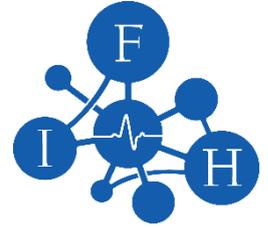




Active Hastings Annual Report



2024-2025



Active Hastings Headline Figures for 2024/25



1,502 low cost, inclusive physical activity sessions were delivered.



1,904 different residents took part with **13,856** registered visits to sessions.

Winners of the **Health Improvement Award** at the 2024 Sussex Sport and Physical Activity Awards.



Over 1 in 3

of the participants live in SOAs that fall within the **5%** most deprived nationally.



43% of young people engaging in the Street Sport programme live in the 1% most deprived SOAs nationally.

40% of adult participants stated that they have a disability, long-term health condition or special educational needs.



Over 9,900 people followed Active Hastings on social media.

82% of adults and **85%** of young people increased their weekly physical activity levels as a result of taking part in Active Hastings sessions.

71% of adults who increased their physical activity levels experienced improvements in their mental health.



92% of young people taking part benefited from improvements to their mental health.



90% of adults who increased their physical activity levels experienced improvements in their physical health.

What do Active Hastings participants say?

Below is a snapshot of selected comments from participants surveyed throughout 2024/25, highlighting the wider impact of the physical activity sessions:

I am able to walk more, am not so breathless and my balance is improved.
Over 50s Aerobics Participant

I feel more alert, have more energy and muscles are developing for sure. I feel more energised and sleep better too.
Move It or Lose It Participant

I felt very depressed due to inability to get out easily. Interaction with other people and encouragement to attempt some activities has lifted my mood while I waited for physiotherapy referral.
Age-friendly Activity Participant

Owing to arthritis in my joints, other forms of activity such as running had become impossible. My mobility, balance and flexibility have improved immensely since I started taking the class.
Pilates and Lattes Participant

I have "wiggly arteries" around my heart so it's important for me to get cardiovascular exercise every day. This is a fun way to do it and a lot more effective than going for a walk.
Walking Football Participant

Chair Yoga is hard to find. It has been a revelation to me. I have told several other people and they too have joined!
Chair-based Yoga Participant

I work at home and feel isolated. I love coming out and being with the group on Tuesdays.
Neuro Exercise Class Participant

I always walk my dog and I do a lot of gardening, but I have had a wonky shoulder for years and it is now working perfectly and without any pain.
Over 50s Aerobics Participant

I can touch my toes now. My feet don't hurt when I walk so spend more time in the local parks now.
Age-friendly Activity and Qigong Participant

This activity came to me late in life, I'm 66, and I wish I'd had started it earlier in my life. I am, however, grateful to have had the opportunity to start even at this stage of my life, truly life changing.
Yoga for Men's Health Participant

My movement has improved, and my joint pain has eased.
Pilates and Lattes Participant

I had anxiety after covid. By doing these sessions I have met people with similar things, it's helped us all too get back to be as normal as we were before.
Walking Football Participant

I'm more stable on my feet and less breathlessness.
Qigong Participant

I can now carry a plate of hot food from my kitchen to my dining room. I can get out of bed easier than before, with less pain and am stronger in my balance and ability to judge distances and spatial awareness.
Neuro Exercise Class Participant

My husband died during lockdown in 2020, I have been on my own mostly since then because everything changed, and nothing was the same so it is nice to see the people in the class every week.
Seated Strength Exercise Class Participant

I have PTSD and when I focus on football my cares don't worry me.
Walking Football Participant

Never had the confidence [to exercise] before as was scared because of my medical condition. I think it's amazing, it has been life changing improving my balance and coordination. My friends and family can see the improvement in my fine motor skills and starting to get more feeling in my left side and spine.
Neuro Exercise Class Participant

I can now walk up more than 1 flight of stairs and hills without feeling like I'm going to have a heart attack at the top! I have lost 2 stone since starting the classes.
Creating a Healthier You Participant

I am more flexible and straighter in the spine than I have ever been, as a result I suffer less discomfort in my neck and back.
Pilates and Lattes Participant

I am just about able to manage balance exercises after years of not being able to, and no more fractures!
Pilates and Lattes Participant

The arthritis in my hands and fingers is much improved.
Chair-based Yoga Participant

I have stopped taking painkillers for back pain because I am walking more, I think my breathing is a lot better, I don't get out of breath so easily and that's probably all down to weight loss.
Flab-u-less Participant

What is Active Hastings?

