

REPORT NO. 10

REPORT TO THE EXECUTIVE MEETING OF 4th December 2017

Meeting: Executive
Date: 4th December 2017
Subject: Physical Activity Strategy 2018-2023
Report of: Steven Taylor, Health & Wellbeing Manager
Portfolio Holder: Cllr Janette Ackerley
Status: Decision
Relevant Ward(s): All

1 Purpose of the Report

1.1 To consider the draft Physical Activity Strategy

2 **Recommendation:**

2.1 **To adopt the Physical Activity Strategy appended as Appendix A.**

2.2 **That monitoring, delivery and review on the action plan should be reported to Scrutiny as agreed with the Scrutiny Commission.**

3 Summary of Reasons for the Recommendations

3.1 To set out Harborough District Councils commitment to helping residents to maintain healthy lifestyles and to build strong communities through sport and recreation.

3.2 To improve our position within the district, county and sub-region to influence decision making in relation to sport, physical activity and health in particular in order to;

- Targeting specific groups - to provide the insight through a range of tools at our disposal to ensure that the individuals and groups are catered for.
- Attracting external funding and building effective partnerships – utilising the strategy to show current and potential new partners that we have a robust plan in place to deliver services to the community.
- Developing active environments – building on our knowledge to improve the physical environment linking with the planning team to cater for healthier more active lifestyles.
- Improving our leisure centres – to reshape the districts offer for sport and health.

- Working with parishes, sports clubs and schools to ensure there are local venues and opportunities to engage in sport and physical activity.

4 Key Facts

4.1 The Council has a key role in promoting healthy lifestyles. To make the most of the Leisure Procurement opportunity post 2019 it is important to identify the wider health needs of the district and also consider the role of other Council functions and services. These include;

- Communicating the benefits of physical activity in reducing obesity, preventing disease, improving mental health, and rehabilitating many long-term health conditions.
- Providing support and advice to independent instructors and clubs who provide affordable sport, physical activity and wellbeing sessions throughout the District.
- Working with communities and stakeholders to improve and extend community buildings and schools and encouraging greater use of these facilities.
- Delivering specialist services such as exercise referral, cardiac rehabilitation, and fall prevention classes.
- Promoting 'active design' in the planning process and in the maintenance of parks and open spaces including outdoor gyms, multi-use games areas and play areas.
- Influencing future provision of leisure centres and the facilities that will be offered. The Council is currently in the process of procuring a new leisure contract from 2019. This will include a rebuild of Harborough Leisure Centre and a refurbishment of Lutterworth Sports Centre.

4.2 The strategy provides a framework for bringing these related local agendas together under one coherent strategy for the District. There is also potential for a new leisure provider to deliver a wider offer e.g. outreach activities. This will be explored through the procurement process.

4.3 The ultimate aim of the Physical Activity Strategy is to create a network of high quality, accessible and sustainable sport and leisure opportunities across the Harborough District that encourages increased participation, improves health and wellbeing and enhances quality of life for residents now and into the future.

4.4 The Council works in partnership with Leicestershire & Rutland Sport (LRS), which is the local network and support team for physical activity and sport across Leicestershire. LRS are a delivery system that ensures national resources have local reach and support clubs, organisations, volunteers and

athletes. LRS are contracted by Sport England to provide a set of core services to underpin the local delivery of National Governing Body (NGBs) Whole Sport Plans. LRS are regional players that help attract external investment and support the development of facilities. For this reason it is important that our strategy links with the LRS strategy to ensure Harborough District is in a strong position.

