SUFFOLK’S MOST ACTIVE COUNTY PROGRAMME

OUR LEGACY FROM THE LONDON 2012 OLYMPIC AND PARALYMPIC GAMES
Legacy, by its very nature, is not about short-term measures and quick fixes. It doesn't happen overnight—and it doesn’t happen by accident. A legacy needs to be crafted over years of hard work and dedication.

In Suffolk, our legacy from the London 2012 Olympic and Paralympic Games is a long-term journey to get more people active, more often. Our ultimate aim is to become the most active county in England.

As described in this report, a great deal of work has been undertaken since the London 2012 Games by a range of partner organisations in Suffolk working together, with strong foundations now in place to secure significant benefits for the county.

Thanks specifically to the work of the Most Active County programme, health and wellbeing in Suffolk is being improved, the burden of inactivity is being reduced and positive economic benefits are being secured. Indeed, thanks to the work of the programme, Suffolk is uniquely placed to respond to both the Government’s and Sport England’s new strategies to create a more active nation.

However, we must not rest on our laurels. We must continue to work hard if the efforts of the last four years are to continue to pay dividends. I call on all organisations with an interest in Suffolk being more active to double their efforts, help grow our legacy and, in doing so, bring about further meaningful and lasting change. With your help Suffolk can become the most active county in England.

Cllr Tony Goldson
Cabinet Member for Health, Suffolk County Council
Chair, Suffolk Health and Wellbeing Board
London 2012 placed great focus on what can be achieved through the inspiration and power of sport, using it as a catalyst for positive change. Thanks to strong political leadership from Suffolk County Council the county embraced this ambition and have been proactive ever since in using the Games to secure significant ongoing benefits for Suffolk.

In February 2012 the Most Active County (MAC) programme was launched, as Suffolk’s key legacy from the London 2012 Olympic and Paralympic Games. Its aim is to provide a framework for partners to work together to make a positive impact on inactivity levels in the county.

As we approach the Rio 2016 Olympic and Paralympic Games we reflect on the scope and impact of the Most Active County Programme and take a look at a selection of exciting developments ahead.
Suffolk’s legacy work has adopted a three pronged approach.

Firstly, guided by the Suffolk Health and Wellbeing Board, the MAC programme has focused on addressing inequalities in sport and physical activity provision experienced by different sections of the community, specifically:

• Encouraging people in Suffolk to walk more often;
• Increasing participation in cycling;
• Improving opportunities for disabled people to be active;
• Giving children the best start in life;
• Helping more older people to be active.

Secondly, and recognising that half the population are not active enough to maintain good health, MAC has provided a universal offer to the community at large.

Thirdly, MAC has set about maximizing the economic impact for Suffolk from efforts to grow participation in sport and physical activity.

SINCE MAC WAS ESTABLISHED
16,000 MORE ADULTS IN SUFFOLK ARE ACHIEVING AT LEAST 150 MINUTES OF PHYSICAL ACTIVITY PER WEEK.
WALKING is free and environmentally friendly with significant health and social benefits. It is simple, inclusive, accessible, pleasant and safe and there have been a number of innovative projects aimed at getting people on their feet and active.

Active For Life Suffolk Walking Strategy 2015-2020
... a strategic document that sets the foundations for a collaborative effort to encourage more people in Suffolk to walk more often.

Beat the Street, Lowestoft
... a whole community walking, jogging and cycling challenge which saw 12,786 Lowestoft people collectively travelling 161,421 miles over four weeks in 2015.

Walking Football
... a slow-paced version of the beautiful game primarily aimed at helping people keep an active lifestyle irrespective of their age. MAC is supporting the development of a countywide programme of walking football opportunities with a dozen weekly sessions already established.

Suffolk’s Year of Walking 2016-2017
... a year-long campaign celebrating walking in Suffolk, promoting walking events and encouraging new walking opportunities.
**Suffolk Cycling Strategy**
...a strategic document that sets a collaborative vision to increase the number of people cycling in Suffolk, firmly establishing it as a normal form of transport for everyone.

