



North

Yorkshire County Council

Physical Activity in North Yorkshire and the Tour de France Legacy

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Who we are...



- **The Sport and Physical Activity Charity for North Yorkshire and York.**
- **Primary investor is Sport England**
- **The Partnership includes the 9 Local Authorities in York and North Yorkshire and Sport England.**
- **Core staff team of 10 FTE working with wide delivery network**

What we do



- **Deliver on defined core services for Sport England to support the work of National Governing Bodies in the sub region.**
- **Manage investment from Sport England in to the NY&Y community through Olympic Legacy programmes.**
- **Work closely with the School Sports Partnerships, organisations with wider agendas and the third sector**
- **Lead on a number of regional work areas eg Tour De France sport and physical activity legacy.**
- **Represent the sub region on Cycle Yorkshire – the Y&H TDF Legacy group**

The Tour De France



Cycle Yorkshire

Legacy Aim



- ...to be recognised as a great region for safe cycling, inspiring more people to cycle more often

Legacy objectives



- **Giving everyone in the region the opportunity to access a bike and the training to use it**
- **Delivering a Yorkshire cycle hire network, so that even if you don't have a bike, you can borrow one**
- **Making sure there are a lot of cycling events for people to get involved in**
- **Supporting organisations and schools to have their own travel plan**
- **Increase Local Authority and partnership support to communities to promote cycling**

Challenges



- **Ongoing funding and support**
- **Insufficient infrastructure**
- **New and lapsed cyclists mindsets:-**
 - Lack of confidence, e.g. Road safety – the roads are dangerous. Perception or reality?
 - Lack of awareness, e.g. Where is my nearest cycle route?
 - ‘I’m an adult I don’t need cycle training!’

Increasing participation



- **More opportunities to try cycling and cycle more**
- **Working with schools and local services**
- **Led social rides**
- **Focus on key themes, i.e. Health to**
 - personally motivate people to try cycling
 - tackle the root health problem of inactivity
 - help meet the preventative care agenda

Legacy in North Yorkshire



- **School Games – providing District level cycling competitions leading to County Final**
- **Family led rides in partnership with British Cycling and NYCC**
- **Great Yorkshire Show – showcasing sport and physical activity with an emphasis on cycling for 2014**
- **Mental Health – Dementia Friendly spectator hubs with Sporting Memories**
- **Work Place Challenge – online, free motivational site**

Post TDF challenges



- **Important to maintain interest in cycling and physical activity in general**
- **Disseminating the significant health benefits in increased participation, not just preventative but also curative.**
- **Identifying funding to develop an increased focus on family and older people's activity**



YORKSHIRE DALES
National Park Authority

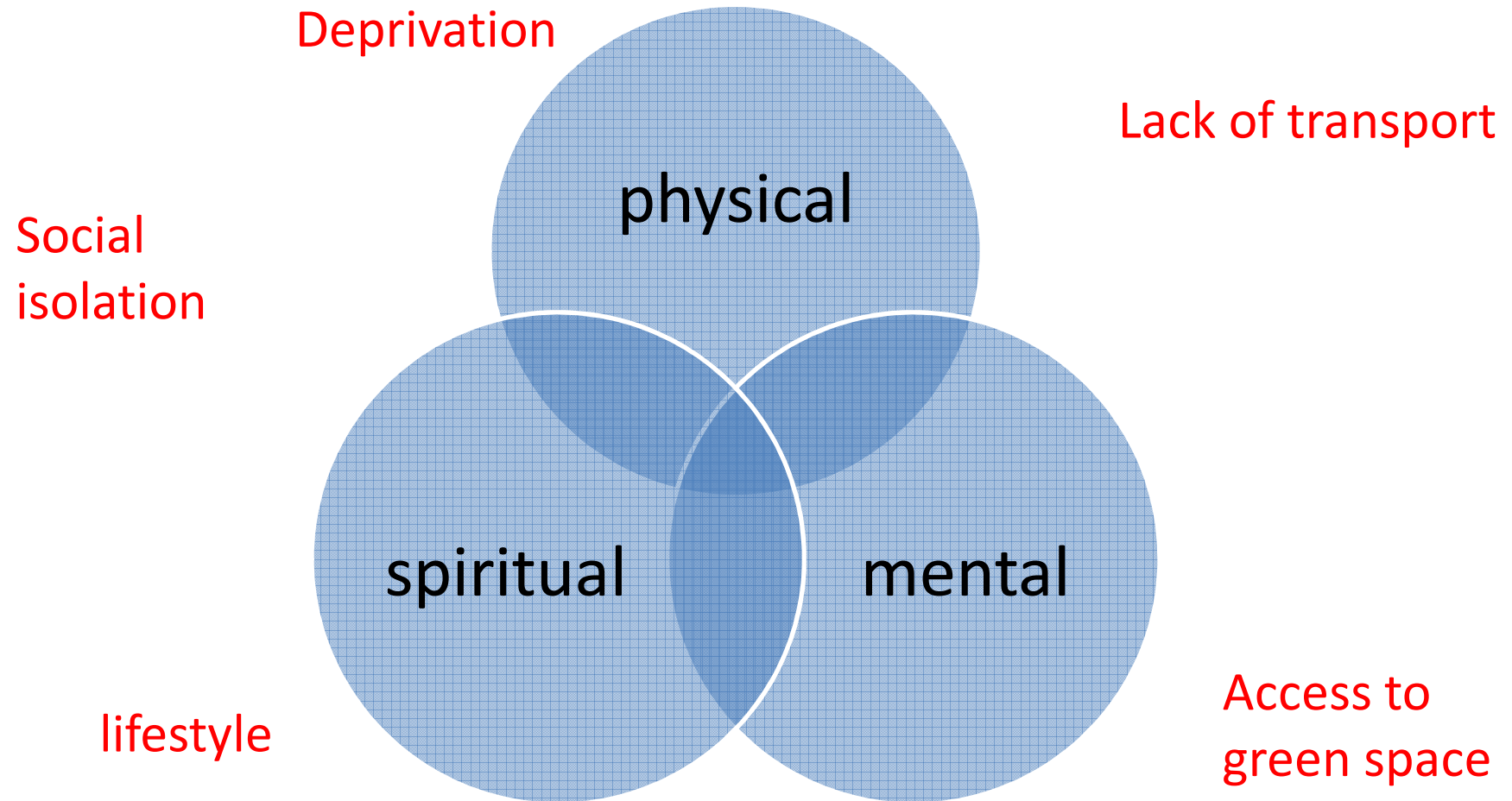
National Parks part of the natural health service

