

HEALTH & WELLBEING BOARD

DATE: 13TH JUNE 2019

NORTHUMBERLAND PHYSICAL ACTIVITY STRATEGY

Report from: Director of Northumberland Sport

Cabinet Member: Councillor Veronica Jones, Adult Wellbeing & Health

Purpose of report

This paper presents the draft Northumberland Physical Activity Strategy 2018-28 (as attached in Appendix 1), a multi-agency approach co-ordinated by the Northumberland Sport Partnership, which aims to tackle the wider health and wellbeing issues associated with the rising levels of inactivity amongst all age groups throughout the county.

This paper seeks to update Board members on the long term 'whole system approach' to engaging inactive communities in Northumberland through targeted interventions and a universal offer, to reach out to inactive people more effectively.

Recommendations

It is recommended that the Health and Wellbeing Board:

- Acknowledge the role of Northumberland Sport in developing and then leading a multi-partnership approach to develop the Northumberland Physical Activity strategy; and
- Approve the Northumberland Physical Activity strategy and support the role of Northumberland Sport in developing and delivering the action plan.

Link to Corporate Plan

The countywide Physical Activity Strategy supports all elements of the Council's corporate plan.

This strategy is also aligned to and will support the implementation of a number of other county strategies (and emerging strategies), namely:

- Joint Health & Wellbeing Strategy 2018-28
- Northumbria Healthcare Trust Strategy 2018-23
- Northumberland Cancer Strategy 2018-23
- Geared Up: Northumberland Cycling & Walking Board Prospectus
- Cultural Strategy for Northumberland 2018-30
- Ageing Well Strategic Action Plan
- Active Northumberland's Transformational Strategy 2019-22
- Northumberland Sport Strategy 2018-28

Background

There are many reasons for the continued high levels of physical inactivity. Social and economic trends over decades have 'designed' physical activity out of daily life. Fewer people now have manual jobs. Technology is becoming more and more dominant in home and work, the two places where most of us spend much of our time, which encourages us to sit still for long periods – at the computer, mobile phones, tablets and TV, or at electronic gaming systems.

Over-reliance on cars and other motorised transport is another factor. Our cities, towns, buildings and even parks too often work against physical activity. The design of schools, public buildings and urban spaces prioritise convenience and speed instead of encouraging people to walk or cycle. For example, it is often easier to find the lift than the stairs. Concerns about vandalism and maintenance have left public spaces without the benches and toilets that allow older or disabled people to venture out and traffic, not pedestrians, dominates most public spaces.

Key issues

According to Public Health England:

- Physical inactivity is responsible for one in six UK deaths (equal to smoking) and is estimated to cost the UK £7.4 billion annually (including £0.9 billion to the NHS alone).
- Our population is around 20% less active than in the 1960s. If current trends continue, it will be 35% less active by 2030.
- Many people don't realise that physical activity has significant benefits for health, both physical and mental, and can help to prevent and manage over 20 chronic conditions and diseases, including some cancers, heart disease, type 2 diabetes and depression.

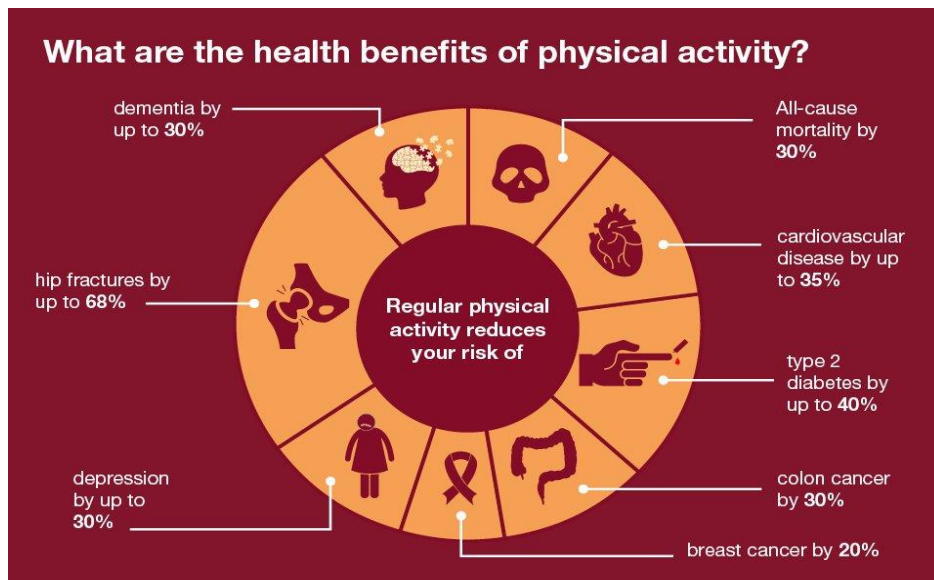


Figure 1: Public Health England 'Health Matters: getting every adult active everyday' (2016)

Local Context

The recent Sport England Active Lives survey for 2018 (as attached in Appendix 2), shows Northumberland's inactivity level currently stands at 27.8%, which means just over 72,000 adults aged 16+ in Northumberland are not achieving 30 mins of moderate intensity activity per week. This presents a statistical increase for Northumberland which is above the national average.

Sport England research also shows that within the 27.8% 'inactive' audience in Northumberland, there are some real stubborn inequalities e.g.

- People with disabilities are twice as likely to be inactive.
- Approx a third of women are inactive compared to a quarter of men.
- Approx a third of people from lower socioeconomic backgrounds are inactive compared to a quarter in higher socioeconomic groups
- People from particular ethnic groups - Around a third of people of Asian ethnic origin are inactive compared to only around a fifth of people who describe themselves as belonging to Chinese ethnic groups.
- Those with or at risk of long-term health conditions - Those with long term health conditions are much more likely to be inactive than people without a long-term condition.
- Older people - As you get older, you're far more likely to become inactive; 42% of people aged 55 and over are inactive compared to 29% of the adult population as a whole.

