



FIT in the Community Overview

Nottingham City Council and Nottingham City Homes (NCH) are working in partnership to test and develop an innovative project to: **Increase sport and physical activity opportunities for NCH tenants over the next 3 years.**

Background:

Nottingham City Homes manages around 29,000 homes across Nottingham, including more than 1,000 leasehold properties.

These properties house over 55,000 residents, accounting for 25% of the City's population.

Over half of NCH properties are located in areas with high levels of deprivation, where communities experience multiple barriers to taking part in sport and physical activity.

Indications suggest that NCH tenants and leaseholders are not currently accessing mainstream activities or facilities; however there is a desire to do so if opportunities were accessible and affordable.

Key principles and themes behind project:

- **Encouraging** tenants to become regular participants in sport and physical activity, target is to increase weekly participation for a minimum of 30 minutes by 10% of the city's tenant population (approx 5,500 people).
- **Developing** opportunities for citizens to be advocates and directly influence the delivery of sport and leisure opportunities and services where they live through volunteering, leadership and coaching opportunities.
- **Building** on NCH's successful Tenant Academy - an established programme that enables tenants and leaseholders to gain key skills and training to enhance their employability and give them the confidence to become involved in their local community.
- **Extending** the city's sport and physical activity offer to non traditional environments e.g. community centres, parks and other under utilised indoor and outdoor spaces.

Project outcomes:

- Increased participation in sport and physical activity.
- Meet wider social agendas and enhance the role that sport can play with traditionally harder to reach communities.
- Contributes to the NCC Sport, Physical Activity and Active Recreation Strategy and wider Council strategies including the Sustainable Community Strategy and Council Plan.
- Recognised as a national model of best practice.