

SUNDERLAND HEALTH AND WELLBEING BOARD

24 JULY 2015

ACTIVE SUNDERLAND BOARD

Report of the Executive Director of People Services

1. Purpose of the Report

- 1.1 The purpose of this report is to advise Board Members of the establishment of the Active Sunderland Board, whose aim it will be to drive forward participation levels in physical activity and sport.

2. Background

- 2.1 Board Members may be aware that in November 2014, the Council adopted a strategic and joined up approach to improve levels of physical activity, and move towards an increasingly active Sunderland.

- 2.2 Specifically, the new approach aims:

- To impact on the greatest number of people (children and adults)
- To enable children and young people to have the best start in life
- To support people in families and communities that are benefiting least from the opportunities that being active brings
- To provide access to all our infrastructure, green and blue space as well as sport and leisure facilities, including pathways to sporting excellence.

- 2.3 Moreover, the approach will provide:

- A clear direction and identify a new joined up approach to an Active Sunderland
- Shared priority outcomes for our partners and city residents
- ***All together an Active Sunderland - a city where everyone is as active as they can be***
- A reduction in levels of inactivity.

A copy of the November 2014 Cabinet and agreed policy position can be seen in Appendix 1.

3. ACTIVE SUNDERLAND BOARD

- 3.1 In order to drive forward the city's ambition for ***All together an Active Sunderland***, a new strategic group is to be established called the Active Sunderland Board. The Board is being established to provide the necessary leadership to empower a thriving city partnership, where enabling people to be physically active becomes everyone's business. It is recommended that the reporting arrangements for this approach will be through the Health and Wellbeing Board.

- 3.2 An initial workshop has already been convened to commence development of the Board and to seek partner's views on how the work of the Board should be structured. The workshop also explored how a more active city will be able to contribute to the strategic agenda – Economy, Education and Health & Wellbeing. Moving forward it is anticipated that the Active Sunderland Board will be able to work alongside the Health and Wellbeing Board contributing to its main priority of ensuring the ***Best Possible Health and Wellbeing for Sunderland - people live longer and health inequalities are reduced.***
- 3.3 The Active Sunderland Board membership will be represented by the following partners.
- a) Cabinet Members ie. Cabinet Secretary and the Portfolio Holder for Public Health, Wellness and Culture
 - b) Local Authority Sport and Leisure
 - c) Local Authority Education
 - d) Tyne and Wear Sport
 - e) Sport England
 - f) Sunderland AFC Foundation
 - g) Sunderland Cultural Partnership
 - h) Everyone Active
 - i) Sunderland AFC
 - j) Sunderland College
 - k) Sunderland University
 - l) Public Health
 - m) NHS - NTW
- 3.4 The Board will develop a city delivery plan that will report direct to the Health and Wellbeing Board. This delivery plan will be supported number of key cross cutting sub groups to deliver agreed actions.
- 3.5 The initial work of the Board will focus on drafting terms of reference, developing overall governance arrangements, engaging with wider partners and developing a performance management framework to track outcomes.
- 3.6 In summary, the Active Sunderland Board will provide a platform for physical activity and sport to take its rightful place high on the city agenda and contributing to the priorities of the Health and Wellbeing Board. The Active Sunderland Board will also provide the opportunity to place physical activity and sport at the top of other partners' agendas.

4. Recommendations

- 4.1 The Health and Wellbeing Board is requested to:
- a) Note the content of this report for information
 - b) Agree to formally establish the Active Sunderland Board and its membership
 - c) Agree to receive quarterly updates from the Active Sunderland Board.

CABINET

5 NOVEMBER 2014

REPORT OF THE EXECUTIVE DIRECTOR PEOPLE SERVICES

A CITY APPROACH TO AN ACTIVE SUNDERLAND

1. Purpose of the Report

1.1 The purpose of this report is to present the City Approach to an Active Sunderland and seek Cabinet's approval

2. Description of Decision (Recommendations)

Cabinet is asked to:

- a) Agree the new City Approach.
- b) Agree to support the further development of the City Approach with key partners, stakeholders and general public
- c) To delegate to the Executive Director, People Directorate, the authority to make non-substantive changes to the document prior to publication and with key stakeholders and partners to agree how it is presented and launched.

