

Herefordshire's Physical Activity Strategy

Meeting: Health and wellbeing board

Meeting date: Monday 28 March 2022

Report by: Director of Public Health

Classification

Open

Decision type

This is not an executive decision

Wards affected

(All Wards);

Purpose

The purpose of this report is to gain approval and support from Health and Wellbeing Board for Herefordshire's Physical Activity strategy.

Partners across Herefordshire will work together to support, expand and deliver physical activity across the county, reducing health inequalities and promoting health and well-being.

The vision '*In Herefordshire every person has the opportunity to: get moving, be active, feel better, keep well and enjoy healthier lives as part of everyday life in their local community.*'

Recommendation(s)

That:

- a) Health and Well-being Board approves Herefordshire's Physical Activity strategy; and
- b) Health and Wellbeing Board member organisations support and engage in activity within the strategy.

Alternative options

1. Health and Wellbeing Board does not approve the strategy or support planned actions. This is not recommended as it would reduce the effectiveness of the county-wide strategy, the ability to tackle health inequalities and key council priorities.

Key considerations

2. Herefordshire's Physical Activity Strategy has been developed with the support of Sport England's Strategic Outcomes Planning Guidance (SPOG) to develop a clear approach to physical activity in the county.
3. Community consultation took place during August-October 2020, two surveys were produced, one for adult residents and a second for school children.
 - 939 people responded to the first survey
 - There were limited responses to the school survey
 - The surveys were online and undertaken during the pandemic
4. The consultation responses identified that Covid-19 has resulted in 36% people doing less exercise.
5. A national survey of 2,000 adults carried out by Sport England revealed that Covid has caused massive disruption in the physical activity behaviours of adults and children. 62% of adults recognise the importance of physical activity in responding to the pandemic and 69% of adults are using exercise to manage their physical and mental health. Older people, people on low incomes and people in urban areas are finding it harder to be active during the outbreak. There is a gender gap in physical activity levels with both men and women decreasing activity, men seeing the largest decrease 9% whilst female activity remaining consistently lower. There is also growth in outdoor activities such as cycling, walking and running. Covid 19 will have a significant impact on physical activity levels and attitudes towards physical activity for residents of Herefordshire both now and in the future.
6. Active Lives for Young People – the January 2021 Sport England survey illustrates that almost 1/3 of children are now classed as inactive due to lockdown restrictions. Boys are more adversely affected because they have been unable to play team sports which is where highest participation levels are traditionally seen in boys aged 7-13.
7. In April 2021, the Schools Active Movement launched a national survey. Head Teachers, PE Coordinators and PE teachers across England were asked what they had noticed about their learners since the easing of the third national lockdown when all children had been able to return to school. Based on responses from 64 primary, secondary and special schools in Herefordshire, the results relevant to physical activity are that:
 - 85% of respondents state their learners are less fit than pre Covid;
 - 67% of respondents state their learners' fundamental movement skills have worsened;
 - 60% state their learners have put on excessive weight during lockdown;
 - 60% state that their learners are less physically active than they were pre Covid; and
 - 66% state their learners' general well-being is worse than pre Covid
8. 'In Herefordshire every person has the opportunity to: 'get moving, be active, feel better, keep well and enjoy healthier lives as part of everyday life in their local community'. The aim of the strategy is 'To improve the health and wellbeing of our communities in Herefordshire by

increasing levels of physical activity, opportunity for and accessibility to activity, and therefore reduce health inequalities’.

9. Partners involved in the development of this strategy include: Stride Active, HVOSS, Active Herefordshire & Worcestershire, NHS Herefordshire – CCG, Herefordshire Walking Festival, First Community Health and Care, Halo Leisure, Marches family network, The National Trust, Herefordshire Wildlife Trust, Ignite CiC, Royal College of general practitioners, NHS Wye Valley Trust, the council and The Courtyard.
10. Herefordshire is a rural county (95% of land classified as ‘rural’) with 192,000 residents. Over half of the population live in rural areas. Herefordshire has a significantly ageing population: 24% (46,700) of the county’s total population is aged 65 years and over (compared to 18% across England). This age group is expected to continue growing at a high rate. By 2031, approximately 30% (estimated at 59,500 people) of the population will be 65 years and over.
11. Overall, Herefordshire is similar to, or compares slightly better than, the England average for many outcomes and indicators of health and wellbeing. Life expectancy and healthy life expectancy are similar to England for males and better for females. There are significant levels of childhood obesity in the county: over 17% Reception aged children and more than 1 in 4 Year 6 children are obese or severely obese.
12. As a county, Herefordshire experiences average levels of overall, multiple deprivation. Nine out of 116 lower super output areas (LSOAs) of Herefordshire are amongst the 20% most deprived in England: these are located in Hereford city and the market towns of Leominster, Ross-on-Wye and Bromyard. At the other end of the scale eight LSOAs are in the least deprived 20% in England, mainly urban areas located north of the river within Hereford and in rural areas surrounding the city, in Ross-on-Wye, and Ledbury. Rural areas pose different types of challenges for the people who live there compared to urban areas and rural deprivation looks very different. In rural areas, the most common types of deprivation relate to housing condition and physical access to services. Furthermore, within even the most affluent areas, there can be pockets of real hardship, ill health and inequality.
13. The importance of physical activity for individual and community health has been highlighted through the impact of Covid 19 pandemic which has also exacerbated health inequalities across the UK. It has become more important than ever to focus on preventative health measures, including physical activity and to invest in those people who need it most.
14. In order to challenge and address inactivity in Herefordshire our shared outcomes are:
 - Active environments – environments that support and facilitate every day physical activity for everyone
 - Active Communities – supported and developed community assets to increase physical activity levels and build community resilience
 - Healthy individuals - decreasing inequalities, increased awareness and capability in our inactive population to change their behaviour and increase physical activity levels long-term
 - Partnerships and Collaborative Working - improved partnership working to increase physical activity opportunities and participation across our population
15. The physical activity steering group will lead the development of the action plan.