**Suffolk Year of Cycling 2015-16**
...a year-long celebration of cycling aimed at encouraging more people in Suffolk to get on their bikes. The campaign successfully raised the profile of cycling in the county and promoted the associated health and physical activity benefits that cycling can provide.

**Cycle Suffolk**
...a cycling development programme aimed at driving up levels of participation in cycling, particularly by women, through mass participation rides, charity events and bike confidence courses. 7,500 people benefited from the project between 1st Jan 2014 and 31st December 2016.

**Bury St Edmunds ‘Bikelifes’**
...a 12 month project across 8 primary schools aimed at getting more parents and children cycling. The project drove participation levels up from 5% of children cycling to school to 20% across the 8 participating schools.

**Cycling Events**
...a range of elite cycling events have been brought to the county to inspire large numbers of people to get on their bikes and to economically benefit Suffolk. Key events have included the Tour of Britain in 2012 and 2015, the Women’s Tour in 2014, 2015 and 2016, the Tour Series in 2013 and Street Velodrome in 2015 and 2016. In 2015 alone 290,000 people watched the Tour of Britain and the Women’s Tour in Suffolk.

**BOB (Bums on Bikes) Ipswich**
...another 12-month project working with 4 Ipswich schools achieving an upturn of 15% of pupils cycling to school from the previous average of 2%.

A low-impact type of exercise that is easy to fit into daily routines, cycling is a fun and enjoyable option for people of all ages to get more active rundling

Since MAC was established
9,500
More adults in Suffolk are cycling at least once a week
Active for Life, Suffolk Disability Sport and Physical Activity Strategy  
...a collaborative response to an identified need for a unified vision and set of clearly defined aims for disability sport and physical activity in Suffolk.

Disability Sport Project  
...a two-year project working with individuals to identify the sport they would like to do and break down the barriers to participation by providing information and support. 300 inactive disabled people have people supported into physical activity and sport through the project.

I-CAN  
...a three-year project developing inclusive sporting opportunities for young disabled people in Suffolk specifically focusing on increasing sporting participation amongst young people with disabilities during the transition from full time education to life outside of schooling.

Special Olympics Suffolk (SOS)  
...New sports coaching and competition opportunities for people with intellectual (learning) disabilities across the county.

Inclusive Doorstep Sport Club  
...a fun and informal sports club in Ipswich for young people with a disability.

Inclusive CLUB1 programmes  
...in Ipswich and Lowestoft giving young people with a disability access to solo sports activities.

Physical activity can make a fundamental difference to disabled people’s quality of life, it can increase independence and benefit our economy and yet disabled people’s activity levels remain low.
Great East Swim Schools Programme
...3,000+ Suffolk primary and junior school pupils swim annually in a programme linked to the Great East Swim.

Go Run for Fun
...an international programme aimed at inspiring as many children between the ages of 5 and 10 years as possible to run, through well organised fun events. Go Run For Fun has been delivered across Suffolk since 2013. In 2015 alone over 1,500 Suffolk children took part in events across the county.

Doorstep Sport Clubs
...fun, informal sports clubs that provide a vibrant and varied sporting offer to young people in disadvantaged communities and are designed to grow their motivation and ability to adopt a sporting habit for life. Six Doorstep Sport Clubs have been established in Lowestoft and Ipswich.

StreetGames CLUB1
...aims to get more young people aged 14-25 to take part in solo activities, as part of a group and of their own accord to help prepare them to be active independently. Three CLUB1 programmes have been delivered in Suffolk to date.

Suffolk SportsAid Foundation
...helping young Suffolk sportsmen and women who aspire to be our next Olympic, Paralympic and world champions. Since being established, Suffolk SportsAid has raised and distributed over £160,000 to support our future sporting heroes including some who have gone on to win Olympic, Paralympic, European and Commonwealth medals.

Suffolk Show Sports Village
...an annual showcase of sport and physical activity opportunities to 90,000 show goers.

Junior parkrun
...weekly free 2k timed run for juniors. Over 1,000 4 to 14 year olds have taken part since it was established in 2014.

