



HEALTH AND WELLBEING BOARD: 15TH JUNE 2026

REPORT OF ACTIVE TOGETHER

PHYSICAL ACTIVITY FRAMEWORK (2022-2031)

Purpose of report

1. To provide the Health and Wellbeing Board with information on the Active Together Partnership Physical Activity Framework (2022-2031).
2. To update the Health and Wellbeing Board on Active Together's approach to reviewing and refreshing the Framework to ensure it is still fit for purpose for its remaining duration.

Recommendation

3. It is recommended that the Board:
 - a) Notes the approach to reviewing and refreshing the Physical Activity Framework.
 - b) Supports the Physical Activity Framework and the collaborative systems approach to delivery of its priorities.
 - c) Champions physical activity within the respective organisations and partnerships, thus supporting a coordinated place-based and preventative approach which uses physical activity to support residents' wellbeing.
 - d) Promote and encourage engagement with the Physical Activity and Wellbeing Residents Survey.

Policy Framework and Previous Decision

4. Physical activity is a key determinant of health and wellbeing and plays an important role in preventing long-term conditions and reducing health inequalities.
5. Active Together is the Active Partnership for Leicestershire, Leicester and Rutland. It is aimed at supporting organisations and individuals to help more people be active and move more.
6. Active Together forms part of a network of 42 Active Partnerships, which are locally led, not for profit, strategic organisations covering the whole of England. Active Partnerships work collaboratively to increase physical activity levels and develop an effective and inclusive physical activity system.

7. The Active Together Partnership Physical Activity Framework for 2022-2031 was developed through consultation with a range of partners and residents and aligned to national and local physical activity, health and wellbeing strategies.
8. The Framework sets out a shared vision and co-ordinated approach to increasing physical activity levels across Leicestershire, Leicester and Rutland. The framework:
 - Sets out a collective message about the importance of physical activity.
 - Explores how the partnership will work collaboratively to use physical activity as a tool to improve wider societal outcomes.
 - Has clear ambition to reach those who find it most difficult to be physically active.
 - Is explicit about reducing inequality of access to physical activity and tackling physical inactivity.
 - Indicates that the partnership needs to target resources where they are most needed.
 - Acts as a call to action for partners.
9. Partners locally endorsed the Physical Activity Framework (in 2022), and they have joined the Active Together Core Team to think differently and work collaboratively (in using policy and practice) to deliver the strategic priorities and support the vision of Leicestershire, Leicester and Rutland; A place where physical activity is part of daily life leading to people living healthier and happier lives.