Community impact

16. Herefordshire's County Plan 2020 -24 sets out the council's ambition for Herefordshire and outlines the priority areas. We will:
 - Environment: protect and enhance our environment and keep Herefordshire a great place to live
 - Community: strengthen communities to ensure everyone lives well and safely together
 - Economy: support an economy which builds on the county's strengths and resources
17. In addition the strategy supports the Health and Wellbeing board vision '*Herefordshire residents are connected into communities to be resilient; lead fulfilling lives; are emotionally and physically healthy and feel safe and secure*'.
18. Of particular relevance to the strategic vision for physical activity are the commitments to improve and extend active travel options throughout the county; ensure all children are healthy, safe and inspired to achieve; protect and improve the lives of vulnerable people support; and communities to help each other through a network of hubs.

Environmental Impact

19. This decision seeks to deliver the council's environmental policy commitments and aligns to the following success measures in the County Plan 2020-24.
 - Reduce the council's carbon emissions through active travel
 - Work in partnership with others to reduce county carbon emissions
 - Improve the air quality within Herefordshire
 - Improve residents' access to green space in Herefordshire
 - Increase the number of short distance trips being done by sustainable modes of travel – walking, cycling, public transport
20. The council provides and purchases a wide range of services for the people of Herefordshire. Together with partner organisations in the private, public and voluntary sectors we share a strong commitment to improving our environmental sustainability, achieving carbon neutrality and to protect and enhance Herefordshire's outstanding natural environment.

Equality duty

21. Under section 149 of the Equality Act 2010, the 'general duty' on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to –

- a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

22. The public sector equality duty (specific duty) requires us to consider how we can positively contribute to the advancement of equality and good relations, and demonstrate that we are paying 'due regard' in our decision making in the design of policies and in the delivery of services. Our partners will be made aware of their contractual requirements in regards to equality legislation. This strategy will support the Equality duty by advancing opportunities for a number of targeted groups and individuals that share a protected characteristic including teenage girls, disabled people and others. This strategy will support the council in discharging its equality duty by focusing on these groups and reducing inequalities.

Resource implications

23. There are no direct resource implications from this report. However, the development of the action plan arising from the implementation of this strategy is likely to generate initiatives that require additional funding. This additional funding will be allocated from member's existing budgets or grant funding will need to be sought, subject to the appropriate governance.

Legal implications

24. There are no legal implications arising from this report as it sets the framework strategy for future project develop. Any projects coming out if the strategy will be subject to their won specific governance decision.

Risk management

25.

<u>Risk / opportunity</u>	<u>Mitigation</u>
Lack of support for physical activity strategy	Wide stakeholder consulatation taken place and support in the development of strategy.
Lack of resource to support strategy actions	A physical activity working group oversees the action delivery and members fund initiatives

Consultees

26. Full consultation has taken place as per paragraph 3 above.
27. Consultees feedback has been considered throughout the development of this strategy, the final strategy document will be shared with all consultees.

Appendices

Appendix 1 – Herefordshire’s Physical Activity Strategy

Appendix 2 - Herefordshire’s Physical Activity Strategy summary

Background papers

None identified

Report Reviewers Used for appraising this report:

Please note this section must be completed before the report can be published

Governance	Sarah Buffrey, Democratic Services Officer	Date 09/03/2022
Finance	Kim Wratten	Date 14/03/2022
Legal	Alice McAlpine	Date 11/03/2022
Communications	Luenne featherstone	Date 08/03/2022
Equality Duty	Carol Trachonitis	Date 10/03/2022
Procurement	Lee Robertson	Date 10/03/2022
Risk	Kevin Lloyd	Date 10/03/2022

Approved by Rebecca Howell-Jones Date 11/03/2022

Please include a glossary of terms, abbreviations and acronyms used in this report.

PA – Physical Activity

SPOG – Sport England’s Strategic Outcomes Planning Guidance