Setting the foundations for the future by encouraging our young people to adopt active lifestyles.
Fit Villages
...a project designed to establish sustainable sport and physical activity opportunities in rural villages across the county. By mid-2017 new activity will have been established in 100 villages in Suffolk primarily for those aged 50 years and above.

Great East Swim 50+ programme
...A 12-week training programme, running each year from 2013 to 2016, linked to the Great East Swim. It is aimed at inactive people over 50, who want to make a change to their physical activity levels, using a mass participation challenge as their motivation.

Lowestoft O-go-go
...named after Lowestoft Olympian and sporting hero Anthony Ogogo, this partnership programme targets both the over 50s and young mothers by taking traditional sport to non-traditional venues. An estimated 2,400 people are expected to benefit from the project.

The value and importance of activity in care settings
...Integrating good quality creative, cultural and physical activities within social care brings positive outcomes to all involved: to people who use services, staff, volunteers, family carers and care providers. Work to date has included a conference for care providers, the provision of training for activity co-ordinators and care setting managers and the production of an advocacy tool to stimulate discussion and action on the value and importance of activity in care settings.
As well as the obvious health, wellbeing and social benefits of getting Suffolk residents more active and staying active, MAC has worked hard to secure a substantial economic benefit for the county.

Elite sporting and mass participation events generate substantial revenue through spectators and participants coming to Suffolk and spending money in the local economy (e.g. food, drink, transport, accommodation). A range of major cycling and swimming events have been secured for the county through the MAC programme. Collectively they have put Suffolk firmly on the national and international map and generated a significant economic impact.

Between them the Tour of Britain (£3.25m), the Great East Swim (£1.5m) and the Women’s Tour (£1.5m) have generated an economic impact of £6.25 million since 2012.

The MAC programme has also secured significant inward investment in Suffolk for projects aimed at getting more people active. Currently, the level of inward investment stands at £1.7 million.

“We’ve been working in Suffolk for a number of years and have built up a strong and trusted relationship with the county. They have been instrumental in not only helping us to establish the Great East Swim as one of East Anglia’s premier annual mass participation sporting events but have become a partner of choice for a number of other events and projects that we’re involved with. Suffolk’s willingness to maximise the profile and impact of our events has been fundamental to our relationship, which we value very highly. I have no hesitation in recommending them as a host to high profile sporting events.”

Brendan Foster
(Chairman, The Great Run Company)

“SweetSpot has worked in partnership with Suffolk on the Tour of Britain, the Women’s Tour and the Tour Series for more than 5 years. Over that time they have become a trusted friend and valued partner. We are always impressed by their willingness to not only help deliver fantastic high profile sporting events, which they do effectively and efficiently, but also to use them as a catalyst to engage the local community and drive the development of cycling locally.”

Hugh Roberts
(Owner, SweetSpot Group)
Commonwealth Games Queen's Baton Relay  
... Suffolk welcomed the Commonwealth Games Queen's Baton Relay in June 2014. Events were held in Lowestoft, Newmarket, Bury St Edmunds and Ipswich during a day promoting participation in sport and physical activity. In total 10,000 people attended the five Suffolk Baton events including 2,000 school children.

Parkrun and Great Run Local  
... free, weekly, community running opportunities in 8 communities across Suffolk. To date well over 15,000 people have taken part and collectively run round the world more than 10 times.

Suffolk Get Healthy Get into Sport Project  
...3,500 inactive people in healthcare settings have been engaged in community sport through the programme including individuals in healthy lifestyle programmes, those with long-term conditions (heart disease, cancer and diabetes) and young people with mental health issues.

Most Active Town and Village Competition  
...an annual competition has been established to recognise and celebrate communities that are championing physical activity and sport in their local area.

Rugby World Cup Trophy Tour  
...a visit to Ipswich and Lowestoft by the Webb Ellis Cup as part of the Rugby World Cup 100 day Trophy Tour in August 2015.

The MAC programme has also been responsible for a number of projects and events to inspire, motivate and increase physical activity levels across the whole population.
Suffolk Sport and Event Volunteering Project... thousands of hours of volunteering given to hundreds of sporting events across Suffolk which in turn have helped thousands of people to participate in and enjoy sport and physical activity.

