



Active and Healthy Herefordshire

Herefordshire's Physical
Activity Strategy

Summary Document

2021-2026

Herefordshire's Physical Activity Strategy
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FOREWORD

Introduction to the strategy from relevant Cabinet Member/Portfolio holder/Physical Activity Champion

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1. Introduction

- 1.1. This is a summary document of the Herefordshire Physical Activity Strategy which sets out the priorities for physical activity in Herefordshire over the next five years, underpinned by 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'.

- 1.2. This vision is guided by a recognition of national, regional and local policy framework but particularly through local insight identified through the development of the strategy.
- 1.3. Moving more as part of everyday life is recognised as an essential component of our physical and mental wellbeing. Our population is ageing, people live more sedentary lives and health inequalities have increased.
- 1.4. 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 and
 - **Partnerships and Collaborative Working** - improved partnership working to increase physical activity opportunities and participation across our population.

Why do we need a Herefordshire Physical Activity Strategy?

- 1.5. 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. In Herefordshire, 21.3% of the population is inactive (Active Lives March 21).

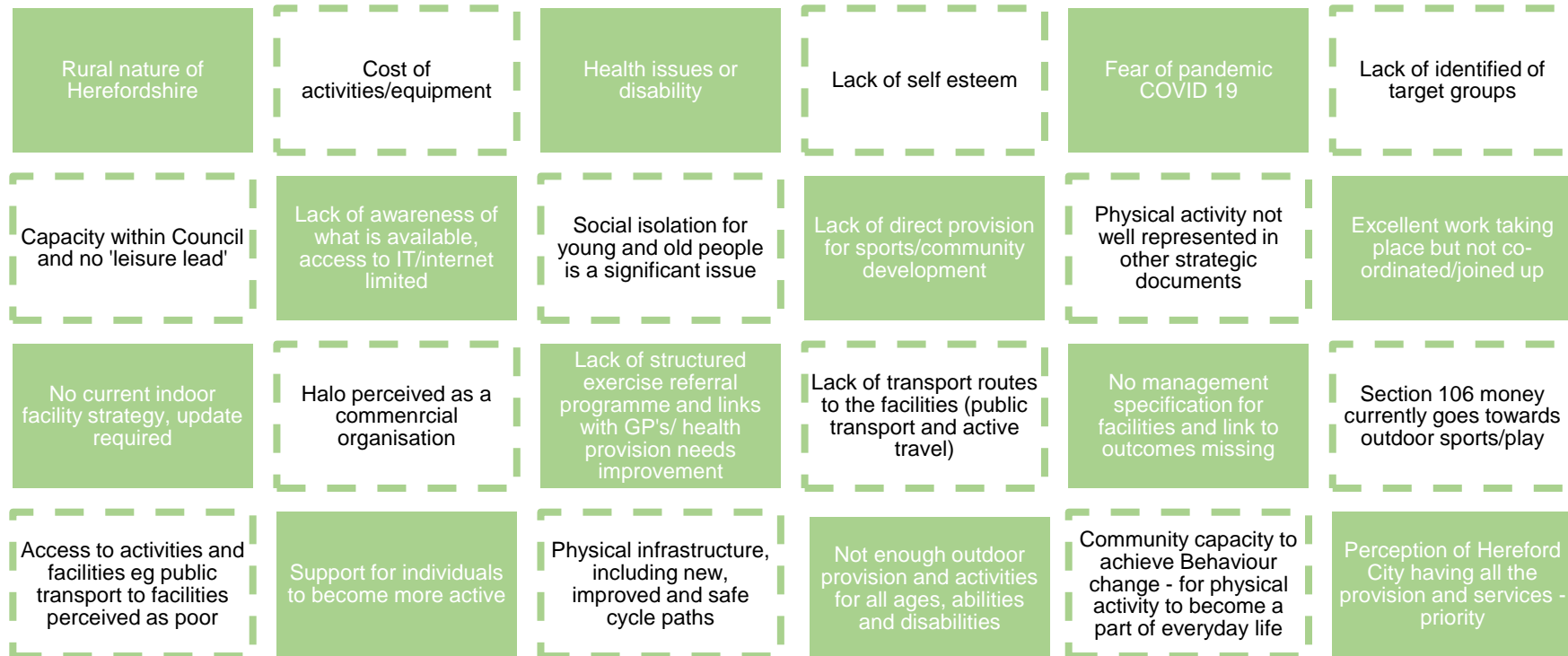
2. Local Community Insight

The findings from the consultation (survey and stakeholders) identify the following barriers to participating in physical activity in Herefordshire.

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X Barriers to Participation



3. Our Vision and Shared Local Strategic Outcomes

3.1. Reflecting the identified Vision of the Health and Wellbeing Board:

'Herefordshire residents are connected into communities to be resilient; lead fulfilling lives; are emotionally and physically healthy and feel safe and secure'.

3.2. In response to the identified key issues relating to existing provision, our physical activity strategy has been developed to create a more active and healthier Herefordshire.

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- **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'**.
- **Our Aim 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.
- **Shared Outcomes:**
 - **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 and
 - **Partnerships and Collaborative Working** - improved partnership working to increase physical activity opportunities and participation across our population.

3.3. **Our Vision** sets out what we want to achieve; **Our Aim** is to use physical activity to do this and so deliver **our Shared Outcomes** and the behaviour changes which will result from our Strategy.

