



An Overview

Getting Active, Staying Active

A Leisure Strategy for Ards and North Down
Where everyone can enjoy an active life



This is Ards and North Down's first leisure strategy. Creating the strategy is led by the Council whilst its implementation will be coordinated by a partnership of agencies and groups offering active leisure opportunities (anything that includes exercise) in the Borough. Consultation, through surveys and meetings has been extensive, showing a great deal of interest in and support for the strategy's vision as well as a keen desire to be involved in its delivery. The strategy is being brought forward at a time when the role of providers of active leisure opportunities in helping to address wider societal challenges is recognised.

Getting Active, Staying Active sits well with the Council's third Corporate Plan which will see ***'progress towards A Sustainable Borough through innovation in our services and greater partnerships with our residents and other organisations.'***

Why we need a Leisure Strategy

The link between being active and being healthy is well known yet there are sections of our community oblivious to the message of the benefits of an active lifestyle or for whom the barriers to being active are too great. We need to be better at supporting people with the most to gain from being active whilst encouraging everyone to remain active throughout their life.



The Big Plan (the Borough’s Community Plan)

Getting Active, Staying Active is aligned with the Big Plan which aims to ensure *all people in Ards and North Down*:

- ▶ enjoy good health and wellbeing.
- ▶ are respected and live in communities where they are safe and feel secure.
- ▶ feel pride from having access to a well-managed sustainable environment.

Themes and Outcomes

Getting Active, Staying Active focuses on 4 themes across a 10-year delivery period. This gives the strategy a delivery timeline that ensures actions will have a positive impact on the lives of Ards and North Down’s residents. The strategy will be delivered in stages, each stage having a detailed action plan with measurement of what has been achieved.



Partnerships



Opportunities



Communications



Support

Themes

▶ Active Partnerships

Outcomes

All Council departments and relevant external organisations have ownership of the strategy and are committed to its delivery. The strategy’s potential is realised.

▶ Active Opportunities

All sections of the ANDBC population are able to access active leisure opportunities that suit their age, abilities, interests and circumstances.

▶ Active Communications

Better awareness of opportunities for active leisure through a mix of general and targeted information both printed and on social media platforms.

▶ Active Support

Activity providers are supported in their work to deliver active leisure opportunities.

Interesting Fact

Alongside the Council there are around **150** community sports clubs and groups delivering active leisure opportunities throughout the Borough. Around **12,000** people, or **12%** of the Borough’s population are participants in these clubs and groups.

