

HAMPSHIRE COUNTY COUNCIL

Report

Committee:	Health and Wellbeing Board
Date:	5 October 2023
Title:	Physical Activity Strategy update
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Purpose of this Report

The purpose of this report is to share progress from a range of system partners on the implementation of the We Can be Active Strategy in the context of the Starting Well, Living Well and Ageing Well chapters of the Strategy for the Health and Wellbeing of Hampshire.

Recommendations

That the Health and Wellbeing Board:

1. Understand the audiences who are inactive and the inequalities that exist. Prioritise these audiences in their work.
2. Encourage and support schools to build opportunities for children and young people to be active throughout the school day and in all aspects of school life.
3. Encourage participation in the #BeeWell survey and later use the data and insight and the views of young people to design and deliver services that young people say they need
4. Use Active Design principles in respective organisation policy and strategy
5. Consider how you and your respective organisations can help create the conditions to make physical activity and movement the easy choice, in your workplaces, in your communities and in your services.

6. Advocate for policy that consistently tackles inequalities and inactivity across the system: transport, planning, education, health, environment also recognising the significant co-benefits for social isolation, mental wellbeing and climate change.
7. Support and where necessary build, networks, connections and relationships to share the ambition of the strategy and build a movement for movement.
8. Establish communities of practice in Hampshire district and boroughs to grow support for Live Longer Better and make local changes to support older people to be more active

Executive Summary

The purpose of this report is to:

- share data and insight to understand the current physical activity levels across the Hampshire population
- Share examples of system partners working together to “support people and communities to inspire and support active lifestyles so we can *all* be active in a way that suits us”.
- Share where we plan to go next and what help is needed from system partners.

Contextual Information

As a reminder, the ‘We Can Be Active strategy’, adopted by this Board on 4 October 2021 set out a joint mission ‘to inspire and support active lifestyles so we can *all* be active in a way that suits us’. The strategy began with a big online conversation open to everyone in Hampshire and the Isle of Wight. Local people told us what helps them to be active and what gets in the way. We matched these comments with evidence from around the world before bringing individuals and organisations together to help shape a plan to make it easier for us all to be active.

The We Can Be Active Strategy was created by over 800 individuals and organisations and was written using the words of these contributors.

The We Can Be Active strategy consists of five broad goals that summarise what local people need to be active.

1. **Positive early experiences** for our children and young people

2. **Opportunities** that meet our needs and interests and are accessible and easy to find.
3. **Places and travel routes** where we *all* feel safe and are encouraged to be active.
4. **Support** to help us get started or keep moving when we feel that we can't do it alone.
5. **Bold leaders** working together to create happier and healthier communities.

This report will update members on progress since the strategy's launch.

An insight into children and young people physical inactivity behaviour)

The Chief Medical Officer's (CMO) guidelines for young people recommend doing an average of 60 minutes of activity a day across the week.

Government policy aims that children and young people should get 30 minutes of their daily physical activity through the school day and 30 minutes outside of school.

Headlines:

- CYP activity levels increased during the pandemic and have continued to increase. In 2017-18 physical activity levels in Hampshire (excluding the unitary authorities) were nearly 45%. In 2021-22 they are just over 48%. Over half CYP, (51.8%) are not meeting CMO guidelines in 2021-22.
- Nearly 30% of CYP are doing less than an average of 30 minutes a day.
- CYP from low income families are less active than those from higher income families
- CYP from Black, Asian and other ethnic communities experience considerably lower levels of activity both inside and outside of school
- Girls are less active than boys at primary and secondary school phases

An insight into adult physical inactivity behaviour

The CMO guidelines for adults recommend doing 150 minutes or more of moderate intensity equivalent a week.

Headlines:

- The adult population for Hampshire and the Isle of Wight is growing, ageing and becoming more diverse.
- Inactivity within our community is at an all-time low
- 22% (370 000 people) of adults are inactive
- Women are less active than men
- Inactivity is higher for those who are the least affluent

- 1 in 3 adults living in the poorest neighbourhoods are inactive (33%) compared to 1 in 5 adults living in the wealthiest neighbourhoods (19%)
- Those adults who have a limiting illness are less active
- Adults from a Black or Asian background are less active
- Walking for leisure and travel is higher than ever before. Walking for leisure is at an all time high. Walking for travel is showing signs of recovery since the pandemic.