Active Hastings is a strategic physical activity initiative delivered by Hastings Borough Council in partnership with East Sussex County Council Public Health. The project is funded by a range of partners, with primary support in 2024/25 from Hastings Borough Council, East Sussex County Council Public Health, and the Hastings and St Leonards Primary Care Network (PCN). Additional support during this period came from Active Sussex, One You East Sussex, the Safer Hastings Partnership, the UK Shared Prosperity Fund, East Sussex County Council's HAF team, Balfour Beatty, and the Department for Culture, Media and Sport (Million Hours Fund).

The Active Hastings Primary Care Network project team were delighted to win the Health Improvement Award at the 2024 Sussex Sport and Physical Activity Awards, where they were shortlisted alongside the Active Hastings Adult Weight Management team.

Project Aims:

- **Improve health and wellbeing** and reduce health inequalities in Hastings by increasing access to, and participation in, physical activity initiatives.
- **Leverage physical activity** as a tool for community development and to strengthen social capital across Hastings.
- **Support the growth of the local physical activity sector** through effective communication, networking, and capacity building.
- **Strengthen the local evidence base** for physical activity by gathering and analysing relevant data and outcomes.

2024/25 Highlights

Between April 2024 and March 2025, the Active Hastings team delivered 1502 low cost, inclusive physical activity sessions. The activities delivered were all aimed at the least active populations, breaking down barriers to participation and achieving long term increases in physical activity levels. Sessions ranged from activities for under 5s who are just beginning to learn fundamental movement skills, through to sessions for our least mobile older populations.

In 2024/25, a total of 1,904 residents participated in Active Hastings-led sessions, generating 13,856 registered visits—up from 1,444 residents and 9,401 visits in 2023/24. Of these, 1,134 were new participants registering with Active Hastings for the first time. Active Hastings continues to prioritise engaging new participants each year, while encouraging those who have already increased their physical activity levels to transition into mainstream opportunities—such as those offered by Freedom Leisure and other local providers—where appropriate.

The project is designed to engage the least active members of the community, particularly those facing the most significant health inequalities. Data from the Active Lives Survey highlights a strong correlation between levels of deprivation and physical inactivity—patterns that closely align with poorer health outcomes and lower life expectancy. In response to these findings, the Active Hastings programme is specifically designed to engage residents living in the most deprived Super Output Areas (SOAs), with the aim of reducing inactivity and improving health outcomes where the need is greatest.

To achieve this, the programme uses targeted marketing and actively removes common barriers faced by these communities—such as transport issues and cost. The team work closely with partners such as the Southern Housing, Children's Services Youth Hub team, health services and local schools to ensure residents in priority wards are effectively signposted to Active Hastings activities. Activities are held at carefully selected, accessible venues within or near priority areas, and participation fees are kept low to ensure affordability. All sessions are priced with a maximum suggested donation of £3. In January, we introduced a sliding scale payment system to make our sessions more accessible to people on lower incomes. Participants can now choose from three ticket options:

- £3 Suggested Donation – helps sustain the sessions for everyone
- £2 “Little Helping Hand” Ticket – a reduced-price option
- £0 “Need It On Us” Ticket – completely free, no questions asked

The response to the sliding scale has been overwhelmingly positive. Those who need more affordable access can choose a lower-priced ticket without needing to explain their circumstances, while most attendees continue to contribute the full £3—helping keep the sessions running for all.

The Active Hastings team deliver over 40 sport and physical activity sessions per week, made up of a mixture of sessions run by the Active Hastings delivery team and external instructors funded through the programme. The activities that were delivered during 24/25 are listed in Table 1 below:

