


How will we Measure Impact?

Our ways of working, success factors and metrics will demonstrate the impact we are making, as part of complex systems, in order to hard wire physical activity and increase activity levels.

With a range of local indicators in participation data, community and audience insight, behaviour change, strong relationships, a place-based and asset driven approach, will all combine to make a contribution to moving the dial on our set of high level metrics, and ultimately improve outcomes for residents.




1 Increasing physical activity

We aim to increase the levels of adults participating in 150+ minutes per week.




2 Reducing physical inactivity

We aim to reduce the levels of inactivity among adults (participating in less than 30 minutes of physical activity per week).



3 Narrowing Inequalities

We aim to narrow the inequalities faced by underrepresented groups, reducing the gap between the average number of active adults overall and average number of active adults belonging to underrepresented groups.



4 Improving children's attitudes to physical activity

We aim to increase physical activity levels of children and young people, and increase their positive attitudes towards physical activity.

Adult physical activity levels are measured by the Active Lives Survey, April 2023.



- Inactive: less than 30 minutes of physical activity per week
- Fairly active: 30-149 minutes of physical activity per week
- Active: at least 150 minutes of physical activity per week

