

Get Swindon Active - A strategy to get everybody active, every day

Health and Wellbeing Board

Date: 11 March 2015

Author: Director of Public Health
Wards: All
Locality Affected: All
Parishes Affected: All

1. Purpose and Reasons

- 1.1 To inform the Health and Wellbeing Board (HWB) about the physical activity strategy entitled 'Get Swindon Active' (attached at Appendix 1), which has been refreshed and extended to cover the period 2015-2020.
- 1.2 This updated strategy is part of the process of working towards the ambition of having everybody active, every day.

2. Recommendations

That the Board agrees:

- 2.1 To recommend to Cabinet and the Governing Body of Swindon Clinical Commissioning Group that they adopt 'Get Swindon Active'.
- 2.2 To raise awareness of the importance of physical activity for health and wellbeing within their respective member organisations.

3. Detail

What is physical activity?

- 3.1 Physical activity includes all forms of activity, such as active transport (walking or cycling to get from A to B), active play, work-related activity, active recreation (such as gardening, dancing, working out in a gym, or playing active games), as well as organised and competitive sport. There is some form of physical activity that will suit everyone's needs.

Background

- 3.2 A physical activity strategy for Swindon was last published in 2009 and was for the period 2009 to 2015. Since then, there has been increasing recognition and evidence showing the benefits of physical activity to health and wellbeing. Conversely, there is a growing body of evidence suggesting that being physically inactive is harmful to health.

Further information on the subject of this report can be obtained from Cherry Jones, 01793 444681, cherryjones@swindon.gov.uk or Chaam Klinger, 01793 444672, cklinger@swindon.gov.uk

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- 3.3 The Chief Medical Officer's (CMO) Report of 2011¹ set out guidelines for how active we should be across the life course. At the same time there was an emphasis on daily activity and the recognition of the importance of reducing sedentary behaviour (for example, sitting).
- 3.4 In October 2014, Public Health England set out an evidence based approach to physical activity in 'Everybody active, every day.' The vision involved cross-agency working at both local and national level to create a culture and environment which facilitates an active life.
- 3.5 The importance of physical activity is being recognised beyond the health sector at the national level, as can be seen by reports published by the Local Government Association² and the Department for Transport³.

Get Swindon Active

- 3.6 The vision of Get Swindon Active is to get **everybody active, every day**.
- 3.7 Get Swindon Active outlines
 - 3.7.1 the benefits of being physically active to individuals and communities and the costs of being inactive.
 - 3.7.2 the current national and local picture of how active we are.
 - 3.7.3 the current opportunities for physical activity in Swindon provided by the public sector
 - 3.7.4 what the current recommendations are for how active we need to be to improve our health and wellbeing.
- 3.8 Data from the Public Health Outcomes Framework (PHOF) shows that 50% of adults in Swindon achieved the CMO recommendations of 150 minutes of physical activity a week during 2013 (The figure for England was 56%). PHOF data also shows that 35% of Swindon adults were physically inactive during 2013 (the figure for England was 29%).

¹ *Stay Active: a report on physical activity from the four home countries Chief Medical Officers*, Department of Health, July 2011

² *Tackling the causes and effects of obesity*, Local Government Association, January 2015.

³ *Claiming the Health Dividend: A summary and discussion of value for money estimates from studies of investment in walking and cycling*, Dr Adrian Davis, Department for Transport, November 2014

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- 3.9 The strategy recognises that making physical activity a routine part of everyday life cannot be achieved by one organisation but requires working across multiple agencies in Swindon. The strategy sets out the following six priority areas to:
- 3.9.1 Promote forms of exercise which can be built into everyday life e.g. walking
 - 3.9.2 Support neighbourhoods, communities and voluntary organisations with initiatives to promote physical activity.
 - 3.9.3 Influence the built environment so that being active becomes an easy choice for Swindon residents.
 - 3.9.4 Encourage employers to promote healthy workplaces and encourage physical activity.
 - 3.9.5 Encourage frontline professionals to promote physical activity.
 - 3.9.6 Continue to provide easily accessible information on opportunities for physical activity within Swindon.
- 3.10 A partnership of key stakeholders has been convened to set up the Get Swindon Active Action Plan which will implement the priority areas identified in this strategy. The strategy and action plan will be reviewed annually, with the first review taking place in April 2016. Local initiatives will also be monitored and evaluated for effectiveness.
- 3.11 The proportion of physically active and inactive residents in Swindon will be monitored as part of the Public Health Outcomes Framework.
- 3.12 During the development of this strategy we conducted two stakeholder engagement events to engage the public. Attendees included health ambassadors, Healthwatch representatives, community workers, Swindon Borough Council professionals, the Swindon Bicycle Users Group, Swindon Ramblers, Wilts and Swindon Sports and volunteers from walking groups and members of an Asian Women's group (Mitra Milan). We also asked Healthwatch, the health ambassadors and the health improvement team to let the public know of the strategy and how to feedback to us regarding the strategy. The Swindon Healthy Weight Group and the Swindon Public Health team were also consulted during the development of this strategy.
- 3.13 Questions posed during the engagement process were
- 3.13.1 What can you do to be more active?
 - 3.13.2 What can you do to encourage others to be more active?
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- 3.13.3 What do you think about the title – Active Swindon Strategy?
- 3.13.4 What do you think about the vision -everybody active every day?
- 3.13.5 The strategy is planned to run from 2015- 2022, as the previous strategy did. What do you think about this length of time?
- 3.13.6 We have not set a target for physical activity level, apart from increasing it. Should we set a more specific target and if so what?
- 3.13.7 The strategy has been kept short to make it more accessible and to ensure that we can spend more time focussing on action. What do you think about the length of this strategy, which is 13 pages for the main part of the report, plus 9 pages for the diversity impact assessment?
- 3.13.8 Are the priorities identified the best priorities to focus on in the first instance?
- 3.14 As can be seen by the current Get Swindon Active document, the strategy was modified as a result of feedback received during the engagement process.

4. Alternative Options

- 4.1 Not to support the 'Get Swindon Active' strategy.

5. Implications, Diversity Impact Assessment and Risk Management

Financial and Procurement Implications

- 5.1 There are no direct financial or procurement implications arising from development of the strategy. If additional resources are needed a detailed business case will be developed.

Legal and Human Rights Implications

- 5.2 Legal and Human rights have been taken fully into account in compiling this report. It is considered that the recommendations within this report are compatible with Convention Rights.

All Other Implications (including Staff, Sustainability, Health, Rural, Crime and Disorder)

- 5.3 There are implications for improving both physical and mental health and wellbeing, as a result of implementing the strategy.
- 5.4 There are positive implications for sustainability through increased uptake of active modes of travel (linking with the Local Transport Plans).

- 5.5 There should be no significant staffing or other implications arising from this report.

Diversity Impact Assessment

- 5.6 A diversity impact assessment was conducted during the development of this strategy. No adverse or significant issues were found.

Risk Management

- 5.7 No specific risks were identified at this stage for the report. However not addressing issues around physical activity is likely to have a negative impact on health outcomes.

6. Consultees

- 6.1 The Board Director Finance, Revenues, Benefits and Property (Section 151 Officer) and Director of Law and Democratic Services (Monitoring Officer) are consulted in respect of all reports.

7. Background Papers

- 7.1 None.

8. Appendices

- 8.1 Appendix 1 - Get Swindon Active Strategy.