Activities focusing on people with a long-term health condition	
Chair-Based Yoga (3 per week)	Walking Football (2 per week)
Parkinson’s Exercise Class	Age-Friendly Activity (2 per week)
Men: Mind and Muscle for men with mental health conditions	WaistBand of Brothers weight management course for men with a BMI over 30.
New Age Kurling for adults with physical and/or learning disabilities	Flab-U-Less weight management course for women with a BMI over 30.
Weighted Neuro Exercise Class	Lean in to it weight management course for men and women with a BMI over 30.
Seated Strength Exercise (2 per week)	Creating a Healthier You (Weight management programme for adults with a BMI over 30, and diabetes and/or hypertension) (2 per week)
5 a-side football for adult recovering from addiction	Flexi-Balance
Activities for adults	Activities for young people
Pilates and Lattes (3 per week)	Volleyball
Ladies that Lift course	Street Sport sessions (6 per week)
Boxercise including free creche	StreetDance
Pilates with a free creche	Junior Muay Thai
Pelvic Floor course	WildCats Girls Football (2 per week)
Couch to 5K course	Under 5s Stay and Play
Yoga for Men’s Health	The Friday Night Project at Broomgrove and Hornty Park
Over 50s Aerobics	Inclusive Sports
Zumba	Home-Education Athletics
Qigong	Netball
Men’s Fitness: Strength and Conditioning	Holiday Activity and Food Programme
Move It or Lose It	Hollington Youth Hub Sports
	Summer Saturdays in the Park (Families)
	Tribe Rugby
	Free holiday programmes including rounders, tennis, cricket, rugby, street dance, muay tai and table tennis

Postcode and demographic data are collected during sessions to help monitor participant reach and geographic spread. Of the 1,904 participants in 2024/25, postcode data was available for 1,742 individuals, revealing that 1,564 reside in Hastings. Most of the remaining 179 participants were residents of Rother.

Table 2 shows the percentage of Hastings participants living in the 20% most deprived SOAs. The data highlights the team’s success in reaching those most in need, with over one in three participants living in areas ranked among the 5% most deprived nationally.

A ward-level breakdown of participants is presented in Chart 1.

IMD percentage	Percentage of Active Hastings participants living in deprived SOAs April 2024 to March 2025
1%	22%
5%	34%
10%	43%
20%	52%

Table 2: The percentage of Hastings participants that live within the 20% most deprived SOAs (April 2024 to March 2025)

BREAKDOWN OF RESIDENTS TAKING PART IN ACTIVE HASTINGS SESSIONS BY WARD

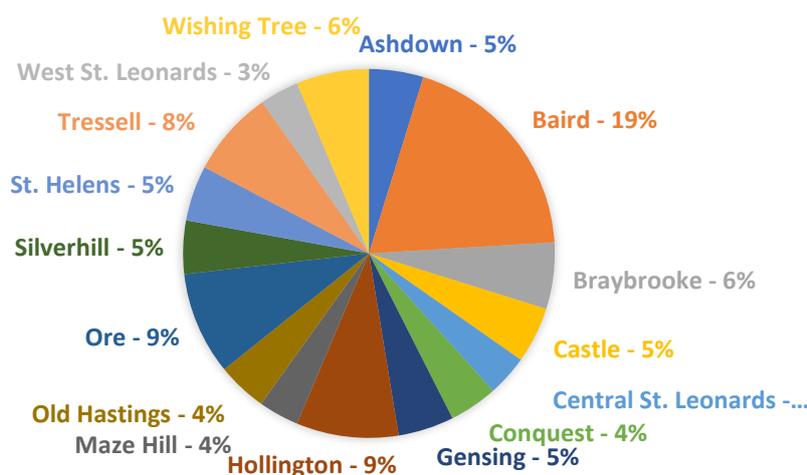


Chart 1: Breakdown of participants by ward (April 2024 to March 2025)

While all Active Hastings activities are open to everyone, they are specifically designed to engage inactive individuals. In 2024/25, 44% of participants reported not meeting the recommended 150 minutes of physical activity per week in the 28 days prior to registering. Additionally, 21% had not completed even 30 minutes of activity per week during that time. When focusing on adults specifically, inactivity levels were even higher: 54% had not reached 150 minutes of weekly activity, and 27% had not achieved 30 minutes per week in the previous 28 days.

The annual participant survey indicates that Active Hastings is successfully helping residents increase their physical activity levels. Among adult respondents, 82% reported being more physically active, and 81% said they were now meeting the recommended 150 minutes of activity per week. Of those who had increased their activity levels, 90% reported improvements in their physical health, and 71% reported better mental health as a direct result of their participation.

The youth survey, completed by young people and their parents, reflected similar positive outcomes.

- 85% of young participants increased their physical activity levels.
- 85% felt healthier as a result of taking part.
- 62% made new friends.
- 85% reported increased confidence.
- 92% said the sessions improved their mental health.

As well as monitoring physical activity levels and deprivation, other demographic data is collected. During this period 10% of participants were from an ethnic minority background. This is an increase from the previous year (9%), with additional work having taken place throughout the year to ensure our activities and promotion were appealing to people from ethnic minority groups. During 2025/26 we will aim to increase this percentage further, by working with Diversity Resource International to understand the different motivations and barriers

for people from different ethnic groups, as well as supporting Progress Network to increase physical activity levels through their programmes.