Playing pitch and sports facility strategies... to support local authorities to meet the sporting needs of local communities through developing appropriate up to date and robust policies for sport, including playing pitch and facility strategies, so that they are well placed to ensure that informed planning, investment, management and sports development decisions are made. Suffolk is set to become the 1st county in England to have strategies in place across all local authorities.

Leadership development programme... a programme of seminars and stakeholder events aimed at supporting and motivating organisations to further co-operate in designing, promoting and commissioning sport and physical activity in Suffolk. Focus has so far been given to physical activity and older people, mental health, women and girls, disabled people, school governors and planning.

Opening school sports facilities to the community... a programme to broaden community access to sports facilities on school sites by supporting schools to develop financially sustainable operating models and programmes which improve the quality and consistency of service, drive participation in sport and physical activity and demonstrate the value of community use to the education sector.
Physical inactivity levels have remained stubbornly high for several decades. The reasons for this are complex and need sustained action if they are to change. The Most Active County programme has done a significant amount to make a difference and will continue to do so going forward. Some exciting activities coming to Suffolk in the coming months include:

**Suffolk Saxons**
... a brand new professional badminton team for Suffolk with fixtures starting in autumn 2016. The team will play in the National Badminton League, the highest possible level in the country, and will be used as a catalyst to get people playing the sport through the implementation of an extensive development programme.

**Beat the Street**
... is back this time in Sudbury and Great Cornard. The 6 week mass participation walking and cycling initiative will launch in mid-September 2016 with 15-20% of the local population expected to take part.

**Pigs Gone Wild**
...Suffolk’s biggest ever mass participation art event destined to get thousands of people moving in Ipswich throughout the summer of 2016.

**Suffolk’s Year of Walking**
...a campaign celebrating walking in Suffolk. It provides a platform to promote walking events and activities, as well as providing inspiration and opportunities to encourage people to walk more often. The campaign continues until May 2017.

**Mental Health Commissioning Project**
...an emerging project focusing on two transitional phases in the life-course when the risks of poor mental health and wellbeing are heightened – from 15-25, and from the mid- to late-50s into retirement. The process will be to strengthen the connections at local level between professionals and volunteers/community groups involved in mental health (in the widest sense) and those involved in physical activity, so that more vulnerable, inactive people with mental health issues can be helped to find their way into more active lifestyles and less formal sources of support.
CASE STUDIES

JULIE AGED 45

GET HEALTHY GET INTO SPORT
A targeted physical activity programme which supports the transition of individuals from healthcare and other settings into community sport.

Julie was treated for breast cancer at Ipswich Hospital, during which time she was too depressed and fatigued to do any activity but six months afterwards, she took up swimming. “When I first started to swim I was so conscious that everyone would look at me because I only have one breast but I found a swimming costume that evened things out and I realised that no-one was looking at me really.

Cancer can take over your life and I wanted to feel myself again not a hospital patient and in the water I felt completely free. The endorphin rush afterwards is lovely and within four weeks the chest stiffness from my treatment started to ease.”

Julie is now an ambassador for a group established in Ipswich by the Suffolk Get Healthy Get into Sport Project for cancer patients and survivors.”
GERALDINE MCLAUGHLIN

PARKRUN
Free weekly 5k timed runs. Suffolk now has 6 successful weekly parkruns.

For Ipswich teacher Geraldine McLaughlin parkrun has become a real family event with ten of her relations taking part across the county; her husband, two children, father, sister and partner, niece, nephew, and her cousin and two children. Her 67-year-old father David, a former runner who was forced to quit because of injury now takes part in parkrun and is improving his time each week.

“We had all been together as a family the night before parkrun and I was explaining how much enjoyment we got from it and to my surprise they all decided they would come along the next day and give it a go. What is really great about parkrun is that we go on Saturday and my husband and I run with our sons. One week I will run with our youngest and my husband with our eldest and then we swap over for the next event. We spend quality time as a family and see our children’s fitness and self esteem improve week on week, as well as our own. Then for the rest of the week we are talking about our times and our personal bests. It really sets you up for the week ahead.”

