

HAMPSHIRE COUNTY COUNCIL

Report

Committee:	Hampshire Health and Wellbeing Board
Date:	7 October 2021
Title:	We Can Be Active Physical Activity Strategy
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Purpose of this Report

1. The purpose of this report is to share the recently published “We Can Be Active Physical Activity Strategy” and ask for the board to adopt it in the Health and Wellbeing Strategy.

Recommendation(s)

That the Hampshire Health and Wellbeing Board:

2. Adopts the We Can Be Active Physical Activity Strategy for inclusion in the Health and Wellbeing Strategy.
3. Led by the project sponsors, facilitate action planning sessions with relevant people and organisations for the starting well, living well and ageing well chapters of the health and wellbeing strategy. These actions to be integrated into the Board’s business plan.

Executive Summary

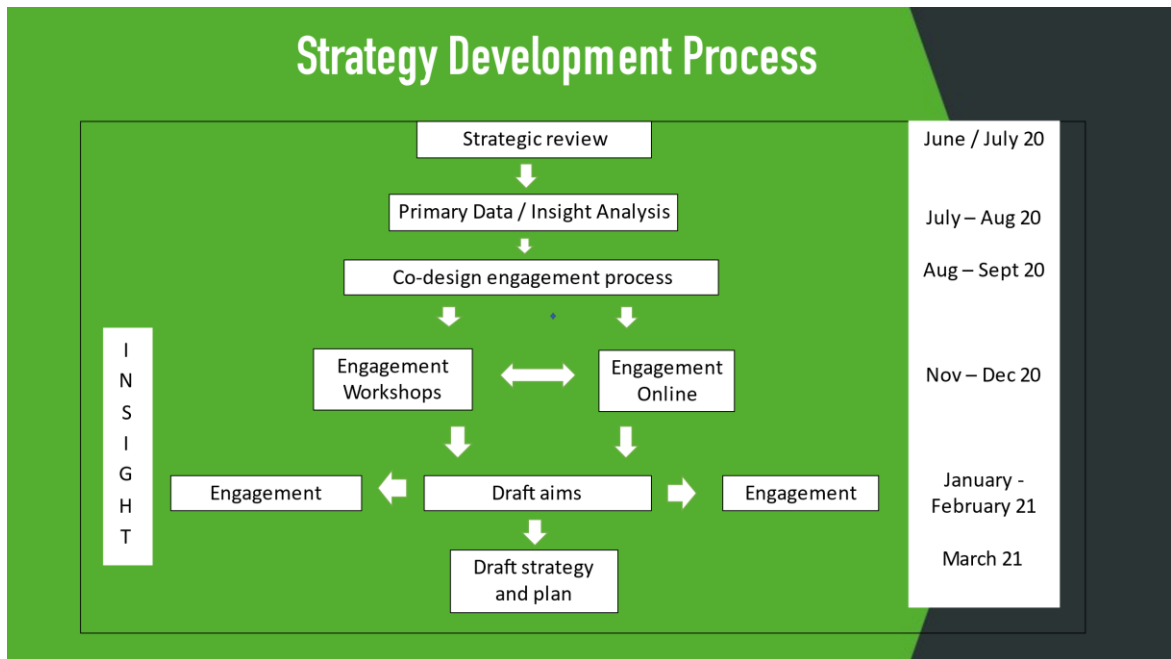
4. This report sets out the work that has been carried out to develop a new physical activity strategy for Hampshire and the Isle of Wight. It outlines a process that has been built on principles of co-production and engagement with priority groups of people whose voices are often not heard. It sets out the mission and the 5 broad goals and seek the board’s support for its adoption in the health and wellbeing strategy.

Contextual Information

5. A project sponsors board comprising representatives from all public health teams across Hampshire and the Isle of Wight, the Hampshire, Southampton and Isle of Wight Clinical Commissioning Group and Energise Me who led the production of the strategy.

