

Subject:	Rosendale Sport and Physical Activity Strategy	Status:	For publication
Report to:	Cabinet	Date:	20 th November 2024
Report of:	Programme Manager – Physical Activity	Lead Member:	Communities, Housing, Health, and Wellbeing
Key Decision:	<input checked="" type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	General Exception <input type="checkbox"/>	Special Urgency <input type="checkbox"/>
Equality Impact Assessment:	Required: Yes/No	Attached: Yes/No	
Biodiversity Impact Assessment:	Required: Yes/No	Attached: Yes/No	
Contact Officer:	Natalie Atkinson	Telephone:	01706 217777
Email:	natalieatkinson@rossendalebc.gov.uk		

1. RECOMMENDATIONS

- 1.1 That Cabinet agrees to the adoption of the new Rosendale Physical Activity and Sport Strategy 2025 – 2030.
- 1.2 That amendments be delegated to the Chief Executive in consultation with the Lead Member for Communities, Housing, Health and Wellbeing.

2. EXECUTIVE SUMMARY

- The purpose of this report is to seek approval of a new partnership physical activity and sport strategy for Rosendale. Over the past 12 months, extensive consultation has taken place to establish a long-term vision for physical activity and sport in the Valley, and to outline this vision in a strategy that supports the provision of a comprehensive physical activity and sport offer that allows people to move more.
- The vision has been designed to align with Sport England’s “Uniting the Movement” vision to strengthen our ability to lever in external funding.
- Certain aspects of the vision are already underway via the Rosendale Connected network however the action plan that supports this strategy will further strengthen the network and its role to drive activity and reduce inactivity. We know that in Rosendale 68.6%* of the adult population (aged 16+) are active. However, it still leaves 8.2% who are fairly active and 23.1% who are classed as inactive. That’s 13,300 people who do less than 30 minutes of activity or no activity at all each week.

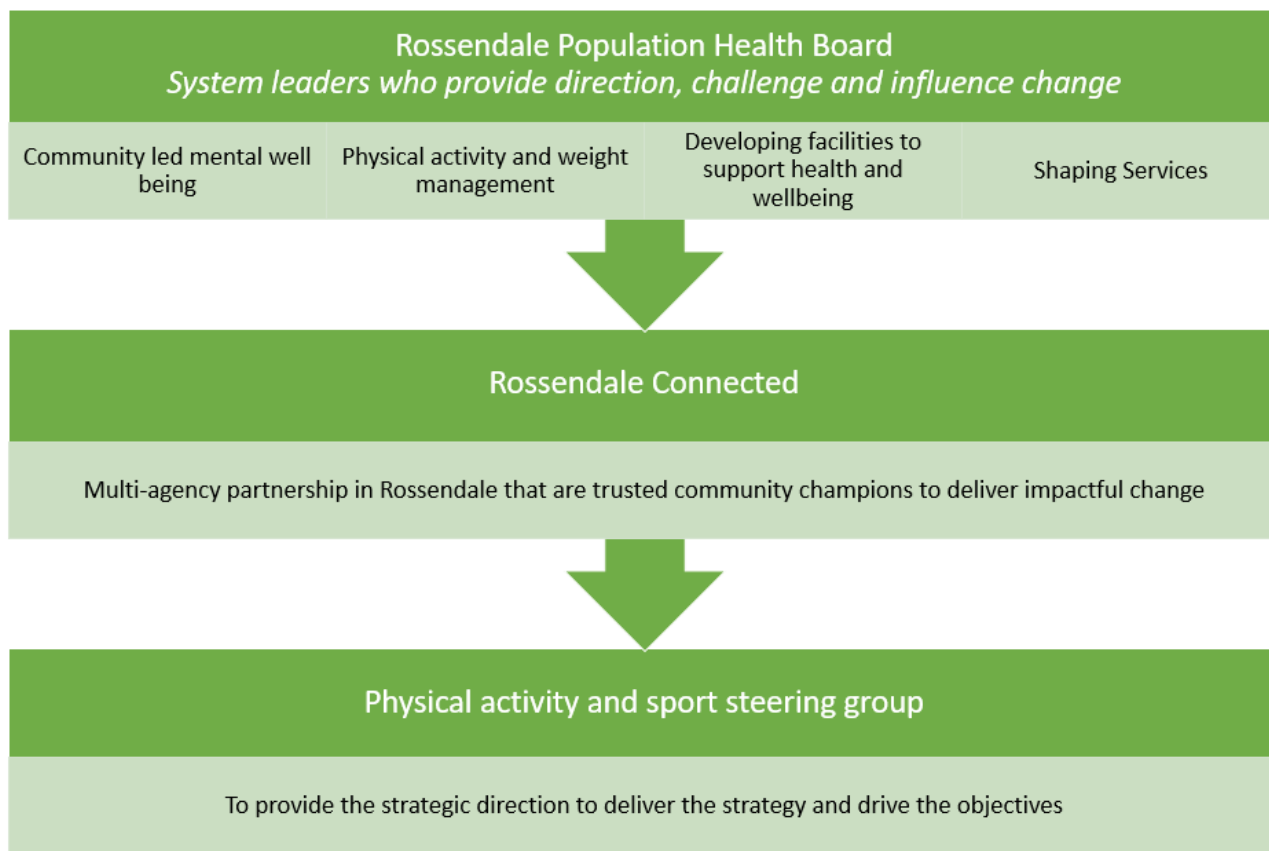
3. BACKGROUND

- 3.1 Over the past 12 months, consultation has been undertaken with the Rosendale Connected community network, other county, regional and national partners to develop a data led, strategy for Rosendale that enables residents to become more active.
- 3.2 The consultation included:
 - Stakeholder engagement event (BIG Connect) with over 30 organisations.
 - Four interactive workshops.
 - A women and girls survey.
 - Data and insight / research supported by partners including the Rosendale Primary Care Trust.
- 3.3 In 2010, the UK was one of the first Nations in the world to set out the evidence for how much and what kinds of physical activity we need to do to keep ourselves healthy.

- 3.4 In 2011 the report was updated with the UK Chief Medical Officers guidance of *“The UK Chief Medical Officers’ (CMOs) guidelines for adult and older adult physical activity outline evidence-based, age-specific recommendations for physical activity for good health. The guidelines cover four elements: cardiovascular activity; strengthening activities; activities to improve balance and coordination; and reducing prolonged sedentary (sitting) time¹. To achieve health benefits, undertake 120 to 180 minutes of aerobic physical activity weekly at a moderate-to-vigorous intensity”*
- 3.5 Sport England responded with the strategy **“Uniting the Movement”** which is a 10-year vision to transform lives and communities through sport and physical activity”.
- 3.6 In 2023 the Government then announced the **“Get Active: a strategy for the future of sport and physical activity”** with three core themes; Being unapologetically ambitious in making the nation more active, whether in government or in the sport sector, making sport and physical activity more inclusive and welcoming for all so that everyone can have confidence that there is a place for them in sport, moving towards a more sustainable sector that is more financially resilient and robust.
- 3.7 In 2024, in recognition of the complexity of tackling health inequalities, the think piece – **An Active Wellbeing Service: A Movement for Change** was published recognising that health inequalities remain stubborn across many communities, but that physical activity in all its forms, holds a super preventive power, and that through collaboration and selfless approaches, change can be created so that everyone can benefit from being more physically active.
- 3.8 Rossendale’s vision and Valley priorities provide the direction for Rossendale, Rossendale Council’s Valley Plan sets the overall vision and priorities for the borough. The strategy underlines the Council’s commitment to building change in the towns, creating a quality environment, and improving lives and acknowledges the importance that physical activity plays in the delivery of the Valley Plan priorities.
- 3.9 In 2022 two plans were adopted; **Rossendale Health plan; Our Plan Our Wellbeing Our Place** and **Our Place Our Facilities Our Plan**.
- 3.10 The health plan priorities aim to make it easier for people to be physically active and encourage healthy weight, whilst the facilities plan provided an overview of the facilities required across the valley to enable more people to be active. The plan sought to provide an overview of the ambitions for health, leisure, and sports facilities in Rossendale, and will be reviewed in 2025/26 taking into account the level of available resources.
- 3.11 The physical activity and sport strategy has been developed due to the need for a dedicated plan that focusses on increasing physical activity levels and raising the profile of sport.
- 3.12 A series of consultation events commenced, launched by the Rossendale BIG Connect which brought together partners and stakeholders from sport, health, and physical activity to discuss the strategy, its aims, and objectives. The events saw over 30 organisations, including Sport England provide invaluable data, insight, recommendations, information sharing and explored the systems we will work within. The events highlighted how stakeholders would encourage more people to become physically active and embed movement into the Rossendale community.
- 3.13 The strategy sets out long-term objectives that we will all work on together, leaving flexibility for communities to develop actions, determine outcomes and methods of delivery. In taking this approach, it was decided that it was valuable to agree a set of principles to which the partners would work towards. This means that as a group we develop future actions, we ensure

that we are appreciative of everyone’s efforts, we lead together as a community, we invest our time and effort where it is most needed, and we keep it simple, listen, and learn.

3.14 Through the Rossendale Connected partnership principle, delivery against the strategy will be governed by the Rossendale Population Health Board as illustrated below.



3.15 Rossendale Borough Council is a member of Rossendale Connected, the Population Health Board and the new Physical Activity and Sport Steering Group.

3.16 The responsibility of Rossendale Borough Council as a key stakeholder is:

- **Partnership collaboration:** Being part of the collaborative network to drive the strategy.
- **Policy Development:** Formulating policies that support physical activity, such as planning regulations and a section 106 policy that encourage active transportation and the development of sports facilities.
- **Long-term Planning:** The strategy may necessitate long-term planning and investment in facilities and programs, which would be determined through the budget process.
- **Funding and Resource Management:** Identify and support the network to access funding for physical activity and sport programmes and initiatives, ensuring financial sustainability and effective resource use.

3.17 As a Local Delivery Partner (Together an Active Future TaAF), identified as one of the 12 pilots by Sport England. Rossendale Borough Council has been working collectively with partners since 2019 to improve communities and to embed sport and physical activity as part of a regular lifestyle habit.

- 3.18 The Sport England TaAF funding invested into Rossendale has enabled one role to be hosted by RBC and funding to enable an existing role to have a day a week focussed on the TaAF project.
- 3.19 The Rossendale Population Health Board has been established to deliver the priorities outlined in “**Our Place Our Wellbeing Our Plan**” and now will monitor the “Physical Activity and Sport Strategy” via a newly established steering group.

4 DETAILS

- 4.1 There is overwhelming evidence for the life-changing benefits of being physically active. The causality between being physically active and health is well documented and understood. Every year, these benefits deliver billions of pounds of value to our healthcare systems, society and economy by adopting the visions and objectives within the strategy we will move to creating a healthier, more active Valley.
- 4.2 Physical activity and sport deliver a number of benefits in maintaining and enhancing overall health and well-being, these include:
- Physical Health.
 - Mental Health and Emotional Well-being.
 - Social Benefits.
 - Skill Development and Personal Growth.
 - Quality of Life, skill development.
 - Longevity.
- 4.3 We know that in Rossendale 68.6%* of the adult population (aged 16+) are active. However it still leaves 8.2% who are fairly active and 23.1% who are classed as inactive. That’s 13,300 people who do less than 30 minutes of activity or no activity at all each week.
- 4.4 We know that the greatest gains are achieved from getting those who are least active more active and so the strategy will focus on nudging everyone along towards the recommended guidelines of 150 minutes of moderate physical activity a week.

“Our vision is to create a more active valley through enabling Rossendale residents to be more physically active”.

The strategy will achieve this vision through the following.

- Encouraging OUR people to lead an active life.
 - Supporting and driving effective system wide collaboration and partnership to promote physical activity.
 - Embedding physical activity and sport into key local policies.
 - Focussing on those with the greatest need (health inequalities) and our key priority groups.
- 4.5 The strategy will focus on three key themes: **Active Communities, Active Places and Active Environments**, all of which are interconnected and cannot be viewed in isolation. The strategy aims to bring people together so we can all enable each other to be more active every day.



