

Sport and Physical Activity across West Yorkshire

13th March 2024

Contribution to the West Yorkshire Plan

A prosperous West Yorkshire

- Employment and jobs in the sector
- Productivity of the workforce
- Employment schemes through sport
- National and international events
- Visitor economy
- Volunteering and value of voluntary sports clubs

A happy and healthy West Yorkshire

- Physical health
- Mental Health
- Community connectivity through sport
- Reduced isolation and loneliness
- FUN

A well connected West Yorkshire

- Walking, cycling and scooting

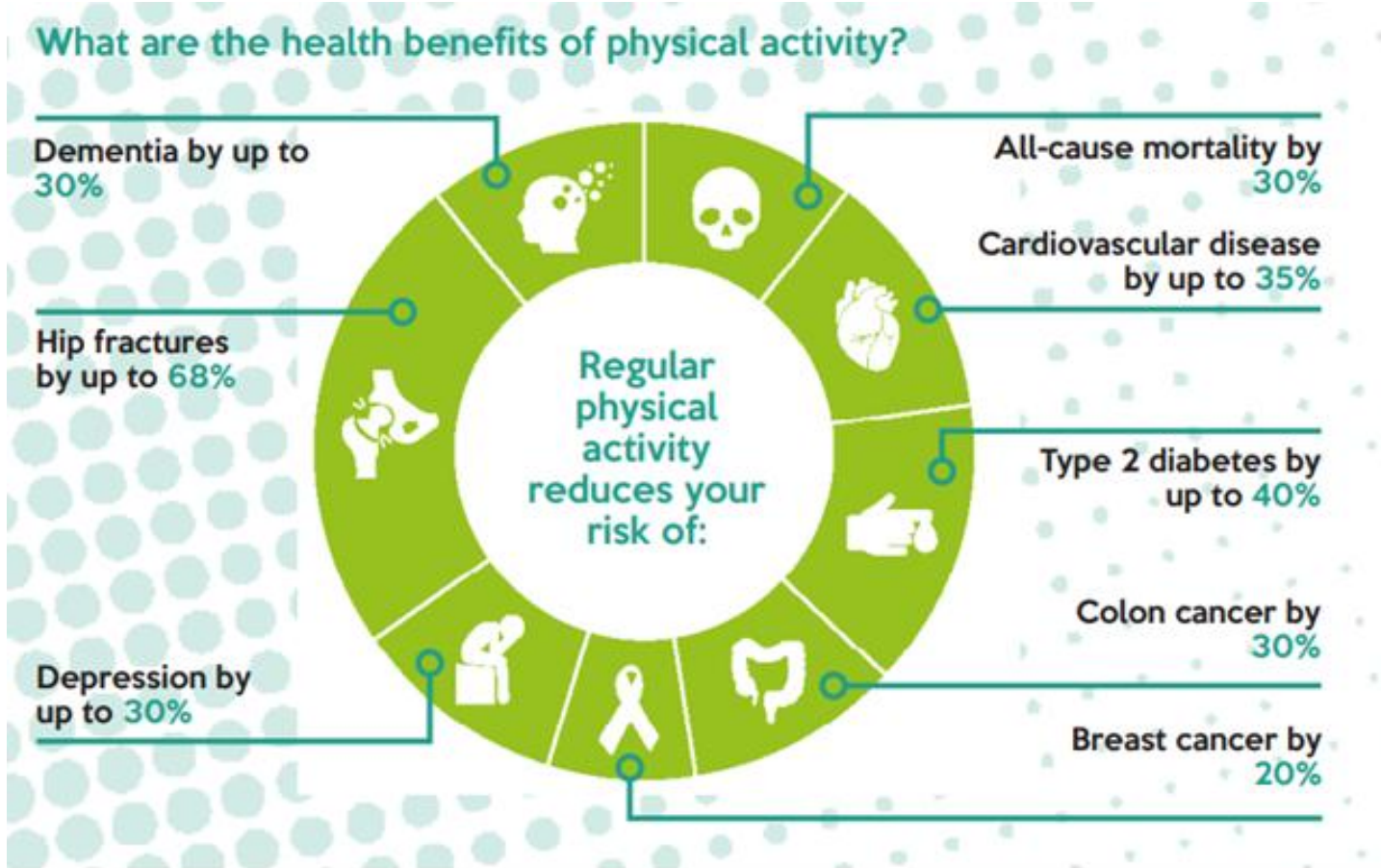
A sustainable West Yorkshire

- Supporting active travel
- Access to green and blue space
- A sustainable sports sector