Sport England's recent Active Lives youth survey results (2018) also indicate that less than 20% of children and young people in Northumberland are meeting the CMO guidelines i.e. 60 mins of physical activity per day, which is below the national average.

Sport England research also indicates some significant inequalities in activity levels with children, based on family income. In total, 39% of children in the least affluent families do fewer than 30 minutes of activity a day, compared to 26% of children from the most affluent families.

British Heart Foundation estimated the cost of inactivity in Northumberland in 2009/10 to have been £5.95 million with the split by disease type, including:

Breast cancer	£0.36 million
Cancer (lower gastrointestinal)	£0.40 million
Cerebrovascular disease e.g. stroke	£0.72 million
Coronary heart disease	£3.03 million
Diabetes	

Development of a Northumberland Physical Activity Strategy

To help enhance our local insight and understanding of the complex issue of inactivity in Northumberland, a life course approach was adopted during the consultation period with key stakeholders across Northumberland.

Demonstrating a commitment to creating a whole system approach to tackling inactivity and to enhance our local insight, Northumberland Sport engaged with professionals, providers and commissioners from health, social care, transportation, planning, education, sport and leisure, culture, the voluntary and community sector and both public and private employers to help make the local case for tackling inactivity.

Three consultation events were delivered between May and September 2018, which were attended by 137 individual local stakeholders and focussed on:

- **Giving Every Child the Best Start in Life (ages 0-19):** Enabling all children to be active everyday for long term personal and social development.
- **Living Well (ages 20-55):** Enabling more adults to choose and benefit from regular physical activity.
- **Ageing Well (ages 55+):** Increasing the number of people 55+ able to choose and benefit from regular physical activity.

A summary of feedback was captured (as demonstrated in *Appendix 3*), where the following under-represented groups were identified as a priority for Northumberland:

- Women & girls
- People with a disability and/or long term health conditions
- People from lower socio-economic groups

Appendix 1 is the final draft of the Northumberland Physical Activity Strategy which has been brought to the Health and Wellbeing Board for approval prior to design and publication.

Next steps

Reducing inactivity levels and embedding physical activity into daily routines and creating activity as the social norm amongst targeted groups will be a central component of our approach to implementing this strategy. High level measures of success will be monitored through changes in participation levels across the county.

The feedback from the consultation process with stakeholders, combined with the data intelligence sources at our disposal e.g. childhood obesity levels, healthy life expectancy rates, especially between the least and more deprived wards etc, will also be used to inform our decision making when implementing our identified strategic priorities. 'Developing a Workforce fit for the future' (Appendix 4) provides a framework, which is aligned to national guidance, which will help build a workforce that meets the needs of the strategy.

Appendices

Appendix 1 - Draft Northumberland Physical Activity Strategy 2018-28

Appendix 2 - Sport England Active Lives Survey Results 2015-18

Appendix 3 - Northumberland Physical Activity Strategy 2018-28: Final Consultation

Appendix 4 - Building a Workforce fit for the future

Implications

Policy	The development and implementation of this strategy is consistent with the health needs of Northumberland and local and national policy and strategy.
Finance and value for money	The aim of the strategy is to provide preventative solutions that meet the needs of people living in Northumberland, so that in the longer term, this reduces the burden on health & social care budgets.
Legal	Northumberland Sport are funded directly by Sport England via National Lottery funding to develop strategic local partnerships which support NCC and local stakeholders to tackle inactivity which impact on the wider health & wellbeing outcomes.
Procurement	The HWB is strategic in nature and does not need to be involved directly in any procurement activities.
Human Resources	N/A
Property	N/A
Equalities (Impact Assessment attached) Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/>	Reducing inequalities will be a core component of the final strategy.
Risk Assessment	N/A
Crime Disorder &	The Physical Activity Strategy will explore outputs and outcomes linked to crime reduction and increased levels of activity e.g. Partnerships in Northumberland have a successful track record of engaging with and delivering activities to young people, which deliver a number of outputs linked to the wider determinants of health including a reduction in anti-social behaviour.
Customer	The Physical Activity Strategy will require continued active

Consideration	stakeholder engagement.
Carbon reduction	The Physical Activity Strategy will contribute to a reduction in the carbon footprint by promoting active travel and using physical activity as an alternative to other forms of transport or leisure activities which may have a higher carbon footprint.
Wards	All

Background papers:

N/A

Report sign off.

Authors must ensure that officers and members have agreed the content of the report:

	initials
Monitoring Officer/Legal	N/A
Executive Director of Finance & S151 Officer	N/A
Relevant Executive Director	CMC
Chief Executive	DL
Portfolio Holder(s)	VJ/CH

Author and Contact Details

Lee Sprudd, Director of Northumberland Sport
 lee.sprudd@northumberland.gov.uk
 Tel: 01670 623518

References

- Sport England Active Lives Survey sourced from: <https://www.sportengland.org/research/active-lives-survey/from-active-people-to-active-lives-adult/>
- Sport England Active Lives Youth Survey sourced from: <https://www.sportengland.org/news-and-features/news/2018/december/06/first-active-lives-children-and-young-people-survey-report-more-than-40-of-children-lead-active-lives/>
- Public Health England, 2014, '[Every Body Active, Every Day](#)'
- Public Health England, 2016 '[Health Matters: getting every adult active everyday](#)'
- Sport England (2010), British Heart Foundation commissioned to calculate the health costs of physical inactivity, sourced from: <http://www.makesportfun.com/wp-content/uploads/2013/03/Cost-of-inactivity-by-local-authority.pdf>