5 RISK

5.1 The plan has been developed through intensive community engagement and strong partnership working. Delivery will be dependent on maintaining this engagement between partners. A reduction in the current excellent level of engagement will negatively impact on delivery. It is expected that the plan will act as a catalyst to increased external funding for physical activity, health and sport.

6 FINANCE

6.1 The council is not able to directly fund or use borrowing for the strategy and therefore it will be necessary to seek funding and work in partnership to deliver its objectives.

7 LEGAL

7.1 This strategy is a collaboration between stakeholders working towards the common goal of encouraging people to move more. Governance arrangements and clear roles and responsibilities between the stakeholders will be required to mitigate any risk to the Council when delivering the action plan. Further reports will be brought to Cabinet where a specific ask of the Council is required to ensure all required authorisations are in place.

8 POLICY AND EQUALITIES IMPLICATIONS

8.1 The Strategy has been extensively consulted upon as outlined in the body of the report.

9 REASON FOR DECISION

9.1 To establish a long-term vision for physical activity and sport in the Valley, and to outline this vision in a strategy that supports the provision of a comprehensive physical activity and sport offer that allows people to move more.

Background Papers	
Document	Place of Inspection
Rossendale Sport and Physical Activity Strategy	Attached
Our Place Our Wellbeing Our Plan	Rossendale-Connected-Our-Place-Our-Wellbeing-Our-Plan.pdf
Our Place Our Facilities Our Plan	Our Place Our Facilities

Rossendale's Physical Activity & Sport Strategy

An Active Valley!

2025 – 2030

Contents

- Foreword
- Introduction
- Why is physical activity and sport important
- How active is Rossendale?
- Health in Summary
- Alignment to National and local strategies
- Stakeholder consultation
- The current landscape in Rossendale
- Sport
- The strategic framework
- Vision
- Principles
- What we will deliver “settings”
- Governance
- Action plan
- Appendix

Foreword by Rob Huntington

Rossendale is an area with a proud industrial heritage, beautiful countryside with unique towns and villages, we are proud of the local area and its strong community ethos.

Aligned to the plans for future growth and regeneration across its towns, Rossendale is in a unique position to be at the forefront of increasing physical activity and reducing inactivity through the network of community groups, sports clubs and leisure facilities.

One of the smallest boroughs in Lancashire, Rossendale covers an area of 138sq kilometres, with a population of over 70,000 people, and is located in the south east of Lancashire, on the border with Greater Manchester and West Yorkshire.

Rossendale Borough Council is rightly proud of its achievements including the £15 million New Hall Hey development, the £5 million Spinning Point development, Futures Business Park in Bacup, Rossendale Works which has placed over 130 people into employment and a £ 1.1 million Heritage Action Zone in Bacup in recent years and more recently.

Rossendale has been successful in receiving town centre funding from the Government, as follows: include in Rob's foreword.

- Rawtenstall Masterplan – and has accepted the recently allocated Government-funded £20million Long Term Plan for Towns. The £20million Long Term Plan for Towns funding is focused on the core areas of Rawtenstall, Crawshawbooth and Waterfoot and will be spread over a 10-year period
- In 2023, it was announced that Rossendale would receive £17.9m, which was applied for via the Levelling up Fund. A significant part of this bid was to realise the redevelopment of Bacup Market as part of the Bacup 2040 Masterplan.

Signed

Rob Huntington

Signed

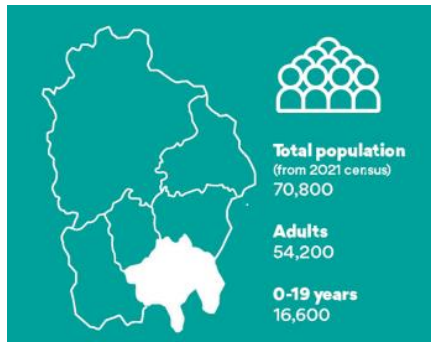
Cllr McInnes

Introduction

Welcome to Rossendale's Physical Activity and Sport Strategy '**An Active Valley**'. From walking and cycling to playing tennis or cricket, the valley serves as a natural playground for all ages.

The picturesque beauty of the valley, coupled with the plethora of activities it offers, draws in visitors from near and far. An active valley supports the local economy, attracting tourists and outdoor enthusiasts who contribute to economic growth and the provision of employment opportunities for local people.

Figure 1.0: Rossendale population



Rossendale has a population of 70,873 residents, 55,660 adults and 15,193 children and young people. The valley is geographically split into 10 wards with higher levels of deprivation experienced in the east.

Rossendale's population is predicted to increase above the England average by 12.6% by 2034 with an 18.2% increase in the number of households, the implications of this projected growth are considered throughout the strategy.

Map 1.0: Rossendale



The role and reach of sport and physical activity within a place cannot be underestimated and the benefits of being active are well documented. Within the Government's "Get Active" strategy for sport and physical activity the aim is to achieve 2.5 million more adults and 1 million more children being classed as active in England by 2030.

The development of this strategy is testament to the importance that Rossendale places on its residents being active. Complementing a suite of existing corporate documents, including the Council's Corporate Plan, Health Plan and Facilities Plan, 'an Active Valley' aims to underpin and contribute to the wider strategic priorities of Rossendale, enabling every resident to benefit from the opportunities being active creates.

The strategy aims to bring people together so we can enable each other to be more active every day.

We are proud of the collaborative approach taken in the development of this strategy, the wide ranging consultation that has been undertaken in its development will ensure that the strategy is not working in isolation of the wider system and placing the strategy delivery within Rossendale Connected, a multi-agency partnership. The strategy aligns with the principles of Rossendale Connected and contributes to their four priority areas:

Figure 2.0: Rossendale connected priority areas



The strategy has been developed during a period of significant political change which will influence our work in ways we are yet to realise. Labour have shared their five Missions, devolution with Lancashire has been announced and there is a movement within the sector towards prevention and the role that leisure can play in the pivot to wellbeing. The strategy action plan will continuously evolve to the changing external environment.

Prevention will always be better, and cheaper, than a cure. So, we must take preventative public health measures to tackle the biggest killers and support people to live longer, healthier lives.

Why is physical activity and sport important?

“Being physically active can prevent dementia, type 2 diabetes, some cancers, depression, heart disease and other common serious conditions, reducing the risk of each by at least 30%”.

In 2010 we were among one of the first Nations in the world to set out the evidence for how much and what kinds of physical activity we need to do to keep ourselves healthy.

The benefits and reasons why sport and physical activity are important were stated by the UK Chief Medical Officers' who published physical activity guidelines for the nation in 2019.

The guidelines state:

- Each week, adults (age 19 to 64 years) should accumulate at least 150 minutes of moderate intensity activity (such as brisk walking or cycling); or 75 minutes of vigorous intensity activity (such as running); or even shorter durations of very vigorous intensity activity (such as sprinting or stair climbing); or a combination of moderate, vigorous and very vigorous intensity activity.
- Children between the ages of 5 to 18 years should engage in moderate-to-vigorous intensity physical activity for an average of at least 60 minutes per day across the week. This can include all forms of activity such as physical education, active travel, after-school activities, play and sports.

Movement for people with long-term conditions can and should be made a part of everyday life for those able to be active. Moving more – be that hanging out washing, dancing in the kitchen, a walk, chair exercises at home or something more organised like walking tennis or an exercise class – is something that the majority of people with long-term conditions say they want to do.

Infographic - Physical inactivity is associated with 1 in 6 deaths in the UK

Office for Health Improvement and Disparities

“If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat. UK Chief Medical Officers’, 2019”

There is overwhelming evidence for the life-changing benefits of being physically active across the life course. The causality between being physically active and health is well documented and understood. Every year, these benefits deliver billions of pounds of value to our healthcare systems, society and economy.

Every £1 spent on increasing physical activity generates £4 of savings across health, communities and the economy.

Physical activity and sport deliver a number of benefits in maintaining and enhancing overall health and well-being, these include:

- Physical Health
- Mental Health and Emotional Well-being
- Social Benefits
- Skill Development and Personal Growth
- Quality of Life, skill development
- Longevity

“Exercising regularly, every day if possible, is the single most important thing you can do for your physical health. Lifelong involvement in sport and physical activity will deliver an active, healthy, resilient and inclusive society which recognises and values both participation and excellence. (Harvard Health January 2021) “

1 in 4 people are inactive, meaning they do less than an average of 30 minutes of physical activity a week.

Men are more likely to be active than women, those from lower social groups (NS-SEC 6-8) are the least likely to be active, and activity levels generally decrease with age. Significant inequalities continue to exist in activity levels, with this gap continuing to widen. Research from Sport England shows that none of the Black, Asian or minority ethnic groups are showing a reportable difference in the proportion who are active compared to November 2015-16. As a result, inequalities continue to widen as White British adults have seen activity levels increase over the same period (up 2.1%). In addition, people with long-term health conditions are more likely to be inactive than those without.

Research demonstrates **that those who are least active stand to benefit most in terms of their health and happiness by becoming active.**

How active is Rossendale?

Significant research shows that the most effective preventative measure for ill health and wellbeing is being active

Adults

68.6%* of the adult population (aged 16+) in Rossendale are active.

As illustrated in graph one Rossendale has higher levels of physical activity compared to regional and national figures and we need to celebrate this, however it still leaves 8.2% of the population who are fairly active and 23.1% who are classed as inactive.

That's 13,300 people who do less than 30 minutes of activity or no activity at all each week in Rossendale. We know that the greatest gains are achieved from getting those who are least active more active and so this strategy will focus on nudging everyone along the below continuum towards the recommended guidelines of 150 minutes of moderate physical activity a week.

For some this will be a long journey requiring lots of support to achieve behaviour change, for others it may be simple adaptations to their daily lives.

Graph 1.0: Physical activity levels in Adults

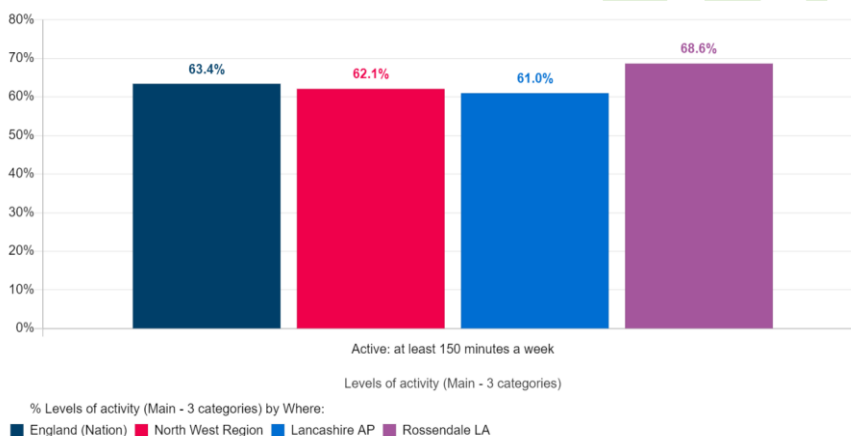
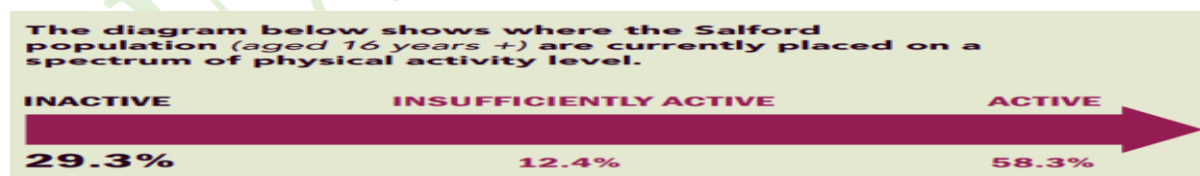


Figure 3.0: The physical activity spectrum



An "unapologetically ambitious" target of one million more adults and 2.5 million more children to be physically active by 2030 has been set as part of the government's Get Active initiative.