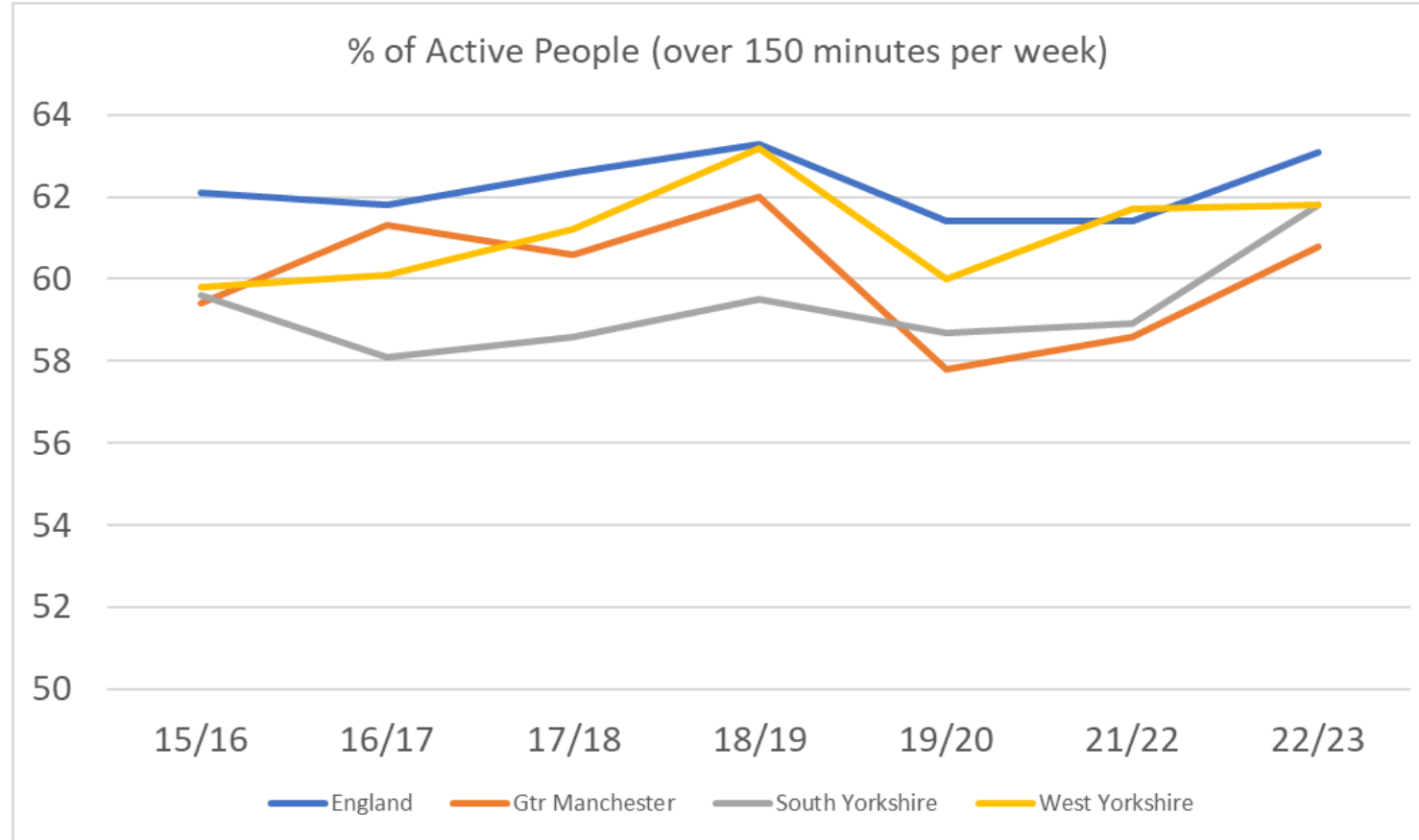
A safe West Yorkshire

- Community connectivity through sport
- Diversionary activities
- Personal development and responsibility through sport