Positive Early Experiences for our children and young people (CYP) - What has the system been doing?

We learned through the strategy's development that our first experience of sport and physical activity stays with us and can shape how active we are as children and also into adulthood. Together with system partners we are working to understand what makes a positive experience for CYP and sharing that learning across people and organisations. The following are examples of system work to deliver positive early experiences to CYP who will benefit most by being physically active.

The Hampshire School Games - over 1300 pupils attended the Hampshire School Games in June 2023 from 120 schools across Hampshire and the Isle of Wight. 40 activities were on offer from circus skills to Quidditch and African drumming to climbing.

The Games have pivoted away from competition to encourage children who do not typically engage in physical activity and sport outside of school. They are a safe environment for children to try new things and expand their understanding of what it means to be active.

Throughout the day, colleagues were gathering children's thoughts on what factors contribute to a positive experience of physical activity.

Plans are underway for 2024 and investment is in place to run the Games until 2025.

Opening School Facilities – In 2022, Energise Me was awarded just over £1.1m by the Department of Education to Open School Facilities for local community and school users outside of the normal school day. Over 3 years, the funding will enable at least 32 local schools across Hampshire and the Isle of Wight to open their facilities for children, young people and the wider community. Over 10,000 CYP are expected to participate in the activities on offer. 18 schools are in the Hampshire area and have been identified by working with local stakeholders to identify communities and people that would benefit most from increased access to facilities. Communities will be able to access more opportunities to be physically active, before school, after school, during weekends, evenings and school holidays.

Schools can use the funding to purchase equipment, to train and develop the workforce and to pay for activity deliverers to run the clubs. They can also use the

funding to open their school swimming pools for pupils to learn valuable swimming and water safety lessons during and outside of the school day.

#BeeWell - #BeeWell is a youth-centred programme to improve the wellbeing of young people across England. #BeeWell hears the voices of young people through an annual wellbeing census delivered to secondary schools. It builds a coalition of partners across civil society, local government and health to act on the results.

#BeeWell grew from concerns that, relative to peers internationally, young people's wellbeing and life satisfaction in Britain remains persistently low, ([PISA, 2018](#); [HBSC, 2020](#); [NHS Digital, 2022](#)). The COVID-19 pandemic has highlighted both the issues young people face and the value and importance that young people, their parents and carers and wider society place on wellbeing.

The core national partners of #BeeWell - University of Manchester (UoM), the Gregson Family Foundation (GFF), The Anna Freud Centre (AFC) came together to facilitate change.

In the autumn term, the survey will be delivered across schools in Hampshire and the Isle of Wight. Young people's views will be gathered and used to influence and improve the wellbeing services available to them in Hampshire and nationally.

Opportunities that meet our needs and interests and are accessible and easy to find.

The Live Longer Better Campaign, launched at this board's meeting in March 2023 and explored at the Hampshire Assembly afterwards, has been designed with people in Hampshire. Four areas were identified where people can find opportunities to help them stay independent in later life. Physical activity (Be Active) is one of the four areas. Stay Steady, Hydration and Continence and Keeping Connected are the other areas. This is very much a system collaboration that has grown out of our shared priorities. Hampshire Public Health, Adult Social Care, Energise Me and the national network of Active Partnerships have each contributed. More information can be found on the [Live Longer Website](#)

Key data:

- Over 200 professionals across Hampshire have signed up to receive the Live Longer Better newsletter.
- 30 requests for the Live Longer Better learning programme were made after the March 2023 Hampshire Assembly.
- Post training, we have a 45% response rate to the survey issued. Respondents report that the training has helped to improve their knowledge and that they are taking action, including joining a local community of practice.

- Adult Social Care are delivering training to newly qualified social workers and activity co-ordinators.
- 27 health care clinicians are booked on the next Live Longer Better training session in September.
- The next phase of the campaign will address continence and communications and will be distributed to professionals in the autumn.

