AN ACTIVE VALLEY!

# Rossendale's Physical Activity & Sport Strategy

2025 – 2030

rossendale leisure trust

Rossendale Connected

ROSSENDALE BOROUGH COUNCIL

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We are delighted to present Rossendale’s Physical Activity and Sport Strategy, which sets out our vision for a more active, healthier, and connected community.

Our stunning natural landscape provides an outstanding backdrop for outdoor activities, while our community facilities and clubs offer diverse opportunities for people of all ages and abilities to get active.

However, we know there is more to do. Physical inactivity contributes significantly to health inequalities across our borough, and we must ensure everyone has the opportunity to experience the benefits of an active lifestyle. This isn’t just about sport – it’s about building everyday movement into our lives, from walking to work to playing in our parks.

This strategy represents a collaborative approach, developed through extensive consultation with residents, sports clubs, healthcare providers, schools, and community organisations. It reflects both the challenges we face and the tremendous opportunities we have to make a real difference in people’s lives.

The success of this strategy will depend on strong partnerships and community engagement. We are fortunate to have dedicated volunteers, coaches, and organisations who already do incredible work across Rossendale. This strategy will support and enhance their efforts while creating new opportunities for people to get involved.

As Chief Executive, I am committed to ensuring this strategy delivers real results for our communities. Whether it’s supporting our young people to develop healthy habits, helping our older residents stay active and independent, or using sport to bring communities together, physical activity has a crucial role to play in Rossendale’s future.

We encourage everyone to engage with this strategy and play their part in creating a more active Rossendale. Together, we can build a healthier, happier, and more connected borough.

Rob Huntington,
*Chief Executive Officer*

Councillor McInnes,
*Rossendale Borough Council*

# 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.

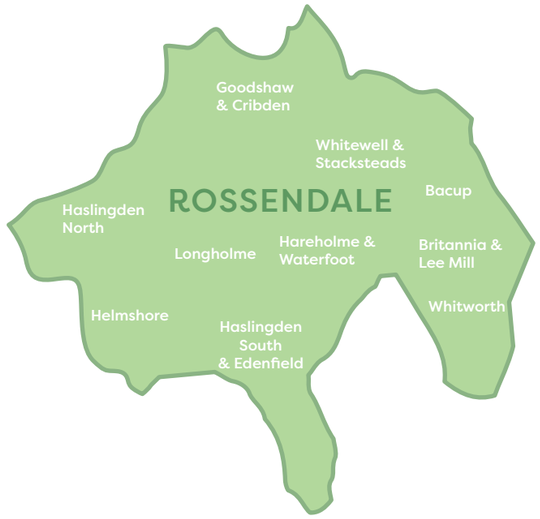
**Total population**
(from 2021 census)

**70,800**

Figure 1.0: Rossendale population

Rossendale has a population of 70,871 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.

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 all 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:

- Community led mental wellbeing
- Physical activity and health weight
- Developing facilities to support health & wellbeing
- Rossendale shaping local services

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.**

**Rossendale Works, a pioneering employability project using physical activity to improve employment opportunities. The project is run by Active Lancashire in collaboration with Rossendale Borough Council and the Department for Work and Pensions (DWP), which has achieved a 45% reduction in social isolation, according to the latest report from October 2024. Through community engagement, improving active lifestyles, and service integration, the program helps marginalised individuals gain the confidence and purpose needed to integrate into society through the power of movement and physical activity. Members of the public join the programme facing social barriers that stand between them and a normal life. From addiction, homelessness, mental health, to family challenges and everything in between. Rossendale Works is a partnership between Active Lancashire, the Department of Work and Pensions DWP and Rossendale Borough Council. This project is funded by the UK government through the UK Shared Prosperity Fund**