Bridging the gap between male and female participation levels has always been a key aim of Active Hastings. Previously inactivity levels in women were higher than men; in 21/22, the Active Lives Survey showed 29.2% of women in Hastings reporting to be inactive (less than 30 mins of physical activity per week), compared to 23.9% of men. The latest available results (November 23-24) show a switch with a reduction to 22.6% of women inactive, compared to 26.1% of men. When looking at those meeting the recommended 150 minutes of physical activity, we have successfully started to close the gap between men and women, with 61.5% of women meeting the recommended levels, compared to 63.2% of men. During 24/25, 63% of the participants at an Active Hastings session were female. 81% of female respondents to the survey stated that they had increased their physical activity levels through taking part in the sessions, and 80% stated that they were now meeting the recommended 150 minutes per week. While women are a key target group, we are aware that there is also a need for an increase in physical activity levels in men, and therefore do include specific sessions aimed at men as well. For the men's sessions, we are particularly focusing on the least active demographics, with the greatest health benefits to be gained. Key projects include men's specific weight management sessions and sessions focusing on men's mental health. The participant survey showed that 87% of men taking part in the programme increased their physical activity levels, with 87% also now achieving 150 minutes per week of activity.

Focus on Long-Term Health Conditions

Engaging with people with a disability or a long-term health condition is a high priority for Active Hastings. National data and local insight reveal that long term health conditions are a key barrier to participation, but the benefits of physical activity outweigh the risks for people with long term health conditions, even those living with multiple conditions. During 24/25, 40% of adult participants and 17% of young people stated that they had a disability, long-term health condition or special educational needs. This high level of engagement by these groups is due to the targeted nature of our sessions and the work of the Active Hastings GP Link Worker, focusing on people with life- limiting conditions.

During 2024/25, a variety of weekly physical activity sessions were offered for adults with long-term health conditions or disabilities. These included chair-based yoga, seated strength exercises, walking football, Men: Mind and Muscle and Women: Wellbeing and Workout (for men and women with mental health conditions), New Age Kurling for adults with learning disabilities, Age-Friendly Activity and Social Mornings, and Exercise for Parkinson's. Thanks to additional funding from Parkinson's UK, we also launched a new gym-based weighted exercise class targeting adults with neurological conditions such as Early Onset Parkinson's, Multiple Sclerosis, and Fibromyalgia. This class was specifically designed to improve range of movement, balance, strength, cardiovascular fitness, and co-ordination.

Funding from Active Sussex, through the Stronger for Life campaign, enabled us to deliver five additional programmes in 2024/25 focused on improving strength and balance. This campaign, run in partnership with East Sussex County Council, aims to help adults age well and reduce the risk of falls. The sessions included a second seated strength class, Qigong in the park, a second walking football session, a flexi-balance class, and a Move It or Lose It exercise class. A total of 158 people participated, with 1,134 attendances recorded. Participants ranged in age from 50 to 94, with 81% aged 60 and over, and 51% over 70. Additionally, 51% of participants reported having a long-term health condition or disability.

All of these sessions are having a significant positive impact on the physical health of our community. Participants report benefits such as improved strength and balance, weight loss, reduced pain, enhanced mobility, decreased fatigue, and lower blood pressure. Equally important are the mental health benefits—many participants experience reduced anxiety, depression, social isolation, and loneliness, along with increased confidence, more positive attitudes, and a stronger sense of belonging.

Research shows that social isolation and loneliness are linked to higher risks of numerous physical and mental health issues, including high blood pressure, heart disease, obesity, weakened immune function, anxiety, depression, cognitive decline, Alzheimer's disease, and even premature death. This highlights just how crucial

