

Information Digest



To: Service Delivery Overview and Scrutiny Panel
Date:

Refresh of the Physical Activity and Sport Strategy

Councillor: Mark Deaville
Deputy Leader & Portfolio Holder, Leisure & Sports

Rob Wilks
Principal Officer (Leisure and Recreation)

1. Reason for the Report

- 1.1 The purpose of the report is to summarise the progress made towards refreshing the Council's Physical Activity and Sport Strategy 'Towards an Active Staffordshire Moorlands.

2. Recommendation

It is recommended that Councillors:

- Note the scope and progress made to refresh the Council's Physical Activity and Sport Strategy.

3. Executive Summary

- 3.1 In June 2017, the Cabinet approved a new physical activity and sport strategy called 'Towards an Active Staffordshire Moorlands. The main focus of the strategy was to use an evidence based approach to enable the Council and other partners from across district, better support people to become more physically active.
- 3.2 The Council's Corporate Plan (2019-2023) identifies that a refresh of the strategy will take place before the end of 2023. This work is now underway and this report summarises the approach being taken to develop a new strategy which expected to be brought forwards for formal consideration during Summer 2022.
- 3.3 The strategy outlined five strategic objectives for focus, underpinned by partnership working and collaboration would be the key to having an impact in the future:

The five strategic outcomes:

- 1) Develop a strong local universal offer for sport and physical activity. Support the growth of the "core market" and local infrastructure for physical activity and sport and encourage local organisations who support the already physically active to continue to thrive.
- 2) Address participation inequalities, supporting the inactive to become physically active with a focus on: a. Women and girls b. People with a limiting illness or disability c. People aged 55 years and over d. Children and young people aged 5 to 18. e. Young People involved in antisocial behaviour and crime.
- 3) Establishing a 'place based approach' with strategic partners to improve the health and wellbeing of residents in the areas facing multiple challenges and deprivation Initial focus areas will include: a. Leek (North) b. Biddulph (East) c. Cheadle d. Forsbrook e. Cellarhead f. Endon.
- 4) Maximise physical activity and sporting opportunities using the outdoor and natural environment.

- 5) Supporting our existing club and voluntary sector base to build local capacity, strengthen their community offer, and encourage diversity.
- 3.4 The Council's Corporate Plan (2019-2023) identifies that a refresh of the strategy will take place before the end of 2023 and this work is now underway. A report summarising the new strategy expected to be brought forwards for consideration during Summer 2022.
- 3.5 Since the information digest published in May 2020, the world has been affected in an unprecedented way by the Covid19 pandemic. Restrictions placed on the whole population meant that overnight, people's ability to access physical activity opportunities changed. It is only over recent months that all formal restrictions have ended and society begins a process of building back. The refresh will take this into account through researching how covid affected participation levels and how who we might need to support the most to recover habits or gain the benefits in the future from moving more.
- 3.6 Typically the Sport England Active Lives (ALS) survey has been the main source of data we have used to inform direction, including when the current strategy developed in 2017. The review of data for this refresh will include a review of ALS but also include exploring health data, particularly where the connections can be made between improving health outcomes and people moving more or being more active. A summary of some of the data included within the scope for analysis is set out below;
- Levels of inactivity across the adult population
 - Levels of inactivity in the children and young people population
 - Focus on any specific demographic groups who participate a least (eg 55+, those with long term health conditions, those people from lower socio-economic groups, gender)
 - Public Health England data sources (borough level and specific to GP practices)
- 3.7 There are various conversation spaces already established for partners across the District to collaborate and contribute towards the development of the strategy and these have already been utilised to inform the review so far, and will continue to be used as we finalise the strategy ready for formal review and approval.
- 3.8 An online survey will capture the views of wider stakeholders and partners. This will be circulated to town and parish councils, councillors, schools and via key networks, and the results considered alongside feedback received from engagement events.
- 3.9 The context and detail of various national, regional and local policy documents and strategies will also be considered as part of this review. Where appropriate, priorities reflected in the new strategy that relate across the wider landscape will be reflected and could be key to encourage continued and future support and investment into the District.

4. How this report links to Corporate Priorities

- 4.1 Aim 1 of the Councils Corporate Plan (2019-2023) seeks to help create a safer and healthier environment our communities to live and work. Within this aim, there is an objective to review the Sport and Physical Activity Strategy in order to integrate communities and sports clubs into the delivery of its objectives

Mark Trillo

Executive Director (Governance & Commissioning)

Web Links and Background Papers

Towards an Active Staffordshire Moorlands Strategy:
https://www.staffsmoorlands.gov.uk/media/2766/SM-Physical-Activity-Strategy/pdf/Active_Staffs_Strategy_document_online_version.pdf?m=1513160370040

Towards an Active Staffordshire Moorlands Strategy,
Information Digest May 2020:
<https://democracy.highpeak.gov.uk/documents/g2233/Public%20reports%20pack%201st-May-2020%2010.00%20Information%20Digest%20SMDC.pdf?T=10->

