

Meeting of the Cabinet – 3 July 2014

Joint Report of the Director of Public Health and the Director of Urban Environment

Adoption of ‘Let’s Get Dudley Active’ - Dudley Physical Activity and Sport Strategy 2014-19

Purpose of Report

1. To seek Cabinet approval for the adoption of “Let’s Get Dudley Active”, the Dudley Physical Activity and Sport Strategy.

Background

2. Sport England encouraged Dudley MBC to develop a physical activity and sport strategy for the borough and supported production with a grant allocation of £10,000. A condition of the grant was that the strategy was formally adopted by the Council and subsequently by partner organisations.
3. The Be Active County Sports Partnership, part of Black Country Consortium Limited, were commissioned to undertake the development of the strategy, the content of which was formulated following extensive consideration of insight, intelligence, strategic reviews and consultation with more than 40 organisations and stakeholders.
4. Fundamentally the strategy sets out the direction for “turning the tide” on rising levels of physical inactivity in the Borough. It is recognised that there are increasing pressures on existing services, limited opportunities to access new funding and consequently a need for a co-owned approach to planning and delivery. This is an opportune time to steer a refreshed approach which focuses on influencing behaviour change to create “a physically active and sporty Dudley” which contributes to the delivery of the Borough Health and Wellbeing Strategy.
5. The strategy sets a transformational agenda focusing on the ambition of placing Dudley as a leading area for physical activity and sport

participation in England and provides a clear direction for the next five years with a focus on the delivery of outcomes.

6. Attention is focused on what is needed to increase and sustain participation to increase participation rates to those of comparator authorities which in turn provide a platform for meeting the average level of adult participation for England. The strategy also includes a unique set of targets for young people's participation in Dudley and also includes a local measure intended to monitor progress.
7. The contribution of physical activity and sport to wider Government and local priorities and ambitions is highlighted in the strategy and these include education, public health, economic development and transportation.
8. At the heart of the delivery of the strategy sits the Dudley Physical Activity and Sport Commission, to be facilitated by the Council, but which engages a range of partner organisations in recognition of the necessity for a co-owned approach to governance and delivery. The strategy provides a framework for the development of partner organisations action plans and the Commission is a mechanism for influencing the content of action plans and monitoring and reviewing progress.
9. The strategy has a vision of creating a physically active and sporty Dudley, by transforming Dudley to be one of the leading areas for physical activity and sport in England. shifts the emphasis to the delivery of outcomes with an emphasis on the impact of delivery in communities and making a positive difference in terms of participation rates in physical activity and sport. Measurement over the five year life of the strategy will be against the achievement of three shared outcomes that are needed to enable transformation to take place:
 - Maximising levels of participation that have health related benefits (people)
 - A quality workforce to drive increases in participation and sustainability, contributing to employment and skills priorities (people skills)

- A quality physical activity and sport offer which meets the needs of Borough residents and demonstrates its contribution to Borough priorities (place)

10. The delivery of the outcomes outlined above aims to lead to increases in participation in physical activity and sport over the life of the strategy as outlined in the table below:

<ul style="list-style-type: none"> • 12,715 less adults (16 years plus) reporting an inactive lifestyle and taking up physical activity • 14,749 more adults participating in at least one sport session per week for at least 30 minutes • 6,612 less adults reporting no sporting activity per week • 9,663 more adults achieving 150+ minutes of physical activity per week <p>Measured via Sport England's annual Active People Survey and through programme delivery</p> <ul style="list-style-type: none"> • 2,875 more primary school children and 2,320 more secondary school aged children participating in physical activity and sport on 3+ days of the week for at least an hour. <p>Measured via the Dudley Schools Health Related Behaviour Survey</p>

11. The strategy deliberately sets a transformational agenda based on 8 principles (detailed in Appendix 1) and which encompass more than 50 aims. Delivery of the strategy requires transformation as is outlined in the headlines that follow:

- A co-owned approach by stakeholders who will demonstrate their commitment and contribution to the strategy by signing up to the Dudley Charter for Physical Activity and Sport
- Effective leadership by the Physical Activity and Sport Commission which will steer the implementation, accountability and ongoing scrutiny of the strategy
- Adoption of an outcome based performance measurement framework and approach to commissioning and delivering services

- A shift to community asset based approaches including Community Asset Transfer and greater community use of school and college sites
- A co-ordinated and high profile “Let’s Get...” campaign promoting a high quality physical activity and sport offer to residents that is reflective of the communities within the Borough and which includes the development of a network of Ambassadors promoting the benefits of physical activity and sport
- Greater evidence and insight into physical activity and sport and the recognition of its contribution to wider priorities and agendas.
- Focus on increasing the quantity and quality of the physical activity and sport workforce recognising the invaluable role of volunteers
- Adopting a life course approach to supporting Dudley residents to start and to sustain participation in physical activity and sport in a range of settings
- Improve provision, management of and access to physical activity and sport opportunities
- Ensure that the physical activity and sport offer is relevant to all communities in the Borough, with delivery focusing on contributing to reducing health inequalities