REBECCA AGED 18

STAND TALL PROJECT
A 12 week tailored boxing based fitness and wellbeing programme for 14-25 year olds with mental health issues.

Rebecca was referred to Abbeycroft Leisure’s Stand Tall programme in November 2014, suffering from acute social anxiety and depression. She rarely left her house, hated crowds, had very low self-confidence, and body image issues which made her very self conscious about going to the first session.

Over the 12 weeks Rebecca made small changes, starting with drinking more water, then eating a small breakfast each day. She found that these small changes and being more physically active helped her sleep pattern to improve and in turn helped her mentally. “I have never completed anything in my life, this course was a really big deal for me. Exercising in front of people helped confidence issues, it gave me belief in myself.

Rebecca is now a bubbly 20 year old; she is a different person from the person that entered the Stand Tall programme and although still with some body issue concerns, she now has the confidence not to let these issues stop her achieving anything she puts her mind to.
**GARY AND PENNY**

**GREAT EAST SWIM OUTREACH PROGRAMME**
A 12 week training programme aimed at inactive people with the end goal to take part in the Great East Swim.

Gary had been suffering with back pain for over a year and his wife Penny with general aches and pains. He underwent a lot of physiotherapy and was advised to become more active. He hadn’t done much sport prior to starting the 12 week programme other than a bit of golf, and he had never really swum. When he told his wife Penny about it she was immediately interested, again for the health aspect, as she was experiencing aches and pains and she was fed up of ignoring them. Neither of them had taken on a challenge like this before so they decided to give it a go.

During the programme, they both lost weight, their swimming improved and they felt much healthier. But the best part for them is that they were able to complete the challenge together and have found something they love doing together! Gary’s back problem vastly improved and he now has almost no pain at all which has meant no need for any more physiotherapy. Penny feels much healthier and this has increased her self esteem. For Gary the best thing was seeing Penny getting into sport and for them to be active together. They both believe that swimming will be part of their lives forever.

**GREAT RUN LOCAL**

**SOUTHWOLD**
Great Run Local is a free, weekly, friendly run for all abilities and ages organised by fantastic local volunteers. You can walk, jog or run a 2km or 5km route.

Every Sunday morning in Southwold, come rain or shine, a group of local people are living proof that with the right amount of energy, inspiration and community spirit a Great Run Local (GRL) can be a huge success! The Great Run Local in Southwold, established in July 2014, was ‘driven’ by local fitness instructor Jane Samkin and friend Saffon Bray with the support of Suffolk Sport and funding from Suffolk County Council.

Jane said “Southwold had quite a lot of ‘serious’ runners but I wanted to encourage local people and importantly their families to do something together which was fun yet healthy. It was about a year in the planning and people here love it and we have 80 year olds ‘walking’ the course down to 5 year olds running with their parents.”

Volunteering is essential and often the runners will give up running one sunday to marshall because they all want to make it work and it’s really brought the community together. Great Run Local creates a lot of ‘buzz’ in the town and you can often hear people in the shops and cafes talking about it, explaining that’s its not competitive running, its just good fun.
SINCE MAC WAS ESTABLISHED...

16,000 more adults are achieving at least 150 minutes of physical activity per week

9,500 more adults are cycling at least once a week

27,000 more adults are playing sport at least 3 times a week

9,500 more adults are playing sport once a week

29,000 more adults are walking for at least 10 minutes or more at least 5 times a week

ACHIEVEMENTS

Suffolk Get Healthy Get Active programme has seen

3,500 inactive people play sport in the community

Beat the Street community walking programme in Lowestoft inspired

12,700 people to be active

6 Doorstep Sport Clubs and 3 Club1 initiatives have been established for young people in areas of deprivation

Parkrun and Great Run Local has seen

15,500 people run round the world 10 times

New activity has been established in

100 rural villages

MAC has helped secure £1.7m of inward investment in to Suffolk

MAC has secured £6.2m economic impact from

• the Tour of Britain - £3.25m
• the Great East Swim - £1.5m
• the Women’s Tour - £1.5m