**

**Individual attitudes, beliefs, knowledge,
needs, behaviours**





02 INTRODUCTION

We know that there is a strong correlation between regular physical activity and reducing the risk of several health conditions. In fact, physical inactivity is associated with one in six deaths in the UK. Being physically active, whatever your chosen activity, whether it's walking, playing netball, gymnastics, cycling, swimming with the kids or gardening, has significant benefits for physical and mental health, and can help to prevent and manage a range of chronic long-term conditions and diseases.

In August 2023, the Government released its latest strategy, 'Get Active: a strategy for the future of sport and physical activity', which details the ambition to help build a healthier nation by tackling high levels of inactivity, and by making sure the sport and physical activity sector thrives for future generations. The Government aims to ensure that everyone has the opportunity to be active with a vision to; make sport and physical activity accessible, resilient, fun and fair, for now and the years to come - for the benefit of individuals and the country. The target by 2030 is to see 2.5 million more adults and 1 million more children being classed as active in England.



03 CHALLENGES

In addition to the national and local challenge of inactivity, the financial pressures for councils and across the sport, physical activity, leisure and public health sectors have increased in recent years with rising costs for service providers and the cost-of-living crisis for residents. Therefore, it is important for the Council to identify where resources should be prioritised to have the greatest impact on increasing activity levels and how working collaboratively in priority areas can have a positive long-term sustainable impact on residents' health and wellbeing.

Sport England published its 'Future of Public Sector Leisure' report (Dec 2022) in response to the rising cost-of-living. The report prompts local and national partners to re-examine the purpose of their leisure services and assess

whether they are delivering local community outcomes and aligning to broader strategic outcomes, particularly around health and wellbeing. It advocates that local authorities follow its direction of travel.



SPORT ENGLAND - FUTURE OF PUBLIC SECTOR LEISURE

Public sector leisure: direction of travel

From a leisure service to an **active wellbeing service**

A new approach that formalises the **relationship between health and leisure** built on:

- Social prescribing
 - Co-location
- Delivery of preventative activity
- Collaboration through Integrated Care Systems

An approach that brings forward new thinking, products and services requires **proactive and skilled leadership** to focus on:

- Addressing the fragmented nature of the leisure industry
- Building strong working relationships across multiple stakeholders

Provision that is **place based** and at the heart of the **local community**.

- Provision that is aligned to needs and provided in a way that seeks to reduce inequalities and reduce deprivation

Provision that is **low carbon** and delivers a step change in carbon emissions at the local authority level

Uniting the movement

ACTIVE COMMUNITIES FRAMEWORK

How does it all fit in?

The Active Communities Strategy is the overarching strategy within the Active Communities Framework for North Northamptonshire. The Active Communities strategic outcomes and priorities will feed into and influence a number of other strategic plans set out by North Northamptonshire Council.

The evidence and acknowledgment of the impact being active and moving more can have on wider Council outcomes has led to four key themes, aligned to North Northamptonshire's corporate priorities, under which the priorities for this Active Communities Strategy have been developed.



ACTIVE COMMUNITIES STRATEGIC OUTCOMES

Active Communities

Healthy Communities

To improve health and wellbeing by increasing participation in active wellbeing, movement and physical activity through the development and delivery of opportunities that provide better access to healthy lifestyle options.

Connected Communities

Connecting people and communities through active wellbeing, movement, and physical activity to improve mental and social wellbeing and provide active wellbeing assets that communities are proud of.

Thriving Communities

Utilise active wellbeing, movement, and physical activity to create vibrant and safe communities where there are increased opportunities for training and development. Active wellbeing services are sustainable and contribute to the visitor economy in North Northamptonshire.

Green Communities

Active travel is the easy choice for residents and local developments embrace active environments.

The Council's active wellbeing portfolio is sustainable.

Outcomes

04 ENABLERS AND CRITICAL SUCCESS FACTORS

For the strategy to be effectively implemented, critical success factors will be embedded into its delivery.

The success of the Active Communities Strategy is also dependent on a 'whole systems approach'. To support the delivery North Northamptonshire Council will implement an Active Communities Partnership, with representatives from across North Northamptonshire communities who are involved in active wellbeing at all levels of its delivery.





DELIVERY OF ACTIVE COMMUNITIES

The Council must act as an enabler and facilitator, collaborating internally and embracing external partnerships with other service providers and stakeholders.

The Council's role is to identify what is being delivered and for whom and to then prioritise its resources to deliver what other partners are not and in areas which will best meet its strategic outcomes and priorities.

Active Communities Framework

Active Communities Strategy

Leisure Facilities Strategy

Playing Pitch Strategy

How it is delivered across the council

Direct and non direct delivery

Indirect: Provision of new, enhancement of existing and long term management and maintenance of facilities and services that enable active lifestyles. For example sporting facilities (indoor and outdoor), parks, play facilities, green gyms, green ways and dedicated cycle/pedestrian routes, community halls etc.

Direct: The development and delivery of programmes and activities that engage local people in active lifestyles for example, leisure centre services, health and wellbeing programmes, holiday programmes etc.