4. Herefordshire - Our Approach to future delivery of Physical Activity

Our approach to future delivery of physical activity in Herefordshire has been developed by understanding what is currently being delivered across the County, where, to whom and by whom, and identifying the key issues for current provision. Understanding our Vision highlights the opportunities for change through future delivery to achieve our shared outcomes. There is a clear need to do things differently to ensure that those who are inactive have the opportunity and encouragement to make behaviour changes and become active, and that those who are currently active have the opportunity to continue to participate and to be able to enjoy the lifestyle benefits that physical activity brings throughout their lives.

5. Delivering Our Outcomes Sustainably - How are we going to deliver our interventions?

5.1. The key themes supporting delivery of an Active and Healthy Herefordshire are:

1. A whole system approach to create and sustain active environments

Physical activity services and facilities have a key role to play in the health of Herefordshire's communities; this is even more the case as part of recovery in the wake of Covid. To reach those who will most benefit from being more active we will engage with individuals and communities and support them into activity.

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2. Collaboration with partners to target resources more effectively

There is a huge amount of physical activity delivery already taking place in Herefordshire. The challenge is taking this existing activity and enabling it to have an even greater impact, and critically reach more inactive people. This will only happen through a step change in approach to delivery. There is a need for a central co-ordinating role in the County for physical activity. This co-ordinating resource would provide a central point of contact, be able to co-ordinate activity and ensure there is both alignments to identified strategic outcomes and no duplication in delivery.

3. Reduce health inequalities by developing knowledge and capability in our communities to move more everyday

Healthier Herefordshire is built on the existing collaborative physical activity partnerships in Herefordshire. However, whilst there is shared knowledge of much of what is being delivered where and by whom, there is significant opportunity to plan and deliver more strategically, and to target programmes and initiatives on a planned basis. Delivery of the action plan will require joint working with all partners towards an agreed vision and outcomes. Local partnerships will be particularly important so that community groups and individuals who need support can be identified to ensure inactivity is reduced. Joint projects and initiatives will be key to increasing physical activity at a local level.

4. Better co-ordinated delivery of physical activity provision, aligned to our shared vision and outcomes

Taking a co-ordinated approach to development and delivery is very important moving forward to ensure available resources target those who most need support to become more active on a regular basis.

5.2. Improved co-ordination, collaboration and partnership working based on shared priorities will ensure that the existing excellent work taking place will have more impact and more opportunities will be created to develop and expand on these activities and opportunities.

Healthier Herefordshire - Action Plan

Key Themes	Action
1. A whole system approach to create and sustain active environments	Integrate physical activity opportunities and active environments as they present across the local authority and partner organisations.
	Create more opportunities to use existing facilities (grants may be available to support extra-curricular activity and longer-term community use).
	Identify, support and/or apply for funding to increase opportunities to become physically active.
	Deliver a physical activity communications plan.
	Embed active environments in Core strategy.
2. Collaboration with partners to target resources more effectively	Develop knowledge of infrastructure/accessibility to countryside and active environment and identify opportunities to develop these resources.
	Ensure PA working group has representation from appropriate partner agencies in order to target resources.
	Where relevant develop strategies.
	Develop a community approach to physical activities e.g walking & running groups encouraging the community to develop and run these with support.

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Key Themes	Action
3. Reduce health inequalities by developing knowledge and capability in our communities to move more everyday	Support programmes to improve understanding of, and access to, physical activity for those from deprived communities and from those with disabilities or ill health.
	Further understand our inactive population.
	Support behaviour change in hard to reach areas.
	Develop a communications plan for frequent, relevant and targeted messages to get active.
	Support providers to signpost physical activity offers, adapt programmes and initiatives and utilise existing networks and professionals to promote activities.
4. Better co-ordinated delivery of physical activity provision, aligned to our shared vision and outcomes	Create a multi-agency Physical Activity Steering Group to support and lead on the development alongside public health; this should comprise representation from key partners, physical activity champions/walking leads).
	Support Training and development offers.
	Scope/consider Physical Activity Champions.
	Identify leadership/oversight/governance for Physical Activity strategy.
	Strengthen physical activity focus within local authority/across directorate working.

- 5.3. A priority should be to remove barriers and make activity more accessible for people with disabilities in Herefordshire and to invest in those that need it most. People don't change behaviours based on information and education – most people will know that PA is good for them. It is about creating environments – *physical, social, economic* – which support and promote active behaviour and making the most of change moments.

How do we know things are improving?

- 5.4. We will collect data for the Physical Activity Strategy which will help us to understand if the Strategy is working, and where we need to work harder on its implementation.

Growing (year on year) participation in physical activity (Improved Active Lives Survey results)	Increased number of people walking and cycling as part of everyday life (measured through strategically located clicker counters)	Improved infrastructure e.g. walking and cycling routes/access to open space (recorded through planning applications/investment decisions)	Reduced levels of adult obesity (measured through PHE)	Reduced levels of childhood obesity (measured through NCMP)	Take-up of the locality-based social prescribing offer
Increased use of parks and play (measured through strategically located clicker counters)	Planned investment in existing assets (Council budgets and partnership approaches)	Increased number of information requests/referrals on physical activity through the 'HLTS??'	Reducing health inequalities (measured through the JSNA)	Improved access to, and use of, Herefordshire's natural environment (measured through strategically located clicker counters)	Improved infrastructure eg walking and cycling routes/access to open space