



# Foreword

Welcome to the Active Rushcliffe Health Partnership Strategy (ARHP) 2025 – 2029, the Boroughs approach to improving the health and wellbeing of the residents of Rushcliffe.

The health of the Rushcliffe population is generally better than the England average and the Borough is one of the 15% least deprived districts in the country however, we believe it is not sufficient to compare to the health and wellbeing outcomes with that of the national average and aspire to the levels seen in other countries, such as the obesity rates in Sweden, France and Switzerland.

The ARHP Strategy 2025-2029 outlines the partnership priorities and the way forward. We need to take action in order to improve health and wellbeing (physical and mental), and tackle health inequalities experienced by residents of Rushcliffe. The Strategy has been informed by evidence of need and various consultations with numerous partners and stakeholders, acting as the local operational delivery arm of the Nottinghamshire Health & Wellbeing Board.

The Active Rushcliffe Health Partnership meetings are attended by numerous key partners in health, sport and other related organisations. Collectively and through the delivery of our priorities we are working to make Rushcliffe a healthier Borough by taking action to provide our residents with opportunities that enable them to make healthier choices, leading to long term behaviour change.



**Cllr Jonathan Wheeler**

Portfolio Holder for Transformation, Leisure  
& Wellbeing



**Dave Banks**

Director Neighbourhoods  
Rushcliffe Borough Council

# 2021-2025 Strategy

The Active Rushcliffe Health Partnership Strategy (ARHP) 2021-2025 was published during the pandemic and highlighted the impact Covid 19 had on the health of residents and the ability to take part in sport and physical activity.

## **2021-25 strategy highlights**

- Supporting 15 sports clubs (34 individuals) with 'Returning to Play' following the pandemic through Coach Scholarship Scheme
- Supporting 17 sports venues/clubs to improve defibrillator access through the Safe Hearts in Sport project
- Supporting residents in Bingham to walk, wheel or cycle through Active Travel project
- Dementia friendly project and the set up of the Rushcliffe Dementia Action Network (RDAN), including Green Memory Café at Rushcliffe Country Park and supporting carers.
- Launch of the Social Prescribing Community Hub and other social prescribing initiatives
- Supporting 32 projects through Reach Rushcliffe (April 2020 – March 2024) and 14 projects through the Community Wellbeing Fund (April 2024 – March 2025) – both helping to tackle social isolation and loneliness, and more recently cost of living pressures
- 9 providers over 15 venues regularly providing access to the Holiday Activity and Food programme (HAF) for Rushcliffe residents during the Easter, Summer, October and Christmas holidays.
- Cotgrave Integrated Neighbourhood Working (INW)
- Community investment projects delivered by Metropolitan Housing

Priorities change over the years and so this strategy has been shaped on national priorities and, following consultation, the future priorities of key partners and members of the Active Rushcliffe Health Partnership.

Population  
**121,765**  
(ONS MYE 2022)

One of the **15%**  
least deprived districts in England  
(Rushcliffe Health Profile 2019)

Life expectancy age at birth  
**81.7 Years ♂ & 86 Years ♀**  
National – 79.3 years ♂ & 83.2 years ♀  
Nottinghamshire – 78.9 years ♂ & 83 years ♀  
(ONS MYE 2022)

Life expectancy age at age 65  
**19.7 Years ♂ & 23.1 Years ♀**  
National – 18.6 years ♂ & 21.2 years ♀  
Nottinghamshire – 18.7 years ♂ & 21.2 years ♀  
(ONS MYE 2022)

Year 6: Prevalence of obesity  
**26.6%** ↑  
National – 35.8%  
Nottinghamshire – 36.2%  
(PHE National Childhood Measurement Programme Obesity Data and Tools (2023/24))