Where it is delivered

Private Sector E.g. Private Health Clubs

Community Facilities (towns and villages)

NNC Leisure Centres

Open Spaces: country parks, parks and active travel network

Club and education facilities

Everyday activity, active travel, gardening, informal play



EXISTING STRATEGIC PRIORITIES

The existing key council priorities that creating Active Communities can contribute towards are set out below.



HEALTHY COMMUNITIES

- Reducing health inequality, increasing life expectancy, promoting social inclusion, sport and recreation and providing more access to healthy lifestyle options to improve health and wellbeing.
- The best start in life.
- Opportunity to be fit, well and independent.
- Active, fulfilled lives - we will help people live healthier, more active, independent and fulfilled lives.
- Active ageing.
- Children and young people aged 5 to 18 should average at least 60 minutes of moderate or vigorous intensity physical activity everyday.
- Access to health and social care when needed.



CONNECTED COMMUNITIES

- Strong and safe communities - reducing and preventing crime as well as the fear of it by tackling violence, anti-social behaviour, re-offending and improving access to services and facilities.
- Connected to families and friends.
- Connected communities - we will ensure our communities are connected with one another, so they are able to shape their lives and the areas where they live.
- Proactive place - a place which understands the issues its people face and how to address them early, so everyone can live their best life.
- Proud place - a place with clear goals and a plan of how to get there, where people feel inspired and safe.
- Improve the vitality of North Northamptonshire's towns, aiding local businesses by improving access for commuters and shoppers.



THRIVING COMMUNITIES

- Prosperous place - a place full of thriving businesses and a skilled population who can achieve their ambitions.
- Safe and thriving places: we will enable a thriving and successful economy that shapes great places to live, learn, work and visit.
- Better, brighter futures: we will care for our young people, providing them with a high quality education and opportunities to help them flourish.
- Great people - develop local talent into a motivated workforce to fill vacancies, boost standards and increase pride of place.
- Education and skills - raising skills levels to ensure that workers have the right skills for a changing economy, addressing the skills shortage for 16-25 year olds through work-based learning.
- Ensuring economic prosperity - ensuring the availability of relevant and appropriate business skills and training opportunities, providing high quality infrastructure to support and encourage innovation and growth, and build on the unique character and location.
- Improve the tourism offer across North Northamptonshire, with connected market towns, nature reserves and tourism sites and circular routes.
- Employment that keeps them and their families out of poverty.
- Seek opportunities to develop sustainable tourism that creates socioeconomic benefits for communities through employment and income-earning opportunities.



GREEN COMMUNITIES

- Green, sustainable environment.
- 55% of primary school-aged children walk to school by 2025.
- Provision of outdoor learning activities for schools and groups.
- Conservation volunteering in parks and green spaces.
- Environment - encourage and promote environmental protection, improving the environmental and visual quality of the area, managing resources effectively, sustainable transport for all.
- Enable people to choose to walk, wheel or cycle for a range of trip purposes including school, commuting, every day and leisure trips.
- Deliver an accessible, inclusive active travel network in line with current design standards in terms of coherence, directness, safety, comfort and attractiveness.
- Help to deliver North Northamptonshire's Green Infrastructure network including the Ise and Nene Valley Corridors.
- Provide safe routes to schools.
- Provide additional sustainable transport options for residents who don't own a car.
- Create new green infrastructure as well as protect and enhance the existing infrastructure.





05 UNDERSTANDING NORTH NORTHAMPTONSHIRE

The population of the Council area in 2021 was circa 359,500. This has risen by 13.5% from the 2011 Census. This is higher than the overall increase for England at 6.6% and the East Midlands as a whole at 7.7% within the same time frame.

The population of the Council area is predicted to increase to 382,300 by 2031, a 6.3% increase.

Currently, across the whole of North Northamptonshire there are slightly higher numbers of children aged 1-15 and people aged over 65 years. However, when looking at specific localities there are key differences. For example, Corby has higher numbers of children than any other locality within North Northamptonshire and it is the only area to have lower than average numbers of people aged 65+. All other areas have average or higher than average numbers

of older people, in particular East Northamptonshire North (rural) over 65 population is 5% higher than the national average.

To understand the socio demographic context of North Northamptonshire and the needs of the future population, a review of the authority's demographic, health and physical activity profile was undertaken. As a large unitary authority there are significant demographic differences across the Council area. Northamptonshire Integrated Care Partnership (ICP), alongside North Northamptonshire Council, has developed seven Local Area Partnerships (LAPs) in North Northamptonshire (see map) that recognise the different needs of each locality.

