

West Suffolk's physical activity 'offer'

Appendix C

West Suffolk councils are committed to providing appropriate support to a wide range of initiatives that promote physical activity. The chart below describes the type of engagement that is most suitable for different kinds of initiative. The list is not exhaustive but aims to provide a starting point for discussions.

Plan

Most suitable for:

- shaping new developments to ensure they promote physical activity (walkable communities etc)
- ensuring new developments contribute to the overall balance of sports and physical activity facilities across the area, in line with evidence of need and local planning policies

Least suitable for:

- the provision in new developments of facilities where there is little evidence of need or necessity to fulfil local planning policies

Provide

Most suitable for:

- amenities or activities that are not commercially viable (e.g. parks and open spaces) and/or require a subsidy (i.e. addresses market failure)
- amenities or activities that offer access to the broadest possible range of people

Least suitable for:

- facilities or activities that are commercially viable without subsidy
- facilities or activities that are not accessible to the broadest range of people

Support

Most suitable for:

- providing a catalyst for new initiatives which meet our strategic objectives but which require, for example:
 - *pump priming* (through loan funding) before becoming self-sustaining; or
 - *subsidy to overcome barriers to access* (through grant funding e.g. locality budgets)
- activities which will create a saving to the public purse elsewhere in the system (e.g. NHS)

Least suitable for:

- facilities or activities that are commercially viable without subsidy
- facilities or activities that are not accessible to the broadest range of people

Enable

Most suitable for:

- all types of activity (commercial or voluntary) that promote physical activity
- In particular:**
- local groups looking to develop facilities or activities in their local area
 - local businesses who provide opportunities for physical activity but are looking to develop / expand

Least suitable for:

West Suffolk councils are keen to have a discussion with any partner involved in promoting physical activity in West Suffolk.

Promote

Most suitable for:

- activities that would benefit from being promoted to a wider audience
- broad-based and accessible physical activities

Least suitable for:

- activities that conflict with the councils' advertising or sponsorship policies