Places and travel routes where we *all* feel safe and are encouraged to be active.

Sport England launched new guidance on how the design of our environments can help people to lead more physically active and healthy lives. This is the third iteration of the [Active Design Guidance](#) and is supported by [Active Travel England \(ATE\)](#) and the [Office for Health Improvement and Disparities \(OHID\)](#).

The guidance has 10 principles. 'Activity for all' is the foundation principle and runs throughout. The guidance seeks to help planners, designers and everyone involved in delivering and managing our places to create and maintain environments that encourage people to move more. System partners can play an influential and proactive role embedding these principles in organisation policy and strategy. This complements recent national guidance such as the National Planning Policy Framework, Department for Transport's Gear Change policy, the forthcoming Manual for Streets 3, and the draft Hampshire Local Transport Plan 4.

[Love Outdoors](#) is a local Community Interest Company working in partnership with the NHS and Integrated Care Board. An under-utilised area of grass has been transformed into a community garden in the grounds of Forton Road Medical Centre, Gosport. Investment from Moneybarn through the Hampshire and Isle of Wight Community Foundation, Abri Community Fund, Queens Nursing Institute and Brighterway (Southern Health Charity) has helped them to get develop the garden. The project is supporting patient groups that will benefit most from spending time outdoors and in the garden. It was launched in June 2022 and has 2 elements, a formal growing and sensory garden and a relaxation and nature garden.

Motiv8 (a young people's charity) are attending a monthly session, and Two Saints (homelessness charity) attend a weekly 'Willow Welly and Wellbeing' session alongside support workers. The weekly sessions are open to all, but many are now being referred from Social Prescribers/clinical staff or through other organisations.

Key stats:

- 94 different people have volunteered in the garden since the project began, 25 of those being young people.

- 17 regular volunteers attend most weeks
- Between 10-15 people attend every week.
- 75% of the volunteers surveyed agreed that they feel less socially isolated since attending the wellbeing group
- Members report getting involved to: improve mental health; meet new people; gain a new hobby; enjoy growing and to relax/destress

Love Outdoors are planning additional sessions for younger people as well as some sessions for those living with dementia and their carers. Working with the Primary Care Trust, they hope that other targeted sessions for people with health conditions can be developed.

Love Outdoors are working with Action Hampshire on a 'Measuring Impact in Greening for Wellbeing project'. This will lead to a workshop with stakeholders to come up with innovative ways to measure impact.

Support to help us get started or keep moving when we feel that we can't do it alone.

Whole-system approach

NHS Frimley Health and Care have worked with partners in North East Hampshire and Farnham Place and identified Physical Activity as a top priority with a dedicated workstream. The NHS, Rushmoor Borough Council, Voluntary Sector, Hampshire Public Health, clubs and organisations are all working together taking a whole system and place-based approach to address obesity and health inequalities in Aldershot. School headteachers have been engaged to make action plans with community offers available. Schools are delivering initiatives such as Bikeability, the Golden Mile and school games. One primary school is trialling 'Active School Uniform' in September 2023 to include the use of all day trainers, skorts and tracksuit uniform to encourage their pupils to be active throughout the school day.

In the community, Aldershot Football Foundation has been engaged to provide weekly football sessions for children living in asylum accommodation. Rushmoor Borough Council has worked with Places Leisure to provide a range of free access passes to the gym and Aldershot lido for families with children who are eligible for free school meals. Funded by Public Health Hampshire and facilitated by Rushmoor Borough Council, Rushmoor Voluntary Services have recruited a Walking for Health Co-ordinator who is recruiting people living in areas of deprivation and those who experience barriers to exercise. Working together to address health and other inequalities, these partners are providing positive experiences for children and young people to be active.