- 4.4 The Council's primary role is as a facilitator and enabler rather than a provider of all opportunities. The Physical Activity Strategy supports the principle of the Council owned Leisure Centres and other providers as hubs where some of the above outcomes will be delivered from and where outreach services could also be delivered from.
- 4.5 Building on the success of the current interventions by the Council's Sports and Leisure Team (funded by Council and Public Health funds) and the leisure opportunities afforded from a new procurement it is timely to ensure services reflect the needs of a growing and changes in demographic profile for older and younger people. The identified needs of the Physical Activity Strategy will be incorporated into the Council's requirements in the proposed Leisure procurement.
- 4.6 An 8 week public consultation was conducted to gather community views on the Active Harborough Strategy. A total of 2,321 responses were received. The engagement process included;
- An online survey
 - Residents not able to complete the online survey were signposted to our call centre where alternative ways to engage were provided this included an online survey at a public computer, a call back phone survey or a paper survey was mailed to the resident.
 - Regular social media updates during the consultation period.
 - The Active Together Team promoted the consultation to customers of their various activities and sessions including tea dances, new age Kurling and Falls Preventions classes.
 - Pop-up banners promoting the consultation were produced and were set up at key locations including Market Harborough Leisure Centre, Lutterworth Sports Centre, The Symington Building and at other venues, such as markets, schools, village halls and supermarkets.
 - Bin tags promoting the consultation were distributed to all 40,000 private residences between 27 July and 7 August.
 - Q&A on Activity Strategy and Leisure Procurement was conducted at Sports Club Forum on 29 June.
 - Partnership event/ workshop with Parish Councils was held on 11 July.
- 4.7 The consultation results support the development of the wider Physical Activity Strategy in that residents, parishes and community groups wanted to see more local opportunities and provision, not just focused around Leisure facilities and the two larger towns within the district. A summary of the consultation results can be found at Appendix C.

4.8 The consultation results will feed into the delivery of the Physical Activity Strategy and provide a rich source of data and insight at a postcode level. However, steps have already been taken to respond to key findings. For example, the Councils £50k Community Grant Fund for 2017 has been targeted towards improving physical activity in communities, including small capital grants for local facilities. The grant round is now closed with final decisions on funding being made in January 2018.

5 Legal Issues

5.1 There is no statutory duty for the local authority to develop a Physical Activity Strategy or provide leisure facilities.

6 Resource Issues

6.1 The Strategy will be integrated into service plans across the Council. Outreach work will be commissioned and delivered through the Council's Physical Activity Team which is funded by Harborough District Council and Public Health. This work is also supported by Leicestershire & Rutland Sport.

6.2 The Councils £50k Community Grant Fund for 2017 has been targeted towards improving physical activity in communities, including small capital grants for local facilities.

6.3 The Council is developing a Community Lottery to help raise funds for local good causes. This will include local sports clubs and community facilities.

6.4 The Council is proactive and successful in securing s106 monies for community infrastructure, including community facilities and open spaces and is keen to further improve partnership work in this area.

7 Equality Analysis Implications/Outcomes

7.1 An Equality Analysis of the Physical Activity Strategy and Engagement process is attached at Appendix B.

8. Risk Management Implications

8.1 The development of a Physical Activity Strategy is an opportunity to join up services and ensure the Council and residents receive the maximum outcomes from a new leisure centre and operator from 2019.

8.2 Further reductions in Public Health funding would impact on delivery of the strategy. This may be mitigated by ensuring that the strategy is used as a tool to set out the Councils commitment to public health outcomes and attracting other external funding streams to support our delivery. Taking a proactive approach to prevention we aim to reduce future health related problems along with the associated future higher costs.

8.3 Reducing Local Authority Budgets may impact on delivery of the strategy however the strategy sets out the importance and positive contribution and impact Physical Activity makes throughout a community.

9 Consultation

9.1 The Council carried out an extensive 8 week public consultation on the Physical Activity Strategy ending 13 August 2017. The Communities Scrutiny Panel considered the strategy on 6th July 2017.

10. Options

10.1 Do not develop a Physical Activity Strategy. This option should be rejected as it is in the Council's and local resident's interest to support its residents to be healthy and independent.

11 Background Papers

11.1 *Leisure Options*, Executive Report, 15 May 2017

Previous report(s): Physical Activity Strategy, Communities Scrutiny Panel, 6 July 2017.

Information Issued Under Sensitive Issue Procedure: N

Ward Members Notified: NA

Appendices:

A. Draft Physical Activity Strategy

B. Physical Activity Strategy Equality Analysis 2017

C. Leisure Consultation Findings Report 2017