# WHY IS PHYSICAL ACTIVITY AND SPORT IMPORTANT

**In 2010 we were among 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.

**"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%".**

**Physical inactivity**
is associated with
**1 in 6 deaths**
in the UK.

*Source: 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**

*“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) “*

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

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

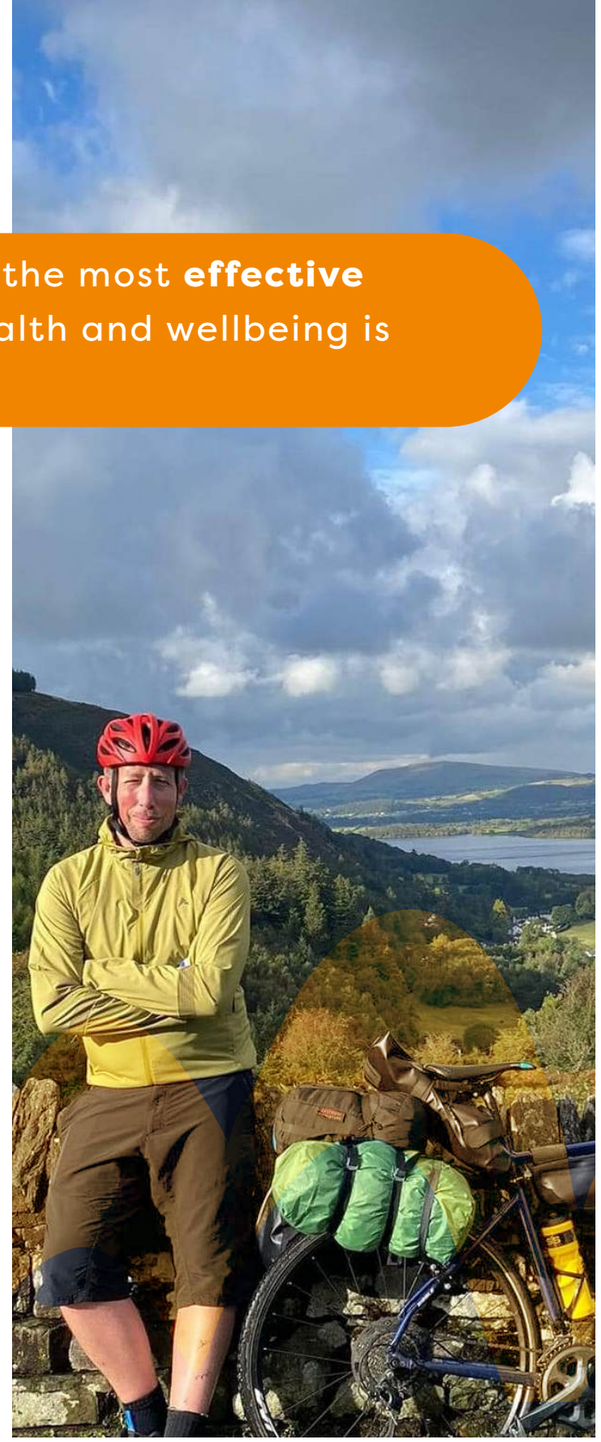
Men are more likely to be active than women, those from lower social groups (NS-SEC 6-8) are the least likely to be active, and activity levels generally decrease with age.

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**



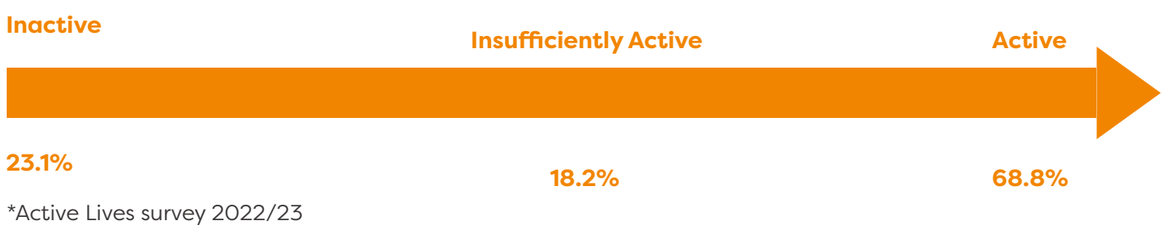
## ADULTS

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

As illustrated in graph below, 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.

This diagram below shows where the Rossendale population (Aged 16 years+) are currently placed on a spectrum of physical activity level.




*Active Lives survey 2022/23



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.

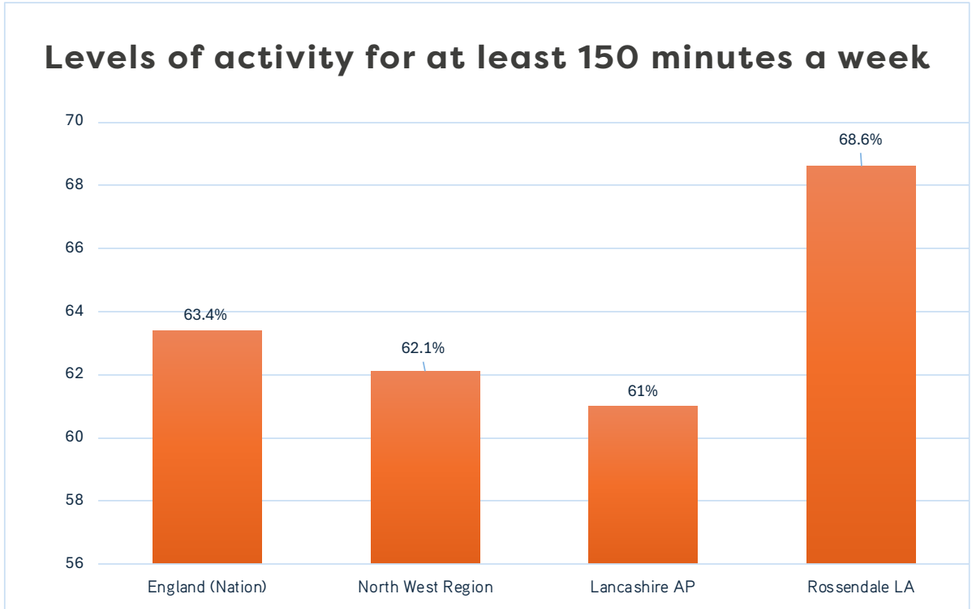
Stubborn inactivity refers to a persistent lack of movement or exercise despite awareness of its negative effects on health and well-being. It often involves resistance to engaging in physical activity due to various factors, such as

» 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.