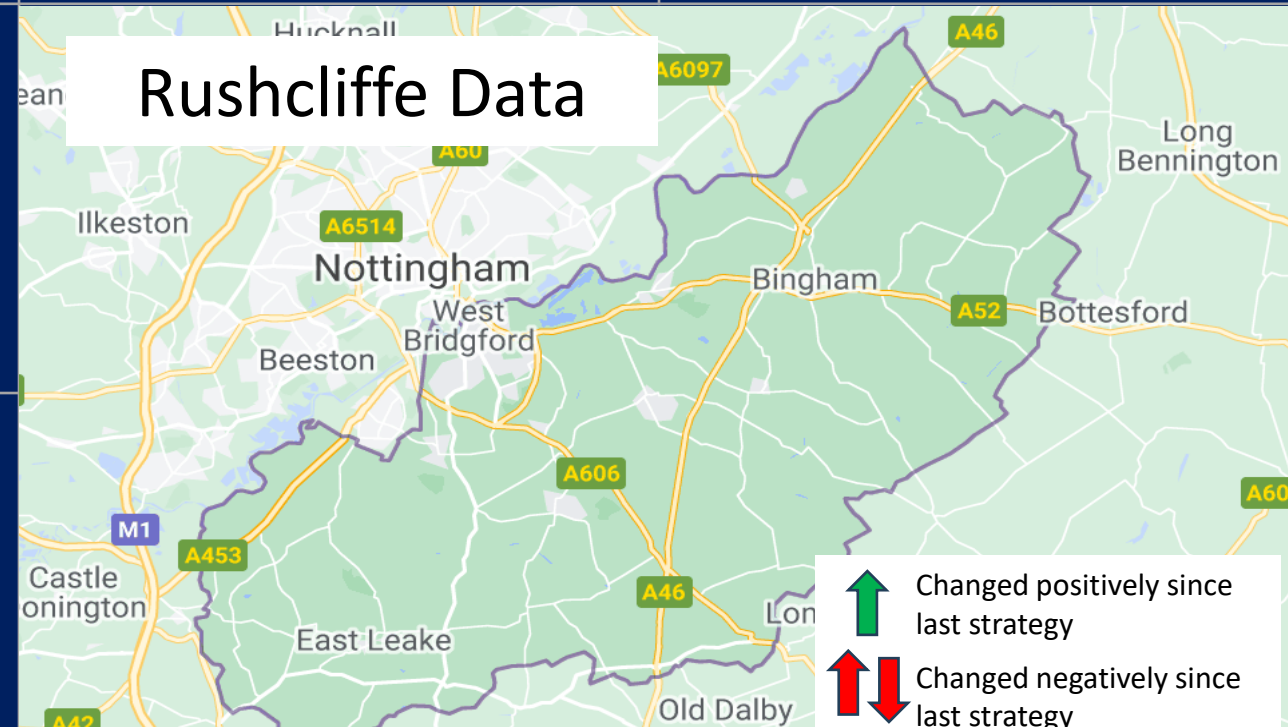
Overweight or obese adults  
**63.2%** ↑  
National – 64%  
Nottinghamshire – 67.1%  
(Sport England 2022/23)

**50.4%** ↓  
of children and young people are  
classified as physically active  
National – 47.8%  
Nottinghamshire – 47.6%  
(Active Lives Survey, December 2024)

**69.1%** ↑  
of adults classed as physically  
active  
National – 63.4%  
Nottinghamshire – 63.6%  
(Active Lives Survey, April 24)

Smoking prevalence in adults  
**8.2%** ↑  
National – 11.8%  
Nottinghamshire – 10%  
(Annual Population Survey 2023)

**1 in 6**  
Adults in England experience a Common  
Mental Health Disorder such as  
depression or anxiety at any given time



↑ Changed positively since last strategy  
↑↓ Changed negatively since last strategy

# Our Ambitions

## Sport & Physical Activity

- Increase the number of physically active adults from 69.1% to above 70%
- Increase the number of physically active children from 50.5% to 52%

## Living & Aging Well

- Positively influence the difference in life expectancy and indices of multiple deprivation within Rushcliffe

## Obesity & Food Environment

- Reduce the number of adults overweight or obese from 63.2% to below 60%
- Reduce the number of Year 6 obese children from 22.1% to below 20%

## Smoking & Substance Misuse

- Reduce the number of smokers from 8.2% to below 6% (including vaping or e-cigarettes)
- Reduce the number of residents misusing alcohol and drugs

## Mental Health & Wellbeing

- Increase the number of community assets that enable mental wellbeing
- Reduce the number of residents at risk of social isolation and loneliness

## Building & Connecting Communities

- Create resilient and inclusive communities where residents feel connected and supported

# Our Priorities

The partnership has identified 6 priorities in which we consider will have the greatest impact on health and wellbeing:

