

Physical Activity and Sport Strategy for York

Strategy Themes and Outcomes

The headline content of the strategy has been determined as follows:

Headline Ambition for the Strategy

“Improving the mental and physical wellbeing of citizens and reducing inequalities in York through physical activity and sport”.

Themes for delivery

People

- Starting and growing well,
- Living and working well,
- Ageing well.

Communities

- Developing stronger communities,
- A culture of social action,
- Sporting providers experience inclusive and sustainable growth, supported by a strong workforce.

People – Starting and Growing Well

Ambition *“Physical Activity and Sport contributing to every child achieving, staying safe and developing resilience”*.

Physical Activity and Sport will contribute towards:

- A reduction in inequalities
- A reduction in the number of children who are overweight or obese
- Improving emotional wellbeing
- Building life skills and improving attainment

It will do this by:

- Using the #Creatingactiveschool framework to provide a broad offer designed to engage all children and young people and embed physical activity within schools.
- Targeting disadvantaged groups (eg looked after children/SEND/Pupil Premium) with physical activity interventions
- All children and young people being capable swimmers and are able to ride, and have access to a bike
- Harnessing the success of athletes to inspire children and young people

People – Living and Working Well

Ambition *“Physical Activity and Sport contributing to active, health and productive citizens”*.

Physical Activity and sport will contribute towards:

- A reduction in health inequalities
- A reduction in the number of adults who are overweight or obese
- Improving emotional wellbeing
- An economically productive city and a healthy workforce

It will do this by:

- A whole systems approach to promoting healthy weight
- Prioritising people who are inactive
- Developing places (eg workplaces, clubs, facilities) and activities which are welcoming and supportive of people with mental health conditions
- Amplifying campaigns such as “This Girl Can” and “We are Undefeatables” and supporting facilities to be more accessible and welcoming.
- Promoting the wide range of opportunities for families to be active together

People – Ageing well

Ambition *“Physical Activity and Sport will contribute towards every citizen having the opportunity to age well”.*

Physical Activity and sport will contribute towards:

- Prevention and treatment of medical conditions
- Creating accessible “age friendly” environments
- Connecting communities and reducing loneliness and isolation
- Supporting the transition through to retirement age

It will do this by:

- Making physical activity an integral part of the treatment of a number of conditions
- Developing places (eg clubs, facilities) and activities which are welcoming and supportive of older people, for example those with dementia.
- Advocating the inclusion of physical activity in planning policy and development
- Amplifying campaigns such as “This Girl Can” and “We are Undefeatables” and supporting facilities to be more accessible and welcoming.
- Supporting York to become an “Age Friendly City”

Communities – Place

Ambition *“Physical Activity and Sport developing stronger communities”*.

Physical Activity and sport will contribute towards

- Improved quality and quantity of open spaces
- A reduction in inequalities across the city
- Improved community cohesion
- York becoming carbon neutral by 2030

It will do this by:

- Supporting the actions identified in the playing pitch strategy and built facilities strategy
- Incorporating the promotion of physical activity into planning and development, and in parks and open spaces
- Working in a place-based approach to embed the promotion of physical activity
- Targeting physical activity interventions which will improve community cohesion (eg tackling anti-social behaviour)
- Encouraging active travel across the city

Communities – Social Action

Ambition *“Physical activity and sport will provide a platform for social action to take place”.*

Physical Activity and sport will contribute towards:

- More citizens actively involved in social action
- More citizens developing practical and softer skills
- A reduction in loneliness and isolation

It will do this by:

- Utilising business and employee supported volunteering to benefit physical activity and sport
- Build on the asset based approach to create the conditions for social action to take place
- Promoting the use of informal and causal volunteering to support physical activity and sport.

Communities – Sports Clubs and Providers

Ambition “*The sporting providers experience inclusive and sustainable growth, supported by a strong workforce*”.

Physical Activity and sport will contribute towards:

- A strong, diverse and flexible workforce
- Developing skills and capability in marketing and communications
- Developing competence in club management and fundraising
- Providers being recognised for their contribution to the community and to health of citizens.

It will do this by:

- Clubs engaging in a comprehensive offer of training and guidance to clubs and new and existing volunteers
- Celebrating and recognising the success of clubs, coaches and volunteers who champion physical wellbeing, mental wellbeing and safeguarding.