**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.

**In England**

**Only 47%**

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

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.

**Too many children are missing out on being active and we are not unlocking their potential**

**Youth Sport Trust annual review 2024.**

## GENDER

**64%** **73%**

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

## AGE

Rossendale has a higher average age (42 years) than the North West as a whole 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.

**Bacup Bowling Club based in Stubylee Park opened in June 1917, with members ranging from young to old, the Club provides so much joy for many. Including Grace who is in her 80's! "Grace and her late husband Jim became members more than 40 years ago. She very soon became the club's "tea lady" and intends to continue to be so for the foreseeable future. To her, the club means friendship and she enjoys meeting old friends and new whenever there is a match. She also says it keeps her mind active remembering each members preference for tea or coffee"**

## DEPRIVATION

High levels of deprivation tend to correlate with lower levels of physical activity.

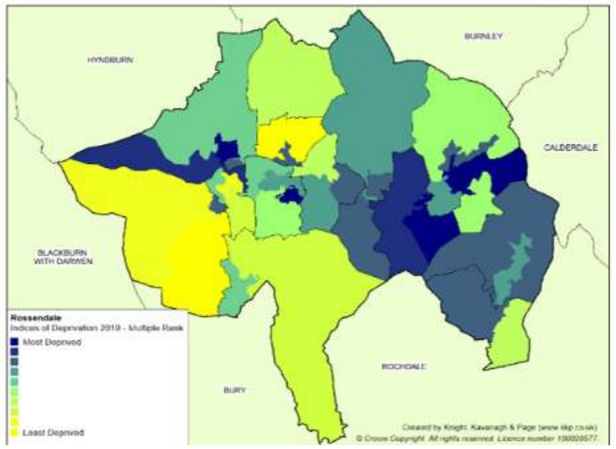
**38%** of adults in the most deprived places are classed as ‘inactive’, this is considerably higher than those in the least deprived areas **(21%).**

It is the same for children and young people; 31% of children and young people are physically activity in the most deprived places, compared to 49% are 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 the map. 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.

**People in the most deprived areas are twice as likely to die prematurely from cardiovascular disease than 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 are participating in less than three days of physical activity a week (compared to 41% across England).

In Rossendale physical 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.

**Ladies ‘Me’ Time @ The Hill, Ski Rossendale.**

The ladies “me” time ski session held at The Hill, has gone from strength to strength, with first timers and more experienced skiers the sessions help improve skiing technique or allow those attending enjoy ‘time out’ to socialise and be active in a friendly welcoming environment. As well as creating a supportive environment for ladies with the Ladies ‘Me’ Time, the programme has started to work with the Muslim ladies group ‘Krimmz’ along with support from Snowsport England. delivering ladies only sessions and implementing coaching workshops to recruit ski coaches.

## 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 heath 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.

**An inactive person has**

**38%**
**Higher hospital bed days**

**5.5%**
**Higher GP visits**

**13%**
**Higher specialist services**

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.

**Couch 2 5km was established at Marl Pits running track in November 2023. The project enables people to embark on a fitness journey which is often intimidating in a supportive way. With Couch to 5K, everyone receives the guidance, motivation, and camaraderie to achieve their own personal goals.**

One of the runners has said

**“My mum is 69 in January and she has never been fitter. She is now talking of celebrating her 70th by completing a 10k run. She used to have problems with her knees but not anymore”**

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 their 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.

Programs 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.

**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.**

Delivering improvements 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.

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. 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.

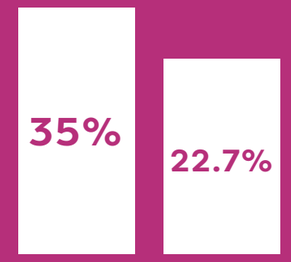
**Physical activity and sport have a key role to play in the Government’s shift towards prevention and delivery in local communities. In 2023 there were 27,500 hospital admissions costing £2.2 million to Rossendale. Repositioning leisure to support communities will help reduce these figures.**

**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, within Rossendale this figure is 65.1%

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 & LOCAL STRATEGIES

It is paramount that the ambitions of this strategy are firmly aligned with 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:

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 a number of objectives have been achieved for the valley:

» Working with health partners to create rooms to allow health consultations from local clinicians such as nurses and GPs.
» 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 Healthwatch 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, understanding what helps them be active and sporty and 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”

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

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

**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

**40%**

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

# THE CURRENT LANDSCAPE IN ROSSENDALE

**Together an Active Future**

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.

Rossendale has benefited 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.

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.