Horizon Leisure Wellbeing Hub

Horizon Leisure is a leisure trust based in Havant. Together with Havant Borough Council, they opened a Wellbeing Hub in the middle of Havant's shopping centre in June this year. It aims to "bridge the gap between the community and our leisure centres to be able to better support people on their health and wellbeing journey". The hub provides an outreach steppingstone for people who are daunted by the thought of exercise or don't know where to start. It is testing whether placing the opportunity to be active where people are can result in behaviour change. Working together, Horizon Leisure and Havant Borough Council plan to reduce the burden on the NHS and local health services. Health checks, Health interventions (weight management, ESCAPE Pain, Falls Prevention), Foundations Programme', (designed as a supportive route into activity for people who need help gaining confidence where they will receive bespoke support every step of the way) and small group exercise classes are some of the things on offer.

NHS services are also collaborating in the space, providing MSK clinics, local social prescribing services and Smoke Free Hampshire. The facility is designing pathways for people at every point of their wellbeing journey.

It is too early to report on impact. This bold move by Horizon Leisure and Havant Borough Council to extend their provision to focus on people who might need some support to get started managing health risks is one to watch.

Investing in Communities

Energise Me received investment of £447,426 over 3 years from Sport England's Together Fund to help reduce the negative impact of COVID-19. Later, the cost-of-living crisis was included into the criteria. Investment was targeted at priority audiences.

- people with long-term health conditions
- disabled people
- people from Black, Asian and minority ethnic groups
- people from lower socio-economic groups.

The investment was carefully analysed to ensure it reached all the above audiences and areas in Hampshire and the Isle of Wight. 72 different organisations were supported to secure investment from Sport England. 93 projects were delivered.

The above illustrates the reach that has been made across the system and where physical activity is being designed into other provision. Case studies of how investment has been used to support people and organisations can be found here: [Good Reads](#)

Bold leaders working together to create happier and healthier communities.

Through the Big Online Conversation that helped develop the We Can Be Active Strategy, it became clear that we can all lead change in our communities. But it would happen faster if we worked together. Physical activity is one part of a bigger health and wellbeing picture and by joining forces to improve health and happiness, many more opportunities to facilitate change would be available to us.

It is worth reminding ourselves that the strategy asked us all:

- to have a can-do approach to create solutions and to make things happen.
- to be open in working with others
- to be human in the way we communicate and in admitting when we get things wrong.
- listen and learn from one another
- to champion active lifestyles at home, work and play and when moving from place to place.
- to work together to measure the impact of We Can Be Active

Bold leaders is about people from all walks of life leading change in our communities.

We had a target for 250 individuals and organisations making a #WeCanBeActivePledge to inspire and support active lifestyles in Year 1. We achieved 120. Whilst the number wasn't achieved, the range of leaders across different parts of the system who made a pledge was a success. Housing Associations, voluntary sector organisations working with young people and mental health, Universities, local authorities, public health teams, National Parks, sports clubs and organisations, NHS leaders, leisure providers, teachers and educators made pledges. Also, individuals living with cancer, living with trauma or simply wanting to share their personal love of the outdoors or enjoyment of an activity with others. From a system-based approach to leaders in adult social care and health supporting people to Live Longer Better to 2 Ukrainian women providing a Kundalini Yoga class spoken in Ukrainian, everyone can lead change in communities.

As well as the Live Longer Better training mentioned earlier, bold leaders have been supported though:

Project 500

Designed to facilitate greater diversity in the workforce, an online network of 263 females who support physical activity/sporting activities has been set up across Hampshire and IOW. The online network is a space where women can interact and support each other, a peer supported community of practice.

Workforce development

Hampshire County Council bursaries support individuals in their learning and development to provide a positive experience for participants across Hampshire. In 2022-23, 70 coaches were supported to gain qualifications from

Archery to Sitting-Volleyball, Bowls to Walking. The need for this support has grown as coaches and volunteers have not returned to support activity post the COVID pandemic. The cost-of-living crisis has also impacted individual's ability to pay for courses, so this investment has proved vital.

Events (22-23)

Bold leaders have been offered the opportunity to learn and develop together through a calendar of events across 2022-23.