The challenge of "stubborn inactivity":

Addressing stubborn inactivity requires a multifaceted approach, often involving different support agencies and setting realistic goals, finding enjoyable activities, and creating supportive environments.

Stubborn inactivity refers to a persistent lack of movement or exercise despite awareness of its negative effects on health and well-being.

It often involves resistance to engaging in physical activity due to various factors, such as:

- Lack of motivation: Difficulty finding the drive to start or maintain an exercise routine.
- Habitual behaviour: Long-standing routines that prioritise sedentary activities, making it challenging to incorporate movement.
- Barriers: Physical, social, or environmental obstacles that discourage activity, such as injury, lack of access to facilities, or unsupportive social circles.
- Emotional factors: Feelings of anxiety, depression, or low self-esteem that can contribute to avoidance of physical activity.

Children

The Active Lives Children and Young People's Survey provides detailed insight into the amount, frequency and type of sport and physical activity undertaken by children.

The latest data for Rossendale shows that the proportion of children who are active (an average of 60 minutes a day) has increased by 19.3% compared to the academic year 2021/22, bringing activity levels back in line with those seen pre-pandemic.

In England
only 47%
of young people aged 5-16 met the Chief Medical Officer's Guidelines in 2022/23*

The data reported that 58% of children and young people were active with 18% less active (less than an average of 30 minutes a day), this is higher than Lancashire (45%) and England (47%). Despite this encouraging increase, the evidence also tells us that stubborn inequalities persist.

Too many children are missing out on being active and we are not unlocking their potential Youth Sport Trust annual review 2024

Demographics affect participation in physical activity and sport. The data below has informed the objectives and priorities of this strategy leading us to focus on certain priority groups.

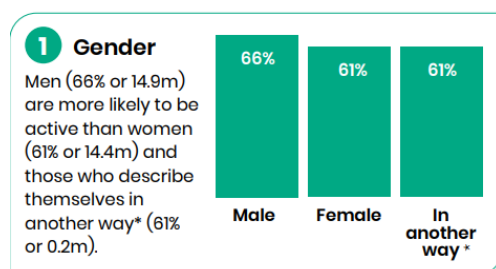
Gender

Research indicates that males are more active than females, within Rossendale 73% of males are active compared to 64% of females.

Figure 4.0 Rossendale demographics

Summary of demographic differences

Our data shows there are significant inequalities:



Age

Rossendale has a higher average age (42 years) than the North West as a whole as measured in 2021 (40 years) and a higher average age than England (40 years). By 2043, the population aged 65 or over in Rossendale is projected to increase to 19.1% compared to 18.4% in England.

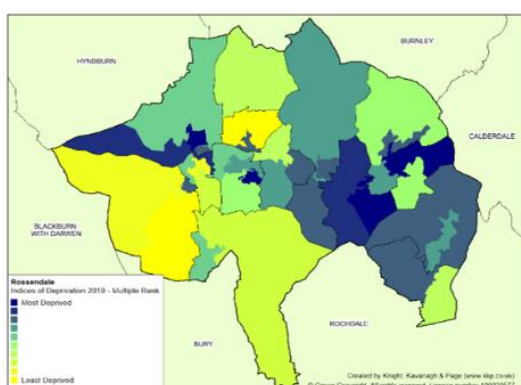
As the population ages, physical activity levels decrease. The percentage of the population aged 16-64 year olds participating in 150 minutes of activity in Rossendale is 52% (68%England), this figure decreases to 50% (52% in England) over the age of 65 years.

Deprivation

High levels of deprivation tend to correlate with lower levels of physical activity. 38% of adults in the most deprived places are classed as 'inactive', this is considerably higher than those in the least deprived areas (21%). It is the same for children and young people; 33% of children and young people are not meeting the guidelines for physical activity in the most deprived places, compared to 49% not meeting the guidelines in the least deprived areas.

Rossendale is the 91st most deprived district in England and approximately 16% of children live in low-income families. Where you live in Rossendale can influence how active you are, as illustrated in map 2.0 below. The areas of Haslingden, Bacup, Waterfoot and Stacksteads experience some of the highest levels of deprivation. Within Stacksteads and Waterfoot the access to leisure provision is also limited.

Map 2.0 Rossendale deprivation



People in the most deprived areas are twice as likely to die prematurely from cardiovascular disease as people in the least deprived areas.
Source: Office for Health Improvement and Disparities 2024.

Disability

Activity is less common for adults with a disability or long-term health condition (47%) than those without (68%). 34% of people with a long term disability participate in less than three days a week of physical activity and are therefore inactive (compared to 41% across England).

In Rossendale activity levels of people who have a long-term health condition are positive (61%) compared to the rest of England (47%) and as a priority group we aim to increase opportunities and to make being active attractive and accessible.

People with a disability – should try to undertake strength and balance exercise on two days a week as well as 150 minutes each week of moderate intensity activity.

UK Chief Medical Officer

Ethnicity

In Rossendale 92.4% of people identify as "White", which is significantly higher than the national figure of 81.7%, while 5.5% identified their ethnic group within the "Asian, Asian British or Asian Welsh" category (compared with 5.0% the previous decade). There are areas of the valley with high levels of ethnic populations, these include; areas of Greenfield, Haslingden, Goodshaw and Rawtenstall.

Data released by the UK Government in 2024 indicated;

- People from mixed ethnic backgrounds were the most likely out of all ethnic groups to be physically active – this has remained consistent for the last seven years
- People from the Asian, black, and 'other' ethnic groups were less likely to be physically active than the national average
- Men were more likely to be active than women in the Asian, black, white British, and 'other' ethnic groups

Health in summary

The role of physical activity in reducing health inequalities is well documented and proven, health is influenced by socioeconomic, environmental, and behavioural factors.

Physical activity plays a role in addressing these disparities by promoting better health outcomes and reducing the burden of chronic diseases.

Inequalities in health reflect the inequalities in society at large: they are closely related to personal and socio-economic factors, such as income, education, housing, gender, age, ethnicity, disability, geography and social inclusion.

Tackling health inequalities and improving health for the groups who typically experience the worst outcomes requires concerted action from across Rossendale partners.

Figure 5.0 Inactive Rossendale residents

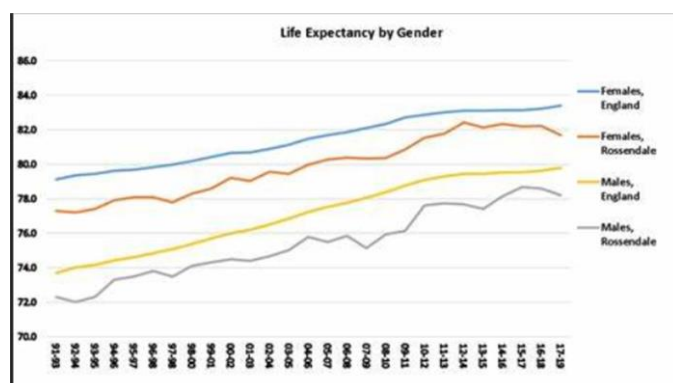


One of the major challenges we face in Rossendale is increasing the life expectancy of residents.

In England, current life expectancy at birth is 81 years, for females that rises to 83 years and for males it falls to 79 years. The life expectancy for someone born in Rossendale has risen by 2 years over the past decade, from a life expectancy of 77 years to a life expectancy of 80 years. Where you live in Rossendale can effect life expectancy; Life expectancy is **5.3 years lower** for men and **4.5 years lower** for women in the most deprived areas of Rossendale compared to the least deprived, with Goodshaw having the lowest life expectancy for females and Stacksteads having the lowest life expectancy for males. The Cribbden ward, has the highest life expectancy for both male and females.

Graph 2.0 Life expectancy in Rossendale

Life expectancy of males and females is detailed below, compared to England



Life expectancy for both male and females at three years of age in Rossendale is worse than the rest of England.

Children and young people identified within these figures will have further health inequalities that will impact on the physical and mental health.

The strategy aims to tackle health inequalities by using physical activity as one of the key drivers, working collaboratively with partners in a data led approach.

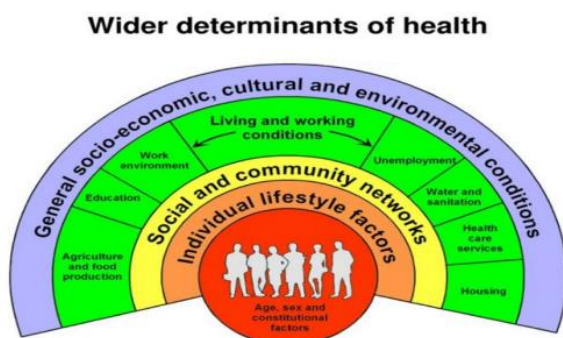
Programmes designed to be inclusive and accessible to all, regardless of age, gender, ability, or background, are essential in addressing health inequalities.

By offering a range of activities that cater to different interests and abilities, Rossendale can encourage broader community participation. This includes promoting activities like cycling, swimming or walking, which require minimal equipment and can be enjoyed by people of varying fitness levels.

Delivering improvement in health and wellbeing requires us to consider the impact we can have collectively on the wider determinants of health and the role sport and physical activity can play.

In Rossendale the percentage of adults walking for travel at least three days per week is 9.7% compared to 15.1% across England.

Our challenge is to promote walking as an everyday activity, increase access to safe paths and improve the infrastructure to alleviate the barrier to active travel



Comprehensive reviews of data found that compared with those who sit the least, those who sit the most have over twice the risk of developing type 2 diabetes and cardiovascular disease, and a 13% and 17% increased risk of cancer incidence and mortality, respectively.

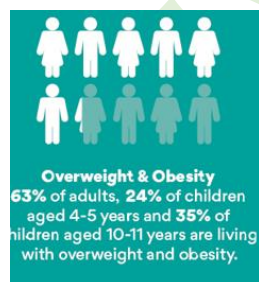
Physical activity and sport have a key role to play in the Government's shift towards prevention and delivery in local communities. In 2023 there were 27,500 hospital admissions costing £2.2 million to Rossendale. Repositioning leisure to support communities will help reduce these figures.

The role of workplaces and policies that recognise and encourage physical activity are key if we are to affect change.

Getting children active and keeping them active throughout their life course is the key to reducing health inequalities caused through inactivity.

Prevention is better than cure and the focus of this strategy is aligned to everyday activity accessible to all.

Figure 6.0 Rossendale overweight and obesity



Research on depression, anxiety and exercise shows that the mental health and physical benefits of exercise can improve mood and lessen anxiety. This is of particular importance when we know that **18.8%** of people in Rossendale are more likely to suffer from **depression** compared to 13.25% across England.

In 2022 to 2023, 64.0% of adults aged 18 years and over in England were estimated to be overweight or living with obesity. In England, 21% of four to five year olds are classed as obese or overweight, within Rossendale this figure is 24%. In year six, the prevalence of obesity alone in children in year 6 is 35% in Rossendale which is considerably higher than the England figure of 22.7%

Alignment to National and Local Strategies

It is paramount that the ambitions of this strategy are firmly aligned with the key national, regional and local strategies, a summary of some of the key strategies are listed below with a full list within appendix one.

In 2022, two key plans were developed to improve the health and wellbeing of Rossendale residents. Our Place Our Wellbeing Our Plan identified four priorities for the valley based on identified need. These were:

Figure 7.0 Our Place Our Wellbeing Our Plan priorities

1. Community-led mental wellbeing
2. Physical activity & healthy weight
3. Developing facilities to support health & wellbeing
4. Rossendale shaping local services

Our Place Our Facilities Our Plan provided an overview of the facilities required across the valley to enable more people to be active.

