

Health and Wellbeing Board

28 June 2017

Report title	Towards an Active City – A physical activity framework	
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Report to be/has been considered by	People Leadership Team	17 October 2016
	Education Leadership Team	5 December 2016
	Obesity Programme Board	6 December 2016
	Place Leadership Team	12 December 2016
	Senior Executive Board	20 December 2016
	Cabinet	18 January 2017
	Health Scrutiny Panel	27 April 2017
	People Leadership Team	12 June 2017

Recommendation(s) for action or decision:

Health and Well-Being Board is recommended to:

1. Note the principles adopted within the physical activity framework but consider how the City best utilises its assets to improve health and well-being for residents.

1.0 Purpose

- 1.1 To provide an overview of the adopted principles within 'Towards an Active City – a physical activity framework' which has been developed to encourage the population to be active every day. In addition to this, to consider how the city best utilises its assets to improve health and well-being.

2.0 Background

- 2.1 Our Vision, Our City 2030' (2016) outlines an ambition for "a city which is serious about health and wellbeing" but with only half of the population undertaking regular physical activity, we are unlikely to achieve the levels of health improvement we require. If we are to achieve this ambition, we must turnaround rising levels of physical inactivity, and in doing so address some of the health inequalities that exist.
- 2.2 The framework is consistent with national strategy and is influenced by both Government's 'Active Nation' strategy (2015) and Sport England's 'Towards an Active Nation' strategy (2016). The framework also aligns to other relevant Black Country and West Midlands plans, particularly the emerging "West Midlands on the Move 2016-2030: Physical Activity Strategy" being developed by the West Midlands Combined Authority (WMCA). This calls for "active citizens", developed through a mixture of mass participation initiatives, behavioural change schemes and structural improvements.
- 2.3 The Public Health Outcomes Framework for Wolverhampton illustrates that 35.2% of the local population are inactive and only 49.9% are taking part in 150 minutes of physical activity in line with the Chief Medical Officers (CMO) guidelines for physical activity. The remaining 14.9% do some activity but do not achieve 150mins per week therefore, 64.8% of residents are undertaking a minimum of 1 x 30 minutes' activity per week. (Source: Public Health England - Public Health Outcomes Framework. Measure: percentage of physically active and inactive adults. Time period(s): 2015)
- 2.4 The City has a range of assets at its disposal which lend themselves to providing physical activity opportunities; these include a stock of physical assets such as community buildings, parks and open spaces but also human resources in the form of community groups and social enterprise based organisations. Walking for Health is a good example of a part subsidised, volunteer led sustainable physical activity programme which takes place at various sites across the city. Similarly, Parkrun is a national movement with local weekly provision in West Park and is self-sustainable. Further work is required to understand the dependency thresholds of such provision if this is to be replicated across the City on an industrial scale.
- 2.5 The Public Health function within the Council is mid-way through a re-design of the Healthy Lifestyle Service. This exercise aims to transform the recently transferred service to become more modernised and efficient whilst maximising the impact upon public health outcomes.

3.0 Progress

- 3.1 'Towards an Active City - a physical activity framework' has been developed to help the city to encourage the population to be active every day. A Toward an Active City Plan on a Page has been devised (appendix one) with a more detailed framework that can be accessed in the following [Towards an Active City](#)
- 3.2 The intention of the framework is to root physical activity into the city's plans and priorities, which have a profound impact on the planning of health and physical activity including the perceptions of the people, the place, and its business competitiveness. It also aligns with the WMCA vision to ignite a social movement that makes physical activity and active citizenship the norm.
- 3.4 The work of key stakeholders has steered the framework such as West Midlands Police, University of Wolverhampton, schools, and other education providers. Consultation was undertaken during the development of the framework. The framework is based on data, intelligence and insight provided both by national, Black Country and local partners who have a vested interest in the city including for sport and physical activity. It is also influenced by key national, Black Country and local strategies and policy documents.
- 3.5 The framework concentrates on those who are currently inactive and offers approaches that can be taken to make physical activity a normal part of everyday life.
- 3.6 The framework recommends that an independent Active City Board, with an independent chair should be established to bring together health, physical activity, and economic stakeholders to deliver and implement the framework and ensure physical activity is considered as part of the major plans and policies across the city. The board will be responsible for producing an action plan that will set out how the immediate People, Place and Business strategic priorities should be implemented over the next three years with longer term actions up to 2030.
- 3.7 The action plan will assist the board in determining the resource implications for each priority and how this will be measured.
- 3.8 The Active City Board will align to established strategic boards within the city including the Council's Cabinet, Health and Well Being Board and Obesity Programme Board.
- 3.9 The framework recognises that this is a starting point to delivering the size and scale of change which is needed by 2030.
- 3.10 The framework is supported by a suite of supporting documents which advise on playing pitches, built facilities and open spaces where sport and physical activity can take place.
- 3.11 Sport England recommends that all Local Authorities produce a Built Facilities Plan which is a technical document that enables us to take an asset based approach. A Built Facilities Plan on a Page which highlights the key issues can be found in Appendix two. The more detailed summary document can be found at the following [Built Facilities Plan](#) This, in conjunction with the published Playing Pitch Strategy and Open Space Strategy

and Action Plan will inform the framework for future investment that will assist us in achieving our ambition of everybody active every day.

