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| Report title | Wolverhampton Physical Activity Strategy | |
| Decision designation | AMBER | |
| Cabinet member with lead responsibility | Councillor Jasbir Jaspal Adults and Wellbeing | |
| Key decision | Yes | |
| In forward plan | Yes | |
| Wards affected | All Wards | |
| Accountable Director | John Denley, Director of Public Health | |
| Originating service | Public Health | |
| Accountable employee | Richard Welch | Head of Partnerships (Public Health) |
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| Report to be/has been considered by | Public Health Leadership Team | 12 September 2023 |
| | Regeneration Leadership Team | 18 September 2023 |
| | Resident Services Leadership Team | 19 September 2023 |
| | Core Services Leadership Team | 20 September 2023 |
| | Families Joint Leadership Team | 21 September 2023 |
| | Investment and Economy Board | 28 September 2023 |
| | Cabinet Member Joint Adults & Wellbeing briefing | 9 October 2023 |

Recommendation for noting:

The Cabinet is asked to note:

1. The Health and Wellbeing Together Wolverhampton Physical Activity Strategy.

1.0 Purpose

- 1.1 To present Cabinet with Health and Wellbeing Together's Wolverhampton Physical Activity Strategy. This will set the strategic direction for physical activity until 2030.

2.0 Background

- 2.1 Health and Wellbeing Together is the forum where key leaders from the health, care and wider system come together to work collectively to reduce health inequalities, support the development of improved and joined up health and social care services and set the strategic direction to improve the health and wellbeing of the local population. It is the name given to the City of Wolverhampton Health and Wellbeing Board, a statutory board established under the Health and Social Care Act 2012.
- 2.2 As part of Health and Wellbeing Together's Wolverhampton Joint Local Health and Wellbeing Strategy which aims to tackle inequalities in the city, a priority action was identified to re-design the system around increasing physical activity levels.
- 2.3 Wolverhampton as a city has significant health inequalities. Not only does it have lower than average life expectancy and healthy life expectancy, but it also has high levels of physical inactivity. This contributes to other health inequalities and is responsible for one in six deaths in the UK. Physical inactivity is equal to that of smoking and is estimated to cost the UK £7.4 billion a year. Physical inactivity is the fourth leading cause of disease and disability in the UK and is responsible for up to 40% of long term health conditions and 30% of later life functional limitations and falls.
- 2.4 Out of 309 local authorities in England, Wolverhampton is ranked twelfth worst for adult physical activity and third worst for children. 30.5% of adults are physically inactive, which is 5% higher than the regional average and 8.2% higher than the national average, and rates are increasing year on year.

3.0 Wolverhampton Physical Activity Strategy

- 3.1 The Wolverhampton Physical Activity Strategy is a partnership strategy owned by Health and Wellbeing Together.
- 3.2 A needs assessment of physical activity was undertaken that included consultation with stakeholders and residents, coinciding with a review of the latest data, research, and policy/ strategy at a local, regional, national, and international level.
- 3.3 The needs assessment provided key recommendations for increasing physical activity levels in the city and these have informed the strategy.
- 3.4 The recommendations sit within four themes:
 - A. Active Wulfrunians - A city where everyone is active every day and has a positive attitude towards physical activity. Where everyone understands the benefits of being physically active and how to be active in a way that suits their ability.

- B. Active City - Through the creation and promotion of suitable activities, programmes, and infrastructure, Wulfrunians will be able to engage in regular physical activity that meets their needs.
- C. Active Spaces and Places - A city where we enhance, invest in, and protect our community spaces and places that encourage and promote physical activity and make them more accessible to our residents.
- D. Active Systems - Through working collaborative as a whole system, we will create leadership, governance and partnerships that enable practice and protocols to promote physical activity across all sectors.

3.5 The strategy outlines how success will be measured and the collective commitment to addressing physical inactivity.

4.0 Financial implications

4.1 There are no direct financial implications for the strategy. Financial requirements including identified funding and budget approval for projects identified to meet the recommendations will be presented on a project by project basis for decision.
[JM/08092023/L]

5.0 Legal implications

5.1 There are no direct legal implications arising.
[SZ/02102023/P]

6.0 Equalities implications

- 6.1 The strategy has been informed by the physical activity needs assessment which has outlined health inequalities and identified groups that require priority consideration.
- 6.2 The needs assessment highlighted that females, older adults, low socio economic groups, Asian and Black ethnic groups, people with low mental wellbeing scores and those with a disability should be prioritised when planning physical activity interventions as they have an increased risk of being physically inactive.
- 6.3 The premise of the strategy is to create equal and fair access for all Wolverhampton residents to engage in physical activity and live happier and healthier lives.

7.0 All other implications

7.1 The consultation undertaken with stakeholders included input from corporate assets, transport, public health, and wellbeing, planning and environmental services. Any actions that arise from the recommendations will be agreed with these partners on a project by project basis for decision.

8.0 Schedule of background papers

8.1 [Wolverhampton Joint Local Health and Wellbeing Strategy 2023 - 2028](#)

9.0 Appendices

9.1 Appendix 1: Draft Health and Wellbeing Together Wolverhampton Physical Activity Strategy

9.2 Appendix 2: Wolverhampton Physical Activity Needs Assessment Executive Summary 2023