The plan sought to provide an overview of the ambitions for health, leisure and sports facilities in Rossendale, split into three zones; West, Central and East of which of a number of objectives have been achieved for the valley:

- Working with health partners to create rooms allow health consultations from local clinicians such as nurses and General Practitioners
- Offer adventure climbing, laser tag and more will be retained and improved
- Creation of a new running track
- Develop Whitworth high school to provide quality sports and activity space to local people

With regards to other areas of focus, Rossendale will continue to work closely with partners, including Sport England, National Governing Bodies of Sport, Active Lancashire and Lancashire County Council to deliver a number of priorities within this strategy, including:

- Create Cycling and walking infrastructure
- Create a new full size floodlight 3G football pitch
- Improve access to education facilities for community use
- Work with sports to develop ownership models

The ambition is that The Valley becomes increasingly active, with vibrant towns where healthy and active lives are common practice - we want people to move more, move well and more often.

The local ambition is to create an environment where people are physically active in their daily lives, which in turn will improve health and resilience. This will increase both physical and emotional wellbeing; improve life chances, employability, decrease dependence on health and social care services and support prosperity.

Key Strategy	Summary
Get Active a strategy for the future of sport and physical activity	Building a healthier nation by tackling high levels of inactivity and making sure that the sport and physical activity sector thrives for future generations.
Sport England: Uniting the Movement	Sport England 10-year vision to transform lives and communities through sport and physical activity.
UK ACTIVE Blueprint for an Active Britain, More people, more active, more often	The blueprint calls for a single-minded focusing of resources, energy and policy to turn the tide of physical inactivity. The blueprint sets out clear and achievable recommendations to get the nation moving
Lancashire 2050	The Lancashire 2050 framework aims to bring people together with a shared vision, shared ambition, shared goals and shared priorities. Of the eight priorities two are focussed on physical activity
Lancashire and South Cumbria Strategy for working in partnership with people and communities 2023-2026	Commitment to working as a partnership is a real one. Involving local people, reaching diverse communities and empowering change will only be possible by working closely with our partners in the voluntary, community faith and social enterprise sector (VCFSE), local authorities and Health watch who already work closely with those who are most vulnerable in society
Creating Healthy Communities Lancashire: Delivery Plan 2024-2025	Vision: Living Better Lives in Lancashire Our ambition is to help the citizens of Lancashire to live longer, healthier and happier lives. We will do this by improving health and care services through integration and addressing health and wellbeing inequity across the Lancashire Place
Rossendale Borough Council Our Place Our Plan	The plan has four key priorities: Thriving Local Economy, High Quality Environment, Health and Proud Communities, Effective and Efficient Council
Rossendale Borough Council: Better Lives	To improve the lived experience. This means enhancing relationships and networks, improving qualifications and employability, improving physical and mental health, income maximisation and financial capability.

Stakeholder consultation

Over the last 12 months, we have been consulting with partners and through active listening we have built on our understanding of the importance of collaboration, sharing information, and designing ideas together. We have listened to the different needs of individuals and community groups, and what helps them be active and sporty and more so what are the barriers that prevent them.

A series of consultation events were kick started with the Rossendale BIG Connect in 2023, which brought together partners and stakeholders from sport, health and physical activity to discuss the strategy, its aims and objectives. The events saw over 30 organisations, including Sport England provide invaluable data, insight, recommendations, information sharing and explored the systems we will work within. The events highlighted how stakeholders would encourage more people to become physically active and embed movement into the Rossendale community.

In addition to the networking events and for us to understand physical activity and sports participation specifically for “Women and Girls”, a survey was conducted to understand the barriers, motivations, needs and how we develop a strategy for this key group. “The overwhelming message was that women and girls want to do more, they feel that being active makes them feel better about themselves and with a clear understanding that being active helps their mental health”

Figure 8.0 Rossendale Women and Girls survey results

- 16% of women and girls participate in three days a week of physical activity
- 18% indicate that lack of time is a reason for not participating in physical activity
- When women and girls do participate 40% of them indicate “it makes them feel better”
- 19% of women and girls stated that to be part of sports or community club it must be welcoming

All these conversations have helped us to think differently about how all of us could benefit from being more active.

A full list of partners who have supported the network can be found in appendix two



The current landscape in Rossendale

“Transforming the delivery of physical activity locally” Sport England

Rossendale is part of Sport England’s Local Delivery Pilot (LDP) programme, alongside other Pennine Lancashire authorities. Sport England funded 12 Local Delivery Pilot areas (LDPs) across the country

for a 5-year period (2019–2024/5), to take a whole system, place-based approach to reduce physical inactivity and health inequalities.

The partnership has now been defined as a **Sport England Place Partner** which aims to create the conditions for change at a local level, within Pennine Lancashire.

Active Lancashire's place-based approach involves leading and facilitating partnerships across the county, from high-level decision-makers to grassroots community organisations of which Rossendale has been identified as one of five priority places.

Rossendale has benefitted significantly from being part of the LDP, which in Pennine Lancashire is called Together an Active Future (TaAF), the learnings and support realised have been instrumental in our ability to create the conditions for change in Rossendale and have helped people to be physically active.

Place-based working has been defined as “a person-centred, bottom-up approach used to meet the unique needs of people in one given location by working together to use the best available resources and collaborate to gain local knowledge and insight.”

The next phase of the LDP (2025 – 2028) is identified as the “deepening” phase which will focus on the three areas below and their connectivity at a local level. Rossendale are working closely with TaAF to support their submission for further investment.

Figure 9.0 Together an Active Future deepening themes

The health system



The education system



Active Environments



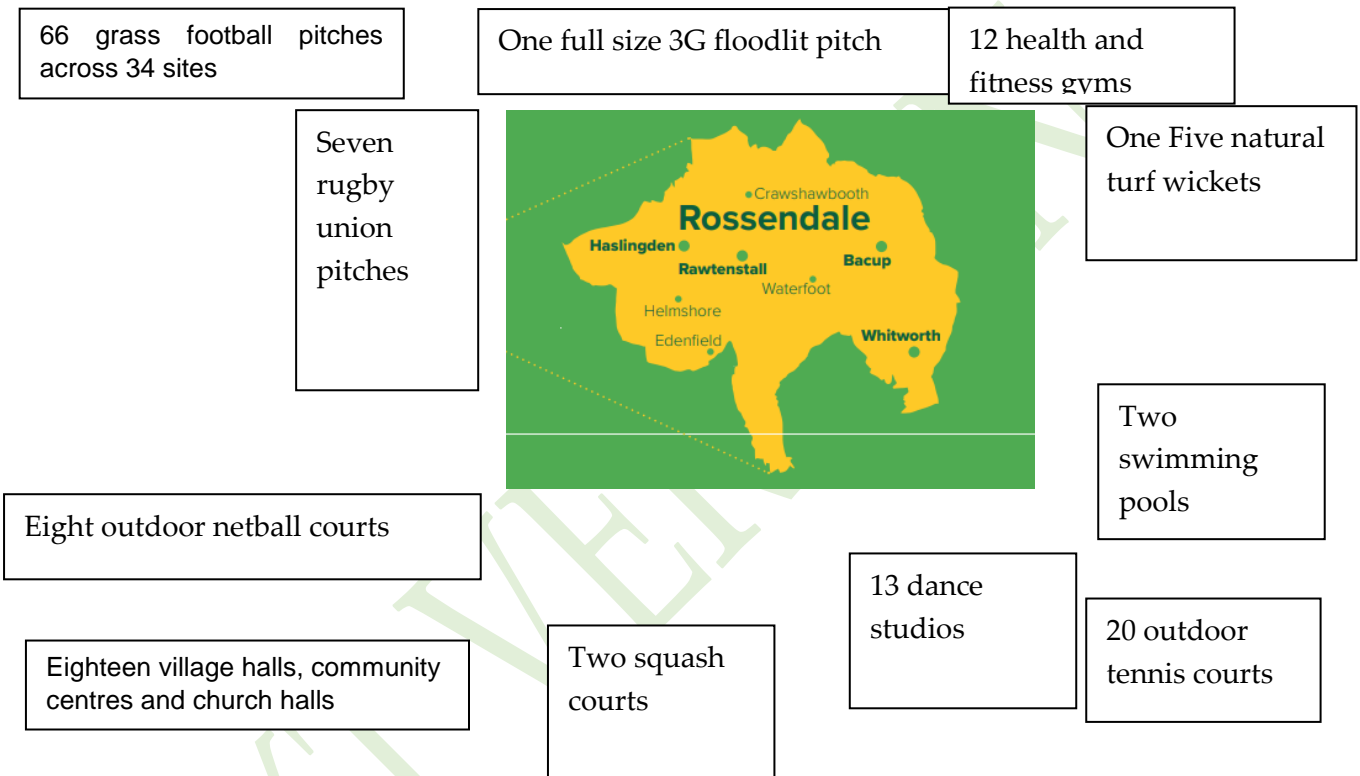
By adopting a Whole System Approach, partners can more effectively address the multifaceted determinants of health, sport and physical activity, leading to improved outcomes and healthier residents.

Provision of leisure services

The majority of sport and physical activity in Rossendale is delivered by Rossendale Leisure Trust (RLT) who manage and deliver the Council's leisure services, alongside a thriving community and voluntary sector and a strong network of sports clubs.

“Rossendale’s Leisure facilities are amongst the Boroughs most appreciated local buildings. Most of our local leisure and wellbeing assets were built in the early 1970s and whilst they are much-loved by local people, they are ageing and in need of refurbishment and renewal”.

Figure 10.0 Rossendale landscape



Through the vehicle of Rossendale Connected a multitude of opportunities and programmes have been created for residents to be more active.

- 1 Junior Park Run
- Yoga in the park
- Rossendale Works “Football works”
- Sports club network newsletter
- Children’s Balance bike sessions
- 14 weekly walks
- The Walking Summit
- Cycling Summit
- Well-being walks
- Couch to 5km
- Rossendale Leisure Trust Up and Active programme



Rossendale has a profound shortage of physical activity assets as identified in a number of strategies and assessment reports and there is a lack of capital to invest. The below list summarises the facility need across the valley:

- 3 x 3G Football Turf Pitches
- A full renovation of all poor quality grass pitches
- There is an undersupply equivalent to a 6-lane 25m swimming pool
- Additional sports hall provision is required, either by opening up school facilities or additional build
- Improve the condition of poor and below average quality sports halls
- Gym provision is strong but additional capacity at Marl Pits would meet demand
- Shortfalls in some forms of open space
- Modernisation of ancillary facilities for sports clubs utilising outdoor pitches
- Improve quality of bowling greens

Securing external capital funding for sport and physical activity is one of the key priorities of this strategy, the challenge of being able to match funds will continue to be an ongoing issue for Rossendale, unless the funding landscape changes.

Sport

We recognise the very significant contribution our local clubs and community groups make to Rossendale's sport and physical activity offer. We are home to a close knit community of sports clubs that have existed with limited support and investment into the infrastructure and facilities our sports clubs utilise.

The strategy has a dual focus of community-level population-based participation and at the other end of the participation spectrum, elite performance.

The progression from foundation to elite is not always linear, and people can join or leave the pyramid at any stage, based on their life circumstances, interests and the opportunities available to them.

Sport is a powerful force for good, it brings people together, connects communities, instills important values and inspires people

"The sports club and community network is at the heart of the Valley and need to continue to adapt to meet the changing needs of the wider community"

Rossendale partners will work together to ensure a continued sport offer that is inclusive and inspiring. One that engages people across the life course and offers a range of different levels from new-comers to seasoned professionals and welcomes people back into sport after transitions or life events.

There are over 90 sports clubs in Rossendale ranging from Badminton to martial arts, football being the largest number with 15 clubs and over 140 teams.

Rossendale has one of the fastest growing women and girl's football clubs in Lancashire, as the sport continues to develop and grow following the success of the Lionesses in 2022.

Rossendale is home to one of the oldest football clubs in England, Bacup Borough Football founded 1879. In 1982 Bacup Borough became founder members of the North West Counties League, this following the amalgamation of the Cheshire League and the Lancashire Combination and its current manager is the longest standing football manager in English football.

