

# Active Lives Service

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# Overview

- The Active Lives team
- Multiple Strands of Targeted Engagement around Physical Activity
- Building Capacity with Public sector, third sector and voluntary sports partners



## Blackpool – local context

- Coastal town, population 141,036
- Deprivation – 5 wards in the most deprived 10% in the UK
- Employment rate 72% (below National Avg.)
- 99.6% urban area
- Rate of adult obesity 72%
- Smoking 19% (above National Avg.)
- Inactivity levels 37%



# Active Blackpool's journey

- Covid changed the world and our service
- Place Based – Get Out Get Active (GOGA)
- Growth
- Culture change
- Targeted engagement
- Partnership development



# Leadership

- Sport England - 2 day place based leadership programme
- Created a community of learning
- Connect & create opportunities
- System change and system leadership



# What's Next....

- Continue the Place based approach
- Collaboration – continue what we have started
- External funding – spend it in the right way where it is needed
- Explore new opportunities to do things differently
- Drive system change