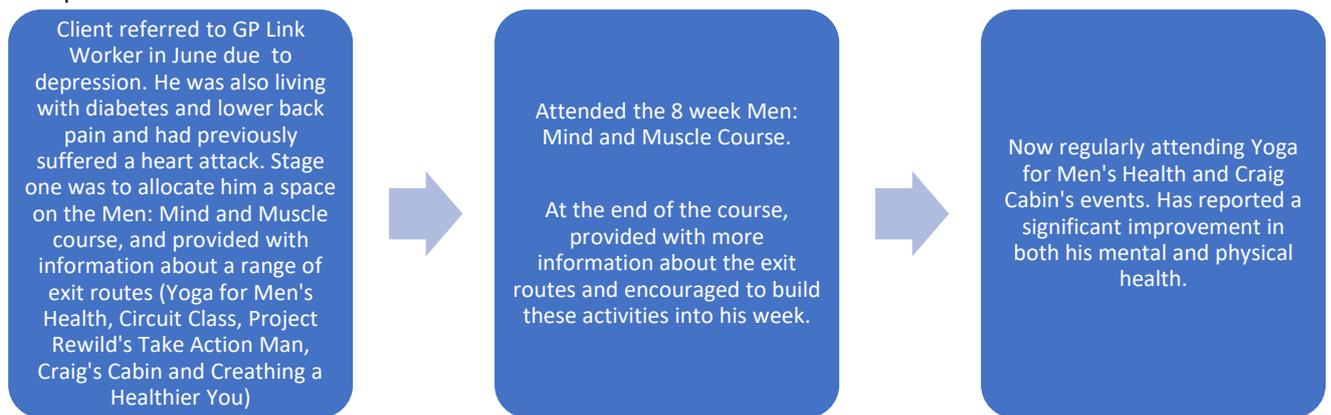
opportunities for social interaction are—benefits that participants actively support each other in maintaining. Many groups, such as the Over 50s Aerobics, Parkinson’s Exercise, and Age-Friendly Activity classes, host annual Christmas gatherings. These events ensure that all participants, especially those who might otherwise spend the holiday alone, enjoy the festive season. This spirit of community and mutual support is a hallmark across all the groups Active Hastings works with.

The Active Hastings GP Link Worker continues to support individuals with long-term conditions in finding suitable activities tailored to their needs. During 2024/25, 114 people were referred to the programme, with 61 engaging directly with the GP Link Worker for personalised support.

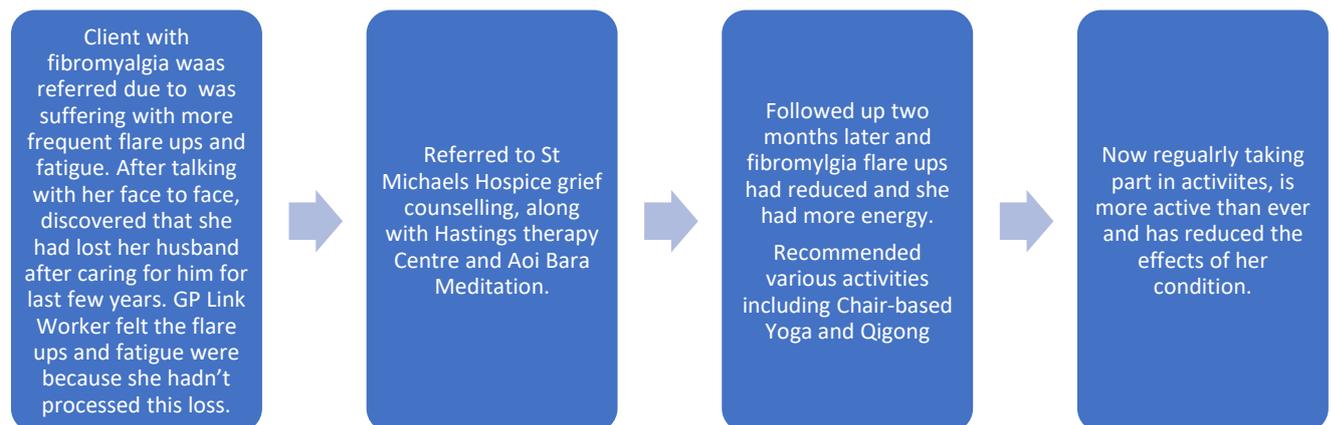
Referrals come from a range of health professionals, including GPs, Occupational Therapists, and Wellbeing Coordinators. Participants have been connected to a diverse selection of activities such as adult weight management courses, chair-based exercise classes, swimming, health memberships with Freedom Leisure, pulmonary rehabilitation classes, health walks, and the 20/20 Health exercise referral programme.