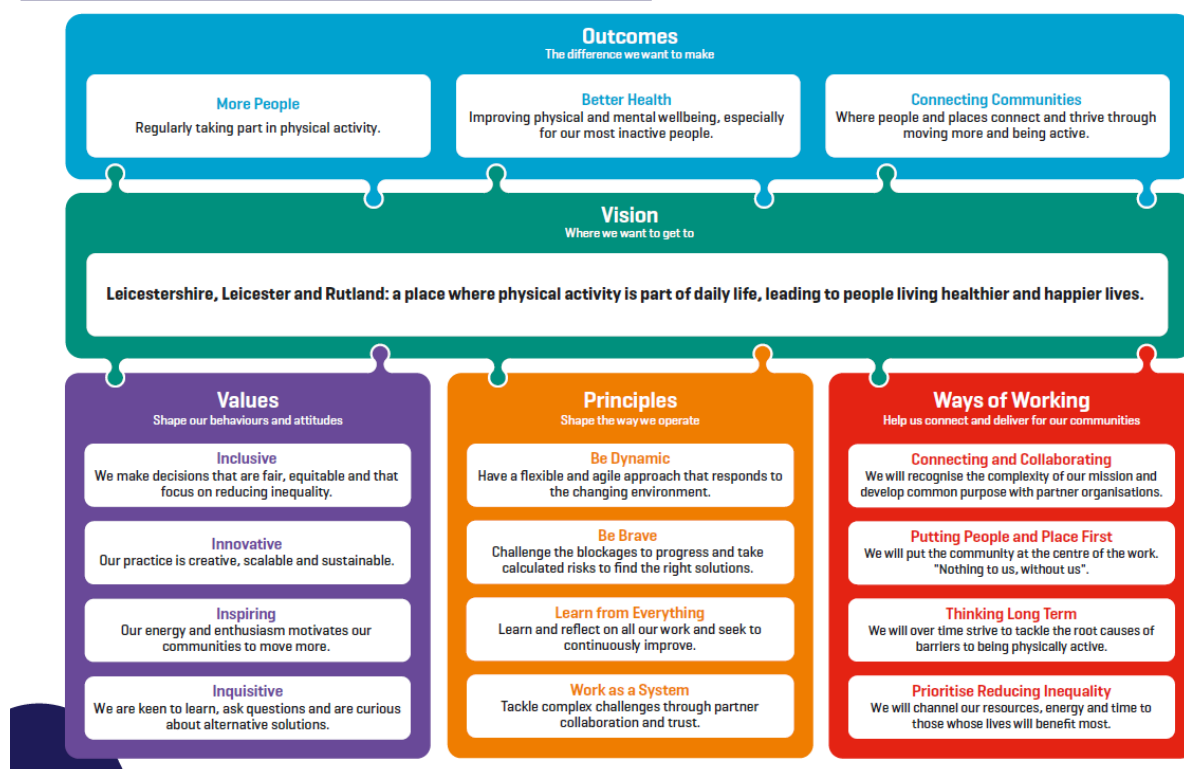
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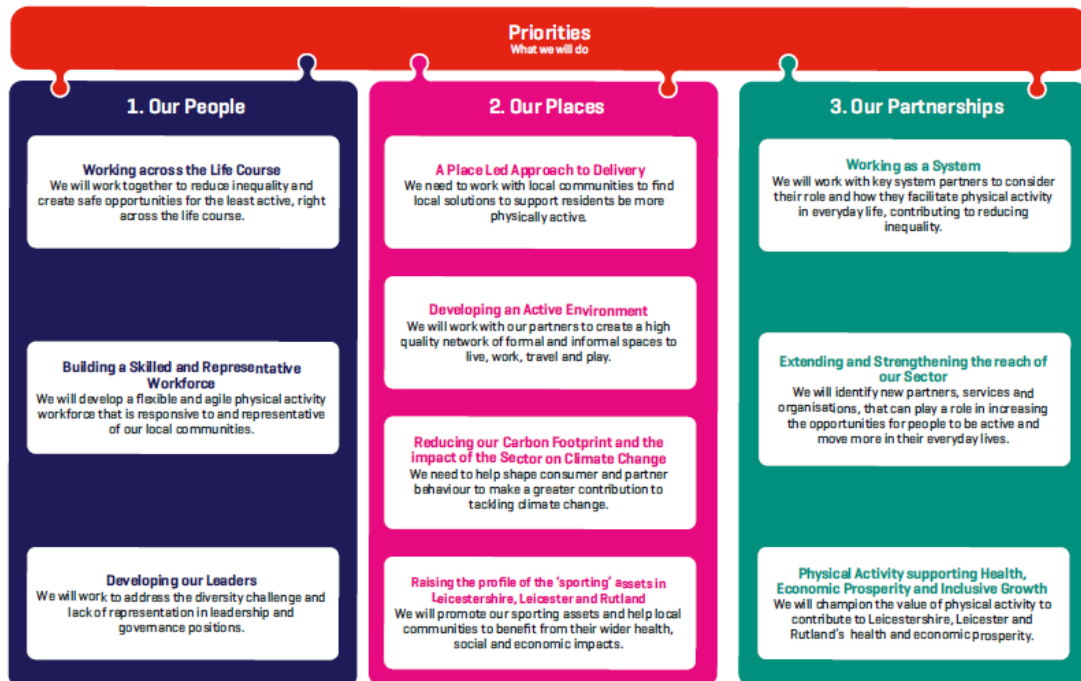
10. The Active Together Partnership consists of a Core Team of staff (hosted by Leicestershire County Council and directed by its Board) and they work with a range of sectors and partners across Leicestershire, Leicester and Rutland with a shared ambition to reduce inequality of access to physical activity and help our communities realise the many health and social benefits of living an active life.
11. Let's Get Moving is the collective strapline (of the Active Together Partnership), used by individuals, communities and organisations (alongside their existing branding) to bring about a movement of positive physical activity change.
12. Active Together is also one of over 130 "System Partners" part funded by Sport England, to level up access to physical activity and sport and play its part to deliver the national 10-year strategy 'Uniting the Movement'. Similarly, Active Together is part funded by local partners to lead the strategic direction and delivery of physical activity, ensuring alignment and contribution to local priorities.