- 3.12 Building upon the success of volunteer led programmes such as Walking for Health and Park run

4.0 Financial implications

- 4.1 There are no direct or immediate financial implications for the Council arising from adoption of the framework. However, it is envisaged that there will be financial benefits arising from the adoption of this framework in the form of capital and revenue funding programmes for the city, social value and future savings that can be made from reduced demand on health and social care services.
- 4.2 Whilst there will be cost implications identified when the action plan is developed, delivery of these actions will be the responsibility of the partners attending the board alongside the Council. Any projects that fall under the Council responsibilities will follow the appropriate governance procedures for approval. [GS/19062017/L]

5.0 Legal implications

- 5.1 There are no immediate legal implications from this report.

[Legal Code: TS/14062017/T]

6.0 Equalities implications

- 6.1 The consultation undertaken with strategic partners was integral to the development of this framework.
- 6.2 The framework recognises that one of the City's strengths is its diversity and to ensure that there is equality and fairness for all. In this regard, the Active City Board will be challenged to adopt an inclusive and locality driven approach when formulating the action plan.

7.0 Environmental implications

- 7.1 There are no immediate environmental implications.

- 8.1 There are no human resources implications.

9.0 Corporate landlord implications

- 9.1 There are no immediate corporate landlord implications.

10.0 Schedule of background papers

- 10.1 [Playing Pitch Strategy and Assessment Report](#) – Cabinet Meeting, 13 January 2016
- 10.2 [City of Wolverhampton Open Space Strategy and Action Plan](#) – Cabinet Meeting, 24 February 2016
- 10.3 Towards an Active City – a physical activity framework - Cabinet Meeting, 18 January 2017

Appendix One

Towards an Active City
Our Ambition is clear: we want every resident to be active everyday

Principles and values

Committed to:

- Root physical activity into the city's plans and priorities
- Continually creating, learning, and improving opportunities to encourages everyone to be active every day

Leadership

- Independent Active City Board accountable to the Health & Wellbeing Board
- Active City champions and ambassadors
- Co-ownership – as shared city wide responsibility
- Collating evidence and monitoring impact

Evidence

- 35.2% of the city's population are inactive
- Only 49.9% achieve recommended 150 minutes' activity per week
- 14.9% do some activity but do not achieve 150mins per week therefore, 64.8% of residents are undertaking a minimum of 1 x 30 minutes' activity per week
- Physical inactivity is 4th biggest global killer (WHO)

Our Priority Outcomes

People

- Reduced levels of obesity and inactivity
- Improved levels of mental wellbeing and a reduction in social isolation
- Grow school sport and PE to build lifelong activity habits
- Develop the skills of the workforce, both paid and voluntary

Place

- A better connected city which enables everyone to be active everyday
- Increased community use of school sites
- Identified investment priorities through alignment of Playing Pitch Strategy, Open Space Strategy and Action Plan and Built Facilities Plan to secure future funding
- A wider leisure, play and recreation offer that provides attraction for residents and visitors

Business

- Increase profitability for businesses as a result of a healthier workforce
- Digital technology will be used to maximise physical activity opportunities
- Extended coverage of the workplace charter for Wolverhampton businesses

What success looks like

- By 2030, the proportion of Wolverhampton residents that are achieving at least 1 x 30 minutes of activity per week is equal to the national average (71.3%)

Appendix two

Built Facilities Plan
Our ambition is clear:
we want every
resident to be active
everyday

Principles and values

Committed to:

1. Developing sustainable participation in sport and physical activity
2. Development of an audit and assessment of sports facilities to inform future investment
3. Look further than high quality sports & leisure facilities as alone they will not address sedentary behaviour

Governance

The built facilities plan will be owned and maintained by the City of Wolverhampton Council and progress will be reported into the Active City Board

Swimming pools

1. City's pools are reasonably well located
2. Impact of growth is not significant
3. Closure of school pools albeit in the short term is putting pressure on full stock
4. Present stock should be maintained and retained
5. Invest to increase capacity at WV Active Central
6. Review pool programming
7. Scope joint venture with Black Country neighbours if capacity can't be increased

Sports Halls

5. Total supply meets demand and no further provision is needed
6. Nearly 88% of sports halls are owned or managed by educational institutions
7. Community centres provide critical local flexible indoor opportunities
8. Review halls programming
9. Protect and modernise existing stock
10. WV Active to consider off peak activities that meet Towards an Active City priorities
11. Support improved community use of school sites

Gymnastics

- (1) Absence of gymnastics provision for males
- (2) Consultation needed with Black Country Partners and British Gymnastics re feasibility study on provision of gymnastics centre

Health and Fitness

1. Ranked high is facility type to increase participation
2. Range of modern and large scale good quality facilities
3. No need to increase provision
4. Interventions and action is more people than facility based

Bowls

- Important facility type for city demographic
- Increasingly seen as activity for health intervention
- Work with facilities to provide short and long mat bowls

Studios

- Ranked as important facility type, particularly for women
- Represents an activity that can address balance between male and female participation
- Facility provision and location is good

Indoor Tennis

- Well accommodated at Wolverhampton Lawn Tennis and Squash Club but casual participants must be considered

Outcomes

- **By 2030 the % of Wolverhampton that was physically inactive will have reduced to the national average**
- **Suitable and sufficient facility provision in place to achieve our ambition of everybody active everyday**