NORTH NORTHAMPTONSHIRE LOCAL AREAS

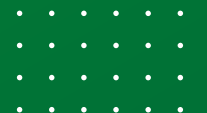


NORTH NORTHAMPTONSHIRE DEMOGRAPHIC PROFILE

Measures	England	North Northants Authority	Corby	East Northamptonshire North (Rural)	East Northamptonshire South (Urban)
Community Needs Index Score (2022)	69	82 ORANGE	109 RED	42 GREEN	52 GREEN
IMD Deprivation - % LSOAs in top 20% most deprived areas in England			29.3% RED	0% GREEN	5.7% YELLOW
Children low income families	15.8%	17.8% ORANGE	19.8% RED	7.5% GREEN	12.2% YELLOW
Household Support Fund (HSF)		1096 (average)	2321 RED	258 GREEN	801 GREEN
Life expectancy at birth Male (years)	79.3	78.8 YELLOW	77.7 RED	82.2 GREEN	79.8 YELLOW
Life expectancy at birth Female (years)	83.2	83.2 ORANGE	81.2 RED	85.5 GREEN	82.4 ORANGE
Rate of overweight, obese Yr6	35.8%	35.8% RED	40.3% RED	28.1% GREEN	33.2% GREEN
Mental illness prevalence rate		0.83%	0.7% GREEN	0.68% GREEN	0.78% GREEN

Kettering West (Rural)	Kettering East (Urban)	Wellingborough East (Rural)	Wellingborough West (Urban)
111 RED	101 RED	62 GREEN	79 ORANGE
0% GREEN	14.3% ORANGE	0% GREEN	29.4% RED
13% YELLOW	14.1% YELLOW	12.9% YELLOW	16.4% ORANGE
512 GREEN	1992 RED	338 GREEN	1451 RED
79.8 YELLOW	79.5 YELLOW	79.5 YELLOW	78.9 YELLOW
83.4 YELLOW	82.5 ORANGE	83.2 YELLOW	82.2 ORANGE
33.3% GREEN	36.3% ORANGE	35.1% YELLOW	37.7% RED
0.7% GREEN	0.98% RED	0.91% RED	0.86% ORANGE

Red highlights statistics that are significantly worse than the England average, orange statistics are slightly worse, yellow statistics are in line with and green better than the national average.



Demographics - how does this influence Active Communities strategic outcomes and priorities over the next five years?

- All LAP's have higher than average numbers of people aged over 65 years, with the exception of Corby – prioritising programmes for over 65's as this group continues to age will be important.
- Corby has higher than average numbers of young people – ensure programmes and activities engage children and young people, with targeted programmes in areas that reflect the age profile. Specific programmes should be considered for children as they grow into teenagers and young adults.
- Corby and Kettering sub areas have a high Community Needs Index rating – highlighting them as the areas of greatest need within.

- North Northamptonshire - Identify what services and facilities need improvement; develop programmes and ways to promote them that will remove barriers to participation and engagement. The Community Needs Index should be monitored throughout the strategy period to ensure a place-based approach.

- In addition, Kingswood & Hazel Leys (both Corby), Avondale Grange (Kettering) and Queensway (Wellingborough) were identified as left behind neighbourhoods with a dual disadvantage of high levels of deprivation and socio-economic challenges, lacking in community and civic assets, infrastructure with investment is required to mitigate these challenges.

- Urban areas have much higher levels of deprivation, particularly Corby and Wellingborough. There is a need to consider interventions such as subsidised or free activities to maximise opportunities for people on low incomes to be physically active in these areas.

- Mental health index is high in most sub areas – increasing rates of physical activity can improve mental health.

- Physical inactivity is highest in Corby, followed by Wellingborough Urban. Additional interventions should be considered in these areas to support making movement and physical activity a part of everyday life.

- Where physical inactivity is highest, obesity rates in children are also highest (Corby and Wellingborough). Increasing children's activity rates in these areas needs to be considered to improve health outcomes and create good habits into adulthood.

- East Northamptonshire - North has the best demographic statistics, including the lowest levels of inactivity – this is likely linked to lower levels of deprivation compared to other areas.

- Whilst the Council area as a whole has lower levels of ethnic diversity, it will be important to provide accessible facilities and activities to these communities. Working in partnership, organisations such as Northamptonshire Black Communities Together and BAK UP CIC will help improve accessibility for ethnic minorities.

- There is an opportunity to increase levels of walking and cycling for travel, with levels currently lower than the England average. Committing to deliver the North Northamptonshire Greenway will generate significant opportunities for increased active travel.



06 WHO IS CURRENTLY INACTIVE

The mapping sets out geographical areas that have a high risk of inactivity. This highlights that it is not only the more urban areas with higher levels of deprivation that are at high risk of inactivity but also rural communities who may have limited access to facilities and older populations.

The most underrepresented mosaic groups across the Council's leisure centres are:

- Group E - Senior Security - retired homeowners with good pension incomes who live in pleasant suburbs. Aged in their late sixties, seventies and eighties, some are married but many more now live alone. They have been settled in their current homes for many years.

- Group J - Transient Renters - young single people in their twenties and thirties who rent affordable living spaces. Levels of movement are high, and most residents have only been living at their address for a few years or less. Some live alone while others share with housemates or partners. A minority of households include a young child.

- Group L - Vintage Value - retired people aged over sixty-five who live in accommodation that is modestly sized. The majority now live alone.