**"Transforming the delivery of physical activity locally"**

**Sport England**

**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

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 Offer

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.

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

**1 junior parkrun**

**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**

**Wellbeing walks**

**Rossendale Leisure Trust** Up and Active programme

**Couch 2 5k**

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**
- **Improve the condition of poor and below average quality sports halls**
- **There is an undersupply equivalent to a 6-lane 25m swimming pool**
- **Gym provision is strong but additional capacity at Marl Pits would meet demand**
- **Modernisation of ancillary facilities for sports clubs utilising outdoor pitches**
- **Shortfalls in some forms of open space**
- **Additional sports hall provision is required, either by opening up school facilities or additional build**
- **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 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 sports club and community network is at the heart of the Valley and continually needs to adapt to its changing environment".**

The strategy aims to cover the spectrum of participation in physical activity and sport, from inactive to active to elite. The role of competitive sport in helping Rossendale be an active valley is a key priority of this strategy. It will seek to ensure there are actions taking place which promote the opportunities for talented athletes to develop as well as ways in which major sporting events can be used to engage inactive audiences and have a wider social and economic impact.

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

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

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 Club founded in 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.

**Launched on 26th November 2023, the Haslingden Victoria Park junior parkrun has quickly become a cherished community initiative, attracting families and encouraging/fostering active lifestyles. Parkrun plays a big part in allowing families to embrace the great outdoors. In today's predominantly indoor lifestyle, reconnecting with nature is vital. Parkrun is known for reducing stress, improving mood, and releasing "happy hormones" like endorphins. It provides a free, inclusive, and supportive environment for participants.**

*Junior parkrun, Victoria Park, Haslingden*

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.

## Oliver Walsh's journey in karate:

In 2024 WKC World Championships introduced a para category, with a flawless performance Oliver, earned the gold medal—a historic achievement as the first gold medal kata world champion from his club, Valley Shorai Karate Club. Oliver's story is a testament to the power of perseverance, inclusion, and the spirit of karate.

Our rationale is to work with specific sports in the Valley, which is linked to strategic priorities, so that available resources can be better allocated, and long-term partnerships can be developed with Governing Bodies and clubs.

Key principles for working with specific sports are:

» Specific sports can engage with those who are less active to support them into activity
» Sports programmes, and participation opportunities help us to make best use of our sporting assets
» Sports events in our Valley are used to inspire and encourage more people to take part and join the club network
» A strategic fit between the Valley's physical activity priorities and those of the Governing Body

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
» Unlock investment and funding to get the best out of our existing sporting infrastructure (including facilities)
» Attract new sports, physical activity and sports teams to make their home in Rossendale
» 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

Rossendale hosts a School Games programme funded by Sport England and delivered by the Youth Sport Trust, the School Games is a framework and has a vision to be 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 three are directly linked to the strategy listed below:

» 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.
» To work in a coordinated way to ensure schools have equal access to a broad range of physical activity and sport opportunities for their students.

# THE STRATEGIC FRAMEWORK

The data, insight, consultation and external environment considered throughout the development of this strategy has informed the below 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”