Support to get started

WCBA - one year on (online Anniversary Event)

WCBA - Support to get started with a health condition network

Bold leaders Mini Series:

1. Tapping into Talent that exists in our communities
2. How we reached new audiences by addressing community need
3. Creative ways to recruit and retain staff

Reach more people with Get Active Hampshire & IOW

Mental Health First Aid (Adult and Youth)

Introduction to youth violence and gangs training

Club Matters – various topics including 'Participant Experience' and Club for Everyone

Inclusive Activity Programme

Co-Production

The We Can Be Active Strategy had co-production designed into the process from inception to completion. With over 800 voices across the county from a wide range of backgrounds and over 200 plus people and organisations that have contributed through the events and conversations, co-production has sat at the centre of this work. The content of this report and the examples of system partner work included has also been co-produced.

Where to next?

The government published on 30 August 2023 [Get Active: A strategy for the future of sport and physical activity](#) The strategy aims to help build a more active nation by tackling high levels of inactivity. It sets out how the government will work together with the sector to achieve these aims by ensuring that everyone has the opportunity to get active.

Central to the strategy will be a focus on ensuring that children establish a lifetime of engagement with sport and physical activity. National targets for participation have been introduced to help hold government and the sector to account for delivering the change that is needed. By 2023, the government want

to see 2.5 million more adults and 1 million more children being classed as active across England.

This re-newed focus by Government on inactivity and inequality is welcome, especially as it very much aligns to the ambition of the We Can Be Active Strategy. The strategy's vision is to "support people and communities to inspire and support active lifestyles so we can *all* be active in a way that suits us". In Hampshire, progress across the system partners is being made. More people and organisations are starting to understand and share the ambition, evidenced in the narrative earlier. We are at the beginning though and we need:

- to collectively create the conditions for physical activity and movement across Hampshire.
- policy and strategy that consistently tackles inequalities and inactivity across the system: transport, planning, education, health, environment etc.
- networks, connections and relationships that share the ambition of the strategy need to be built to create a wider network of 'bold leaders' who can advocate for and facilitate change in their parts of the system.
- to establish communities of practice in Hampshire district and boroughs to grow support for Live Longer Better and make local changes to support older people to be more active
- to work with CYP to address the changes that they have asked for through the #BeeWell survey to improve their health and wellbeing.
- to use Active Design principles in policy and strategy
- to invest in physical activity interventions that support communities who experience the greatest health inequalities and share learning from the different approaches.

REQUIRED CORPORATE AND LEGAL INFORMATION:

Links to the Strategic Plan

Hampshire maintains strong and sustainable economic growth and prosperity:	yes
People in Hampshire live safe, healthy and independent lives:	yes
People in Hampshire enjoy a rich and diverse environment:	yes
People in Hampshire enjoy being part of strong, inclusive communities:	yes

NB: If the 'Other significant links' section below is not applicable, please delete it.

Other Significant Links

Links to previous Member decisions:	
<u>Title</u>	<u>Date</u>
Health and Wellbeing Board Starting Well Theme Focus	1 October 2020
Health and Wellbeing Board Living Well Theme Focus	10 Dec 2020
Health and Wellbeing Board Ageing Well Update	1 July 2021
Health and Wellbeing Board Starting, Living, Ageing Well: Physical Activity Strategy	7 October 2021
Health and Wellbeing Board Living Well Theme Focus	16 June 2022
Health and Wellbeing Board Ageing Well Update - Theme Focus	2 March 2023
Direct links to specific legislation or Government Directives	
<u>Title</u>	<u>Date</u>

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

Document

Location

None

EQUALITIES IMPACT ASSESSMENT:

1. Equality Duty

The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited by or under the Act with regard to the protected characteristics as set out in section 4 of the Act (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation);
- Advance equality of opportunity between persons who share a relevant protected characteristic within section 149(7) of the Act (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and those who do not share it;
- Foster good relations between persons who share a relevant protected characteristic within section 149(7) of the Act (see above) and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- The need to remove or minimise disadvantages suffered by persons sharing a relevant protected characteristic that are connected to that characteristic;
- Take steps to meet the needs of persons sharing a relevant protected characteristic that are different from the needs of persons who do not share it;
- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

2. Equalities Impact Assessment:

An equalities impact assessment has not been undertaken for this report as the report is an update to a strategy that has been developed to tackle inequalities that exist within physical activity.