12. The strategy recognises that there is substantial good practice in the Borough to be built upon, but understands there is a need to change approaches to planning and delivery, to meet both the challenge of public sector savings and the needs of the community. Business as usual for the physical activity and sport sector is unlikely to give the desired increases in participation. Therefore, changes in focus are needed for those organisations that have traditionally planned and delivered physical activity and sport, coupled with the need to meet growing expectations of the contribution of a range of stakeholders, with particular emphasis on the voluntary and community sector, in future years.

13. It is an important time to raise the awareness of the contribution that physical activity and sport can make to delivering wider Borough priorities for education, employment and skills, reducing crime and anti-social behaviour, and public health. The Strategy takes on board some of the key findings of existing national strategies, policies, and papers such as the All Party Commission on Physical Activity. This ensures that the strategy is both current and relevant. It is also exclusively for Dudley and complements the Council's Health and Well Being Strategy and the Borough wide "Lets' Get..." Campaign.

Finance

14. There are no immediate financial consequences arising from the strategy.
15. The cost of production of the strategy was part funded by grant aid from Sport England - £10,000 with match funding of £5,000 being found from the Sport and Physical Activity revenue budget.

Legal

16. Section 111 of the Local Government Act, 1972 enables the Council to do anything that is calculated to facilitate or is conducive or incidental to the discharging of its functions as a Local Authority.
17. Section 2 of the Local Government Act 2000 empowers the Council to take action to implement measures it considers likely to achieve the promotion or improvement of the economic, social or environmental well-being of the Borough.

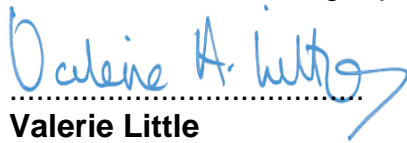
Equality Impact

18. "Let's Get Dudley Active", the Dudley Physical Activity and Sport Strategy aims to maximise levels of participation by all sections of the community through the co-ownership of the aims and objectives which will be reflected in partner's individual action plans. The strategy can be seen as contributing to the equality agenda in the pursuit of health and wellbeing for all and the challenge to ensure that service provision meets the needs of all sectors of the community.

Recommendations

It is recommended that:

- The Council adopts “Let’s Get Dudley Active” the Dudley Physical Activity and Sport Strategy 2014-2019.
- The Council signs the Dudley Charter for Physical Activity and Sport.
- The Council facilitates the Physical Activity and Sport Commission and that the Cabinet Member for Health and Wellbeing represents the Council on the Commission



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List of background papers:

- ‘Let’s Get Dudley Active’ Dudley Physical Activity and Sport Strategy 2014-19
- All Party Commission on Physical Activity: Tackling Physical Inactivity – A Coordinated Approach

Strategy Principles

Principle 1 – Transforming Leadership and Ownership

Establishment of a Physical Activity and Sport Commission with co-owned leadership for the delivery of the strategy. The Commission will provide direction, advocacy and accountability for the strategy and will act as the public face of physical activity and sport in the Borough.

Principle 2 – Transforming Impact and Understanding

Co-ordination of a more impactful and cost effective approach to delivery, which breeds a culture of learning and improvement, driven by insight, intelligence that understands the return on investment that delivery brings.

Principle 3 – Transforming Our Skills

Building a high quality, skilled workforce and a network of organisations and clubs which ensures that future provision is able to meet the needs of all Dudley residents.

Principle 4 – Transforming Information and Knowledge

Development of co-owned, insight driven, tailored marketing and communications approaches with clear, consistent messages.

Principle 5 – Transforming Opportunities to Make Every Contact Count

Adopting a behaviour change approach which focuses on reducing inactivity and which grows the confidence of people to get active and to make long term positive changes in physical activity behaviour.

Principle 6 – Transforming Our Communities

Making Dudley a Borough where children and young people develop an active and sporting habit for life and where residents are supported throughout the life-course to make an active lifestyle the norm.

Principle 7 – Transformational Settings

Ensuring that a network of high quality and accessible physical activity and sport facilities provided by the public, private and community sectors is delivered to meet intended increases in demand.

Principle 8 – Transforming the Landscape

Working towards making the Borough safe, secure and more accessible for people to run, cycle and walk, focusing on planning, active travel and the utilisation of existing corridors and improvements in the environment to maximise opportunities to be active.