3. Introduction/Background

3.1 Why produce a City Approach to an Active Sunderland?

- 3.1.1 There is a strong and growing evidence base amplifying the benefits of regular participation in activity in terms of the contribution to better physical and mental health and wellbeing, skills development and levels of attainment.
- 3.1.2 Participation in activity is also valued in its own right for friendship and fun, bringing people together to break down barriers and strengthen communities. It is clear that an increased level of activity has a central role to play in individuals and communities mental and physical resilience enhancing their mental wellness and improving their quality of life.
- 3.1.3 The challenge now facing the Council and the city is to enhance the conditions and opportunities for more people to become more active more often, whether in informal activity such as going for a walk with friends in the park, cycling to work, or having a swim, or in more formal activity such as joining a sports club or gym.
- 3.1.4 Adopting a strategic, joined up approach to improving levels of activity will enable us to maximise the impact that physical activity has in Sunderland. Specifically,

the approach is:

- To impact on the greatest number of people (children and adults);
- To enable children and young people to have the best start in life and form good habits;
- To support people in families and communities that are benefiting least from the opportunities that being active brings and which is where the greatest gains in outcomes are to be made;
- To provide access to all our infrastructure, green and blue space as well as sport and leisure facilities, including pathways to sporting excellence

3.1.5 In 2004 the Council adopted the Leisure Facilities Plan and “Active City – Sunderland’s Sport and Physical Activity Strategy” to achieve the following vision: *Everyone in Sunderland will have affordable access to quality sport and physical activity opportunities to improve their health and wellbeing at first class, community facilities throughout the city.*

3.1.6 Since 2004 the Council together with its partners has invested over £71m of capital resource in new and replacement sport and leisure facilities to contribute to meeting the objectives of improving health outcomes by encouraging and supporting increased participation in sport and physical activity. A further £11.3m is being invested to replace Washington Leisure Centre which will complete the renewal of the city’s leisure facilities. This level of investment is unprecedented within the region and has resulted in a comprehensive range of community based facilities, proving affordable access for residents and an attractive, modern portfolio of leisure stock.

3.1.7 The 2004 strategy is now broadly complete. A fresh and new approach will provide:

- A clear direction and identify a new joined up approach to an Active Sunderland
- Shared priority outcomes for the people of Sunderland

3.1.8 Increasing opportunities for people to be active will make a positive contribution not only to health and wellbeing, but also the wider social and economic shared objectives of the Council and its partners. More specifically it will ensure the effective planning and co-ordination of an integrated range of opportunities to increase activity levels, will meet the needs of residents, and in doing so impact on the following key areas:

- Health & wellbeing
- Skills and attainment
- Economic opportunities
- Community cohesion and resilience

- 3.1.9 Although the approach is aligned to the 3 city priorities, it is recommended that the reporting arrangements for the approach will be through the Health & Wellbeing Board

3.2 Contextual Analysis

- 3.2.1 Sunderland, in common with the rest of the North East region has relatively low, static levels of participation in physical activity and sport when compared with the national position. Sport England's Active People Survey (2014 interim results) shows that whilst the proportion of Sunderland's adult residents participating in sport once per week for 30 minutes or more (ie 1x30), is 39.2% (compared to 35.5% nationally). 53.4% of Sunderland's adult population do not participate in any form of sport or physical activity, compared to the national average of 47%.
- 3.2.2 Evidence of latent demand: 57.1% of adults in the city would like to become active or more active regardless of current activity levels according to the Sport England Active People Survey.
- 3.2.3 The following provides evidence and local statistics

Physical and mental health

- The British Heart Foundation (BHF) and the National Institute for Health and Care Excellence (NICE) state that physical activity positively contributes to the prevention of over 20 chronic diseases.
- Physical activity reduces the risk of depression, and has positive benefits for mental health including reducing anxiety and enhancing mood and self-esteem (BHF 2013).
- Within in the city, 21.3% of the city's children in year 6 of school are classified as obese, worse than the national average (Public Health England: Health Profile 2013)

3.2.4 *Health inequalities*

- Deprivation levels in the city are higher than average and about 13,000 children live in poverty
- Healthy Life expectancy (57.7 and 57.4) is lower for women and men
- Life expectancy for both men (77.0) and women (80.7) is lower than the England average
- Life expectancy is 10.7 years lower for men and 7 years lower for women in the most deprived areas of Sunderland, than in the least deprived areas
- Obesity rates for both adults (26.6%) and children (21.3%) are above the national average
- Early death rates from cancer and from heart disease and stroke have fallen but remain worse than the national average.

