

Increasing Physical Activity Among Ethnically Diverse Communities



ACTIVE
EASTBOURNE & LEWES

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EAST SUSSEX



Partnerships with organisations like Diversity Resource International are critical in delivering culturally appropriate physical activity programmes. Data shows that ethnically diverse communities are disproportionately affected by long-term health conditions and are less likely to access mainstream activity provision (Public Health England, 2020). UK Government reports in 2022 Asian, Black, and 'other' ethnic groups were consistently lower than the national average.

The Active Lives Survey (2023/24) highlights that ethnic minorities are underrepresented in sport and overrepresented in inactivity. The report shows activity levels for other ethnic groups 61%, Chinese 58%, Black 56%, and Asian (excluding Chinese) 55% - compared to Mixed 71%, White other 66% and White British 65% (Sport England, 2025).

Even though the national rates for ethnically diverse communities fall below the average in Lewes District and Eastbourne, there are still populations who face barriers (cultural, financial, access and confidence) and health risks associated to not being physically active, with those groups facing social or economic inequalities less likely to be active (Sport England, 2025).

By embedding activity within trusted community settings and involving Diversity Resource International, we can help increase trust, accessibility, and participation among underrepresented groups contributing to reduced health inequalities.

Increasing Physical Activity Among Ethnically Diverse Communities in Eastbourne and Lewes District

Project Overview

We are inviting expression of interest from individuals, coaches, clubs, and community organisations to collaborate on a new project with Diversity Resource International (DRI) and local partners. The project aims to increase physical activity levels among ethnically diverse communities in Eastbourne and Lewes District by co-delivering inclusive, culturally appropriate, and community-led activity sessions.

This is a fully funded initiative focused on creating safe, welcoming opportunities for people to move more – whether through sport, dance, walking, yoga, fitness classes, or other accessible forms of activity.

Aims and Objectives

The project addresses inequalities in access and participation in physical activity for ethnically diverse communities. Working in partnership with DRI ensures cultural understanding, trusted community engagement, and strong local networks.

Objectives:

- Design and deliver physical activity sessions in collaboration with DRI and community members (community outreach, community research, activity promotion, translation and interpreting support, bilingual advocacy, cultural tailoring, evaluation input, etc.).
- Offer culturally relevant, beginner-friendly activities.
- Build trust, confidence, and motivation to be active.
- Strengthen long-term participation through community leadership and local delivery.
- Gather feedback to inform future activity planning.

Scope and Delivery Expectations

We welcome a range of activity types and delivery styles, including:

- Community walks, women-only fitness sessions, men-only fitness sessions, dance, yoga, sport tasters, or mixed-ability group classes.
- Activities delivered in familiar community settings (e.g. community centres, parks, places of worship).

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- Inclusive and culturally sensitive approaches to promotion, environment, and delivery.
- Individuals looking to gain a qualification to run classes aimed at ethnically diverse communities.

Partners should be able to:

- Co-design sessions with DRI and community input.
- Deliver a block of 6-10 (or longer) weekly sessions or tasters.
- Provide a welcoming, safe, and inclusive environment.
- Support participant engagement and gather light-touch feedback.
- Work with DRI to translate material and utilise their expertise in areas/locations to promote the project.

Funding Available

Up to £1,000 is available per project to support.

- Coach/facilitator fees.
- Venue hire, and equipment.
- Translation of promotional material to reach target groups (surveys, posters, social media).

Who Should Apply

We are looking for:

- Physical activity providers, instructors, or clubs.
- Community organisations or cultural groups with interest in delivering activity.
- Individuals with lived experience from ethnically diverse who can lead or co-lead sessions.

Expectations of Active Eastbourne and Lewes

With the funding there does come expectations from us.

- Sustainability. After the funding has ended, how will the project continue to run and be affordable to participants.
- Evaluation. Pre and Post project forms will need to be completed by participants in the project and an evaluation form by you.

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- **Reporting.** Once the project has been completed, we would like you to present at one of the Active Eastbourne and Lewes partner meetings.

How to Express Interest

Please complete the following short [proposal form](#).



Next Steps

Expression Of Interests will be reviewed based on suitability of the space, potential reach, and ability to deliver in a safe and inclusive way. We may contact shortlisted applicants for a brief conversation before confirming support.