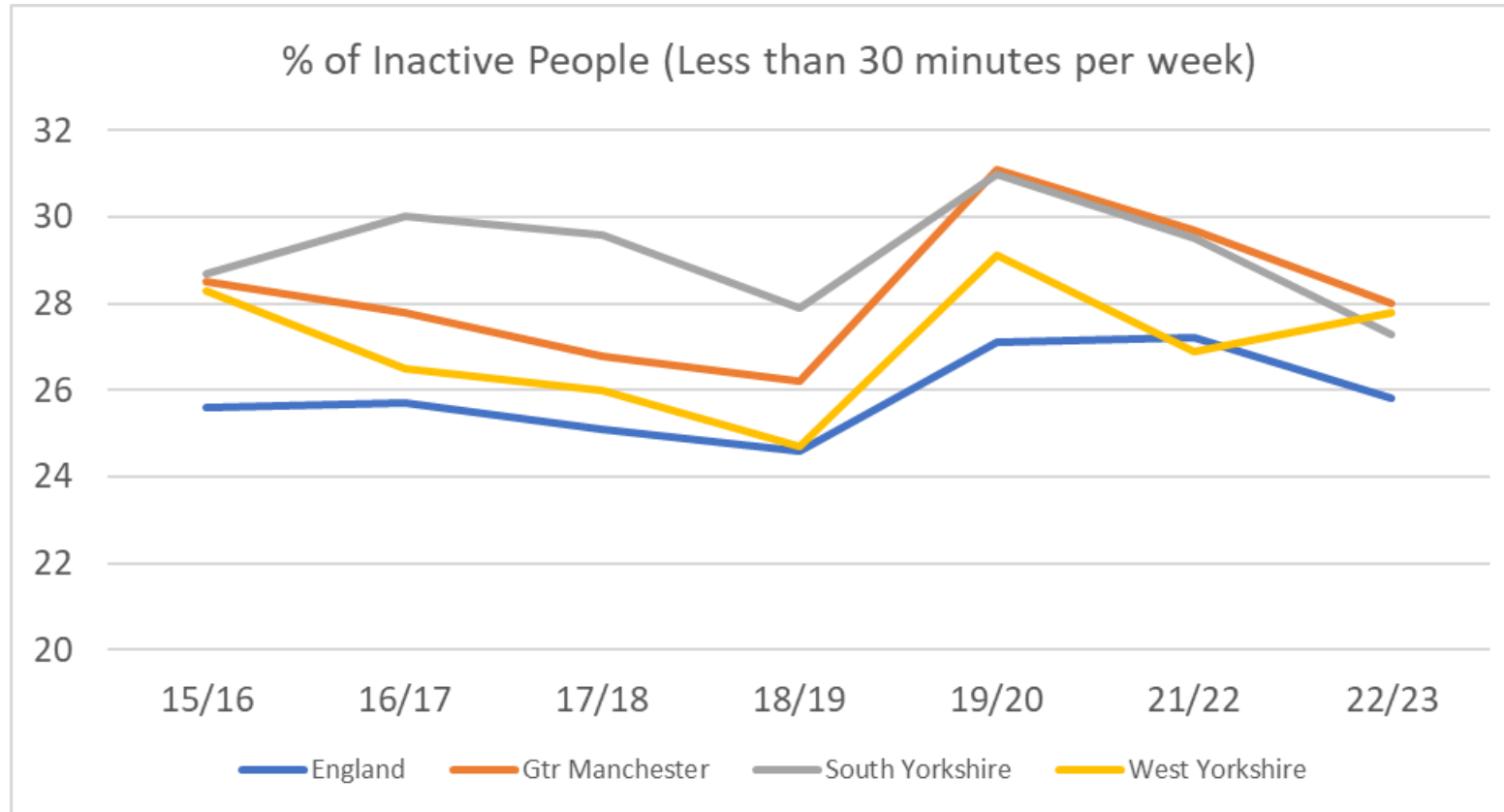
Health Benefits of Physical Activity



Current Activity levels – over 150 minutes



Current Activity levels – less than 30 mins



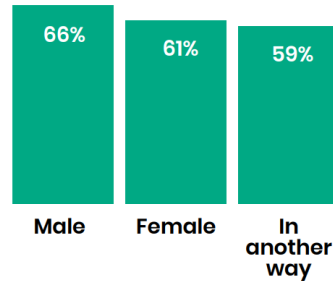
England Inequalities

Summary of demographic differences

Our data shows there are significant inequalities:

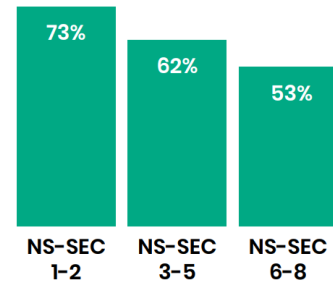
1 Gender

Men (66% or 14.7m) are more likely to be active than women (61% or 14.2m) and those who describe themselves in another way (59% or 0.2m).



2 Socio-economic groups

Those from lower social groups (NS-SEC 6-8*) are the least likely to be active (53%).

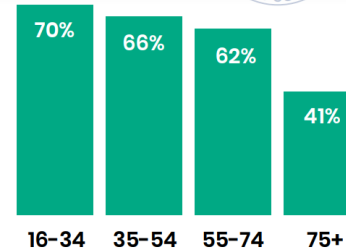


[Link to data tables](#)