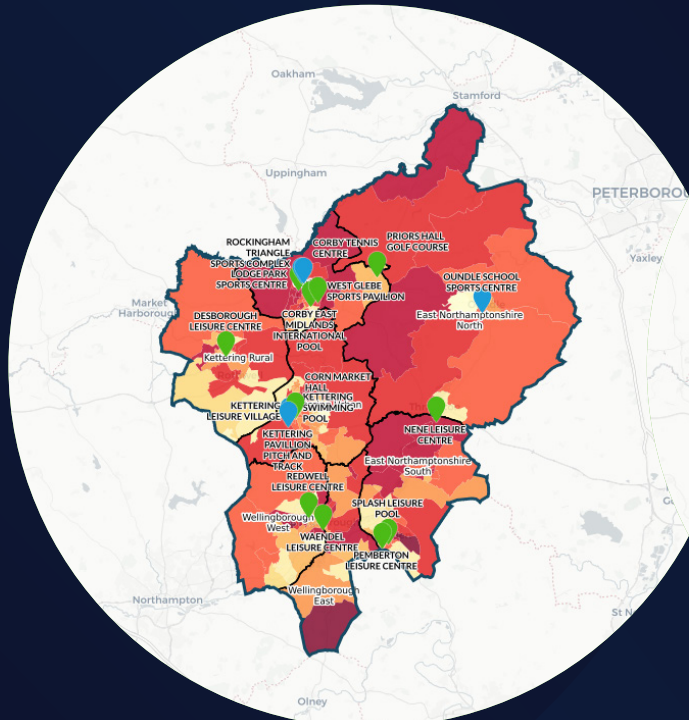
- Group K - Municipal Tenants - residents who rent inexpensive city homes in central locations. A relatively high proportion are in the latter half of their working lives, but people from all generations live in these budget housing options. Many live alone but some share their living space, and the group also includes some families with young or adult children.

- Group N - Urban Cohesion and Group O - Rental Hubs are also underrepresented but only make up a small percentage of the North Northamptonshire population (0.2% and 1.5% respectively).

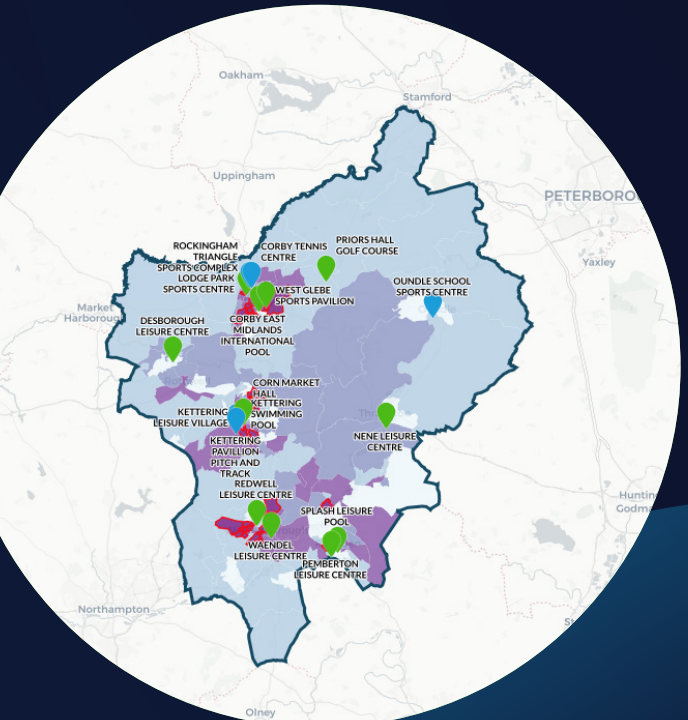
The interactive map can be accessed here

The risk of inactivity layer is informed by live participation data from over 750 million visits to over 2,000 leisure venues sourced from DataHub since 2012. Using this data we are able to identify which demographic segments (age, gender, deprivation and mosaic group) are likely to participate more or less than others. We overlay this information with the demographic profile of an area, in this case an LSOA, (based on ONS population data and Experian Mosaic information) and can calculate how at risk the population of the area is at being inactive. This aligns with the Sport England definition of inactivity showing how at risk the people in an LSOA are at doing less than 30 min of physical activity in a week from having the highest risk to having the lowest. Darker reds have the highest risk, whereas the lighter shades have the lowest. Map 2 - Risk of Inactivity against Leisure Centre Location. Map 3 - Areas of Deprivation against Leisure Centre Location.

RISK OF INACTIVITY



AREAS OF DEPRIVATION



The three most deprived groups are all underrepresented in the Council's leisure centres, despite all leisure centres being within a 20 minute drive time of the top 20% most deprived areas.

Adults aged over 45 are also underrepresented, with the underrepresentation increasing in the older age groups (65+).

Current Inactivity Levels

- How does this influence Active Communities strategic outcomes and priorities over the next five years?

• Services and resource need to target those with greatest need and 'hardly reached' groups to help reduce health inequalities. Kettering (urban and rural) and Corby were identified as areas of highest community need within the Council area.

• Age profile analysis and mosaic analysis shows that older groups (particularly those aged over 65) are underrepresented in leisure centres. Additionally, North Northamptonshire has an ageing population with higher than average numbers of people aged over 65 years (apart from Corby). Providing programmes, initiatives, services and facilities that cater for an ageing population is important.

• Outreach programmes are required in rural locations and areas at risk of inactivity to encourage social interaction movement and wellbeing activities in local places they feel comfortable.