(Public Health England: Health Profile 2014)

3.2.5 *Skills and attainment*

- Sport England commissioned national research has identified that children who are active have numeracy scores, on average, 8% higher than non-participants in activity

3.2.6 *Volunteering*

- The Sport England Active People Survey shows that Sunderland residents volunteering to support community sport for at least one hour a week, has recently decreased from 4.3% in 2012 to 2.7% in 2013, which is less than half the national average of 6%.

3.2.7 *Cost of Inactivity*

- Sport England commissioned research shows that the health costs of physical inactivity by disease is documented as £2.38million per 100,000 population in Sunderland, compared to the England average of £1.82million per 100,000.

4. **Current Position**

- 4.1 The City approach to an Active Sunderland has been developed and set within the aims of existing city-wide strategies and within the wider policy context described below.
- 4.2 The new proposed approach to increasing levels of activity has been influenced by recent shifts in national, regional and local policy arenas and reflects our recognition that there are a range of providers and mechanisms available to us to achieve this.
- 4.3 The approach builds on the city's strengths and achievements, while taking into account the urgent need to:
 - Manage demand for costly health interventions by investing in prevention
 - Improve the physical and mental health of the population
 - Reduce health inequalities by targeting those most in need
 - Maximise our existing resources by:
 - Making best use of physical assets (eg. green and blue space, school playing fields,)
 - Harnessing the skills, resources, knowledge, and enthusiasm within our communities
 - Improving partnership working to achieve greater impact with the resources available

- Improving our understanding of needs and diversity within communities
- Changing the Council's relationship with local people by moving towards an enabling and facilitating role.

4.4 Recognising the importance to promote shared ownership and responsibility for this approach a stakeholder workshop recently took place to gather views, feedback and input on a number of key areas.

4.5 The stakeholder workshop, attended by a range of key partners within the city identified the following 'headline' information.

- 1) What are the obstacles in the city that are preventing us, all together, achieving a more active Sunderland?
 - Lack of (joined up) promotion / communication
 - Cost prohibitive
 - Mindset / perceptions
 - Lack of access to facilities / opening times
 - Safe areas / need to feel safe
 - Time / work life balance

- 2) What improved experiences and opportunities should we be aiming to achieve together for the people of Sunderland?
 - Improved promotion of activity and celebrate success
 - Increasing use and access of safe and inclusive open spaces / cycle routes
 - Changing behaviours and attitudes / creating a positive experience
 - Creating an activity / sporting habit for life
 - Family / peer friendly offer
 - Improve Integrated working
 - Local activity and events

- 3) What can we / should we be doing together to overcome these obstacles and achieve these outcomes and to make a difference?
 - Work together
 - Communicate (with the public, with the voluntary sector and with businesses)
 - Encourage and develop community groups and facilities
 - Consult with communities to ask what they want in their area
 - Advertising/promotion/marketing

92.5% of attendees either agreed or strongly agreed to the need for a city approach to an Active Sunderland

95% of attendees either agreed or strongly agreed that the proposed approach should be 'All together an Active Sunderland - a city where everyone is as active as they can be.

90% of attendees either agreed or strongly agreed to the need for a more focused partnership approach to an Active Sunderland

- 4.6 Gathering immediate views and reactions from attendees at the stakeholder workshop provided the following breakdown

beneficial excellent
exciting inspiring challenging confusing
interesting nothing new fun stimulating new
thought-provoking
unfocused valuable entertaining
enjoyable over ambitious

- 4.7 The proposed approach is attached in Appendix 1. Following the stakeholder workshop it is clear that creating, enabling and providing opportunities for people to be active and more active will be supported and underpinned by the work of key stakeholders in the city. In achieving the approach the following themes will be followed.