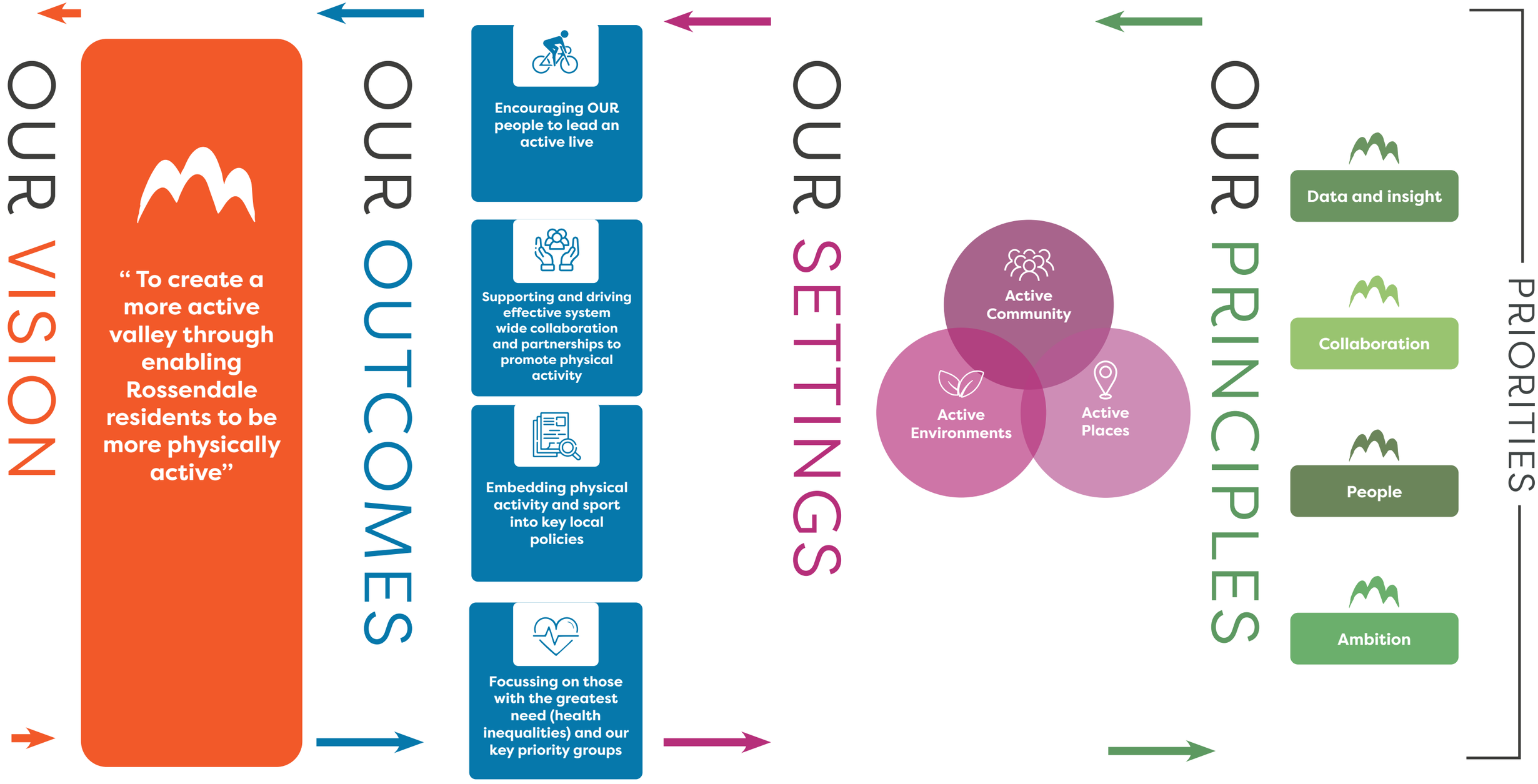



Figure 11.0 Rossendale strategic framework

# OUR VISION

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

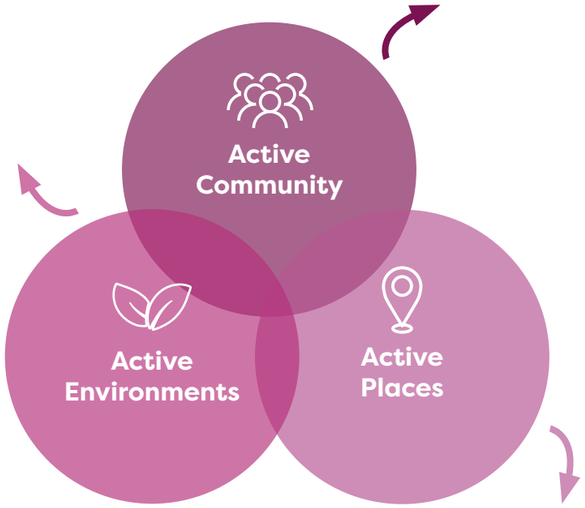
We will achieve this vision through the below four outcomes;

- **Encouraging OUR people to lead an active live**
- **Supporting and driving effective system wide collaboration and partnerships 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**

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

**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 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.




**Active Places;** maximise use of community assets (built and green and blue spaces), increase capital investment, and ensure sustainability of leisure facilities.

# 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.

ROSSENDALE PRINCIPLES

**Data and insight**

Using a data and insight based approach

**Collaboration**

We will work in partnership across the stakeholders combining skills, knowledge and resources to make a difference in the Valley

**People**

Our approach will reflect the diverse population and communities of the Valley where all residents have equal and fair access to be physically active

**Ambition**

We will be ambitious in our work and strive to transform opportunities for Rossendale residents to be active every day

SPORT ENGLAND 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 independent 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?

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.

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

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 deliverer 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 inactive

» 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

Minority ethnic groups

People with disabilities and long-term health conditions

Women and girls

Older adults

Children and young people

Those living in deprived areas

## 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

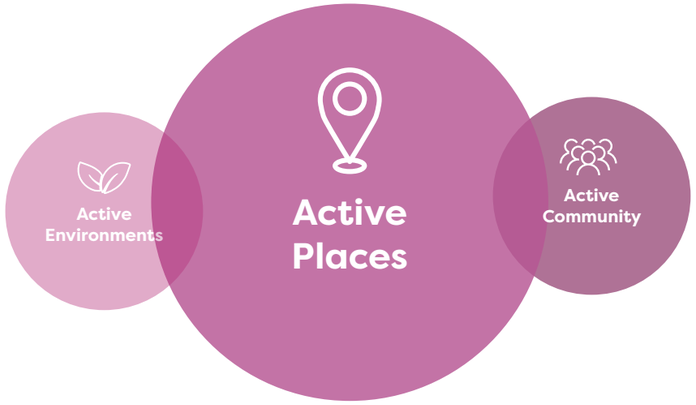
» To support long-term behaviour change through improving the marketing of existing physical activity and sport opportunities and ensuring there is strong understanding of the benefits

» 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.