Kathryn Beardmore

Richard Gunton

Yorkshire Dales National Park Authority

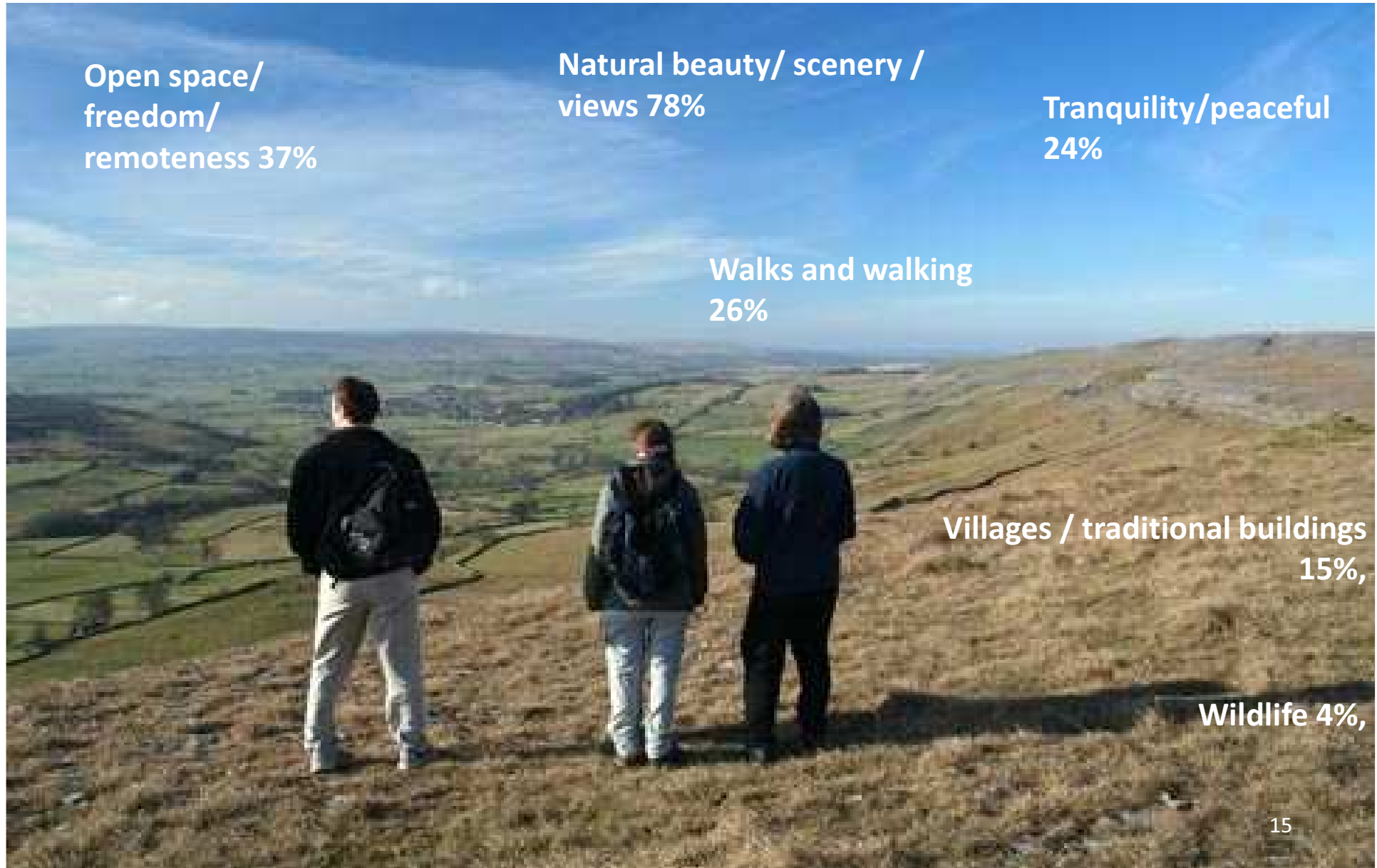
Health and well-being



Benefits of the Natural Environment

- **Health inequalities** – inequalities in social and living conditions are driving health inequalities. Those who could most benefit from the natural environment for their health are using it the least and generally have poorer access to those environments at a community/population level.
- **Cost effectiveness** – green space benefits the health of everyone and demonstrates cost effective health outcomes.
- **Healthy communities** – the natural environment helps to create healthy resilient communities and peer support.
- **Active lifestyles** – green space could benefit the health of everyone by creating venues for active lifestyle choices and physical challenge across the life course.