*See our [definitions](#) page for the full definition of

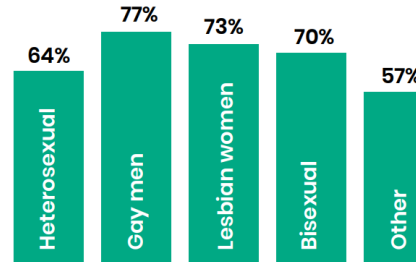
3 Age

Activity levels generally decrease with age, with the sharpest decrease coming at age 75+ (to 41%).



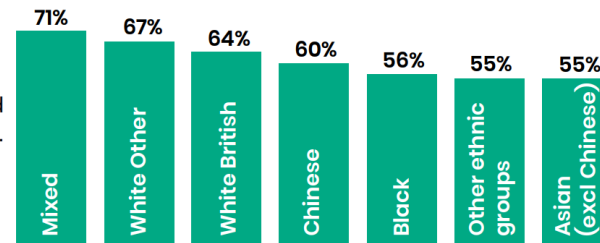
4 Sexual orientation

Gay men, lesbian women and bisexual adults are all more likely to be active than heterosexual adults.



5 Ethnicity

There are differences in activity levels based on ethnic background.

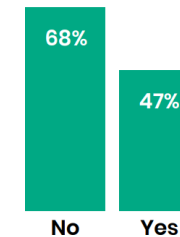


Additional demographic breakdowns for faith, working status and

6 Disability and long-term health conditions

Activity is less common for adults with a disability or long-term health condition* (47%) than those without (68%).