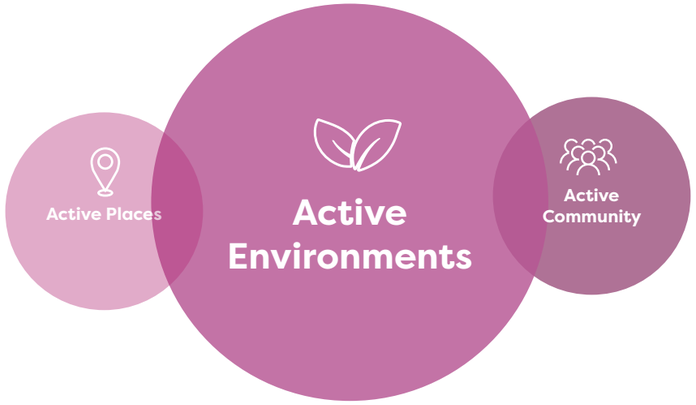
## WHAT ARE THE CHALLENGES?

» 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
» 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 the 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’s 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
» Reposition our leisure services to widen their reach into the community to become active wellbeing hubs

# ACTIVE ENVIRONMENTS




## 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.

The Rossendale active environment will collaborate across planning, housing, policy, transport and other infrastructures and partners to 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.

Creating safe and supportive environments for physical activity, such as parks, playgrounds, community spaces and walking trails, is vital. Working together, we can ensure they are safe and welcoming for all of the Rossendale community.

**"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"**



**"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"**

## 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 a 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 the 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 Population Health Board's purpose 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/objectives, will regularly be monitored and reviewed by the board.
The action plans will remain agile in response to the changing environment.

**Rossendale Population Health Board**
System leaders who provide direction, challenge and influence change

| Community led mental well being | Physical activity and weight management | Developing facilities to support health and wellbeing | Shaping services |
|---|---|---|---|

↕

**Rossendale Connected**

Multi-agency partnership in Rossendale that are trusted community champions to deliver impactful change

↕

**Physical activity and sport steering group**

To provide the strategic direction to deliver the strategy and drive the objectives

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 |
|---|---|
| » Use the strategy to influence the inclusion of sport and physical activity within key Rossendale strategies | » Incorporate physical activity into relevant Council policies and strategies focussing in year one on the Corporate Plan refresh<br>» 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<br>» Strategically review the population health board and associated health and wellbeing plan aligning with the sport and physical activity strategy<br>» 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<br>» 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 |
| » Set up an effective governance structure around sport, physical activity and health | » Develop the Rossendale Physical Activity and Sport Partnership governance structure to oversee delivery of the action plan<br>» Take the sport and physical activity facilities governance model through relevant RBC committees for sign off<br>» Set up relevant steering groups to govern the delivery of this strategy<br>» 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 | » Work with RLT on delivery of programmes linked to their strategic plan<br>» Introduce two new "Pub running clubs" using the current model of delivered at Cast Pub<br>» Develop a new "Bowls for health" project with the Rossendale Bowls clubs, targeting older people<br>» Establish a Women Girls Taskforce to respond to the women and girls survey findings<br>» Deliver the "Lets lift the curfew" campaign in Rossendale for women and girls<br>» Establish a Rossendale "This Girl Can" campaign to promote the sport and physical activities that take place in the Valley<br>» Deliver a programme of activity for the South Asian community as identified by the community to increase physical activity levels<br>» Work closely with Rossendale Rays to continue to deliver a programme of activity for people with a disability<br>» Work with Rossendale Rays to source funding to deliver new activities<br>» Develop a Rossendale model to increase physical activity levels in children and young people who are overweight or obese<br>» Work with sports clubs to raise awareness of the opportunities for spectators to be active (consult with those first as to what they want)<br>» Implement three new 5km routes for walkers / runners to start and continue running<br>» Establish and deliver a plan to address those that are financially vulnerable "Better Lives" project |
| » 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 | » Work with the Councils' communications teams to develop a consistent narrative for the Strategy that helps residents to be clear about what is meant by 'physical activity'<br>» Link into national marketing campaigns; This Girl Can, We are Undefeatable, Change for Life<br>» Use case studies to highlight positive and real life change<br>» Establish a Talented Athlete Scheme managed by RLT<br>» Review Rossendale Connected website as a gateway for information for the public to use<br>» We will use the We Are Undefeatable resources available via the Richmond Group to encourage those that are inactive to be active |