Sport and Physical  
Activity

Living and Ageing  
Well

Obesity and Food  
Environment

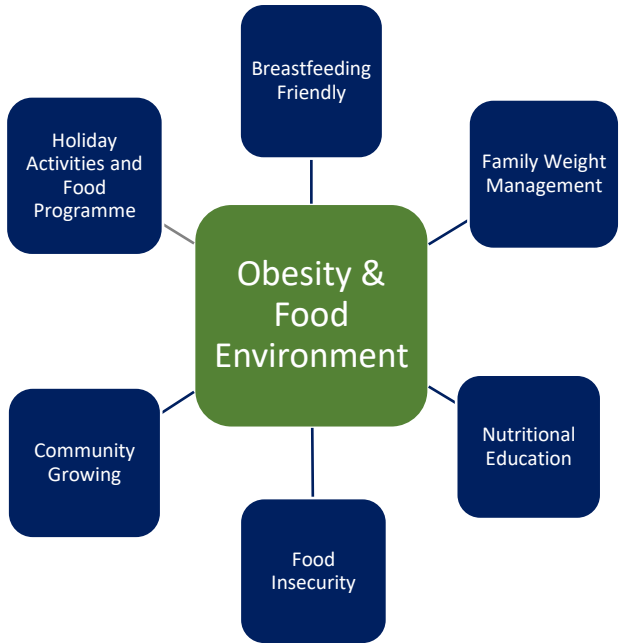
Smoking and  
Substance Misuse

Mental Health and  
Wellbeing

Building/Connecting  
Communities

# Our Actions

OFFICIAL



# Terms of Reference

## Purpose

This Partnership provides a forum to implement a coordinated local response to the Countywide Nottinghamshire Health and Well Being Strategy at an operational level. This Partnership seeks to provide the response on behalf of residents living within the Rushcliffe Borough and also for the people registered with a General Practice of the Nottingham and Nottinghamshire Intergrated Care System.

The ultimate goal of the partnership is to improve health and reduce inequalities.

## Key objectives

- To identify health priorities and establish an action plan for the group.
- To ensure that the Partnership operates within a performance framework linked to relevant local/county targets.
- To ensure that project work identified is focused on adding value to mainstream delivery, and where necessary, influencing agencies 'to do it differently', rather than simply developing projects.
- To ensure that project work is evidence-led and outcome focused

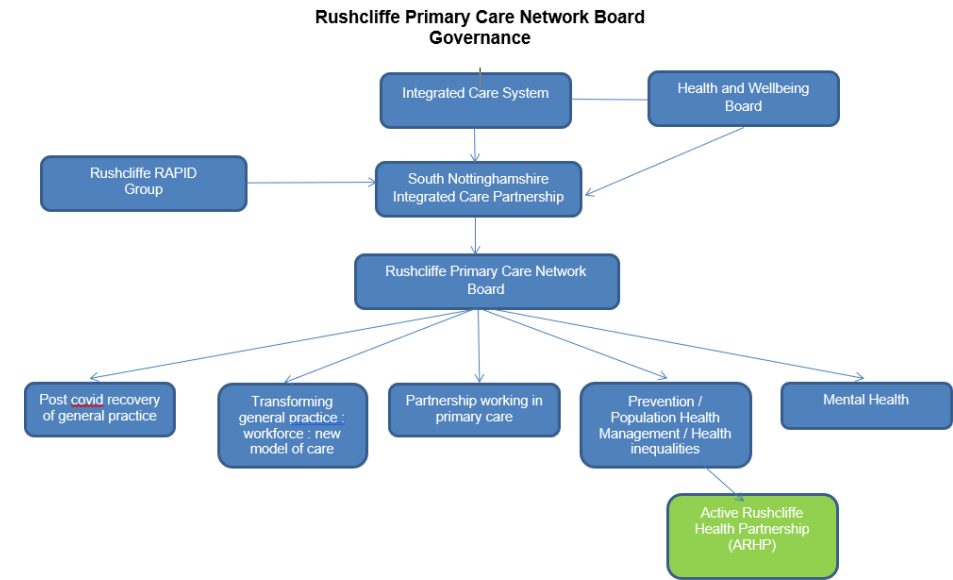
## Partnership

The Active Rushcliffe Health Partnership will include representatives from the following agencies:

- Rushcliffe Borough Council
- Nottingham and Nottinghamshire Intergrated Care Board
- Nottinghamshire County Council
- Leisure providers (LEX Leisure, Mitie)
- Your CVS
- County Health Partnerships
- Family Hubs (formerly known as Children's Centre)
- Active Notts
- Place Based Partnerships
- Professional Sports Clubs
- Housing Associations

## Governance

The Active Rushcliffe Health Partnership will be the delivery arm of the Nottinghamshire Health & Wellbeing Board in Rushcliffe, accountable to the Rushcliffe PCN. Issues that require escalating will be taken to Rushcliffe Primary Care Network Board.



## ARHP Meetings and Administration

Chairperson and Vice Chairperson	To be appointed by ARHP on a two yearly basis. Vice Chair will be co-opted if necessary
Secretariat	Will be provided by Rushcliffe Borough Council
Minutes Clerk	Will be provided by Rushcliffe Borough Council
Meetings	Will be quarterly. The meeting cycle will be set annually. Meetings will be set for an agreed time frame which recognises the time demands on all partners. They will be conducted in a focussed and business-like manner.
Agenda and Papers	Papers and items need to be placed on the agenda in advance of meetings. Papers will be circulated at least 5 working days prior to meetings, to allow sufficient time for partners to prepare.



# Key Documents

- [Rushcliffe Health Profile](#)
- [Nottinghamshire Insight](#)
- [Nottinghamshire Observatory](#)
- [Sport England: Uniting the Movement](#)
- [Get Active: a strategy for the future of sport and physical activity](#)
- [NHS Live Well](#)
- [Active Notts: Making Our Move](#)
- [Nottinghamshire Joint Health and Wellbeing Strategy](#)