- Empowering communities - supporting and enabling communities to look at informal opportunities to be active and increasing support to the community and voluntary sector, so that they can help to grow the numbers of residents being active
- Active environments - make it easier for people to be active through their everyday activities
- Sport and leisure facilities – ensuring swimming pools, sports halls and wellness centres complement the needs of residents
- Working with schools – ensuring students and families are provided with a positive experience and the best opportunities within and beyond the curriculum.
- Workforces and workplaces – ensuring the environments and policies are in

place to enable the workforce to be active

- Understand need and evaluate impact - ensure opportunities are in place due to need and evidence of impact
- Supporting individuals - opportunities are in place for those who may need more assistance in accessing good quality opportunities to be active

4.8 It is proposed a high level ***All together Active Sunderland*** Board / *Working group will be established with a range of key stakeholders to develop:*

- Further engagement work to seek views from the general public and to assess and understand need
- Develop the city approach delivery plan that will report to the Health and Well-Being Board

5. Reasons for the Decision

5.1 A new approach will provide:

- A clear direction and identify a new joined up approach to an Active Sunderland
- Shared priority outcomes for the people of Sunderland
- ***All together an Active Sunderland*** - a city where everyone is as active as they can be

6. Alternative Options

6.1 No alternative options have been considered.

7. Impact Analysis

7.1 **Equalities** - An Equality Analysis has been undertaken and the draft policy position has identified significant current and potential benefits from pursuing the city approach to an active Sunderland.

8. Other Relevant Considerations / Consultations

(a) Financial Implications

Within the draft policy position there are no direct financial commitments in adopting the approach / policy position. As project ideas for implementation and action develop, requests for financial contributions and/or funding support from the Council may arise and these will be considered on a case by case basis as appropriate.

(b) Risk Analysis

A number of key risks have been identified and addressed during the development process. A key risk was that for the city approach / policy position, to be effective, could not be developed in isolation. The stakeholder workshop was designed to seek appropriate links with other strategic commitments and integrate as appropriate. This will further be supported by a programme of engagement activities with other stakeholders, partners and general public to ensure that the approach and policy position remains valid.

(c) Policy Implications

It is proposed that a city approach towards an increasingly Active Sunderland is aligned and compliments the work that has already commenced with regards to Green Infrastructure and Active Travel. It is recognised that the work within these three approaches will have a greater impact on people, place, partners and outcomes as a result of the significant levels of synergy between the approaches

(d) Implications for Other Services

The development of this strategy has consulted with the Deputy Chief Executive's service area to ensure the policies are not developed in isolation and reflect the activities of other relevant service areas.

(e) The Public

Following the stakeholder workshop a range of engagement activities will take place to seek the views from the general public, this work will be implemented by a range of stakeholders

9. List of Appendices

Schedule 1 – Approach to an Active Sunderland

10. Background Papers

There are no background papers.

A CITY APPROACH TOWARDS AN ACTIVE SUNDERLAND

1. PURPOSE

1.1 The purpose of this document is to:

- a. Present a city approach towards an Active Sunderland
- b. Provide a strategic direction of travel and one which involves partners/stakeholders in achieving shared priority outcomes for the people of Sunderland

2. ALIGNMENT TO OTHER CITY APPROACHES AND POLICIES

2.1 The city approach towards an Active Sunderland is aligned and complements the work that has already commenced with regards to Green Infrastructure and Active Travel. It is recognised that the work within these three approaches will have a greater impact on people, place, partners and outcomes as a result of the significant levels of synergy between the approaches

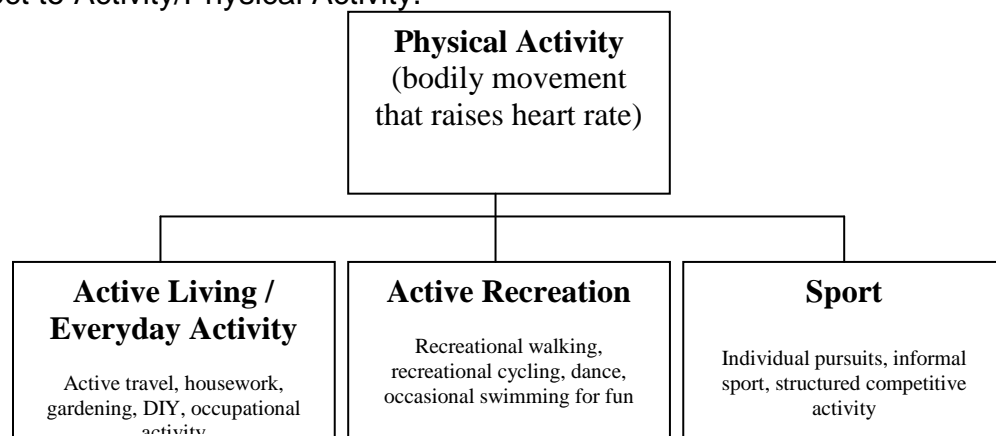
3. DEFINITION

3.1 Arguably the terms physical activity, active living, active recreation and sport are sometimes inappropriately interchanged, for each can be defined in many ways. For the purpose of establishing a city approach for Sunderland the term activity is used in the following context:

Activity/Physical Activity is an all-encompassing term that includes any kind of movement that raises the heart rate and so helps to improve mental and physical well-being. Active living including active travel, everyday activity, active recreation, play, exercise and sport (casual and formal) are also defined within the context of activity.

The World Health Organisation defines physical activity as ‘any bodily movement produced by skeletal muscles that requires energy expenditure’

3.2 The diagram below shows the relationship between the separate elements that connect to Activity/Physical Activity.

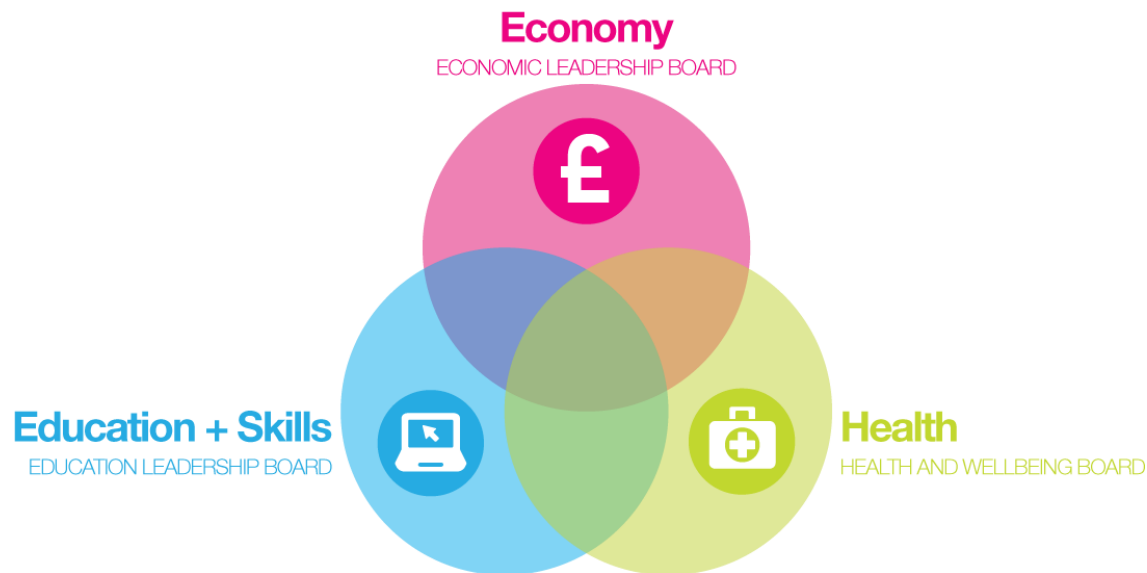


4. INTRODUCTION

- 4.1 There is a strong and growing evidence base amplifying the benefits of regular participation in activity in terms of the contribution to better physical and mental health and wellbeing, skills development and levels of attainment. Participation in activity is also valued in its own right for friendship and fun, bringing people together to break down barriers and strengthen communities. It is clear that an increased level of activity has a central role to play in individuals and communities mental and physical resilience enhancing their mental wellness and improving their quality of life.
- 4.2 The challenge now facing the city is to enhance the conditions and opportunities for more people to become more active more often, whether in informal activity such as going for a walk with friends in the park, cycling to work, or having a swim, or in more formal activity such as joining a sports club or gym. Adopting a strategic approach to improving levels of activity will enable us to maximise the impact that physical activity has in Sunderland. Specifically, our approach is:
- To impact on the greatest number of people (children and adults);
 - To enable children and young people to have the best start in life and form good habits;
 - To support people in families and communities that are benefiting least from the opportunities that being active brings and which is where the greatest gains in outcomes are to be made;
 - To provide access to all our infrastructure, green and blue space as well as sport and leisure facilities, including pathways to sporting excellence
- 4.3 We believe that increasing opportunities for people to be active will make a positive contribution not only to health and wellbeing, but also the wider social and economic shared objectives of the Council and its partners. More specifically it will ensure the effective planning and co-ordination of an integrated range of opportunities to increase activity levels, meet the needs of residents, and in doing so impact on the following key areas:
- Health & Wellbeing
 - Skills and Attainment
 - Economic opportunities
 - Community Cohesion and Resilience