Beyond introducing individuals to their initial activity, the GP Link Worker also provides ongoing support to ensure participants continue to engage with suitable programmes as their needs evolve. Two examples of where this has worked well are shown below:

Example one:



Example two:



The project has established itself as a vital bridge between health professionals and community-based physical activity opportunities. By facilitating clear communication and tailored referrals, it ensures that individuals with long-term health conditions receive personalised guidance to access appropriate activities that support their health and wellbeing. This connection not only enhances patients’ engagement in physical activity but also strengthens collaboration between healthcare providers and local organisations, creating a more integrated and responsive support network. As a result, the project helps to break down barriers to participation and promotes sustainable, long-term lifestyle changes within the community.

Adult Weight Management Programmes

The Active Hastings Adult Weight Management programme continued this year, with four 12-week courses for adults with a BMI over 30 delivered throughout the year, funded by One You East Sussex, and weekly Creating a Healthier You drop in classes for adults living with obesity alongside diabetes and/or hypertension. The sessions are delivered by a Level 4 Instructor, qualified in Exercise Referral, Obesity and Diabetes, enabling us to also support participants with a BMI over 40.

The Active Hastings Adult Weight Management programme continued successfully in 2024/25, delivering four 12-week courses for adults with a BMI over 30, funded by One You East Sussex. In addition, weekly Creating a Healthier You drop-in sessions supported adults living with obesity alongside diabetes and/or hypertension. These sessions are led by a Level 4 Instructor qualified in Exercise Referral, Obesity, and Diabetes, allowing us to also support participants with a BMI over 40.

This year's courses included WaistBand of Brothers (men-only), Flab-U-Less (women-only), and Lean In To It (mixed gender). A total of 138 participants engaged in the programmes, gaining valuable knowledge on healthy eating, weight loss, behaviour change techniques, and appropriate physical activity options.

Participants have reported a wide range of physical and mental health benefits from attending the weight management sessions, including weight loss, reduced hypertension and joint pain, decreased anxiety, increased energy and confidence, better sleep, and improved fitness for daily activities.

Upon completing the courses, participants are encouraged to continue their health journey by joining other initiatives. They are introduced to the Gloji programme from One You East Sussex, offered health memberships at Freedom Leisure, and connected with activities run by Active Hastings and its partners. Many participants remain actively involved in these ongoing opportunities.

The adult weight management classes also received media attention, featuring on ITV News Meridian. The presenter joined the Flab-U-Less course to speak with participants about their motivations and the positive impacts the programme has had on their lives.

Activities for Children and Young People

A varied programme of weekly activities for young people has taken place this year, with 462 sessions delivered. Weekly activities included six street sport sessions in the most deprived areas (funded by Safer Hastings Partnership and Balfour Beatty), street dance classes, muay thai classes, netball, girls' football, home-education athletics and an Inclusive Sport session for young people with disabilities or special educational needs. Additionally, we have ensured that all young people can stay active during the school holidays, by working in partnership with other organisations to produce a free activity programme including rounders with Hastings Rounders, tennis with Break Point Tennis, cricket with Sussex Cricket, rugby with Tribe Rugby, street dance with Dance Hub, muay tai with Siam Boxing Camp and table tennis with Rother Table Tennis.

During this year, 630 young people took part in an activity organised by Active Hastings. The annual survey of parents and young people showed that had the young people not been attending the Active Hastings session, 63% of them would have been taking part in a sedentary activity instead. As previously stated, 85% of respondents confirmed that the sessions had increased the physical activity levels of their child, and there were clear benefits to their physical and mental wellbeing.

The Active Hastings Street Sport sessions provided free doorstep sports in the heart of the most deprived neighbourhoods in Hastings and St Leonards. Between April 2024 and March 2025, the Street Sport sessions engaged 196 young people, up to the age of sixteen in doorstep sports, with 1503 attendances at sessions. The sessions are grounded in the ethos of the Play Their Way campaign, giving young people the freedom to shape the structure and choose the activities they take part in. Beyond boosting physical activity and improving health outcomes, the sessions help participants build essential life skills, including communication, motivation, self-esteem, leadership, respect, and teamwork.

Coaches actively encourage attendance from young people who may be disengaged from school, at risk of negative behaviours, or those with special educational needs, creating a supportive and inclusive environment. In addition to promoting physical health, the sessions offer valuable opportunities for social connection—helping to enhance mental wellbeing, confidence, and a sense of belonging.

All youth activities aim to be inclusive and engage young people from our most deprived areas. Of the participants in the Street Sport sessions, 43% live in neighbourhoods that fall within the 1% most deprived SOAs nationally. 61% of participants live within the 5% most deprived areas nationally. 22% of these participants also stated that they weren't meeting the recommend amount of physical activity each week, and 14% were taking part in less than 30 minutes of physical activity per week. 17% of the young people taking part had a long-term health condition, special educational needs or a disability.

