
Meeting: Executive

Date: 24 September 2013

Subject: Physical Activity Strategy

Report of: Cllr Spurr, Executive Member Sustainable Communities - Services

Summary: The report proposes to consider and support the recommendations from the Sustainable Communities Overview and Scrutiny Committee as set out in paragraph 15 of this report, and adopt the Physical Activity Strategy.

Advising Officer: Marcel Coiffait, Community Services Director

Contact Officer: Jill Dickinson, Head of Leisure Services

Public/Exempt: Public

Wards Affected: All

Function of: Executive

Key Decision Yes

**Reason for urgency/
exemption from call-in
(if appropriate)** N/A

CORPORATE IMPLICATIONS

Council Priorities:

The Physical Activity Strategy which is Chapter 4 of the Leisure Strategy, will support the following Council priorities;

- Promote health and wellbeing and protecting the vulnerable.
- Great universal services – leisure.

Financial:

1. The Physical Activity Strategy will direct the work programme for Leisure Services included in the 2013/14 leisure revenue budget. Any additional staffing requirements identified as the work programme develops will be budgeted for by delivering compensatory savings elsewhere within the service.

Legal:

2. The Physical Activity Strategy will help the Council respond to its new public health responsibilities, specifically the Health and Social Care Act 2012 and NHS Act 2006 (amended), which gives responsibility for health improvement to unitary authorities.

Risk Management:

3. The following risks have been identified, which are considered in more detail below:
 - Failure to deliver the Council's priorities.
 - Reputational risks.
 - Risk to customer satisfaction.
4. The development of the Physical Activity Strategy, part of the Council's Medium Term Plan will help to deliver the Council's priorities by directing resources to services which promote health and wellbeing and deliver great universal services.
5. The methodology undertaken to develop the strategy has involved a robust assessment and analysis of health, physical activity and population data combined with facility and participation information from a range of key stakeholders and partners.
6. Wide consultation has enabled key emerging issues to be tested and ensures the strategy focuses on the most relevant priorities for CBC, its partners, and the local population.

Staffing (including Trades Unions):

7. Not Applicable.

Equalities/Human Rights:

8. Public authorities have a statutory duty to promote equality of opportunity, eliminate unlawful discrimination, harassment and victimisation and foster good relations in respect of nine protected characteristics; age disability, gender re-assignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
9. There are demographic and economic differences in regular participation levels, including lower proportions of females than males, lower proportions of disabled people compared to non-disabled people, lower proportions of people from less affluent socio economic groups and lower levels among some black and ethnic minority groups taking part. The Physical Activity Strategy, through its strategic priorities aims to reduce the barriers to participation, promote equality of opportunity, and encourage an active and healthy lifestyle.

Public Health:

10. The evidence for increasing physical activity is compelling and there is a wealth of information and research that supports this as set out in the Physical Activity Audit and Assessment, available as a background paper.
11. Leisure Services is a key public health resource. The Physical Activity Strategy aims to ensure local communities have every opportunity to engage in regular physical activity to help prevent ill health, generate long term improvements in overall levels of health and wellbeing and thereby reduce the costs to society for the NHS and social care.

Community Safety:

12. Under section 17 of the Crime and Disorder Act the Council has a statutory duty to do all that is reasonable to prevent crime and disorder within its areas. Leisure facilities and the activities that they offer provide positive opportunities, particularly to young people, who may otherwise engage in activities that may be criminal or anti-social.

Sustainability:

13. Extending and improving opportunities that increase the number of people accessing and participating in sport and physical activity through a network of good quality, accessible and readily available public sport and recreation facilities and open spaces, reduces the need for customers to travel to other local authority areas to participate in these activities.

Procurement:

14. Not applicable.

Overview and Scrutiny:

15. The Sustainable Communities Overview and Scrutiny committee considered the draft strategy on 25 July 2013. It was received positively, and its comments have been taken into consideration as part of this report. The committee recommended;

‘That the comments of the Committee be taken into consideration prior to the adoption of the Physical Activity Strategy and that the Council takes strong action to access money to support the delivery of the Strategy via Bedfordshire and Luton County Sports Partnership and the Health and Wellbeing Board.’

See Appendix C for the full minutes.

