



January 2019

TheDwastre North

Sport brings £270m to the Suffolk economy

A report published on 18 December 2018 has revealed the importance of the Sport and Physical Activity sector to the Suffolk economy.

Undertaken by specialist economic development and regeneration consultancy Hatch Regeneris, the report shows that the sector contributes £270m a year to the Suffolk economy. This accounts for over 10,000 jobs or 3% of all employment in Suffolk and is almost double the proportion seen at national levels.

The report shows that employment in the sector has grown at a faster rate than all other sectors in Suffolk - up 60% in the last 5 years. By contrast, employment in financial and professional services has grown by 10% over the same period. The report recognises both the importance of the sector in providing a stepping stone into employment as well as a gateway into higher skilled jobs. The report highlights the need for organisations in Suffolk work together to respond to the future skills needs of a growing sector.

The report also acknowledges that Suffolk has a busy annual sporting calendar with potential to grow further. Events like the Great East Swim generate an estimated £¾ million to the county annually. The county's event programme could be enhanced further to include events like an Ironman or a large-scale beach sports event. This could cement Suffolk's reputation as a leader in the sector and attract people from different parts of the country and stimulate local economic spend.

[Read Suffolk Economic Assessment of Sports and Physical Activity Sectors report](#)

Consultation on the proposed changes to the local Citizens Advice (CAB) grant funding

Suffolk County Council is carrying out a consultation to understand the equality impacts there may be as a result of proposed changes to the local Citizens Advice (CAB) grant funding which the authority currently provides.

At the Council's Scrutiny meeting on 22 November 2018, the committee considered details of proposed savings totalling £11.2m that will enable the council to balance its budget. Committee members recommended changing the proposal regarding a cut this year to a phased reduction – a recommendation that was later agreed by Cabinet. It is now proposed that the grant will reduce by half to £184,000 in 2019/20 before ending in 2020/21.

A consultation regarding this decision will run until 5pm on Wednesday 23 January. Comments made through the consultation will be used to help inform the final decision on the council budget, which is due to be made by full council on 14 February 2019.

Further information and a link to the survey can be found here:

<https://www.suffolk.gov.uk/council-and-democracy/consultations-petitions-and-elections/consultations/local-citizens-advice-cab-consultation/>

Paper copies of the survey are also available at Libraries and local Citizens Advice offices.

Update from the Most Active County team

Inactivity is a global public health issue. It accounts for as many deaths as smoking and costs the UK economy a staggering £7.4billion a year. Regular physical activity can help to prevent and manage over 20 chronic conditions and diseases.

Suffolk County Council is spearheading efforts to address inactivity in Suffolk through the Most Active County Partnership, which brings together key agencies to work collaboratively to make a positive impact on physical activity levels in the county.

Overleaf, is a one-page infographic capturing some of the headline outcomes of the programme to date. Sitting behind these impressive statistics are some amazing stories of how physical activity has transformed people's lives. A selection of these stories can be found at <https://www.mostactivecounty.com/real-stories/>.

Locality Funding

I still have some locality funds available from Suffolk County Council. There are two different types of locality funding that can be applied for – Locality Funding and Highways Locality Budget.

Jane Storey

January 2019

MOST ACTIVE COUNTY PARTNERSHIP EST.2012

The Most Active County (MAC) Partnership is a collaboration of key agencies that have come together to make a positive impact on physical activity levels in Suffolk.

Why is addressing inactivity important?

Inactivity is one of the top 10 causes of disease and disability in England and accounts for as many deaths as smoking. It costs the UK economy £7.4 billion per year, including £0.9 billion to the NHS alone.

Source: Public Health England.



What are the health benefits of physical activity?

Regular physical activity can help to prevent and manage over 20 chronic conditions and diseases. It reduces your risk of all-cause mortality by 30%, cardiovascular disease by up to 35%, type 2 diabetes by up to 40%, hip fractures by up to 68%, dementia by up to 30%, depression by up to 30%, colon cancer by 30% and breast cancer by 20%.

Source: Public Health England.

SINCE MAC WAS ESTABLISHED..

OVER 48,500
people active as part of a 4-year partnership programme with Sport England



45,000
people running, jogging and walking over **1.5 million km** through parkrun

6,500
Great East Run participants

18 free weekly running events established



OVER 13,000
Suffolk school children given access to The Dally Mile



17,000
people active through Beat the Street community walking programmes in Lowestoft, Sudbury and Great Cornard



16,000
Great East Swim participants



100 sports projects established in isolated rural villages

17,000
children have taken part in the Great East Swim schools programme



36,000
runs completed at Great Run Local events

great run local

ECONOMICALLY, MAC HAS ACHIEVED..



Tour of Britain (£7million)
+
Great East Swim (£3.7million)
+
Women's Tour (£2.8million)

Total estimated

£13.5m* + **£2.25m** + **£2m**
boost to the local economy

*Excludes economic impact data for the Great East Run (currently unavailable)

Inward investment in to Suffolk

Estimated
for good causes from the Great East Run



Helping make Suffolk
ENGLAND'S

MOST ACTIVE COUNTY

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