• The top three most deprived deciles are all underrepresented in leisure centres and therefore need to be prioritised as a target group for initiatives and programmes to increase access to recreation, movement and wellbeing opportunities. The highest areas of deprivation are in Corby, Kettering and Wellingborough.

• The quality, cleanliness and accessibility of facilities is very important for inactive residents and increasing the likelihood of them participating in recreation, physical activity and wellbeing sessions in a leisure centre setting.

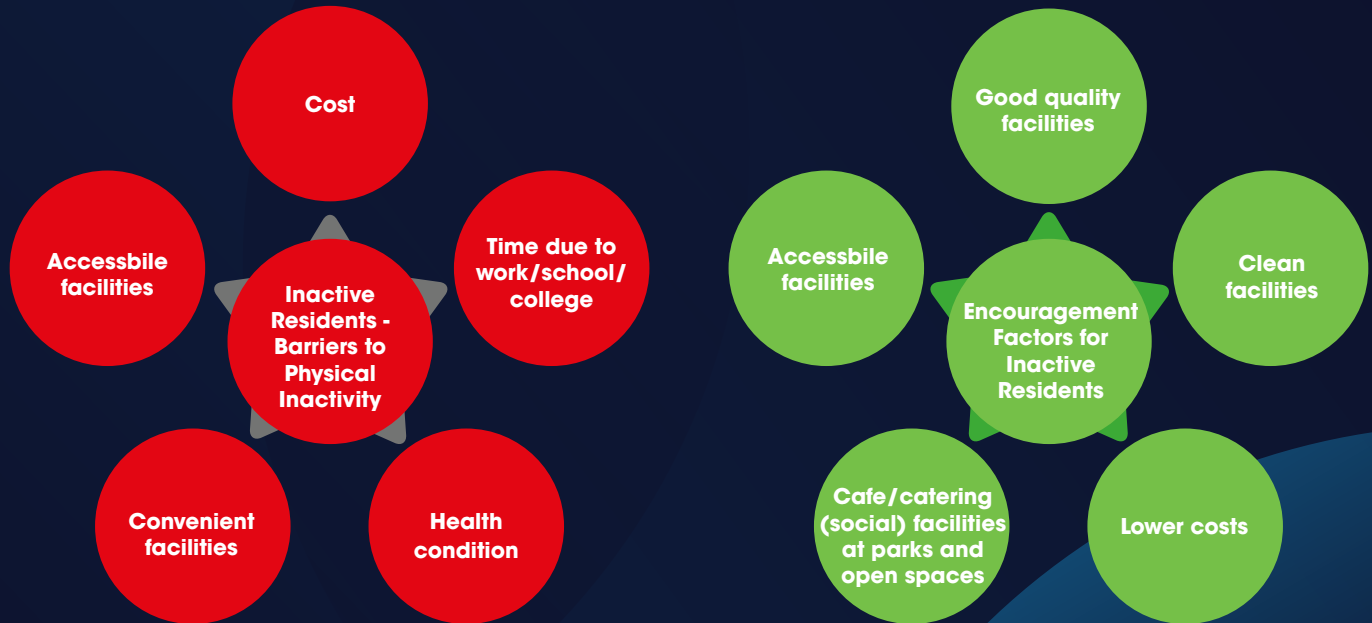
• Movement needs to be built into everyday life, such as walking to work/school which has no cost and also is time efficient – both issues raised as barriers by inactive residents.

• Considering timing of programmes and activities to work around peoples' work and school commitments, e.g. catering for shift workers, to help reduce time as a barrier.

• It is important to work with people in local communities, to provide role models and local 'champions' that can remove some of the barriers and perceptions for inactive people.



BARRIERS AND ENCOURAGEMENT FACTORS FOR INACTIVE RESIDENTS



07 STAKEHOLDER & COMMUNITY ENGAGEMENT

Workshops with key stakeholders were undertaken throughout July – September 2023 to ensure cross sector 'buy in' and establish how active communities can contribute to wider local strategic outcomes.

A series of community engagements also took place to help understand what, where and how residents are accessing leisure, community facilities and outdoor spaces for physical activity across North Northamptonshire, the barriers they face to being active and what improvements should be considered to encourage more participation.

Engagement

- How does this influence Active Communities strategic outcomes and priorities over the next five years?

• The purpose of Active Wellbeing is to provide much more than just leisure

centres for sports and fitness – it crosses boundaries into other service areas, including health, education, environment and economy.

- There needs to be a whole systems approach.
- The main barriers identified by stakeholders and the local community are similar with costs and accessibility/transport highlighted as two of the main barriers – focus should be on opportunities and interventions to reduce these barriers.
- Increasing outreach work in local community facilities will make services more accessible to rural communities.
- There are opportunities to work with the voluntary sector to deliver more services from leisure centre settings.

• 91% of survey respondents stated they would like to do more physical activity which is encouraging for

improving leisure centre usage and overall activity levels. Encouraging and motivating these people to make first steps towards an active lifestyle or to be more active is key.

- Main encouragement factors were accessible good quality facilities, personal motivation/goals, availability of time, cleanliness, lower prices and improved facilities & equipment. These need to be considered when developing new programmes and initiatives.
- The community survey has highlighted that providing clean, improved, good quality facilities were some of the top encouragement factors for local residents. Ensuring the Councils portfolio is accessible and well maintained is an important factor in maximising usage.