RECOMMENDATIONS:**The Executive is asked to:**

1. **support the recommendations from the Sustainable Communities Overview and Scrutiny Committee;**
‘That the Council takes strong action to access money to support the delivery of the Strategy via Bedfordshire and Luton County Sports Partnership and the Health and Wellbeing Board.’
2. **to adopt the Physical Activity Strategy.**

<i>Reason for Recommendations:</i>	<i>To ensure CBC has a strategic approach to the provision of and opportunities for physical activity.</i>
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Executive Summary

16. Central Bedfordshire Council Executive Committee has sought the creation of a leisure strategy, in order to adopt a holistic approach to the provision of sport, leisure and recreation facilities and opportunities across the Council's area. The aim of the project is to assess current facilities and services, estimate future demand to assist the authority to deliver and facilitate good quality, sustainable, demand-led facilities and services. The Physical Activity Strategy is the fourth chapter of the Leisure Strategy.
17. The evidence to support increasing physical activity amongst our local population to improve health outcomes is compelling, and everyone can benefit from appropriate physical activity. The majority need to be more active more of the time; the greatest benefit is to those going from no or low levels of physical activity to moderate levels. Sustaining appropriate levels of physical activity throughout their life course into older age can increase people's healthy life for longer. It is independently better for individuals and economically better for social care and health budgets.
18. The strategy addresses the key issues raised from a robust review of policy, and audit and assessment of national and local data and identifies a number of linked emerging strategic priorities which support our customers to have every opportunity to engage in regular physical activity to help prevent ill health, generate long term improvements in overall levels of health and wellbeing and thereby reduce the costs to society for the NHS and social care.

Introduction

19. The Leisure Strategy is broad in scope and the timetable for its development is phased as set out below:
 - Chapter 1: Leisure Facilities, considered by Sustainable Communities Overview and Scrutiny Committee on 13 December 2012, adopted by the Executive on 8 January 2013.
 - Chapter 2: Recreation and Open Space (a defined range of green spaces, providing formal and informal recreational activity facilities and opportunities). To be considered by Sustainable Communities Overview and Scrutiny Committee on 23 January 2014 and Executive on 18 March 2014.
 - Chapter 3: Playing Pitches (outdoor formal, grass and artificially-surfaced sports playing pitches). To be considered by Sustainable Communities Overview and Scrutiny Committee on 23 January 2014 and Executive on 18 March 2014.
 - Chapter 4: Physical Activity (a defined range of physical activity classes, sports, exercises etc. undertaken indoors and outdoor).

20. The Leisure Strategy is part of the Medium Term Plan, which will provide;
- A comprehensive picture of leisure facilities and opportunities within Central Bedfordshire up to 2031
 - Supplementary Planning Documents (SPD) strategies for Chapters 1-3 in compliance with Local Development Framework (LDF) requirements for securing new and improved leisure facilities in association with new development, and for securing and spending Section 106 and Community Infrastructure Levy funds
 - Strategic direction for the delivery of leisure facilities and opportunities for all potential stakeholders across the area
 - Direction for CBC capital investment proposals to meet customers needs
21. The key drivers that underpin the Physical Activity Strategy include both national and local policy to:
- Increase levels of physical activity – moving from inactive to active, and being more active, more often
 - Deliver public health outcomes by providing opportunities for positive lifestyle choices and by reducing health inequalities
 - Engage local people in shaping their local services
 - Ensure value for money in provision of services
 - Reduce costs to society for the NHS and social care.
22. The Physical Activity Strategy has assessed participation in a range of sport and recreation activities undertaken indoors and outdoors including;
- Activities:
- Walking
 - Cycling
 - Running/Jogging
 - Seated Exercise
 - Dance
 - Keep Fit Classes
 - Gyms
 - Sports opportunities

Locations where activities take place:

- Village and Community Halls
- Leisure Centres
- Sports Clubs – that have their own grounds
- Schools, Colleges and Universities
- Town & Parish Councils
- Military Defence establishments – where public access is available
- Children Centres
- Golf clubs
- Sheltered accommodation and care homes

23. There are a range of activities where CBC has less influence on, because they are either specialist sports/activities involving a small percentage of the population, requiring purpose built, 'destination' facilities, or are activities which people can undertake as part of their everyday lives, including :

- Gardening
- Housework
- Ice skating / snowboards / skiing
- Paragliding
- Hotel – sport and physical activities eg Zumba
- High Ropes
- Private Health Clubs
- Centre Parcs – Central Bedfordshire
- Extreme Sports
- Parkour (free running)

However, information regarding adult participation in sport and active recreation at all locations, including those where CBC has less influence continues to be recorded.