| OBJECTIVE | ACTIONS |
|---|---|
| » To deliver the strategy via Rossendale Connected stakeholders who are trusted community champions to deliver impactful change | » Work with Rossendale Leisure Trust to consider ways to encourage leisure centre visits and membership from target groups<br>» Continue with weekly Together an Active Future team meetings (RBC / RLT)<br>» Attend weekly Together an Active Future discussion meetings (Lodge House)<br>» Attend Together an Active Future curiosity cafes and conferences to ensure the team are up to date and aware of projects |
| » Support local clubs and organisations by creating and maintaining a local directory of sports clubs and assist in the publicity of clubs | » Establish and formalise a sports club network with the following:<br>» Deliver a quarterly Sports network - newsletter<br>» Establish a new Sports Network website<br>» 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<br>» Link with Active Lancashire to ensure clubs are aware of the support available to them.<br>» Raise awareness of the support available to local clubs and groups from being a member of CVS. |
| » 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 | » Ensure that our club and community network have the appropriate welfare and safeguarding policies in place<br>» Develop sport specific plans with local sports clubs and Active Lancashire |
| » To maximise use of community assets, particularly in target locations by target audiences | » Develop a Rossendale Bowls development committee to access funding to create a health for bowls programme<br>» Work with Haslingden High School to implement a community opening of facilities policy<br>» Work with education partners to open more facilities to be accessible for the community<br>» Complete a feasibility exercise for investment into multi use games areas, refurbishing them into Play zones<br>» Develop Wellbeing Walks in parks or other open spaces where they currently do not exist<br>» Implement the recommendations from the Playing Pitch Strategy to protect and enhance playing pitches across Rossendale<br>» Achieve healthy workplace accreditation (or appropriate equivalent) for the Council<br>» Increase the Park Yoga programme into an additional two parks and make it sustainable by working with RLT partnership<br>» Implement the recommendations from the Outdoor Facilities Sports Paper, maximising investment into key assets<br>» Working with local stakeholders and Sport England, develop a list of facility investment needs<br>» Ensure the objectives within the Swimming Pool Support Fund grant are delivered |
| » 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 | » In 2025 deliver and support a series of events:<br>» Triathlon Swim Bike Run local<br>» Tour de Manc<br>» Relay for Life<br>» School Games<br>» Introduce an Adult and Junior Park Run (Edgeside)<br>» Park tennis tournament<br>» Couch 2 5km<br>» Round the Hills Walk<br>» Skyline Walks<br>» Rossendale Triathlon<br>» Lee Quarry Cycling<br>» Utilise the sports network and environment to lever local, regional and national events to Rossendale |

Active Places | Active Environments | Active Community | Sports

OUR OBJECTIVES

| OBJECTIVE | ACTIONS |
|---|---|
| » 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 | » Work with the School Games Organiser (SGO) on funding bids and participation initiatives, to maximise use of school sports facilities outside of school hours and support the delivery of the SGO outcomes<br>» Work with Rossendale School Games Organiser to increase cycling levels in children and young people<br>» Work with schools to ensure that their physical activity and sport provision helps to engage inactive children.<br>» Work with primary schools to help extend the reach and impact of the Daily Mile and other similar initiatives.<br>» Continue to support schools with their PE and school sport needs through providing high quality sports coaching. |
| » Encouraging greater and wider use of our open spaces for physical activity, informal play and structured sport for all the community | » Lease (21 years+) playing fields (single pitch sites) where appropriate to sports clubs ensuring the club has FA accreditation and a football development plan<br>» Introduce an adult park run to Rossendale (Edgeside Park)<br>» Work to deliver the Tennis in Parks programme<br>» Work with partners to deliver the Park Yoga initiative and feasibility to grow in two more parks<br>» 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 |
| » Explore the feasibility and funding opportunities available to improve and enhance the leisure facility infrastructure | » Deliver the first 3G Artificial Turf Pitch in Rossendale at the Adrenaline Centre<br>» Complete a feasibility study for investment into multi use games areas refurbishing into Play zones<br>» Explore the options for the development of Padel tennis courts in Rossendale via a test and learn project<br>» 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<br>» Ensure that physical activity and sport are an integral part of the regeneration plans for town centre investment, particularly linked to investment in Rawtenstall<br>» 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<br>» Submit an application to the Public Sector Decarbonisation Fund for a number of environmental improvements at Marl Pits Leisure Centre |
| » Reposition our leisure services to widen their reach into the community by becoming active wellbeing hubs | » Develop a new business model for the Rossendale Up and Active programme to enable the programme to be sustained post December 2025.<br>» Commission a social value report with the other East Lancashire Leisure Trusts, into the value of the Up and Active programme<br>» Deliver the Lancashire Collaborative Weight Management project for families and adults, taking an innovative approach to delivery<br>» Continue to deliver the Rossendale Cardiac Programme<br>» Explore new funding streams to increase the number of referral pathways provided<br>» Work with the PCN to explore the introduction of Active Practices<br>» Work with local volunteers to create a sustainable model for Wellbeing Walks<br>» 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<br>» Train all RLT staff with Make Every Contact Count (MECC) training so that interactions and behaviour change is maximised |
| » To positively influence planning developments and the use of section 106 investment to support increased physical activity | » Refresh and implement the Rossendale Borough Council Community Asset Transfer policy<br>» Develop and implement a S106 approach / policy to strategically inform how available funding is used |