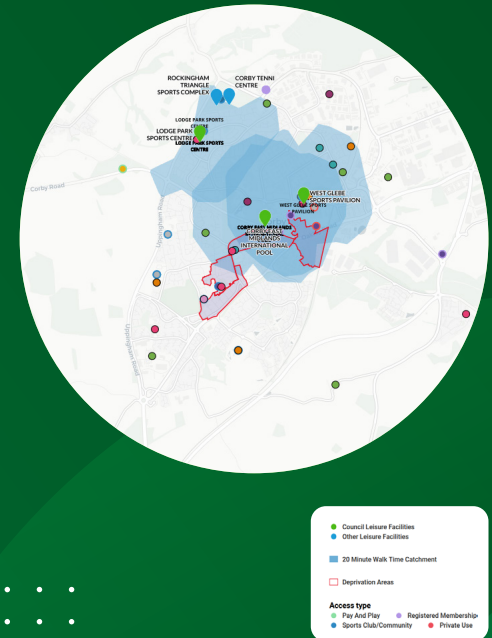
- Being active needs to be made 'easy' to help enable people to build activity into everyday life. Walking was the most popular activity, presenting an opportunity to extend existing walking projects and work with partners to increase walking for active travel.

- The school pupil survey highlights the importance of outdoor facilities for getting children active, including more formal provision such as playing pitches and informal opportunities in local parks. Highlighting the role wider assets (beyond the leisure centres) have in increasing levels of physical activity and play for children.

- Swimming and football are consistently the most popular sports for children in both leisure centre use and sports club participation. Club opportunities and accessibility will be important to maximise opportunities for children to be physically active.

- Ongoing engagement with local communities is critical to ensure services continue to reflect local issues and need. Particularly with priority groups including elderly, children, women and girls, people with disabilities and ethnic minorities.

EXAMPLE WALK TIME CATCHMENT TO AREAS OF DEPRIVATION

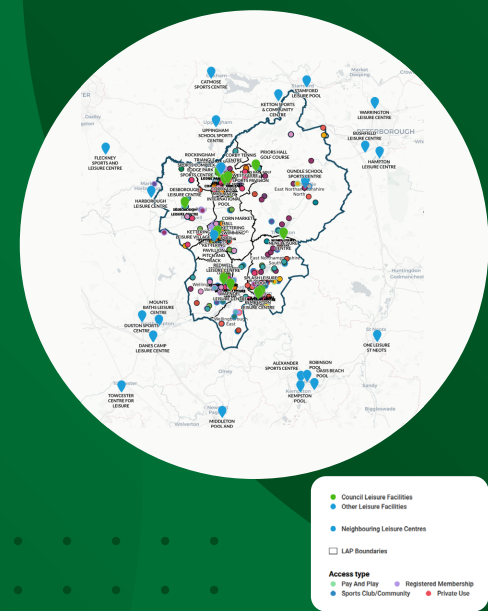


STAKEHOLDER GROUPS





The map opposite shows all facility types within North Northamptonshire as well as surrounding local authority leisure centres. The map highlights the LAP boundaries. There is a good distribution of facilities across North Northamptonshire, with provision concentrated in the more urban areas.

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The provision of green infrastructure and open space plays an important role in encouraging healthy lifestyles and improving the quality of health of residents.

The Council currently delivers an 'Active Parks' project. Working in partnership with Northamptonshire Public Health and Northamptonshire Sport, the project aims to help more of the county's residents to take part in activities to improve their physical and mental health. There are a range of programmes for young people, families and adults that includes Nature Tots, health walks, Natural Minds and volunteering using the natural environment.

In addition to parks and open space, public rights of way provide opportunities for active travel across the Council area. There is already extensive public rights of way, national cycling and walking routes and existing and emerging Local Cycling and Walking Infrastructure Plans (LCWIPs) for many of the settlements, including Corby and Kettering. A strategic master plan has also been produced for the North Northamptonshire Greenway.

ACROSS NORTH NORTHAMPTONSHIRE AND BEYOND



CURRENT FACILITY PROVISION

- How does this influence Active Communities strategic outcomes and priorities over the next five years?

- Overall, there is a wide range and variety of leisure provision and opportunities to be active across North Northamptonshire.
- The Council's leisure stock is ageing with some centres reaching the end of their expected life span. There is a need for continued investment, replacement or potentially rationalisation to develop a sustainable and efficient leisure centre portfolio that better meets community needs over the next five years.
- As to be expected, the majority of leisure provision is located around areas of higher population e.g. Corby, Wellingborough, Kettering and Rushden.
- Understandably, leisure activities that require specific facilities and space e.g. water sports, golf, equestrian, are situated in more rural locations.
- All of North Northamptonshire is within a 20 minute drive time catchment of some form of leisure activity. However, not all of North Northamptonshire is within a 20 minute drive time of a leisure centre, particularly in East Northants.
- All of North Northamptonshire's top 10% most deprived areas are within a 20 minute drive of a leisure centre, but not all are within a 20 minute walk time e.g. Kettering (Wicksteed & Windmill wards), Corby (Kingswood) and Wellingborough (Croyland & Swanspool and NE of Hatton Park), highlighting the importance of outreach work in these communities going forward. Utilising other spaces where people can be active, including parks and open spaces is required.
- Nearly all of the most at risk of inactivity hot spots are within a 20 minute drive time of a leisure centre apart from the north west corner of Thrapston ward (around Brigstock), north of Oundle ward (Easton on the hill), north of Corby rural and south of Irchester ward (around Bozeat).
- Some of these at risk of inactivity areas have national walking and local cycle routes running through them and so there is an opportunity to use these assets for active wellbeing opportunities.