13. Physical Activity isn't a 'nice to have', it is essential to support people to live healthier and happier lives. Physical inactivity contributes to 1 in 6 deaths and conversely being active can support up to a 50% reduction in the prevention of numerous long-term health conditions. Physical Activity can also contribute to wider outcomes linked to prevention, economic growth, skills and employment, planning and climate change.
14. Sport England Active Lives Data tells us that 34.8% of Leicestershire's adult population do not meet the Chief Medical Officers Guidelines for physical activity (achieving at least 150 minutes of physical activity a week), and 23.1% of these are classed as inactive (do less than 30 minutes of physical activity a week).
15. Similarly for Children & Young People, the survey outlines that 49.8% do not meet the guidelines (achieving an average of 60 minutes of physical activity a day) and 28.4% are classed as inactive (do less than an average of 30 minutes of physical activity a day).
16. There are important disparities within the above data, outlining growing inequalities in physical activity levels within our communities. For example, the data outlines that residents are more likely to be inactive if they are from a lower socio-economic group / live within the most deprived communities, have a long-term health condition / disability or are from a diverse ethnic community.
17. Getting people to move more is not just the responsibility of the physical activity sector, physical activity can contribute to positive outcomes linked to prevention, health and wellbeing, climate change, skills and employment, planning and economic growth:
 - a) Physical activity can support up to a 50% reduction in preventing numerous long-term health conditions.
 - b) The annual social value of community sport and physical activity (the value to individuals improved wellbeing and the wider value to society) is more than £120 billion, with a return of investment of £4.38 for every £1 spent.
 - c) There is a direct relationship between physical activity, reduced sick days and reduced economic inactivity.
18. However, reducing levels of inactivity is a complex challenge and it is the collective power of collaboration across multiple partners that will enable the partnership to make a difference. A collective and shared commitment is needed to raise the profile and the tangible benefits of moving more. Non-physical activity partners need to be supported to understand how physical activity can contribute to their outcomes - to see physical activity as a solution for their complex challenges

19. The Active Partnership Physical Activity Framework (which is designed as partnership framework and not just an Active Together Board and Core Team document) outlines the long-term priorities to tackling inactivity levels through working in collaboration with our local communities and a wide range of partners.
20. Working through three key themes of People, Place and Partnerships, the Framework identifies 10 key priorities (what we will do). These in turn support the collective vision (where we want to get to) and identified outcomes (the difference we want to make).

2022 to 2031 – Framework Summary





Approach

21. The framework is now at a midpoint in its delivery period (2022-2031), providing an opportunity to review progress and ensure it remains relevant and impactful.
22. The duration of the Physical Activity Framework is longer than any previous physical activity strategies that have been in place. It was recognised that to achieve the vision, the partnership needed time to embed system change but also time was needed to change resident's behaviour and have an impact on the inactivity inequality measures.
23. Whilst it is recognised that this is still applicable, there have been significant changes within the landscape the Active Together Partnership is working in since the Framework was developed. For example, the physical activity sector has changed post pandemic and there have also been significant changes to both national and local priorities as well as to funding levels and capacity levels within the partnership. Further changes are anticipated to priorities from national and local partners from April 2027 onwards.
24. In addition, the Framework contains milestones to success, with the most recent milestones ending in 2025. Consultation with partners at the Active Together Partnership annual stakeholder event, indicated that progress against some priorities was further ahead than others, and that not all priorities were relevant to all partners.