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West
Yorkshire
Combined
Authority

Tracy
Brabin
Mayor of
West Yorkshire

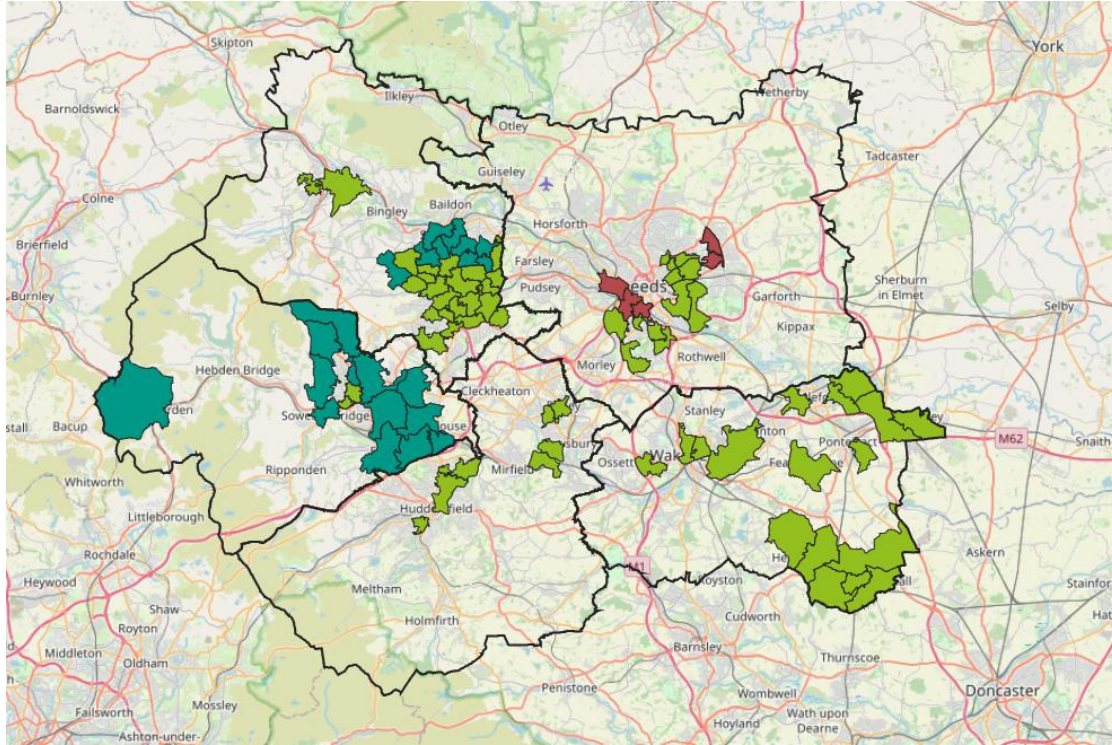


ACTIVE
BRADFORD

JOIN US:
MOVE.PLAY.



Community Place Based Working



Place Based Partnerships



Our vision themes

We believe movement, physical activity and sport has a big role to play in improving the physical and mental health of the region, supporting the economy, connecting communities and rebuilding a stronger society for all. All these themes matter, all are interconnected and all require a relentless focus to provide the step change needed to increase activity levels and reduce sedentary behaviours.

Active Communities

Neighbourhoods and communities will be vibrant and connected through local people creating a range of easy and enjoyable opportunities to be active.

Active Design

Where we all live, work and play will be designed to make it easy to be active. Green, blue and open spaces will be open to make the most of our natural settings. Our spaces and places will be safe, accessible and inclusive for local people.

Health and Care

Physical activity will play a major role within health and care systems so that everyone can enjoy more healthy years of life.

Active Travel

It will be easy to make journeys by walking and cycling to connect people with employment, education, leisure and tourism. Everyone can access these journeys that are integrated into the wider public transport system.

Active Workplaces

Employers encourage and support their people to be physically active throughout their working day.

Sport

There are inclusive, safe and accessible, formal and informal high quality sports opportunities at every level, and easy progression for talent to flourish.