Rossendale is home to "The Hill" a tourist attraction and bringing a slice of the Alps to Rossendale, it is the premier outdoor ski and snowboarding centre in the UK.

In 2022 significant investment was made into the running track located at Marl Pits which transformed the track for the Valley, which in turn has resulted in an increase in use and the development of walking programmes and the integration of physical activity into sport with couch to 5k.

Vision

The School Games will make a positive and meaningful difference to the lives of children and young people through sport and physical activity.

Rossendale hosts a School Games programme funded by Sport England and delivered by the Youth Sport Trust, the School Games is a framework delivered in the Valley to make a positive and meaningful difference to the lives of children and young people through sport and physical activity.

The programme has five outcomes of which two are directly linked to the strategy:

- To advocate and position the delivery of the Chief Medical Officer (CMO) daily active minutes for all young people, as a universal offer to maintain and grow school engagement.
- To advocate and engage key stakeholders on the value of School Games to support local provision and improve the experience for young people and their families.

By working with relevant National Governing Bodies of sport (NGBs), we aim to develop sport-specific plans implementing a vision and strategic plan for its network of clubs, coaches, volunteers and participants.

Our objectives

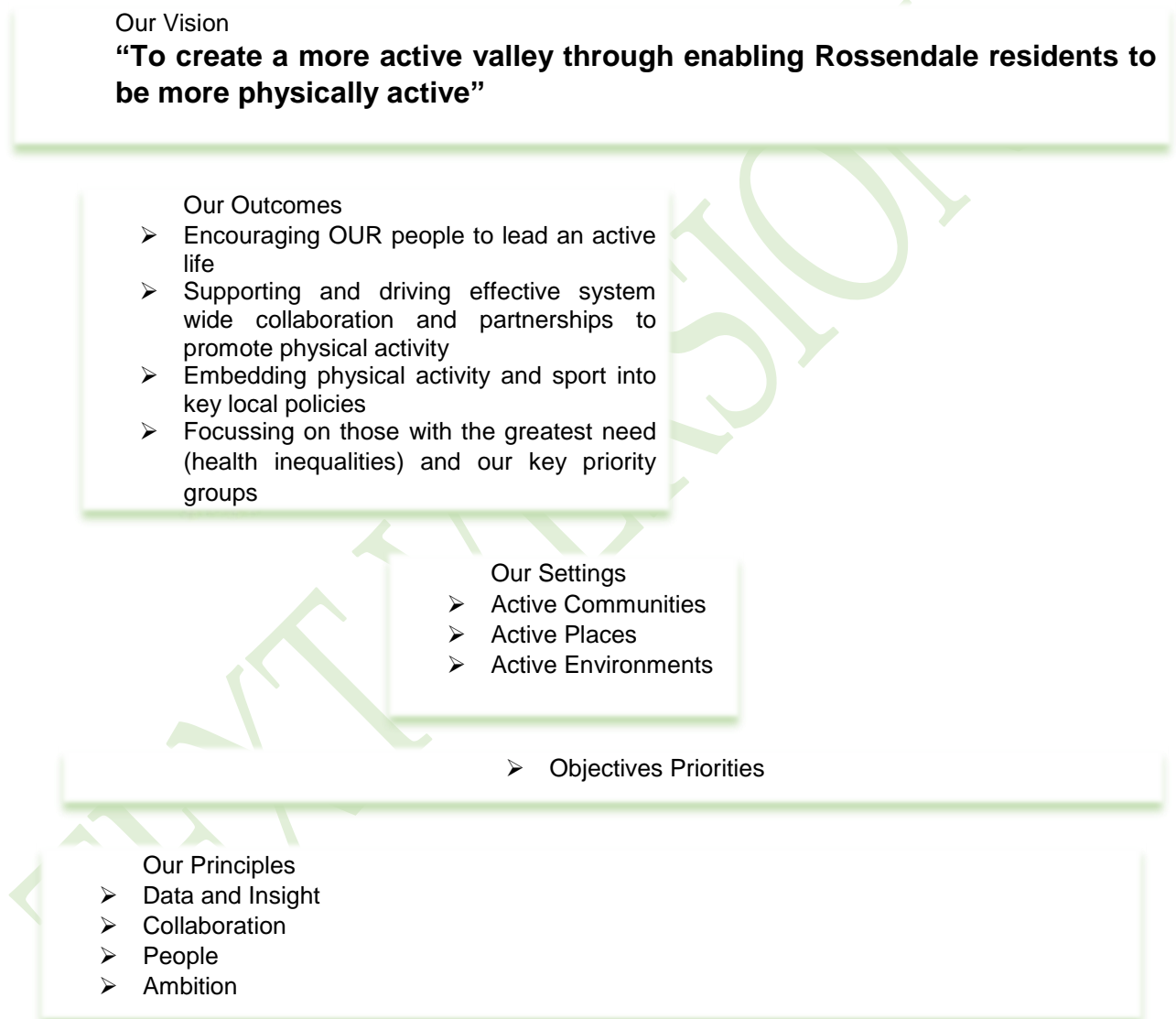
- Ensure that each sports club is operating to the minimum standards as set by the NGB
- Support our substantial network of sporting and community organisations not only to survive but thrive in Rossendale
- Attract new sports, physical activity and sports teams to make their home in Rossendale
- Establish the Rossendale Sport Advisory Group to help guide and shape the Borough of Sport plans, the group is made up of representatives from sporting, community and commercial organisations who help inform and feedback on our progress
- Supporting the development of a sustainable and inclusive sport and physical activity infrastructure of clubs, volunteers, participants, coaches, officials, teachers and leaders
- Increase community pride in the achievements of all our sporting participants

The Strategic Framework

The data, insight, consultation and external environment considered throughout the development of this strategy has informed the strategic framework, providing us with a clear vision, underpinned by four outcomes, three key settings and a set of principles that will be embedded in the objectives and priorities.

Collaboration has been pivotal in the development of the strategic framework: “People, communities, and organisations, from across the Valley, are united in a shared passion and commitment for what we do, why we do it and how we do it”

Figure 11.0 Rossendale strategic framework



Vision

Our vision is **“to create a more active valley through enabling Rossendale residents to be more physically active”**

We will achieve this vision through the below four outcomes;

1. Encouraging OUR people to lead an active life
2. Supporting and driving effective system wide collaboration and partnerships to promote physical activity
3. Embedding physical activity and sport into key local policies
4. Focussing on those with the greatest need (health inequalities) and our key priority groups

The strategy will focus on three key settings: Active Communities, Active Places and Active Environments, all of which are interconnected and cannot be viewed in isolation.

Figure 12.0 Strategic settings

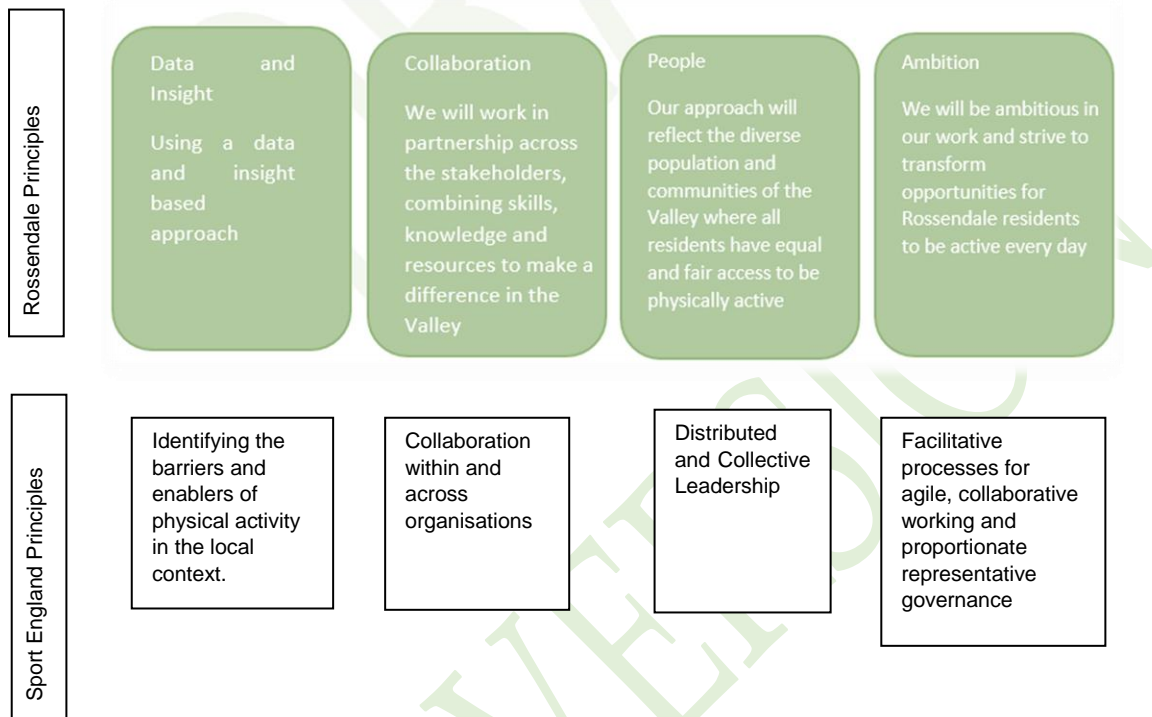


- Active Communities; To increase physical activity through a whole system approach, tackling inactivity using effective local Rossendale networks which engage and empower local people to increase their activity levels, ensuring priority groups and individuals are engaged and having a targeted approach to increasing physical activity and access to sports clubs
- Active Places; maximise use of community assets (built and green and blue spaces), increase capital investment, and ensure sustainability of leisure facilities
- Active Environment; ensure active travel is built into the valley and that opportunities for people to be active is at the heart of the valley's regeneration projects, influencing planning and property services, safe spaces, improving towns through regeneration and levelling Up.

Principles

The below principles will underpin the way that we will work to deliver this strategy, these align with a number of Sport England’s 10 conditions for physical activity that are embedded within the TaAF work. As a network we will be data driven, work in collaboration with our people in Rossendale and drive the ambitious targets we set ourselves to increase participation in sport and physical activity.

Figure 13.0 Rossendale principles



Addressing complex problems requires the contribution of many different factors, and no one service, organisation or person can address the root cause or find a solution on their own. Through embedding physical activity with other service provision and raising awareness of how physical activity can contribute to the outcomes of partner strategies, a more integrated approach will emerge that will help tackle the health inequalities we currently face.

Large proportions of the population are not meeting recommended levels of physical activity and have increasingly sedentary lifestyles. Low levels of physical activity are predictive of poor health outcomes and time spent sedentary is related to a host of risk factors independently of physical activity levels.

We aim to mobilise the collective power of the whole system, to make more of the sum of the parts, and to work with communities to help empower individuals in their life choices.

What we will deliver – “The settings”

Rossendale’s physical activity and sport strategy is a comprehensive plan aimed at promoting active lives through increasing physical activity across the Valley. The strategy is to be delivered through three intersecting settings.

By focusing on these areas, Rossendale aims to create a supportive environment where residents are encouraged and able to lead more active and healthier lives. The strategy's success will depend on a strong community, an active environment, and people that are active.



Active Communities

What is an active community in Rossendale?

Rossendale is known for its close-knit communities. An active community in Rossendale refers to a group of engaged residents who come together to participate in various social, recreational, and civic activities. These communities play a vital role in enhancing the quality of life and fostering a sense of belonging among the Valley population.

Why should we invest in our communities? Why do we need to invest?

Investing in the Rossendale community presents a unique opportunity to contribute to the Valleys economic, cultural, and environmental well-being. By directing resources towards local communities, regeneration projects, and sustainable initiatives, investors can play a vital role in shaping the future of this thriving community.

An active community is less reliant on public services, has a better quality of life and ultimately costs the health and social care system less money.