Young people participating in the Street Sport programme were also encouraged to attend five Friday Night Project events held at Horntye Park Sports Complex, alongside others referred through Hastings Youth Commons and the Hastings Youth Hub. 65 young people took part in the sessions, which were delivered in partnership with Sussex Police, the sessions aimed to break down barriers between young people and the police by fostering positive relationships through shared participation in sport. To ensure accessibility, taxis were provided for those living in the most deprived wards. 20% of the young people taking part live within the 1% most deprived SOAs nationally (41% live in the 5% most deprived and 64% in the 10% most deprived).

During the school holidays, the team delivered 11 Holiday Activity and Food (HAF) sessions, funded by East Sussex County Council as part of the national HAF programme. These sessions provided young people eligible for benefit-related free school meals with 4 hours of sport and craft activities, alongside a nutritious meal. A total of 176 different young people participated, and 271 free meals were served.

Of these participants:

- 47% live within the 1% most deprived Super Output Areas (SOAs) nationally.
- 63% reside within the 5% most deprived areas.
- 71% come from the 10% most deprived areas nationally.
- 26% have a long-term health condition, special educational needs, or a disability.

Any leftover fruit or sandwiches were sent home with children to support their families. Partnerships with the UK Literacy Trust ensured every child received a free book as part of the programme. During the Easter sessions, children were also given Easter Eggs, kindly donated by Balfour Beatty.

In addition to securing funding for our own sessions, we successfully obtained funding for Project Rewild, who ran 12 additional sessions throughout the year. Looking ahead, funding has been secured for both Active Hastings and Project Rewild to deliver HAF sessions during the Easter, Summer, and Christmas holidays in 2025.

The Youth Link Worker has continued supporting St Leonards Academy, Hastings Academy, Rye College, and Ark Alexandra in applying for Year 3 of the Opening School Facilities (OSF) funding. This year, support was also extended to Bexhill Academy and Robertsbridge Community College. Each school received approximately £10,000 to deliver their planned projects.

During this period:

- St Leonards Academy established rugby coaching for both boys and girls, launched circuit classes for girls, and trained a group of dance leaders.
- Hastings Academy used their funding to offer gym sessions for staff and deliver Futsal and Pickleball classes.
- Ark Alexandra continued building on last year's success by running community netball sessions.
- Bexhill Academy invested in gym equipment for student and community use.
- Robertsbridge Community College plans to run table tennis and Pickleball sessions.
- Rye College will use their funding to offer basketball, athletics, and lifesaving lessons.

During this year, we significantly expanded our programme for young volunteers, actively supporting eight individuals aged 15 to 24 in developing valuable skills and gaining practical experience. Each volunteer is paired with a dedicated mentor who provides ongoing guidance and support during sessions, helping them build confidence and competence in a supportive environment. In addition to hands-on experience, volunteers benefit from a variety of free training opportunities tailored to enhance their personal and professional development. Our programme not only equips young people with essential skills for future employment or education but also fosters a strong sense of community involvement and social responsibility.

Looking ahead, we aim to grow this programme by increasing volunteer numbers, broadening the scope of training, and creating pathways for young volunteers to take on more leadership roles within Active Hastings and partner organisations.

Raising Awareness and Strengthening Partnerships to Promote Local Physical Activity Opportunities

Raising awareness of the importance of physical activity and promoting local opportunities to be active remain key priorities for the Active Hastings team. Weekly updates are shared via the Hastings Borough Council residents' and staff newsletters, reaching over 32,000 residents. The Active Hastings pages on the Council website also saw significant growth, with 42,191 visits between April 2024 and March 2025, up from 28,991 the previous year.

Social media engagement remains strong, with over 9,900 followers and an organic reach of 93,880 across Facebook and Instagram during the same period. While Facebook's overall reach dipped slightly, Instagram's reach increased by 173%. Interaction rates improved notably, with Facebook content interactions rising by 55% and link clicks increasing by 2.2%. The main Hastings Borough Council social media channels, with 11,000 followers, also regularly promote Active Hastings content.

These digital platforms not only highlight Active Hastings activities but also amplify partner and national campaigns such as East Sussex County Council's #GettingEastSussexMoving, We Are Undefeatable, This Girl Can, World Parkinson's Day, Volunteers Week, The Body Coach Movement Hour, and Loneliness Awareness Week.