- Some of the Councils' leisure stock is reaching end of life e.g. Kettering Swimming Pool. Providing new fit for purpose facilities that meet local demand will attract higher usage and increase participation in organised physical activity/active wellbeing programmes. Additionally, accessible good quality facilities is one of the main encouragement factors for people to start or increase levels of physical activity.
- Outcomes and priorities need to focus on all assets, not just built facilities. Greenways, parks and open spaces all have a role to play in increasing movement and participation in physical activity, particularly informal opportunities.
- The country parks programme of events and activities is positively and actively contributing towards increasing physical activity levels across the Council area. Recognising the value of these assets and programmes is important and they should be continued as an alternative way of getting people active outside of leisure venues and facilities, particularly where parks are located to areas of high deprivation, such as Irchester Country Park.



09 VISION AND STRATEGIC OUTCOMES

The key findings identified from the strategic review, engagement results and the insight evidence inform the strategic outcomes for the Active Communities framework. These are shown below under the four key themes of Healthy Communities, Connected Communities, Thriving Communities and Green Communities.





NORTH NORTHAMPTONSHIRE STRATEGIC OUTCOMES

Healthy Communities

Connected Communities

Outcomes

To improve health and wellbeing through the development and delivery of active wellbeing opportunities that increases participation in physical activity and movement.

Connecting people and communities through active wellbeing, movement, and physical activity to improve wellbeing and provide active wellbeing assets that communities are proud of.

We will achieve these by

Start well - increase early years offer to support increased participation in physical activity including pre-natal, post-natal and 0-5 years to ensure the best start and increase physical literacy in young children.

Enabling more opportunities that support the importance of 'family resilience' as one of the foundations of family health and wellbeing.

Ageing Well - utilising increased participation in recreation, movement, and physical activity as a tool to improve health and wellbeing, to reduce demands on health services in future years.

Increasing the number of people participating in prevention and rehabilitation services through expanding existing Active for Health programmes across North Northamptonshire.

Developing strong partnerships and collaborative working with partners to implement the co-delivery/co-location of health and wellbeing services.

Development of targeted concessionary and access schemes to help more people participate in activity and wellbeing services.

Delivering targeted active wellbeing programmes in the areas of most need and targeted areas identified.

Providing outreach active wellbeing services in rural areas and areas of deprivation via a strong Active Communities Partnership network.

Promoting active travel to connect communities through amenities like the Greenway and developing planning policy.

Changing the language used in association with being active to make it more accessible and improve perceptions - active wellbeing is for everybody.

Collaborative approach to securing \$106 contributions to enhance existing and creating new or improved facilities / assets where there is an identified need.

Thriving Communities

Green Communities

Outcomes

Increased active wellbeing opportunities will contribute towards vibrant and safe communities where there are increased opportunities for training and development. Active wellbeing services are sustainable and contribute to the visitor economy in North Northamptonshire.

Active travel is the easy choice for residents and local developments embrace active environments. The Council's active wellbeing portfolio is environmentally sustainable.

We will achieve these by

Upskilling the adult Active Communities workforce, including employees, coaches and volunteers and hard to reach groups to deliver wellbeing programmes within their communities.

Enable training and development opportunities for young people, such as apprenticeships and work experience within the active wellbeing sector.

Using recreation and physical activity as a diversionary activity to reduce anti-social behaviour.

Celebrate competition and success across North Northamptonshire through Sports Clubs, Fitness & Wellbeing Services, NN Sports Network and events, Elite training support scheme and Active Communities Awards.

Identifying opportunities to enhance existing facilities and environments to increase accessibility to active wellbeing opportunities.

Working in partnership with local businesses and organisations that offer activity and health services.

Collaboratively creating healthier workforces and workplaces across North Northamptonshire.

Delivering Active Travel strategy to improve infrastructure that enables increased rates of walking and cycling for travel within the community.

Maximising the use of green space, the Greenway and other cycling/walking routes for recreational and active wellbeing activities.

Working with Planning to ensure Active Environment principles are incorporated into all new development projects.

Developing the North Northamptonshire leisure portfolio to be more energy efficient, environmentally sustainable and carbon neutral where possible.

Monitoring and measuring success.

THE PERFORMANCE INDICATORS BELOW ARE THE OVERARCHING INDICATORS TO MEASURE THE SUCCESS OF THE ACTIVE COMMUNITIES STRATEGY





HEALTHY COMMUNITIES

To improve health and wellbeing by increasing participation in active wellbeing, movement and physical activity through the development and delivery of opportunities that provide better access to healthy lifestyle options unities.