Methodology

24. The methodology has involved three stages.

- Stage 1 - an audit and assessment comprising a review of national and local health, population and physical activity data, national and local participation and facility data, and local stakeholder consultation, available as a background paper.
- Stage 2 - analysis of the audit and assessment evidence to identify a range of key themes and issues which are set out in the Chapter 4 Physical Activity Strategy Issues and Options report, available as a background paper. A summary of the key issues is set out in paragraph 25.
- Stage 3 - development of emerging strategic priorities which address the key issues for Central Bedfordshire Council, and form the basis of the Physical Activity Strategy.

Key Issues

25. A summary of key national and local issues from the audit and assessment is set out below:

National data

- There is a significant cost to primary and secondary care due to physical inactivity. In 2009/10 nationally it totalled £900m.
- There is clear evidence which demonstrates participation in regular physical activity reduces the risk of the six most prevalent non communicable diseases: coronary heart disease, stroke, diabetes, cancer, hypertension, depression, and improves a range of health outcomes including living longer, cardio respiratory health, metabolic health, weight management, musculoskeletal health, cancer and mental health.
- On average, 22% of adults participate in sport and active recreation, for 30 minutes, 3 times a week (Active People survey, Sport England).

- There is a significant cost to primary and secondary care due to physical inactivity. For Central Bedfordshire, in 2009/10 it totalled £3.6m.
- Almost half (48%) of the Central Bedfordshire population are inactive, taking part in no physical activity. Physical inactivity is described as doing no or very little physical activity at work, at home, for transport or during discretionary time and not reaching physical activity guidelines deemed necessary to benefit public health.
- Adult participation in active recreation and sport for 30 minutes, 3 times a week in Central Bedfordshire at 23.4% is slightly higher than the regional or national average, with broadly similar levels of sport and active recreation being maintained since 2005/6. Against our comparator unitary authorities, participation is lower than 3 authorities in that group (Cheshire West and Chester 34.6%, Bedford 33.9%, Cheshire East 28.1%).
- Information from The Director of Public Health report 'Inequalities in Central Bedfordshire' summarises that men who live in the 20% most deprived areas live an average of 7 year's less than those who live elsewhere in Central Bedfordshire; for women the difference is over 5 years.
- Differences in regular participation levels exist, with women, disabled people, lower socio economic groups and some black and ethnic minority groups taking part less.
- Despite the wide range of providers and physical activity opportunities, activities on offer are not always targeted to the demographics of the local population or specific vulnerable groups in order to best address health inequalities.
- A significant proportion of adults want to start playing sport or do more, but for the barriers which are often related to social or economic inequalities.

27. Information from key stakeholders

- There is a lack of information and awareness about how to take part in physical activity, including the type of activity available, location, and price and how to book.
- There are a number of uncoordinated programmes of activity which have lead to duplication, competition and add hoc opportunities for people to take part.
- Short, time limited funded programmes of activity have limited impact and are not sustainable.
- For some customer facing staff there is a gap in knowledge, understanding and experience in working with vulnerable groups and individuals.

Strategic priorities

28. The key issues from the audit and assessment identify a number of linked emerging strategic priorities which seek to address the identified barriers to participation;

- Communication: Improving internal and external communication and raising awareness of the wide number and range of physical activity opportunities that already exist so that residents are aware of, and can influence future delivery.
- Coordination: Coordinating physical activity opportunities, partnership activity and funding to maximise value, impact and long term benefits for those involved.
- Access: Limiting barriers that people face when choosing to participate such as physical access, price and targeted pathways.
- Positive outcomes: Assessing the impact of participation in physical activity with consistent robust data to evidence broad health and wellbeing outcomes.
- Workforce development: Ensuring that customer facing staff have the appropriate skills and awareness to work with a range of customers with varying needs.

Consultation

29. A range of key stakeholders have been consulted during the audit and assessment stage and on the draft strategy, and are listed at Appendix B.

Next steps

30. Implementation of the Physical Activity Strategy will be lead by Leisure Services via its Physical Activity team, in partnership with a range of key internal and external partners. Annual action plans will be developed to address the strategic priorities.
31. In addition, the specification of the new leisure management contract for four leisure centres will support incorporate broad public health and physical activity outcomes

Appendices:

Appendix A Physical Activity Strategy

Appendix B Consultees

Appendix C Overview and Scrutiny minute.

Background papers and their location: (open to public inspection)

Physical Activity Audit and assessment

Physical Activity Strategy Issues and Options report

<http://www.centralbedfordshire.gov.uk/leisure/sports-clubs-andcentres/leisure-strategy.aspx>