- **Mental wellbeing** - contact with natural environments has a calming and restorative effect helping to improve mental wellbeing.

What is important to our visitors?



Deprivation

There are 5 groups in particular who are least likely to visit green spaces:

- Black, Asian and minority ethnic groups;
- those living in urban areas with high deprivation;
- DE socio-economic groups;
- people aged 65 and over; and
- people with disabilities and/or long term health conditions

Through a targeted approach National Park Authorities help breakdown the barriers...



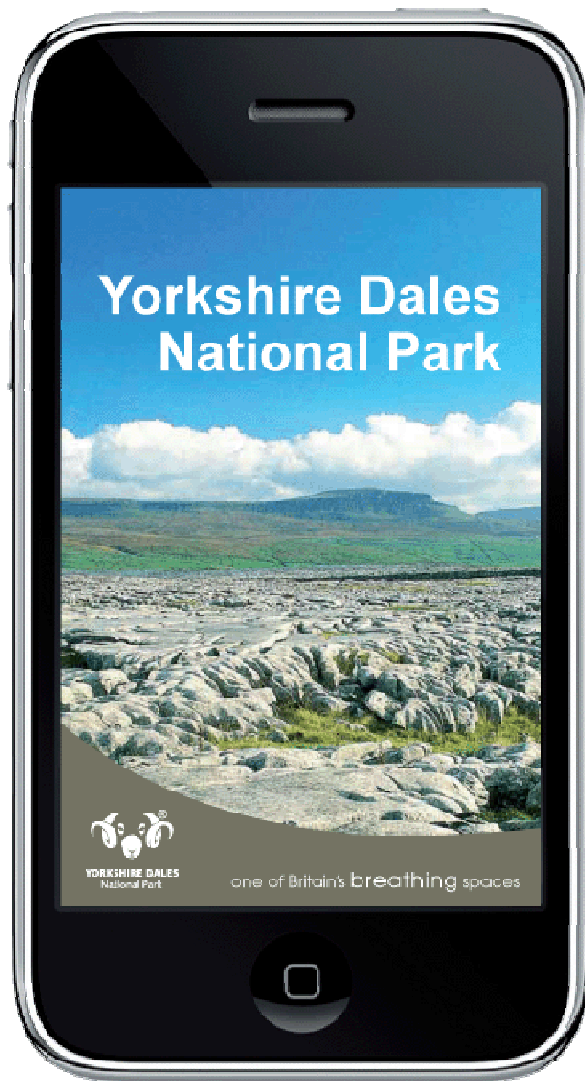








Information and promotion



National Park Authorities are reliable and consistent deliverers, they provide

- Access to high quality environment
- Volunteering opportunities
- Transport and events for those from deprived areas
- Walks for health/GP referrals
- Promotion and information about opportunities



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