Start well - increase early years offer to support increased participation in physical activity including pre-natal, post-natal and 0-5 years to ensure the best start and increase physical literacy in young children.

Enabling more opportunities that support the importance of 'family resilience' as one of the foundations of family health and wellbeing.

Ageing Well - utilising increased participation in recreation, movement, and physical activity as a tool for improve health and wellbeing, to reduce demands on health services in future years increasing the number of people participating in prevention and rehabilitation services through expanding existing Active for Health programmes across North Northamptonshire.

Developing strong partnerships and collaborative working with partners to implement the co-delivery/co-location of health and wellbeing services.

- Development of targeted concessionary and access schemes to help more people participate in activity and wellbeing services.

- Rates of physical inactivity across North Northamptonshire (Active Lives data).
- Rates of physical inactivity within LAPs.
- Life expectancy gap between most and least deprived areas.
- Participation rates in activities and programmes delivered within targeted communities, broken down by age, gender, ethnicity.
- Percentage of children in Year 6 who are overweight or obese.
- Percentage of adults who are classed as overweight or obese.
- Mental health index score.
- Percentage reporting a long term MSK problem.
- Emergency admissions due to falls.
- Number of referrals.
- Attendance of health and wellbeing programmes, including monitoring those from areas of deprivation.
- Participant surveys to be completed at the end of each targeted programme/initiative to monitor qualitative feedback.
- Number of co-delivery services/ programmes in place.
- Partnership maturity matrix.



CONNECTED COMMUNITIES

Connecting people and communities through active wellbeing, movement, and physical activity to improve mental and social wellbeing and provide active wellbeing assets that communities are proud of.

Delivering targeted active wellbeing programmes in the areas of most need and targeted areas identified.

Providing outreach active wellbeing services in rural areas and areas of deprivation via a strong Active Communities Partnership network.

Promoting active travel to connect communities through amenities like the Greenway and developing planning policy.

Changing the language used in association with being active to make it more accessible and improve perceptions – active wellbeing is for everybody.

Collaborative approach to securing \$106 contributions to enhance existing and creating new or improved facilities / assets where there is an identified need.

- Number of Active Community volunteers, coaches, and leaders.
- Attendance of health and wellbeing programmes, including monitoring those from areas of deprivation.
- Rates of walking and cycling for travel.
- Mental health index score.
- Reduction in levels of loneliness (Active Lives data).
- Delivery of capital investment plan.
- Refurbishment or replacement of leisure assets that have reached the end of their economic life.
- Rates of physical inactivity across North Northamptonshire (Active Lives data).
- Participant feedback/surveys.
- Increased levels of 'I feel I have the opportunity to be active' (Active Lives data).
- Regular monitoring of Council documents, marketing material, social media posts etc.



THRIVING COMMUNITIES

Utilise active wellbeing, movement, and physical activity to create vibrant and safe communities where there are increased opportunities for training and development.

Active wellbeing services are sustainable and contribute to the visitor economy in North Northamptonshire.

Upskilling the adult Active Communities workforce, including employees, coaches and volunteers and hard to reach groups to deliver wellbeing programmes within their communities.

Enable training and development opportunities for young people, such as apprenticeships and work experience within the active wellbeing sector, using recreation and physical activity as a diversionary activity to reduce anti-social behaviour.

Celebrate competition and success across North Northamptonshire through Sports Clubs, Fitness & Wellbeing Services, NN Sports Network and events, Elite Training Support Scheme and Active Communities Awards.

Identifying opportunities to enhance existing facilities and environments to increase accessibility to active wellbeing opportunities. Working in partnership with local businesses and organisations that offer activity and health services.

- Number of training courses delivered.
- Number of volunteers in Active Communities services.
- Number of apprenticeships delivered.
- Number of work experience placements.
- Financial subsidy of the Councils active wellbeing offer.
- Reductions in low level anti-social behaviour.
- Customer satisfaction scores.
- Net Promoter Score.
- Attendance figures of leisure centres – adults/children/areas of deprivation.

- Collaboratively creating healthier workforces and workplaces across North Northamptonshire.



GREEN COMMUNITIES

Active travel is the easy choice for residents and local developments embrace active environments. The Council's active wellbeing portfolio is environmentally sustainable.

Delivering Active Travel strategy to improve infrastructure that enables increased rates of walking and cycling for travel within the community.

Maximising the use of green space, the Greenway and other cycling/walking routes for recreational and active wellbeing activities.

Working with Planning to ensure Active Environment principles are incorporated into all new development projects.

Developing the North Northamptonshire leisure portfolio to be more energy efficient, environmentally sustainable and carbon neutral where possible.

- Rates of walking and cycling for travel (Active Lives data).
- Number of programmes delivered that supports or enables walking and/or cycling for travel e.g. Bikeability.
- Attendance of active travel initiatives and programmes.
- Attendance of active parks programmes.
- Participation numbers in NN Walking Programme.
- Number of visits across country parks.
- Council is implementing a Planning Policy that embeds Active Environment principles.
- Active Environment principles incorporated into Health Impact Assessment template used by Planning Team.
- Reduced carbon footprint of leisure venues.