5. THE APPROACH

- 5.1 The approach to increasing levels of activity has been influenced by recent shifts in national, regional and local policy arenas and reflects our recognition that there are a range of providers and mechanisms available to us to achieve this.
- 5.2 The approach is in line with the city's overall priorities



5.3 The approach will include existing but often untapped assets and potential within the city that can enhance and complement the Council's offer, such as:

- High quality parks, green spaces, river corridor and coastline (blue space)
- The commitment of Sunderland College and the University to provide high quality opportunities for students, workforce and the broader community to be physically active
- An increasing commitment from schools to provide high quality opportunities for students to be physically active during the school day and for the community to access beyond the school day
- A strong and willing community sport club structure and network within the city
- Volunteers supporting the community physical activity and sport club structure and network
- The community voluntary sector providing and willing to provide more opportunities for individuals to be active
- Established local and national cycle networks, e.g. C2C and the W2W and well established walking routes within the city
- A developing public transport strategy
- The emerging Integrated Wellness Model

5.4 The approach builds on our strengths and achievements, while taking into account the urgent need to:

- Manage demand for costly health interventions by investing in prevention
- Improve the physical and mental health of the population
- Reduce health inequalities by targeting those most in need
- Maximise our existing resources by:
 - Making best use of physical assets (eg. green and blue space, school playing fields,)

- Harnessing the skills, resources, knowledge, and enthusiasm within our communities
- Improving partnership working to achieve greater impact with the resources available
- Improving our understanding of needs and diversity within communities
- Changing the Council's relationship with local people by moving towards an enabling and facilitating role.

6. SUMMARY OF THE APPROACH

6.1 ***All together an Active Sunderland*** - a city where everyone is as active as they can be is at the heart of our approach and will be achieved through a combination of:

- *Making it together* - improved partnership working as no one organisation can achieve this
- *Making it clear* - awareness raising of the benefits ,
- *Making it obvious* - greater promotion and communication,
- *Making it easy (& fun)* - easily accessible opportunities including participation events,
- *Making it different* - smarter and more diverse programming,
- *Making it the norm* - extending access to non-traditional activity settings (eg workplaces)

6.3 Creating, enabling and providing opportunities for people to be active and more active will be supported and underpinned by the work of key stakeholders in the city. In achieving the approach the following themes will be followed.

1. *Empowering communities* - supporting and enabling communities to look at informal opportunities to be active and increasing support to the community and voluntary sector, so that they can help to grow the numbers of residents being active
2. *Active environments* - make it easier for people to be active through their everyday activities
3. *Sport and leisure facilities* – ensuring swimming pools, sports halls and wellness centres complement the needs of residents
4. *Working with schools* – ensuring students and families are provided with a positive experience and the best opportunities within and beyond the curriculum.
5. *Workforces and workplaces* – ensuring the environments and policies are in place to enable the workplace to be active
6. *Understand need and evaluate impact* - ensure opportunities are in place due to need and evidence of impact
7. *Supporting individuals* - opportunities are in place for those who may need more assistance in accessing good quality opportunities to be active

6.4 This approach will inform the future development of activity in Sunderland, underpinning all action planning, investment and the design and delivery of services. Ultimately it will enable the partners within the city to make a real and

positive impact on quality of life in the city by achieving a range of outcomes for Sunderland's residents and communities:

- More Sunderland people become more active, more often
- Everyone has the opportunity to:
 - access good quality space to be active
 - access good quality opportunities to be active
 - take part in the activity of their choice
 - reach the highest standard they wish to
 - Improve their health and wellbeing
- Strong and sustainable offers within the community
- Providing pathways to ensure that activity becomes a lifetime habit
- More young people have the opportunity to acquire basic activity skills and improve their physical literacy
- Sunderland's active children perform better in school
- Embedded and enhanced community spirit, improved community resilience with more communities empowered to do more to help themselves
- More places to be active and more residents participating in activities
- More residents being aware of how and where to access opportunities to be physically active
- Residents will have a greater understanding of the benefits of physical activity including sport.