Delivering the last physical activity strategy, we needed to take a test and learn approach to understand why people and communities found it difficult to be physically active. The evidence base of what worked wasn't available. We know much more about how we can deliver activity relevant to our priority groups and how we can lead physical activity conversations across the area to influence others to make change. The **project sponsors** board reviewed what we had learned:

- Tackling inequalities needs to sit at the heart of the strategy. Research conducted by Sport England and Com-Res throughout COVID19, tells us that some of our inactive groups have been adversely impacted and in some cases are at greater risk because of their long-term health condition(s).
 - You need the voices of the people your strategy is trying to reach. You need to understand what gets in the way of being active, for the individual and the community.
 - It takes time to understand and support inactive people to become more active.
 - You need to co-produce the strategy with colleagues who have/could have a role to play in the strategy development and delivery. People and organisations who work with or have experience working with our priority audiences: children and young people, people with long term conditions, women and communities with high levels of inactivity.
6. The strategy development process is outlined below.



7. The strategy has drawn on data and insight from many sources including the Active Lives Adult and Active Lives Children national surveys and the joint strategic needs assessment. This insight guided us to the people and communities with the lowest levels of physical activity and who we really needed to reach through the engagement phase. “A Big Online Conversation” was carried out through November and December 2020. We wanted to know what helps people to be active and what gets in the way. We heard from over 800 individuals including young people via focus groups in school and community settings. We made a promise at this stage to listen and to act [We Can Be Active Big Online Conversation](#)
8. The ideas and experiences people shared during the We Can Be Active conversation, were matched to the World Health Organisation’s Global Action Plan on Physical Activity, a plan which is based on extensive analysis of physical activity data and evidence from around the world. Using this data and insight, a big planning session was held in March 2021. It was attended by over 200 people from organisations across Hampshire and the Isle of Wight. People from arts and culture, business, transport, environment, health, education, housing, local government, VCFSE sectors and people who took part in the online conversation.

The We Can Be Active Strategy was written after the planning event and set out a joint mission “to inspire and support active lifestyles so we can *all* be active in a way that suits us”. It also set out 5 clear goals using the words of our neighbours, friends, family, patients and colleagues:

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 like we can't do it alone
 5. Bold leaders working together to create happier and healthier communities
9. Behind each of these goals are personal stories and experiences that highlight things that need to change if we are *all* to be active in a way that suits us. Many stories from around the county can be found here: [Physical Activity Blogs](#) This strategy has been created by at least 800 individuals across Hampshire and the Isle of Wight.
10. The strategy is just the start. We need to support its implementation, individually and collectively through this board, in our organisations and any other areas where we have influence. Energise Me has set out the role it can play and what it will do [We Can Be Active - We will](#). The Integrated Care System Prevention and Equalities Board has made physical activity one of its top two priorities and Energise Me is working with the board to set out the action it will take. Sixty pledges to support its implementation have been received so far and it would be great if board members could add theirs, at a personal, professional and better still both levels.
11. The first step for this board is to adopt the strategy and write it into its health and wellbeing strategy. With the leadership and support of the project sponsors, we need to facilitate action planning sessions to identify the things that the board is uniquely positioned to do to help people and communities start well, live well and age well.

Co-Production

12. The strategy had co-production designed into the process from inception to the 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.

Conclusions

13. The We Can Be Active Strategy has laid some strong foundations on the principles of co-production and engagement with people and communities that we seldom hear from. We need to build out from these foundations to build support for its implementation in our organisations and communities we

serve and to keep the promise we made “We will listen. We will act. We won’t rest until everyone has the confidence and support to be active on their own terms”.

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
OR	
This proposal does not link to the Strategic Plan but, nevertheless, requires a decision because:	

Other Significant Links

Links to previous Member decisions:	
<u>Title</u> Starting, Living And Ageing Well: Hampshire Physical Activity Strategy	<u>Date</u> December 2019
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.)

<u>Document</u>	<u>Location</u>
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:

3. An inequalities impact assessment has not been undertaken for this report as it reports on a strategy that has been developed to tackle inequalities that exist within physical activity.