Evidence shows that having access to green space, of which Rossendale has much of, is vital in promoting physical activity and influences physical activity through the whole life course.

Using the green spaces to our advantage to increase physical activity to:

Boost mood and motivations	Engaging new groups and communities
Making workouts enjoyable	Making use of landmarks
Developing social interactions	Enhance mental well-being

We need to acknowledge and address the barriers to participation through the development of programmes, improved capacity and by modernising infrastructure.

Our priorities within sport are underpinned by clear pathways and support for those engaged in sport as well as the benefits from continued involvement in physical activity for those participants and competitors who have participated at any level.

It is the ambition of this strategy to have an inclusive, valley-wide sport and physical activity offer that enables everyone in Rossendale to experience the benefits of sport and physical activity.

The Future of Public Sector Leisure report published by Sport England in December 2022 set out how the sector needed to transition or ‘pivot’ from a traditional leisure service to one that is far more focused on active wellbeing. The ‘pivot’ was seen as a response to the crisis created by the pandemic, the energy crisis and a cost-of-living crisis and a mounting funding crisis in many councils. It was defined as a shift to a model that focuses on adding value and supporting the delivery of local economic and social priorities.

Our aim through the strategy and place based collaboration would be to “pivot’ from having a traditional leisure provider to being recognised as the leader of health, social and wellbeing outcomes to enable people to be more active.

What are the challenges?

- Need for long-term commitment and consistent Rossendale Borough Council policy support to sustain active communities initiatives
- Tackling multi-layered complex problems that are particularly prevalent with those that are in active
- Limited financial resources to invest in capital infrastructure and revenue programmes

The Sport England strategy “Uniting the movement” identifies that not everyone has the same experiences of sport and physical activity, or the same life opportunities. Some people feel excluded from activities, and some people and communities simply don’t have the opportunities to take part.

Rossendale has a number of key priority groups based on consultation, data and insight;

- Inactive
- Women and girls
- Older adults
- Children and young people
- Those living in deprived areas
- Minority ethnic groups
- People with disabilities and long-term health conditions

Our objectives

- Increase levels of physical activity for all using the data and insight available to us to target those groups who are the least active
- To create long-term behaviour change through improving the marketing of existing physical activity and sport opportunities and ensuring there is strong understanding of the benefits
- To deliver the strategy via Rossendale Connected stakeholders who are trusted community champions to deliver impactful change
- Support local clubs and organisations by creating and maintaining a local directory of sports clubs and assist in the publicity of clubs
- To work closely with National Governing Bodies of Sport to increase participation, improve and educate coaches and volunteers, implement minimum standards and develop our clubs

Active Places

What is an active place in Rossendale?

"Active Place" in Rossendale refers to spaces and facilities designed to encourage and facilitate physical activity, sports participation, and overall well-being for the local community. These places can include a variety of environments, such as parks, leisure centres, education setting, sports clubs, gyms, walking and cycling paths, and community centres.

Why should we invest in our places?

It is important that we maximise usage of what we already have, whilst also providing access to previously untapped resources such as schools, as they are great facilities right in the heart of our communities.

Rossendale Borough Council own two leisure centres; The Adrenaline Centre and Marl Pits Leisure Centre, both of which were built in the 1970’s. The centres are anchor points in our communities and play a vital role in keeping our population active and healthy. Like many other leisure centres built around the same time, they are in need of investment and refurbishment. The Facilities Strategy produced in 2022 created a vision for built leisure assets in Rossendale, however due to a multitude of factors, this vision now needs reviewing and this will form part of this strategy delivery.

Given the clear links between green spaces and mental wellbeing, we are uniquely positioned to use these spaces to promote both physical activity, sport and improved mental health. By developing the offer in our parks, we can encourage more people to use them, as they are great places to have fun and be physically active, which in turn drives people to be active in Rossendale's rich outdoor environment.

We need to ensure that they are welcoming places where people feel safe and where a balance between formal and informal sport is encouraged and achieved.

As part of this we must ensure the transport infrastructure facilitates more journeys to be made by walking and cycling.

What are the challenges?

- Maximising use of our assets: Significant budget reductions, and lack of investment into sport and leisure facilities has resulted in sites that are in need of improvement (and lack of maintenance budget)
- Catering to the diverse needs and preferences of a community can be challenging, as different groups may have varying interests and requirements for active spaces
- Adverse weather conditions can limit the usability of outdoor active spaces. (Planning for year-round usability requires innovative solutions)
- Empowering local communities to do more

Our objectives

- To maximise use of community assets, particularly in target locations by target audiences
- Support as far as possible inclusive mass participation events which enable all members of the community to take part in physical activity in our parks and open spaces; Tour De Manc, Park Yoga, Park Tennis, Park Run
- To work in partnership with Rossendale School Games Organiser to ensure schools have equal access to a broad range of physical activity and sport opportunities for the children and young people of the Valley improving the opportunities and quality of sport on offer to our young people in our schools
- Encouraging greater and wider use of our open spaces for physical activity, informal play and structured sport for all the community
- Explore the feasibility and funding opportunities available to improve and enhance the leisure facility infrastructure
- Explore the options of repositioning our leisure services to widen the reach into the community to become active wellbeing hubs

Active Environment

What is an active environment in Rossendale?

With 642km of Public Rights of Way, Rossendale can be described as a series of inter-locking valleys, which dissect open moorland, and closely linked small towns line the valley floors. This creates a main urban core from Haslingden through to Whitworth, interspersed with and surrounded by countryside.

"It is essential for all residents to have access to a range of leisure facilities and green spaces which meet the needs of the local community"

The Rossendale active environment will collaborate across planning, housing, policy, transport and other infrastructures and partners to access factors that influence when and how people chose to be active; including the importance of healthy streets and utilising the newly developed healthy place framework.

Rossendale is the "Adrenaline Valley". With a unique collection of outdoor and adrenaline-filled activities giving locals and visitors the opportunity to get involved in distinctive sporting activities, ranging from skiing, walking, mountain biking and long distance cycling.

“Rossendale has been ranked the highest in England and Wales for having the longest length of public rights of way (paths) within 800 metres of people’s homes”

Creating safe and supportive environments for physical activity, such as parks, playgrounds, community spaces and walking trails, is vital. Working together, Rossendale can work on improving these public spaces and ensuring they are safe and welcoming for all of the Rossendale community.

Why should we invest in our environment?

We are lucky in Rossendale to be surrounded by outstanding natural beauty, including moorlands, rivers, and forests that attracts tourists. By investing in environmental conservation and enhancement, we can boost tourism and outdoor activities such as active travel.

There are very few barriers for residents of the Valley to access the free outdoor spaces available in Rossendale which lends itself to an environment that welcomes the opportunity to be active.

Access to green spaces and clean environments is linked to improved mental health and well-being. The community of Rossendale can enjoy better quality of life through recreational opportunities and spaces for relaxation and socialisation.

Rossendale must become a place where active travel is an easy and safe option for everyone regardless of their age, ability or where they live, work, learn, visit and play.

Local Cycling and Walking Infrastructure Plans (LCWIPs) are a new, strategic approach to identifying cycling and walking improvements.

The plans will enable a long-term approach to developing local cycling and walking networks and show the vision to create safer, greener and healthier travel opportunities.

The Rossendale LCWIP outlines a long-term plan (10+ years) to enhance active travel which in turn leads to the process of identifying priorities for future active travel investment.

What are the challenges?

Creating an active environment in Rossendale, as in many other areas, faces a number of challenges:

- Ensuring environmental sustainability and the reduction of the carbon footprint
- The topography and natural landscape of Rossendale may limit the types of activities that can be easily promoted and accessed
- Areas of existing infrastructure need investment and maintenance
- Raising awareness of the accessible routes and opportunities available
- Safe active travel routes and suitable ancillary facilities

Our objectives

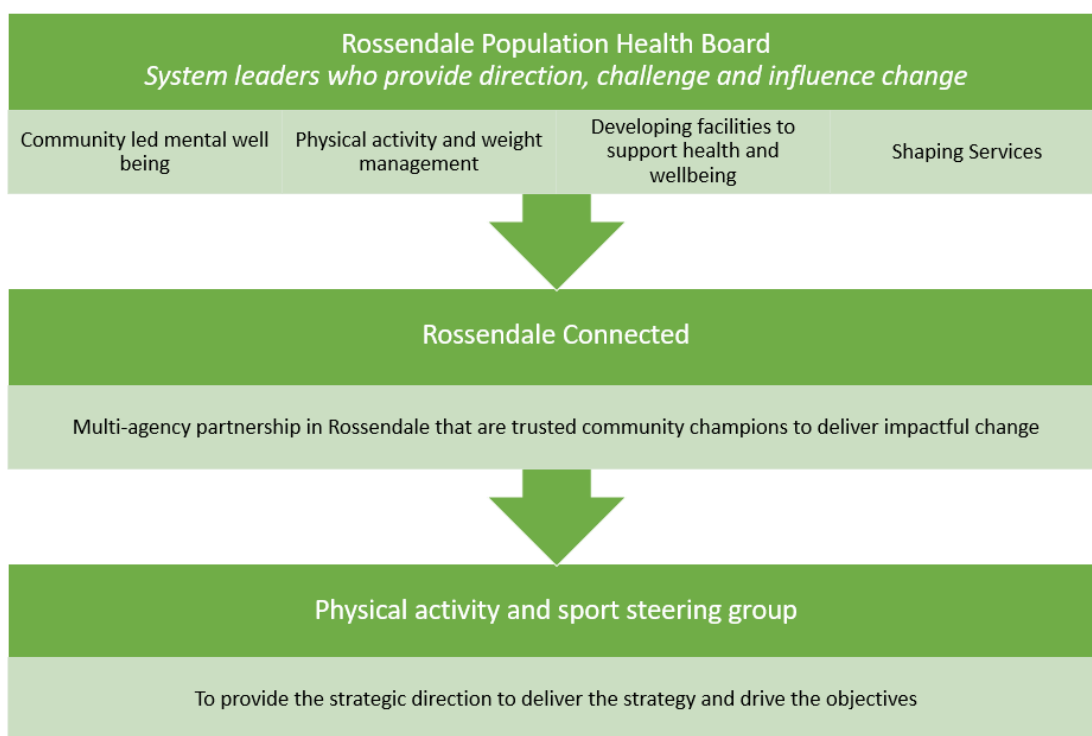
- To positively influence planning developments and the use of section 106 investment to support increased physical activity
- A well-coordinated approach that encourages people to walk, run, cycle, and push as a mode of transport supporting the active travel agenda
- To work with Lancashire County Council to deliver the Local Cycling and Walking Infrastructure Plans (LCWIPs)
- To increase physical activity in all parks and open spaces ensuring more people feel safe being active in public spaces and use physical activity and sport as a positive diversionary tool

Governance

Driven by Rossendale Connected, the strategy will be governed by Rossendale Population Health Board. The board, which is a collective of leaders within sport, health, community and physical activity will ensure the strategy delivers its objectives and priorities and contributes to the purpose of the Population Health Board to “enhance the wellbeing, physical activity and health of all residents of Rossendale with particular regard to addressing ‘health inequalities’ that exist across the valley”.

A clear action plan which details available resources and accountability for achieving the outcomes/targets, will regularly be monitored and reviewed by the board. The action plans will remain agile in response to the changing environment.

Figure 14.0 Governance model



Underpinning the above governance are a number of sub groups that will drive the action plans.

The physical activity and sport strategy steering group will meet quarterly, driving the delivery of the objectives within the three settings; Place, Community and Environment.

