People in the most deprived areas are:

- people living in deprived areas with high rates of inactivity
- people with a long-term condition or disability
- young people 14-19

Almost twice as likely to be inactive as those in the least deprived areas.

As measured by Sport England's Active Lives Survey (2016/17), currently 23% of people in Sussex are inactive (372,000). The Active Lives Survey defines inactivity as doing less than 30 minutes of sport or physical activity each week.

Keeping young people aged 14-19 engaged in physical activity is critical to avoiding a drop-off in early adulthood.

WHERE WE FOCUS

<table>
<thead>
<tr>
<th>Location</th>
<th>Inactive</th>
<th>Fairly Active</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chichester</td>
<td>16%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Horsham</td>
<td>21%</td>
<td>27%</td>
<td>30%</td>
</tr>
<tr>
<td>Worthing</td>
<td>22%</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>Mid Sussex</td>
<td>27%</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>Wealden</td>
<td>30%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Eastbourne</td>
<td>21%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Lewes</td>
<td>30%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Rother</td>
<td>30%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Hastings</td>
<td>30%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Active Rother</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
</tr>
</tbody>
</table>

We do this in order to strategically position sport and physical activity in local plans, and support the case for investment into physical activity programmes.

Planning for the future:

- Second round of the 2018 national walking football cup.
- The team were winners of the first East Sussex league and got through to the second round of the national walking football cup.

Testimonial:

Mick Davies, aged 69

Activity: Walking football for men (participants range from 51-75)

Target group: Older people

Where: Bexhill Leisure Centre

Run by: Old Bexhillian's Walking Football

Active Rother in partnership with Age UK and Freedom Leisure

Active Sussex engages with a wide variety of stakeholders from the public, private and community and voluntary sectors.

Partnerships

- County
- Economic
- Education
- Environmental
- Health
- Housing
- Leisure
- Local authorities
- Planning
- Police
- Prison
- Regulators
- Safeguarding
- Safety
- Sport
- Technology
- Transport
- Youth

STAKEHOLDERS AND ENABLERS

- Active Sussex is the brand name of the Sussex County Sports Partnership Trust, a company limited by guarantee. Company No. 6166961. Charity Registration No. 1122082
ABOUT US

As a registered charity, Active Sussex’s main aim is to reduce the percentage of inactive people in Sussex by 2028. We are part of the national County Sports Partnership Network, and work with stakeholders across the county to build strong relationships.

Together, our goal is to increase the number of people participating in sport and physical activity in Sussex.

VISION

Driving physical activity transformation in Sussex, which sees more people active and healthier communities.

MISSION

We will listen to people in Sussex to understand how they want to be active.

We will work with new and existing partners to drive improved access to opportunities for those most at risk of inactivity, especially older people, those with disabilities and long-term conditions, young people and those who live in areas of high deprivation.

AIM

By 2023 our aim is to see 5% fewer inactive people in Sussex, and 10% fewer inactive people in the county by 2028, so that all our local authorities have activity levels better than the national average.
At Active Sussex, we work with a number of key stakeholders to reach our target audiences to encourage physical activity amongst local people, particularly those who are inactive. These target groups include people living in Sussex’s most inactive and deprived wards, young people, older people and people with a long-term condition or disability.

Driven by applied insight, and an evidence based approach, our work concentrates on bringing together local stakeholders across Sussex. Our approach ensures that the most inactive people in our communities have access to facilities, the correct support, and the right workforce to begin or sustain their activity journey.

Building strong partnerships with stakeholders such as, local authorities, leisure trusts, health, education, businesses and the community sport sector is the cornerstone of our work. This is achieved through accountable governance, strong stakeholder relationships and coherent communications.

County Sports Partnerships are cited in national strategy as having a significant (or primary) role in helping the Government and Sport England to understand the local activity picture.

It is through this understanding of people and place that we can help them to better target investment and resources into areas of greatest need.\(^1\)

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\(^1\) A detailed delivery plan sits behind this strategy, for more information email: info@activesussex.org
OBJECTIVES

1. **Reduce inactivity**
   We will work with stakeholders to facilitate a significant decrease in local people classed as inactive in Sussex.

2. **Better health and wellbeing**
   To improve the physical and mental wellbeing, and individual development of our communities as a result of our work with stakeholders.

3. **Put activity centre stage**
   We will work with stakeholders to place physical activity at the forefront of new policies and infrastructure projects such as housing developments, transport policy and public health planning.

4. **Build relationships**
   We will work more closely with voluntary stakeholders out in the community to deliver appropriate solutions for our target audiences using a ‘people like me’ approach. We recognise the importance of engaging with new and diverse partners to engage people to be more active, more often.

5. **Grow investment**
   To seek increased investment in sport and physical activity in Sussex as a result of our advice or collaboration.

6. **Corporate support**
   To partner with local businesses and encourage them to support physical activity and community sport in Sussex.
WHO WE ARE

We are a team of professionals who build relationships locally and tackle inactivity in Sussex.

We aim to make a difference to people’s lives and uphold our core values of excellence, freedom and respect in the work that we do.

In line with the Code for Sports Governance, the Active Sussex Board is the overall governing board for the County Sports Partnership. It is an independent board which oversees, scrutinises and guides our work and makes decisions where appropriate to ensure our good governance.

We are committed to equality and diversity in our governance structure, recruitment processes and in the materials and products we produce. We want the composition of our board to reflect the diverse population that we serve in Sussex.

