

**Councillor Joanna Baker-Rogers – Cabinet Member for Adult  
Social Care and Health**

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26 June 2025

Councillor Simon Ball  
Elected Member

Via email: [simon.ball@rotherham.gov.uk](mailto:simon.ball@rotherham.gov.uk)

Dear Cllr Ball

**Question at Council Meeting – Wednesday 21<sup>st</sup> May 2025**

Thank you for your supplementary question at the Council meeting on 21<sup>st</sup> May 2025. I have set out your question and my response below.

***Rotherham received over £450,000 from Sport England to tackle inactivity, yet the borough still suffers from among the lowest physical activity levels in the region. Where has the money gone, and why should taxpayers believe this Labour Council will do any better with future grants?***

Cabinet approved spend for the Sport England Place Expansion development grant on 17<sup>th</sup> March 2025, and at the time of the Council meeting we were 6 weeks into the project.

The most recent data for 2023/24 from the national Active Lives survey published 7<sup>th</sup> May 2025 does indeed model that Rotherham has lowest % of physically active adults in Yorkshire and the Humber and this was part of the rationale for investment by Sport England. To tackle physical inactivity requires a coordinated effort from a range of partners across Rotherham.

This survey data doesn't reflect the incredible achievements recently, such as continued growth in girl's football as a legacy of the Women's Euros, the high usage of our award-winning leisure centres, the efforts of Rotherham's School Games to engage, inspire and reach young people not engaged in sport and broaden their experiences and opportunities, and the hundreds of local people who volunteer weekly to support park runs and a range of community sports teams; what it does show is that for too many people in Rotherham, physical activity is not routinely embedded into their daily lives and average week.

To support people to live more active lives will mean changing the local social expectations around physical activity, facilitating it as a default standard, easy and enjoyable way to travel and spend time. This requires coordinated efforts across the system, embedding activity into health care, into work, into our local environments and inspiring and motivating opportunities to move more. As the Cabinet paper described, the development grant will support this ambition, such as an Active Hub to support people with long-term conditions to exercise safely and regularly, a project delivered by Flux to engage with communities to identify ways that they could be more active outdoors, Yorkshire Sport Foundation working with local communities to identify opportunities for local activity people want to be involved in and training for a range of front-line workers and volunteers. Ward Councillors can champion physical activity in their local neighbourhoods and explore opportunities to maximise them.

Yours sincerely,



**Cllr Joanna Baker-Rogers**

Rawmarsh West Ward

Cabinet Member for Adult Social Care and Health