25. Active Together Board have therefore agreed that the Active Together Core Team will undertake a review of the Physical Activity Framework, to ensure the priorities are still relevant to our partners, funders and residents. It is, however, important to note that this will be a refresh of the Framework and not a rewrite, due to the initial commitment of a longer-term Framework.
26. It is intended that consultation on the Physical Activity Framework will be undertaken in 2026 and a refreshed Framework will be in place by April 2027 and will last for the remainder of the initial time frame. (2027-2031).

Consultation/Patient and Public Involvement

27. Consultation with both residents and partners took place in 2021 as part of the Framework development. At the time, residents stated that activity levels had been hit hard by the pandemic and barriers to being active were time restraints, access to opportunities and their health. Partners stated that priorities should include connecting physical activity to wider agendas, developing physical activity messaging, supporting place led opportunities, working as a system and supporting children, young people and older people.
28. As part of our process to refresh the Physical Activity Framework, there is a need to re-consult with both partners and residents, to ensure that the document is still fit for purpose and meets the needs and priorities of the partnership.
29. Partners will be engaged in the planned refresh to understand how they have utilised the current document, if the priorities remain relevant and to further explore how the Framework can be endorsed and adopted by a wide range of stakeholders. Key funders of the Active Together Partnership will also be engaged to ensure there is further alignment with both national and local strategies.
30. A Physical Activity and Wellbeing Residents Survey is planned from 26th May – 10th July 2026. The survey will help produce a picture of residents' current physical activity levels, the challenges they face to be active and their future intentions. This in turn will help the Active Together Partnership shape the offer for the least active communities to support them to move more.

Conclusion

31. The refresh of the Physical Activity Framework presents an opportunity for the Health & Wellbeing Board to demonstrate collective leadership in improving health and wellbeing outcomes.

32. Active support and commitment from Board members will be essential to ensure physical activity is embedded within system-wide approaches to prevention, reducing inequalities and supporting healthier communities

Background papers

For further information on the Active Together Partnership: Physical Activity Framework 2022-2031 and Active Together Partnership: Annual Review, please visit: <https://www.active-together.org/framework>

For further information on the support provided to local partners, please visit: [Partners | Active Together](#)

For further information on the support provided to local residents, please visit: [Let's Get Moving | Active Together](#)

For further information on the Physical Activity and Wellbeing Residents' Survey 2026, please visit: www.active-together.org/toolsandresources-residentssurvey and www.active-together.org/pasurvey

Officer to contact

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Relevant Impact Assessments

Equality Implications

33. An Equality and Human Rights Impact Assessment Screening was undertaken on the Physical Activity Framework as part of its development.
34. It is proposed that a new EIHRA screening will be undertaken as part of the refresh of the Framework.

Human Rights Implications

35. There are no human rights implications arising from the recommendations in this report.

Partnership Working and associated issues

36. The Physical Activity Framework should be seen as a Partnership Framework and not just an Active Together Board and Core Team document. It is only through collaboration that priorities within this Framework will be delivered.
37. Reducing levels of inactivity is a complex challenge and there is no one single organisation or service that can provide the solution on their own. It is the collective power of collaboration that will make the difference. Active Together will encourage wider system partners to consider their role and how they facilitate physical activity in everyday life.
38. Connecting with partners in the system such as health, education, housing, workplaces, private and voluntary sector organisations as well as supporting collaboration at a local level will contribute to reducing inequalities. Active Together will encourage the physical activity sector to look outward to develop new relationships, become system leaders and advocate the power of physical activity to our wider system partners.
39. Support of the Framework by partners shows the commitment of the partnership to work within one framework. Active Together will look to increase the number of partners who endorse the Physical Activity Framework.