WHY WE DO IT

We encourage increased physical activity amongst our local population in Sussex because we believe that sport and physical activity has the potential to improve lives, build friendships, strengthen communities and improve mental wellbeing.

As the UK Chief Medical Officer said, “if exercise was a pill everyone would be prescribed it” and knowing the power of sport and physical activity first-hand, we want to encourage local people to get moving.

Developing sport and physical activity is front and centre for us, whether that be through encouraging volunteering, supporting the development of a skilled workforce or supporting stakeholders to run community-led initiatives.

A WORLD FIRST!

Project: Table Tennis Coach Training
Run by: Brighton Table Tennis Club (BTTC)
Target group: Table Tennis Players and Coaches with Trisomy 21 (Down Syndrome)
Activity: Table Tennis
Testimonial: Harry became the first coach with T21 in 2016, Chris & Andrew followed in early 2018. They are the national T21 Table Tennis team and each make a huge contribution to the BTTC through their playing and coaching.

On the first Sunday of the month from 11am-1pm the coaches work with up to fifteen young players with T21 at the BTTC T21 session.

BTTC now has the first three Table Tennis Coaches in the world with T21.

Pippa Hodges, coordinator of the T21 Support Network Brighton & Hove said: “Seeing our T21 coaches working with youngsters who also have T21, represents everything that I believe in. A positive legacy of Inclusion is when communities like T21 become more self-enabling. It tells a powerfully positive story to families within our community and importantly, to everyone around us. The photo (above) of Chris coaching Kai is a perfect example of that. T21 table tennis has an exciting future and we are immensely proud of our GB Players.”

Plans for the future: The T21 coaches at BTTC want to inspire the next generation of T21 players to love the game of Table Tennis. They are at the club 4-5 days a week working hard for the World Championships in Madeira in October 2018.

Team successes: The players are currently the stars of multiple sell out screenings of Believe That, a documentary about their training and competing in the Sports Union - Down Syndrome 2017 European Championships.
WHERE WE FOCUS

1 in 4 people in Sussex are physically inactive. This is something we are helping to change by focusing on the people who are most inactive, and the areas of Sussex where they live.

We will look to encourage everyone to be active and stay active, but to make the most impact we will be focusing on the following groups to tackle inactivity in Sussex;

- young people 14-19
- older people
- people with a long-term condition or disability
- people living in deprived areas with high rates of inactivity

People in the most deprived areas are almost twice as likely to be inactive as those in the least deprived areas.

Keeping young people aged 14-19 engaged in physical activity is critical to avoid a drop-off in early adulthood.

Older people are less physically active. There are many areas in Sussex with large concentrations of people aged 65 and over.

Having a long-term condition also increases the chance that people are inactive. Individuals with a disability are twice as likely to be inactive as those without.

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1 As measured by Sport England’s Active Lives Survey (2016/17), currently 23% of people in Sussex are inactive (572,000). The Active Lives Survey (2016/17) defines inactivity as doing less than 30 minutes of sport or physical activity each week.
Active Sussex engages with a wide variety of stakeholders from the public, private and community and voluntary sectors. We do this in order to strategically position sport and physical activity in local plans, and support the case for investment into physical activity programmes.

Without building strong relationships with these stakeholders across Sussex, we would make little traction in addressing inactivity in Sussex.

**PARTNERSHIP WORKING IN ROTHER**

**Project:** Old Bexhillian’s Walking Football

**Run by:** Active Rother in partnership with Age UK and Freedom Leisure

**Where:** Bexhill Leisure Centre

**Target group:** Over 55s in Rother

**Activity:** Walking football for men (participants range from 51-75)

**Testimonial:** Mick Davies, aged 69

After suffering a minor heart condition requiring surgery, it was suggested to Mick in February 2016 that he start walking football as part of his recovery. As a rugby player and fan, football was completely alien to Mick but this didn’t deter him! A while after joining the group leader had to step away from running the sessions, but not wanting it to stop Mick faced a new challenge by stepping up and taking over. Fast forward to February 2017, Mick loves coaching the team. He said, “It’s absolutely brilliant, I listen to the guys telling me how much they enjoy it. Now some of them say that it’s the highlight of their week.”

**Team successes:** The team were winners of the first East Sussex league and got through to the second round of the 2018 national walking football cup.

**Plans for the future:** Off the back of the walking football sessions, walking netball has started and some of the footballers’ wives are getting involved. As of March 2018, walking cricket is now also available.
**WHAT WILL SUCCESS LOOK LIKE?**

Sussex is made up of 13 local authority areas governing 264 wards. Below, you will find a map of inactivity levels in the county by local authority area and how we expect these to improve over the next ten years.

**2016-17 ACTIVE LIVES SURVEY INACTIVITY BY LOCAL AUTHORITY**

![Map of Sussex showing inactivity levels by local authority]

**AIM BY 2023**

By 2023 our aim is to see 5% fewer inactive people in Sussex.

**AIM BY 2028**

By 2028 our aim is to see 10% fewer inactive people in Sussex, so that all our local authorities have activity levels better than the national average.

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At Active Sussex we’re working with stakeholders to get more people in Sussex more active, more often. Together we are tackling physical inactivity head-on and focusing on the people and places most in need of the support we can offer.

We look forward to working with new and familiar local partners to achieve our collective goals.