Active Schools

All children and young people will be active for at least 30 minutes within the school day and early years' settings will provide the foundations for an active life.

Public Campaigns

Regular, population and targeted, effective public campaigns will connect and inspire people from all backgrounds to be active.



JU:MP Neighbourhood Approach

Whole system working for active children and families





West Yorkshire Added Value

- Working together across West Yorkshire where it is appropriate to do so

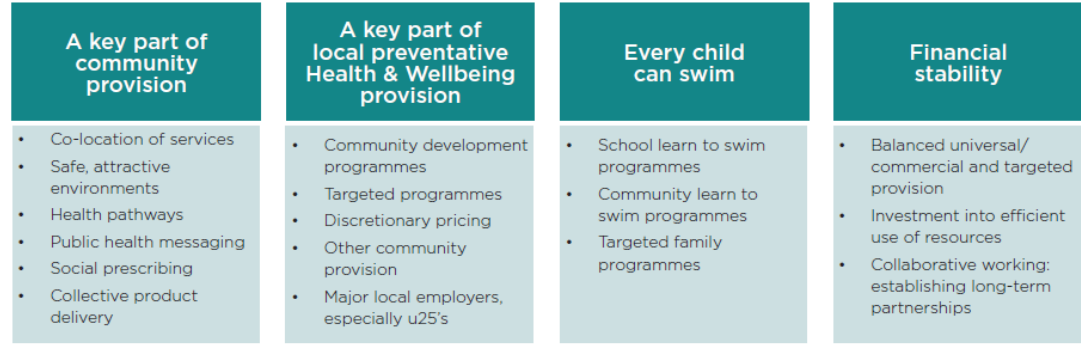


West Yorkshire Public Leisure Vision

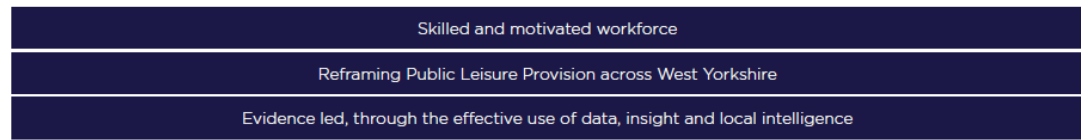
Our Vision

West Yorkshire's high performing public leisure facilities are recognised as essential components of healthy, vibrant and active communities, providing opportunities to learn to swim, playing their part in preventative and clinical pathways and providing opportunities for an active life for those people who face the most inequalities.

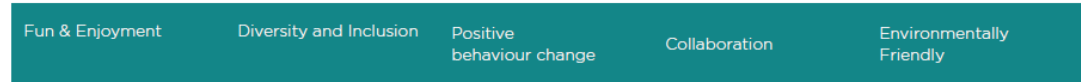
Our Themes



Our Underpinning Work



Our Principles



West Yorkshire Added Value

- Working together across West Yorkshire where it is appropriate to do so
- Learning and sharing together
- Amplifying the 'Be Active' messages; articulating a 'West Yorkshire Ambition' that adds weight to the district strategies
- Embedding sport and physical activity in strategic plans and policies so that it contributes to its full potential
- Connecting 'health' and 'economic' agendas
- Closer collaboration between culture, heritage and sport

West Yorkshire Questions

- Is there value in creating a ‘West Yorkshire Ambition/Vision’?
- Do we need ‘oversight’ of sport and physical activity across West Yorkshire that is connected to and connects the health and economic structures?
- What are the priorities for joint work that will make the greatest impact on achieving the outcomes of the West Yorkshire Plan?
- Is there value and an appetite for culture, heritage and sport work more collaboratively on specific initiatives? E.g. focus communities work, health pathways



Yorkshire Sport Foundation



Yorkshire Sport Foundation, Nepshaw Lane South, Morley, Leeds, LS27 7JQ
0330 2020 280 info@yorkshiresport.org www.yorkshiresport.org @YorkshireSport
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