



Sheffield City Trust Health Strategy 2017-2021



Sheffield City Trust (SCT) is a charity. As a charity our main objective is to 'improve the health and wellbeing of the people of Sheffield.' Everything we do is focused on delivering this objective, and as a charity the surpluses we generate are all reinvested back into the health and wellbeing of the people of Sheffield.

OUR WORK SO FAR

7,500 
CHILDREN
enjoy and develop on our sports lessons every week

1 TON OF SUGAR
removed from
Sheffielders
diets 


15,000 
PEOPLE 
have attended our GP Referral Classes

**TURNING THE
INACTIVE, ACTIVE!**
.....
**40% OF OUR CUSTOMERS
WERE PREVIOUSLY INACTIVE**

We have hundreds of stories and case studies showing the difference we make. We have been in Sheffield for over 30 years and we know the culture, the people and the City's needs. Our trustees, staff and customers live and work in Sheffield, and all are passionate about making a difference. Given the range of complex health and social problems our city faces, we believe it is crucial that our focus is on improving the lives of the people of Sheffield.

OUR DIFFERENCE

Physical wellbeing | Mental wellbeing | Individual development
Social and community development | Economic development

The 2015 DCMS Sporting Future Strategy states how one of the most important changes is a new focus on the broader outcomes that sport can deliver:

"Making a **positive contribution** to these, and being able to attribute change to sport and **physical activity**, is what **organisations** will receive **funding** for in the **future**"

**CREATING A HEALTHIER
SHEFFIELD**
Our activities prevented
 **251** 
cases of chronic heart disease & stroke

**WE HAVE SAVED
THE **NHS** 
£5 MILLION
PER YEAR**

We know government are focusing on engaging those people who are physically inactive and overweight as this will have the greatest individual and economic benefit. According to the 2017 Sheffield Public Health Strategy, in some areas of Sheffield the healthy life expectancy gap is **25 years**. Those people suffering from exclusion and disadvantage are more likely to have a poorer quality of life. We do not pre-suppose who these people are and will support those in need locally. Making a difference to the health and wellbeing of the people of Sheffield will improve the lives of our families, friends, children and colleagues. **Focusing on those who need it most will make the most gains for everyone.**

OUR OBJECTIVE IS

'To improve the health and wellbeing of the people of Sheffield'

✓ **We will** be the health and fitness provider of choice for the people of Sheffield. We will support our customers and staff to achieve their full fitness, health and wellness potential.

✓ **We will** adopt a customer focused behavioural change approach in our thinking, whether refurbishing a building, making a change to swimming lessons or welcoming people to a show. We are in the business of motivation and inspiration.

✓ **We will** deliver high level, sustainable, outcomes for health and wellbeing through the activities we offer.

✓ **We will** work with partners to build on our strengths, our assets and create additionality within the city.

✓ **We will** make sure people know what we are doing, and the impact we're having. We will use evidence based approaches to the design and measure the success of our activities.

OUR CALL TO ACTION IS

'FEEL GOOD, MOVE MORE'

SIV are here for everyone in Sheffield. We recognise that some of the most impactful health and wellbeing gains will be achieved by focusing on those who are inactive and suffering the greatest health inequalities.

We have 7 ambitions which will contribute towards achieving this, and will deliver an immediate step change in the health & wellbeing of the people of Sheffield.

Deliver programmes to enable

EVERY CHILD

in Sheffield to swim and ride a bike



We will find, share and replicate
NEW SOLUTIONS
to inactivity

We actively promote

HEALTHY DIETS

as part of a healthy lifestyle

Leisure, culture and entertainment venues are

INCLUSIVE

for all in Sheffield

WE WILL LEAD BY
EXAMPLE WITH AN

ACTIVE, HEALTHY & ENGAGED WORKFORCE!

Young children, families and communities in need will get

SUPPORT

to get more active

We will transform **3 of the least active** communities in Sheffield, improving health and wellbeing in those communities.



We will prove what we do works, and is making a real difference to realising our ambitions. In order to do this we have set out clear outcomes and key performance indicators for the activities we will undertake, and how our performance will be measured. This will be underpinned by delivering positive Social Return on Investment. **We call on our partners to recognise and join us in realising these ambitions for the good of Sheffield!**

We SUPPORT
THE CITY

BRING COMMUNITIES
TOGETHER

CHANGE LIVES

— HELP THE —
ENVIRONMENT

SUPPORT
EMPLOYABILITY

IMPROVE HEALTH
AND WELLBEING



Sheffieldcitytrust.org.uk