Action Plan – Year 1 (2025-26)

Objective	Actions	Lead	Timescale	Setting	Rossendale TaAF Goals
Use the strategy to influence the inclusion of sport and physical activity within key Rossendale strategies	<ul style="list-style-type: none"> • Incorporate physical activity into relevant Council policies and strategies focussing in year one on the Corporate Plan refresh • Influence new and existing partners to ensure that their strategic plans and policies reflect the positive role that physical activity can play to improve health and wellbeing and strengthen our communities • Strategically review the population health board and associated health and wellbeing plan aligning with the sport and physical activity strategy • Refresh the Playing Pitch Strategy (Stage E) to ensure the demand and supply of outdoor sports is up to date and is used to inform decision making • Ensure that the Supplementary planning documents (SPDs) provides guidance on the Council's approach to the provision and enhancement of open space, sport and recreational facilities as part of new housing developments (current refresh 2024) and that the physical activity and sport steering group are consulted for any new provision planned 	<p>NA</p> <p>NA</p> <p>NA</p> <p>NA</p> <p>AS</p>	<p>2025</p> <p>2025</p> <p>2025</p> <p>Nov 2024</p> <p>2025</p>	Active Communities	<p>Goal 1 Active venues, places and spaces</p> <p>Goal 5 Rossendale Connected</p>
Set up an effective governance structure around sport, physical activity and health	<ul style="list-style-type: none"> • Develop the Rossendale Physical Activity and Sport Partnership governance structure to oversee delivery of the action plan • Take the sport and physical activity facilities governance model through relevant RBC committees for sign off • Set up relevant steering groups to govern the delivery of this strategy 	<p>NA</p> <p>NA</p> <p>NA</p> <p>NA</p>	<p>2024</p> <p>2024</p> <p>2024</p> <p>2024</p>	Active Communities	Goal 5 Rossendale Connected

	<ul style="list-style-type: none"> Establish a monitoring and evaluation framework 				
Increase levels of physical activity for all using the data and insight available to us to target those groups who are the least active	<ul style="list-style-type: none"> Work with RLT on delivery of programmes linked to their strategic plan Introduce two new “Pub running clubs” using the current model of deliver at Casked Pub Develop a new “Bowls for health” project with the Rossendale Bowls clubs, targeting older people Establish a Women Girls Taskforce to respond to the women and girls survey findings Deliver the “Lets lift the curfew” campaign in Rossendale for women and girls Establish a Rossendale “This Girl Can” campaign to promote the sport and physical activities that take place in the Valley Deliver a programme of activity for the South Asian community as identified by the community to increase physical activity levels Work closely with Rossendale Rays to continue to deliver a programme of activity for people with a disability Work with Rossendale Rays to source funding to deliver new activities Develop a Rossendale model to increase physical activity levels in children and young people who are overweight or obese Work with sports clubs to raise awareness of the opportunities for spectators to be active (consult with those first as to what they want) Implement three new 5km routes for walkers / runners to start and continue running Establish and deliver a plan to address those that are financially vulnerable “Better Lives” project 	<p>NA</p> <p>JH</p> <p>JH</p> <p>NA</p> <p>JH</p> <p>JH / Marketing teams (RBC / RLT)</p> <p>JH</p> <p>JH</p> <p>JH</p> <p>JP / JM</p> <p>NA</p> <p>JH</p> <p>St / JF</p>	<p>2025</p> <p>2024</p> <p>2024</p> <p>2025</p> <p>2024</p> <p>2025</p> <p>2024</p> <p>2024</p> <p>2025</p> <p>2025</p> <p>2025</p> <p>2024</p> <p>2024</p>	Active Communities	<p>Goal 1 Active venues, places and spaces</p> <p>Goal 3 Connecting Rossendale through parks and outdoors spaces</p>
To create long-term behaviour change through	<ul style="list-style-type: none"> Work with the Councils’ communications teams to develop a consistent narrative for 	NA	2025	Active Communities	Goal 5

<p>improving the marketing of existing physical activity and sport opportunities and ensuring there is strong understanding of the benefits</p>	<p>the Strategy that helps residents to be clear about what is meant by 'physical activity'</p> <ul style="list-style-type: none"> • Link into national marketing campaigns; This Girl Can, We are Undefeatable, Change for Life • Use case studies to highlight positive and real life change • Establish a Talented Athlete Scheme managed by RLT • Review Rossendale Connected and Rossendale Connected website as a gateway for information for the public to use (identify if this is the correct website for sport / physical activity / health) • We will use the We Are Undefeatable resources available via the Richmond Group to encourage those that are inactive to be active 	<p>NA RBC/RLT PH RBC/RLT RBC/RLT</p>	<p>2025 2024 2025 2025 2025</p>		<p>Rossendale Connected</p>
<p>To deliver the strategy via Rossendale Connected stakeholders who are trusted community champions to deliver impactful change</p>	<ul style="list-style-type: none"> • Review the sustainability and role of Rossendale connected • Establish sport and physical activity steering group – with representation from – RBC, RLT, CVS, Sport, Education • Work with Rossendale Leisure Trust to consider ways to encourage leisure centre visits and membership from target groups • Continue with weekly Together an Active Future team meetings (RBC / RLT) • Attend weekly Together an Active Future discussion meetings (Lodge House) • Attend Together an Active Future curiosity cafes and conferences to ensure the team are up to date and aware of projects 	<p>JF NA RLT RBC / RLT JE / JH / JF JE / JH / JF</p>	<p>2025 2025 2024 2024 2024 2024</p>	<p>Active Communities</p>	<p>Goal 5 Rossendale Connected</p>
<p>Support local clubs and organisations by creating and maintaining a local directory of sports clubs and assist in the publicity of clubs</p>	<ul style="list-style-type: none"> • Establish and formalise a sports club network with the following: • Deliver a quarterly Sports network - newsletter • Establish a new Sports Network website 	<p>NA / JH JH / RLT JH</p>	<p>2025 2024 2025</p>	<p>Active Communities</p>	<p>Goal 4 Connecting Rossendale through</p>

	<ul style="list-style-type: none"> Engage with key National Governing Bodies of sport (NGB) to provide guidance, direction, minimum standard support and drive participation and growth based on NGB KPI's Link with Active Lancashire to ensure clubs are aware of the support available to them. Raise awareness of the support available to local clubs and groups from being a member of CVS. 	NA NA/SS	2024		community venues Goal 5 Rossendale Connected
To work closely with National Governing Bodies of Sport to increase participation, improve and educate coaches and volunteers, implement minimum standards and develop our clubs	<ul style="list-style-type: none"> Ensure that our club and community network have the appropriate welfare and safeguarding policies in place Develop sport specific plans with local sports clubs and Active Lancashire 	NA NA	2025 2025	Active Communities	Goal 5 Rossendale Connected
To maximise use of community assets, particularly in target locations by target audiences	<ul style="list-style-type: none"> Develop a Rossendale Bowls development committee to access funding to create a health for bowls programme Work with Haslingden High School to implement a community opening of facilities policy Work with education partners to open more facilities to be accessible for the community Complete a feasibility exercise for investment into multi use games areas, refurbishing them into Play zones Develop Wellbeing Walks in parks or other open spaces where they currently do not exist (2024 Crawshaw Booth / Whitworth) a further two places to be identified in 2025 Implement the recommendations from the Playing Pitch Strategy to protect and enhance playing pitches across Rossendale Achieve healthy workplace accreditation (or appropriate equivalent) for the Council 	NA NA NA NA JH NA NA JH	2024 2025 2025 2025 2025 2025 2025	Active Places	Goal 1 Active venues, places and spaces Goal 2 Connecting Rossendale through walking and cycling Goal 3 Connecting Rossendale through

	<ul style="list-style-type: none"> • Increase the Park Yoga programme into an additional two parks and make it sustainable by working with RLT partnership • Implement the recommendations from the Outdoor Facilities Sports Paper, maximising investment into key assets • Working with local stakeholders and Sport England, develop a list of facility investment needs • Ensure the objectives within the Swimming Pool Support Fund grant are delivered 	<p>NA</p> <p>NA</p> <p>RLT</p>	<p>2025</p> <p>2025</p> <p>2024</p>		<p>parks and outdoors spaces</p> <p>Goal 4 Connecting Rossendale through community venues</p>
Support as far as possible inclusive mass participation events which enable all members of the community to take part in physical activity in our parks and open spaces	<ul style="list-style-type: none"> • In 2025 deliver and support a series of events: Triathlon Swim Bike Run local Tour de Manc Relay for Life School Games Introduce an Adult and Junior Park Run (Edgeside) Park tennis tournament Couch 2 5km Round the Hills Walk Skyline Walks Rossendale Triathlon Lee Quarry Cycling • Utilise the sports network and environment to lever local, regional and national events to Rossendale 	<p>NA / JH</p> <p>NA</p>	<p>2025</p> <p>2025</p>	Active Places	<p>Goal 1 Active venues, places and spaces</p> <p>Goal 2 Connecting Rossendale through walking and cycling</p> <p>Goal 3 Connecting Rossendale through parks and outdoors spaces</p>
To work in partnership with Rossendale School Games Organiser to ensure schools have equal access to a	<ul style="list-style-type: none"> • Work with the School Games Organiser (SGO) on funding bids and participation initiatives, to maximise use of school sports 	NA / NB	2025	Active Places	Goal 1 Active venues,

<p>broad range of physical activity and sport opportunities for the children and young people of the Valley improving the opportunities and quality of sport on offer to our young people in our schools</p>	<p>facilities outside of school hours and support the delivery of the SGO outcomes</p> <ul style="list-style-type: none"> • Work with Rossendale School Games Organiser to increase cycling levels in children and young people • Work with schools to ensure that their physical activity and sport provision helps to engage inactive children. • Work with primary schools to help extend the reach and impact of the Daily Mile and other similar initiatives. • Continue to support schools with their PE and school sport needs through providing high quality sports coaching. 	<p>JH JT JH / NB RLT</p>	<p>2025 2025 2025</p>		<p>places and spaces Goal 4 Connecting Rossendale through community venues</p>
<p>Encouraging greater and wider use of our open spaces for physical activity, informal play and structured sport for all the community</p>	<ul style="list-style-type: none"> • Lease (21 years+) playing fields (single pitch sites) where appropriate to sports clubs ensuring the club has FA accreditation and a football development plan • Introduce an adult park run to Rossendale (Edgeside Park) • Work to deliver the Tennis in Parks programme (in line with the Lawn Tennis Associations funding investment) • Work with partners to deliver the Yoga in the park initiative and feasibility to grow in two more parks • Using the play streets model in Haslingden, develop the model in other streets so that communities improve their health, be more physical activity and be involved in informal play 	<p>NA JH JH JH JH</p>	<p>2024 2024 2024 2025 2025</p>	<p>Active Places</p>	<p>Goal 1 Active venues, places and spaces Goal 2 Connecting Rossendale through walking and cycling Goal 3 Connecting Rossendale through parks and outdoors spaces Goal 4</p>

					Connecting Rossendale through community venues
Explore the feasibility and funding opportunities available to improve and enhance the leisure facility infrastructure	<ul style="list-style-type: none"> • Deliver the first 3G Artificial Turf Pitch in Rossendale at the Adrenaline Centre • Complete a feasibility study for investment into multi use games areas refurbishing into Play zones • Explore the options for the development of Padel tennis courts in Rossendale via a test and learn project • Promote our sports facilities, outdoor venues and open spaces that they are welcoming, accessible and safe and encourage people of all abilities to be more physically active, to take part and to have fun via a new website • Ensure that physical activity and sport are an integral part of the regeneration plans for town centre investment, particularly linked to investment in Rawtenstall • Seek to minimise energy consumption through invest to save energy schemes across all sport and leisure assets, contributing to the Councils' ambitions for net zero carbon emissions by 2030 • Submit an application to the Public Sector Decarbonisation Fund for a number of environmental improvements at Marl Pits Leisure Centre 	NA	2025	Active Places	<p>Goal 1 Active venues, places and spaces</p> <p>Goal 2 Connecting Rossendale through walking and cycling</p> <p>Goal 3 Connecting Rossendale through parks and outdoors spaces</p>
		NA	2025		
		NA / JH	2025		
		RBC / RLT	2025		
		RBC	2025		
		RBC Environmental team	2024		
		RBC	2024		
Reposition our leisure services to widen their reach into the community by becoming active wellbeing hubs	<ul style="list-style-type: none"> • Develop a new business model for the Rossendale Up and Active programme to enable the programme to be sustained post December 2025. • Commission a social value report with the other East Lancashire Leisure Trusts, into the value of the Up and Active programme 	JT	2024	Active Places	<p>Goal 1 Active venues, places and spaces</p> <p>Goal 2</p>
		JT	2024		
		JT	2024		

