

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.



£7.4bn

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

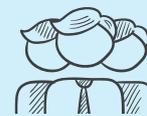
18

free weekly running events established



OVER

13,000



Suffolk school children given access to The Daily Mile

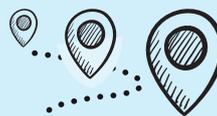
17,000

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**



great **run** local

36,000

runs completed at Great Run Local events

ECONOMICALLY, MAC HAS ACHIEVED...



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

Total estimated

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

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

£2.25m +

Inward investment in to Suffolk

Estimated

£2m

for good causes from the Great East Run