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**To: Health and Social Care Scrutiny Board (5)**

**Date: 2 April 2025**

**Subject: Sport and Physical Activity Refresh**

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## **1 Purpose of the Note**

- 1.1 To provide a brief overview of the Sport and Physical Activity Strategy's success and provide updates on the forthcoming strategy refresh.

## **2 Recommendations**

- 2.1 The Health and Social Care Scrutiny Board (5) are recommended to:
  - A. Recognise the impact of the Coventry Sport Strategy (Appendix 1) and Physical Activity Framework from 2014 – 2024. (Appendix 2)
  - B. Provide feedback as part of the development of the New Sport and Physical Activity Strategy that is currently being developed with a particular focus on how the strategy can be used to develop greater inclusion of adults and older people to support with healthy ageing

## **3 Background and Information**

- 3.1 A co-produced joint Sports and Physical Activity Strategy is currently in development, which will be completed in 2025.
- 3.2 This will refresh the Coventry Sports Strategy 2014-2024 and the Physical Activity Framework 2019-2024 and bringing them together due to the many overlapping priorities and creating a greater joined up system.
- 3.3 A small working group has been convened with key partners, including CCC Public Health & Sport, CV Life, Positive Youth Foundation, Think Active and commissioned consultants Knight, Kavanagh and Page (KKP)
- 3.4 Data and insight have been collated and reviewed to identify potential priorities for the strategy. These, along with the findings of other relevant needs assessments (Indoor Sports and Aquatics Needs Assessment and Playing Pitch & Outdoor Sport Strategy) have been used to develop an initial set of themes and focus areas.
- 3.5 These principles and focus areas have been socialised with a range of partners and feedback has been gathered to inform the next phase of strategy development.
- 3.6 The available data and insight that has been collated on physical activity and sport in Coventry indicates some progress has been made since the last strategies, including:

- Inactivity levels for 55 –74-year olds have improved in Coventry, reducing from 41.5% of this age group being inactive in 15/16, to 28% of this group being inactive in 2021/22.
  - Active travel (walking) has increased in Coventry since 2015/16 for adults. The percentage of adults who have participated in active travel twice over the last 28 days increased from 31.7% in 15/16 to 35% in 21/22, higher than England at 33%.
  - Almost 95% of Coventry's population now live within one mile of a health and fitness facility (with 20+ stations).
- 3.7 It is important to reflect on the success of some of the key headlines as part of the previous set of strategies and its essential that the previous period of the strategy had a very specific focus on developing facilities and infrastructure whilst learning and developing our approach to working in local neighbourhoods to ensure residents can be as active as possible.
- 3.8 It must be recognised that Coventry has made significant investment into sport and physical activity facilities, with over £100 million invested into a new 25 metre swimming pool at Centre AT7, a state of the art destination facility at The Wave waterpark, the University of Warwick's Sport and Wellness Hub and The 50 m pool at the Alan Higgs Centre.
- 3.9 There has also been significant investment into the parks and green spaces to enable physical activity in local communities, this includes installing fitness equipment in parks and walking paths that help local people to access these facilities.
- 3.10 A key highlight in the past strategy was that the City was awarded the status of European City of Sport in 2019, which helped to celebrate the success of all the efforts that the city has made and prioritised.
- 3.11 Coventry has also been strategic in its approach to major sporting events that have connected to our local community. Events such as the Birmingham 2022 Commonwealth Games, the International Children's Games 2022, Rugby League World Cup 2021, Billie Jean King Cup 2023 and most recently the Kabaddi World Cup 2025.
- 3.12 A range of funding has been granted to support sport and physical activity schemes locally to deliver against previous strategies, including from Sport England, private businesses, Developers to deliver against the Playing Pitch and Outdoor Sports Strategy / Indoor Sports Facilities Strategy and the West Midlands Combined Authority.
- 3.13 The data and insight since the last strategy was developed has seen some interesting changes and some progress in certain areas.
- 3.14 According to Sport England's Active Lives Survey, Coventry adults are more active when compared to 2015/16, a substantial improvement in activity levels locally was seen in 2019/20.
- 3.15 When looking at specific population groups, two of the biggest changes in activity levels in Coventry since 2015/16 are:
- Inactivity levels between men and women are now similar in Coventry, which differs to 2016/7 and the national picture of men being more active than women.

- There has been an increase in the number of people in the most deprived population group who are inactive. The number of inactive people in this group increased by over one third since 2016/17, which is substantially more of an increase than for England overall.
- 3.16 Local insight has focused our community place-based programmes which target priority groups and those with the highest needs to reduce inactivity levels and improve physical and mental health outcomes of residents.
- 3.17 Coventry City Council has secured a total investment of £900,000 through Sport England's Priority Place (SEPP) programme. This includes three communities which have ongoing high levels of deprivation and poor health, including Foleshill, Canley and Willenhall. These commissioned projects work within the heart of the communities to tackle inequalities, build capacity and embed the local voice, with a community first approach.
- 3.18 Coventry was also successful in securing £624,624 for the Commonwealth Active Communities (CAC) funding that was part of Sport England's wider investment into the Birmingham 2022 Commonwealth Games. This investment has two focus areas, the first is the Go Parks programme which has engaged children and young people in physical activity in parks and greenspaces. The second strand of work is aimed at older residents in a range of care and independent living settings, alongside a citywide community programme targeting the over 50's.
- 3.19 Case studies demonstrate the significant impact seen within Coventry communities and target demographics through place-based community programmes:
- In the Go Foleshill programme, partners worked collaboratively to breakdown cultural barriers to physical activity through a [female lifeguard training programme](#), resulting in the upskilling of local people, leading to employment.
  - This has resulted in five women upskilled as part of the programme, which is seeing impact on people's wellbeing.
  - In the Coventry Moves programme, St Jude's Care Home reported reduced trips and falls because of increased mobility in residents who participated in weekly seated exercise classes.
  - This has enabled 16,993 engagements in the Coventry moves programme's wellbeing activity.
  - ◀ In the CAC Go Parks programme, partners reported improved community and cultural cohesion and reduced anti-social behaviour within parks and green spaces across the city because of the sport and physical activity provision. Further insight into the positive impact on children and young people can be seen in the Go Parks case studies - [Go Parks Culture and Sport 2023](#) and [Go Parks Physical Activity 2023](#).

## 4 Health Inequalities Impact

- 4.1 An Equality Impact Assessment will be carried out to inform approach and development of the strategy to ensure the actions and outcomes are fair and do not present barriers to participation or disadvantage any protected groups from participation, and where possible is a positive addition to reducing and improving on health inequalities.

4.2 The strategy research identifies particular groups where activity levels are low. It will highlight the need to apply a proportionate universalism approach to reduce social health inequalities, which involves resourcing and delivering universal services at a scale and intensity proportionate to the degree of need. The concept suggests that health interventions and policies should be universal, but with intensity and scale adjusted based on social need and disadvantage.

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