	<ul style="list-style-type: none"> • Deliver the Lancashire Collaborative Weight Management project for families and adults, taking an innovative approach to delivery • Continue to deliver the Rossendale Cardiac Programme • Explore new funding streams to increase the number of referral pathways provided • Work with the PCN to explore the introduction of Active Practices • Work with local volunteers to create a sustainable model for Wellbeing Walks • Ensure the Leisure Trust keep up to date with and are able to react to Labour's focus on prevention and moving health services into the community • Train all RLT staff with Make Every Contact Count (MECC) training so that interactions and behaviour change is maximised 	SS SS SS JE JH RLT RLT	2025 2025 2025 2025 2024 2025 2025		Connecting Rossendale through walking and cycling Goal 4 Connecting Rossendale through community venues
To positively influence planning developments and the use of section 106 investment to support increased physical activity	<ul style="list-style-type: none"> • Refresh and implement the Rossendale Borough Council Community Asset Transfer policy • Develop and implement a S106 approach / policy to strategically inform how available funding is used 	NA NA / AS	2025 2025	Active Environment	Goal 1 Active venues, places and spaces Goal 2 Connecting Rossendale through walking and cycling Goal 3 Connecting Rossendale through parks and

					outdoors spaces
A well-coordinated approach that encourages people to walk, run, cycle, and push as a mode of transport supporting the active travel agenda	<ul style="list-style-type: none"> Establish a borough wide “Active travel day” – whereby everyone walks, cycles or runs for a journey Continue to support all primary schools in Rossendale to access the Bikeability programme Deliver a Balance bike programme to support more children and young people learning to ride Support the establishment of the Lee Quarry volunteer group in their drive to maintain the quarry Support Rossendale Bike Hub to engage with the cycling community, develop events and rides Promote and support Rossendale Ladies cycling group from the Bike Hub in Rawtenstall Apply for funding from Cycling UK to deliver the annual Big Bike Revival learn to fix, maintain an rides programme We will develop a programme to encourage mothers to participate in exercise, via a new buggy walks initiative (targeting two new walks) We will activate the Valley of Stone cycling route with family bike rides 	RBC / RLT marketing team JH JH JH JH JH JH JH JH JH / NA / Newground Together	2025 2024 2024 2024 2024 2024 2025 2025 2025	Active Environment	Goal 1 Active venues, places and spaces Goal 2 Connecting Rossendale through walking and cycling Goal 3 Connecting Rossendale through parks and outdoors spaces
To work with Lancashire County Council to deliver the Local Cycling and Walking Infrastructure Plans (LCWIPs)	<ul style="list-style-type: none"> Champion investment in appropriate infrastructure, with the priority being on cycling and walking routes that provide safe opportunities for active travel 	NA / Jacob Landers	2024	Active Environment	Goal 2 Connecting Rossendale through walking and cycling

<p>To increase physical activity in all parks and open spaces ensuring more people feel safe being active in public spaces and use physical activity and sport as a positive diversionary tool</p>	<ul style="list-style-type: none"> • Create a plan / marketing strategy to encourage more people to exercise outside without the need for facilities – “Active Parks” initiative • Through our “Love Parks” programme seek to drive more investment into parks • Establish a new “Floodlit on time” to ensure that women feel safe to access the running track at Marl Pits • Working in partnership (RBC / Proffitts) deliver the Parks Masterplans focussing on accessible / new physical activity and outdoor sports facilities – Victoria Park, Edgeside park, Whitaker Park and Stubylee Park) 	<p>ST / AMc</p> <p>ST / AMc</p> <p>NA</p> <p>Communities team / DMC</p>	<p>2024</p> <p>2024</p> <p>2024</p> <p>2025</p>	<p>Active Environment</p>	<p>Goal 1 Active venues, places and spaces</p> <p>Goal 3 Connecting Rossendale through parks and outdoors spaces</p>
<p>Ensure that each sports club is operating to the minimum standards as set by the NGB</p>	<ul style="list-style-type: none"> • Work with National Governing Bodies of Sport to implement minimum standards into sports clubs with support from Active Lancashire • Deliver a Rossendale Safeguarding and Welfare conference in partnership with the Welfare team at Active Lancashire 	<p>NA</p> <p>NA</p>	<p>2025</p> <p>2025</p>	<p>Sport</p>	<p>Goal 5 Rossendale Connected</p>
<p>Support our substantial network of sporting and community organisations not only to survive but thrive in Rossendale</p>	<ul style="list-style-type: none"> • Work with partners (e.g. Active Lancashire, National Governing Bodies) to develop a programme of support to sports clubs that includes; implementing minimum standards, access to courses and workshops, funding workshops, sports clubs newsletter, linking to schools 	<p>NA</p>	<p>2025</p>	<p>Sport</p>	<p>Goal 3 Connecting Rossendale through parks and outdoors spaces</p>
<p>Attract new sports, physical activity and sports teams to make their home in Rossendale</p>	<ul style="list-style-type: none"> • By working with National Governing Bodies identify where a sports club does not exist and explore the options for development of that sport 	<p>NA / JH</p>	<p>2025</p>	<p>Sport</p>	<p>Goal 1 Active venues, places and spaces</p>
<p>Unlock investment and funding to get the best out of</p>	<ul style="list-style-type: none"> • Utilise the playing pitch strategy, indoor built facility and facility improvement list identified 	<p>NA</p>	<p>2025</p>	<p>Sport</p>	<p>Goal 1</p>

our existing sporting infrastructure (including facilities)	for Sport England as tools to lever in investment to improve facilities				Active venues, places and spaces
Supporting the development of a sustainable and inclusive sport and physical activity infrastructure of clubs, volunteers, participants, coaches, officials, teachers and leaders	<ul style="list-style-type: none"> Ensure that National Governing Bodies (NGBs) are actively engaged in Rossendale to encourage them to embed their 'entry level' participation programmes, support the growth of clubs, development of coaches and volunteers, and deliver facility aspirations. 	NA	2025	Sport	Goal 1 Active venues, places and spaces
Increase community pride in the achievements of all our sporting participants	<ul style="list-style-type: none"> Establish a Talented Athlete Scheme managed by RLT Establish a list of sporting ambassadors from Rossendale promoting their achievements via a hall of fame (website page hosted by RLT) 	PH NA	2025	Sport	

Appendix one

Strategy	Summary
Get Active a strategy for the future of sport and physical activity	<p>Building a healthier nation by tackling high levels of inactivity, and making sure that the sport and physical activity sector thrives for future generations.</p> <p>The government wants to help build a healthier nation by tackling high levels of inactivity, and by making sure that the sport and physical activity sector thrives for future generations.</p> <p>This strategy sets out how the government will work with the sector to achieve these aims by ensuring that everyone has the opportunity to be active.</p> <p>The three core priorities of this strategy, and what it means for the country, are:</p> <ol style="list-style-type: none"> 1. Being unapologetically ambitious in making the nation more active, whether in government or in the sport sector. 2. Making sport and physical activity more inclusive and welcoming for all so that everyone can have confidence that there is a place for them in sport. 3. Moving towards a more sustainable sector that is more financially resilient and robust.
Sport England: Uniting the Movement	<p>Sport England 10-year vision to transform lives and communities through sport and physical activity. Released in 2021 this strategy sets how to change as a sector and an ecosystem, so that we can give people the opportunities they need now and in the future. Sport England core objectives are –</p> <ol style="list-style-type: none"> 1. Advocating for movement, sport, and physical activity. 2. Joining forces on five big issues – recover and reinvent; connect communities; positive experiences for CYP; connect with health & wellbeing; active environments. 3. Creating the catalysts for change.
Sport England	<p>“We Are Undefeatable” This national campaign supports people who live with one or more long-term health conditions in England, such as diabetes, cancer, arthritis and Parkinson’s to build physical activity into their lives</p>
Sport England – Every Move (sustainability strategy)	<p>Leading, inspiring and supporting the sector to become environmentally sustainable, enabling greater opportunity for all people to participate in sport and physical activity, now and in the future.</p>
Sport England – ‘This Girl Can’	<p>This national campaign aims to get women and girls moving, regardless of shape, size and ability</p>
Health Matters: Getting Every Adult Active Every Day	<p>Professional resource setting out how to help increase the number of people being physically active. Increasing physical activity has the potential to improve the physical and mental health and wellbeing of individuals, families, communities and the nation as a whole.</p>
UK ACTIVE Blueprint for an Active Britain, More people, more active, more often	<p>The blueprint calls for a single-minded focusing of resources, energy and policy to turn the tide of physical inactivity. The blueprint sets out clear and achievable recommendations to get the nation moving</p>

Lancashire 2050	<p>The Lancashire 2050 framework aims to bring people together with a shared vision, shared ambition, shared goals and shared priorities. Of the eight priorities two are focussed on physical activity:</p> <p>Health and wellbeing We will improve health, life chances and independence, so residents can live healthy lives and access quality care when they need it.</p> <p>Communities and place We will build pride, belonging and resilience in all our diverse communities and ensure everyone has a voice and stake in their future</p>
Lancashire and South Cumbria Strategy for working in partnership with people and communities 2023-2026	<p>Commitment to working as a partnership is a real one. Involving local people, reaching diverse communities and empowering change will only be possible by working closely with our partners in the voluntary, community faith and social enterprise sector (VCFSE), local authorities and Health watch who already work closely with those who are most vulnerable in society</p>
Lancashire and South Cumbria Integrated Care Partnership: Integrated Care Strategy 2023-2028	<p>Sets out the priority areas that will focus on to improve the health and wellbeing of residents, and to make sure that health and care services are more joined up and easier to access.</p>
Creating Healthy Communities Lancashire: Delivery Plan 2024-2025	<p>Vision: Living Better Lives in Lancashire Our ambition is to help the citizens of Lancashire to live longer, healthier and happier lives. We will do this by improving health and care services through integration and addressing health and wellbeing inequity across the Lancashire Place</p>
Rossendale Borough Council Our Place Our Plan	<p>To have a thriving economy, built around our changing town centres, creating a quality environment for all and improving the life chances of all those living and working in our borough.</p>
Rossendale Borough Council: Better Lives	<p>To improve the lived experience. This means enhancing relationships and networks, improving qualifications and employability, improving physical and mental health, income maximisation and financial capability.</p>
Rossendale Borough Council: Climate Change Plan	<p>Since declaring a Climate Emergency in 2019, the Council has been working to achieve net zero carbon emissions from our operations by 2030 as well as working in partnership to reduce carbon emissions for the whole of Rossendale. We are doing this by:</p> <ul style="list-style-type: none"> • Improving energy efficiency of our buildings • Switching to sustainable forms of transport • Reducing waste, increasing tree cover, enhancing biodiversity and adopting to impacts of climate change • Working in partnership with businesses, community groups, schools and colleges in and around the Borough to take action against climate change

Appendix two

The Rossendale network to build the strategy consisted of the following organisations:





Together an Active Future



Rossendale
Primary Care Network



M3Project



- Rossendale Badminton Club
- Rossendale Squash Club
- Catherine Argyle Fitness
- NGB Boxing
- Housing 21
- British Nordic Walking
- Rossendale Ramblers
- East Lancashire Alliance
- Civic Pride Rossendale
- Rossendale Couch 2 5k
- Health watch Lancashire
- Water Well Foundation CIC and Lumb Millennium Green Trust
- Groove n Glow
- Emerging Futures
- LCC Children and Family Wellbeing Service
- Lancashire Mind
- Rossendale School Games