To strengthen communication with partners, a monthly partnership bulletin was launched this year. It provides updates on activities, funding, campaigns, and news in a concise, shareable format. Additionally, dedicated bulletins for sports clubs and volunteers deliver relevant funding, training, job, and volunteering opportunities. These bulletins currently reach 223 recipients monthly, with widespread onward sharing encouraged. Partners also receive regular updates via the Hastings and Rother Sports Coach and Physical Activity Instructor Network on Facebook—managed by Active Hastings—which now has a membership of 200.

Engagement through GP surgeries remains highly effective. Digital displays in surgeries, along with targeted text messages, promote suitable activities to patients based on their health needs—for example, walking football, seated strength exercise, and Qigong for those with mobility issues, and weight management programmes for individuals with a BMI over 30. This approach has been particularly successful in reaching adults with long-term health conditions, with 34% reporting they heard about sessions through GP referrals.

The team also promotes programmes and the benefits of physical activity through regular attendance at local events, presentations to community groups and health professionals, direct marketing—particularly in the Broomgrove estate—and distribution of printed materials to key locations across the town. Promotion also extends to digital bus stop screens and the digital display at Summerfields Leisure Centre. Notably, the Adult Weight Management course and the Over 50s Aerobics class were featured on ITV Meridian news.

Building strong local partnerships is a central focus for Active Hastings. The Active Hastings Partnership continues to grow, now comprising 170 members from over 90 organisations, up from 137 members in 2023/24. Quarterly partnership meetings regularly attract 25–30 attendees from organisations including Active Sussex, ESCC Public Health, Groundwork UK, Education Futures Trust, Hastings and St Leonards PCN, The

Conservation Volunteers, Progress Network, One You East Sussex, and Hastings Voluntary Action. Partners consistently report that these meetings provide valuable updates and networking opportunities.

Active Hastings team members also participate in several wider local and county partnerships to ensure the flow of information between groups. These include the East Sussex Healthy Weight Partnership, Hastings Youth Partnership, Active Sussex Children & Young People Forum, Hastings Ageing Well Network, and the Sussex Health Instructor Network. This involvement helps keep the Active Hastings Partnership informed and supports wider dissemination of information across the region.

The Active Hastings team also plays a key role in activating and promoting sports facilities managed by Hastings Borough Council. In 2024/25, the Alexandra Park Tennis Courts were named Sussex Park Venue of the Year. This recognition followed significant improvements made in 2023, including upgraded courts, the introduction of a new booking system, and the launch of community-focused programming in partnership with Break Point Tennis—all of which were instrumental in securing the award.

The majority of the projects delivered during 24/25 will continue into the next year, with key priorities including:

- **Strengthen and expand the Active Hastings Partnership** to improve cross-organisational collaboration and deliver a unified, strategic approach to increasing physical activity levels in the community.
- **Continue to deliver affordable and accessible opportunities** for the least active groups to engage in sport and physical activity, with a particular focus on individuals with long-term health conditions and those facing other significant barriers to participation.
- **Proactively identify and maximise funding opportunities** to strengthen and expand physical activity provision, prioritising support for those with long-term health conditions and other underserved or hard-to-reach groups.
- **Continue to strengthen the local physical activity workforce** by providing training, development support, and grants—particularly to enhance delivery for individuals with long-term health conditions.
- **Continue to expand and diversify opportunities for young people** to engage in physical activity and take part in positive, enriching experiences that support their physical, social, and emotional wellbeing.

My blood pressure is more stable without increasing the medication I am already on. I feel stronger and have more stamina. I am finally sleeping a bit longer.
Creating a Healthier You Participant

I have partial knee replacements in both knees and have found that I can walk further and climbing stairs have become easier.
Pilates and Lattes Participant

Inclusive, supportive, caring, kind, aimed at all levels, Heidi is exceptional and inspirational.
Lean In To It Participant

I feel physically stronger and much more agile, which has helped me feel less frightened and anxious. It has changed the way I live and feel now, more positive and resilient.
Pilates Participant

Brilliant class, great pace and variety of exercises. The lattes is a big bonus, I feel that I have made friends and come away every week feeling both physically and mentally calm and invigorated!
Pilates and Lattes Participant

I thought that the class was fantastic. The improvement in my own mobility and breathing as well as that of other class members was undeniable.
Chair-based Yoga Participant