Active Places · Active Environments · Active Community · Sports

OUR OBJECTIVES

| OBJECTIVE | ACTIONS |
|---|---|
| » A well-coordinated approach that encourages people to walk, run, cycle, and push as a mode of transport supporting the active travel agenda | » Establish a borough wide “Active travel day” – whereby everyone walks, cycles or runs for a journey<br>» Continue to support all primary schools in Rossendale to access the Bikeability programme<br>» Deliver a Balance bike programme to support more children and young people learning to ride<br>» Support the establishment of the Lee Quarry volunteer group in their drive to maintain the quarry<br>» Support Rossendale Bike Hub to engage with the cycling community, develop events and rides<br>» Promote and support Rossendale Ladies cycling group from the Bike Hub in Rawtenstall<br>» Apply for funding from Cycling UK to deliver the annual Big Bike Revival learn to fix, maintain an rides programme<br>» We will develop a programme to encourage mothers to participate in exercise, via a new buggy walks initiative (targeting two new walks)<br>» We will activate the Valley of Stone cycling route with family bike rides |
| » To work with Lancashire County Council to deliver the Local Cycling and Walking Infrastructure Plans (LCWIPs) | » Champion investment in appropriate infrastructure, with the priority being on cycling and walking routes that provide safe opportunities for active travel |
| » 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 | » Create a plan / marketing strategy to encourage more people to exercise outside without the need for facilities – “Active Parks” initiative<br>» Through our “Love Parks” programme seek to drive more investment into parks<br>» Establish a new “Floodlit on time” to ensure that women feel safe to access the running track at Marl Pits<br>» 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 |
| » Ensure that each sports club is operating to the minimum standards as set by the NGB | » Work with National Governing Bodies of Sport to implement minimum standards into sports clubs with support from Active Lancashire<br>» Deliver a Rossendale Safeguarding and Welfare conference in partnership with the Welfare team at Active Lancashire |
| » Support our substantial network of sporting and community organisations not only to survive but thrive in Rossendale | » 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 |
| » Attract new sports, physical activity and sports teams to make their home in Rossendale | » By working with National Governing Bodies identify where a sports club does not exist and explore the options for development of that sport |
| » Unlock investment and funding to get the best out of our existing sporting infrastructure (including facilities) | » Utilise the playing pitch strategy, indoor built facility and facility improvement list identified for Sport England as tools to lever in investment to improve facilities<br>» Work with key collegues to deliver the long term plan for towns focusing on the themes that link to physical activity within transport, heritage, and safety |
| » Supporting the development of a sustainable and inclusive sport and physical activity infrastructure of clubs, volunteers, participants, coaches, officials, teachers and leaders | » 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 |
| » Increase community pride in the achievements of all our sporting participants | » Establish a Talented Athlete Scheme managed by RLT<br>» Establish a list of sporting ambassadors from Rossendale promoting their achievements via a hall of fame (website page hosted by RLT) |

Active Places · Active Environments · Active Community · Sports

OUR OBJECTIVES

# Appendix one

| 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.<br>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.<br>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.<br>The three core priorities of this strategy, and what it means for the country, are:<br>1. Being unapologetically ambitious in making the nation more active, whether in government or in the sport sector.<br>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.<br>3. Moving towards a more sustainable sector that is more financially resilient and robust. |
| Sport England: Uniting the Movement | 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 –<br>1. Advocating for movement, sport, and physical activity.<br>2. Joining forces on five big issues – recover and reinvent; connect communities; positive experiences for CYP; connect with health & wellbeing; active environments.<br>3. Creating the catalysts for change. |
| Sport England | "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 |
| Sport England – Every Move (sustainability strategy) | 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. |
| Sport England – 'This Girl Can' | This national campaign aims to get women and girls moving, regardless of shape, size and ability |
| Health Matters: Getting Every Adult Active Every Day | 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. |
| 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:<br>Health and wellbeing<br>We will improve health, life chances and independence, so residents can live healthy lives and access quality care when they need it.<br>Communities and place<br>We will build pride, belonging and resilience in all our diverse communities and ensure everyone has a voice and stake in their future |
| 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 Healthwatch who already work closely with those who are most vulnerable in society |

# Appendix one

| Strategy | Summary |
|---|---|
| Lancashire and South Cumbria Integrated Care Partnership: Integrated Care Strategy 2023-2028 | 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. |
| 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 | 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. |
| 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. |
| Rossendale Borough Council: Climate Change Plan | 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:<br>• Improving energy efficiency of our buildings<br>• Switching to sustainable forms of transport<br>• Reducing waste, increasing tree cover, enhancing biodiversity and adopting to impacts of climate change<br>• 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:

AN ACTIVE VALLEY!

# Rossendale's Physical Activity & Sport Strategy

2025 – 2030