Contact details

Rob Wilks
Principal Officer (Leisure and Recreation)

5. Detail

5.1 Project purpose

- 1) To engage a wide cohort of stakeholders and partners in the conversation to help develop a new strategy and ensure that this reflects shared priorities in order to build a movement behind delivery of a strategy and position the work in an enhanced place across multiple departments, stakeholders and sectors.
- 2) To develop an updated evidence base of the current trends relating to physical inactivity across the Staffordshire Moorlands and explore in greater detail where data suggests inactivity is lowest
- 3) To provide an updated strategy document that draws together the above points and that sets the strategic direction for the work of the Council, wider stakeholders and partners for a set period of time (likely to be 10 years)

6.0 Background context

- 6.1 In June 2017, the Cabinet approved a new physical activity and sport strategy called 'Towards an Active Staffordshire Moorlands'. The main focus of the strategy was to use an evidence based approach to enable the Council and

other partners from across Staffordshire Moorlands to better support people to become more physically active.

- 6.2 The strategy was developed in order to be the catalyst for change. It intended to frame an understanding that physical activity levels of people and communities do not stand in isolation, but are interconnected to many other influencing factors that affect everyone's life, and that this needs to be better understood if there is to be a positive impact on activity levels.
- 6.3 The strategy outlined five strategic objectives for focus, underpinned by partnership working and collaboration would be the key to having an impact in the future:

The five strategic outcomes:

- 1) Develop a strong local universal offer for sport and physical activity. Support the growth of the "core market" and local infrastructure for physical activity and sport and encourage local organisations who support the already physically active to continue to thrive.
 - 2) Address participation inequalities, supporting the inactive to become physically active with a focus on: a. Women and girls b. People with a limiting illness or disability c. People aged 55 years and over d. Children and young people aged 5 to 18. e. Young People involved in antisocial behaviour and crime 3.
 - 3) Establishing a 'place based approach' with strategic partners to improve the health and wellbeing of residents in the areas facing multiple challenges and deprivation Initial focus areas will include: a. Leek (North) b. Biddulph (East) c. Cheadle d. Forsbrook e. Cellarhead f. Endon.
 - 4) Maximise physical activity and sporting opportunities using the outdoor and natural environment.
 - 5) Supporting our existing club and voluntary sector base to build local capacity, strengthen their community offer, and encourage diversity.
- 6.4 On the 21st May 2020 an information digest report was published to showcase progress of the work undertaken to progress the strategic aspirations included in the strategy and showcase examples of pieces of work which have been developed since 2017.
- 6.5 The Council's Corporate Plan (2019-2023) identifies that a refresh of the strategy will take place before the end of 2023 and this work is now underway. A report summarising the new strategy expected to be brought forwards for consideration during Summer 2022.
- 6.6 Since the information digest published in May 2020, the world has been affected in an unprecedented way by the Covid19 pandemic. Restrictions placed on the whole population meant that overnight, people's ability to access physical activity opportunities changed. It is only over recent months that all

formal restrictions have ended and society begins a process of building back. The refresh will take this into account through researching how covid affected participation levels and how who we might need to support the most to recover habits or gain the benefits in the future from moving more.

6.7 During the pandemic, the importance of positive health and wellbeing was being emphasised on a national level almost everyday. The view that everyone doing that little bit more was good for our physical and mental health helped to enable conversations locally that we may never have had pre pandemic, particularly with health organisations.

6.8 It was noticed that the angle of these conversations was very different to the angle we may have used with existing partners pre-pandemic. The shift from 'people being physically active and playing sport' to 'moving more to benefit people's health and wellbeing' was a clear change. If we are to hold onto this and build more effective relationships with these partners, this shift in language and focus needs to be recognised sufficiently in the refresh of the strategy.

6.9 The Council is also currently undertaking a review of its leisure centres in order to assess the future capital investment and management options required to ensure that a modern, fit for purpose offering is available to residents. The refresh of this strategy sets an important context for how leisure centres might be developed in the future, particularly regarding what priorities and services the Council might expect to be delivered within the facilities and in community settings.

7.0 Data review

7.1 Identifying and analysing relevant data sources is a key aspect of the review and in order to do this effectively, a piece of work has been commissioned which draws together the latest relevant data, analyse it and develop a suite of slides which presents the information in a digestible way that can be used inform the future direction of the new strategy and provoke conversations around key issues that may arise from this work.

7.2 Typically the Sport England Active Lives (ALS) survey has been the main source of data we have used to inform direction, including when the current strategy developed in 2017. The review of data for this refresh will include a review of ALS but also include exploring health data, particularly where the connections can be made between improving health outcomes and people moving more or being more active. A summary of some of the data included within the scope for analysis is set out below;

- Levels of inactivity across the adult population
- Levels of inactivity in the children and young people population
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8.0 Stakeholder/partner engagement

- 8.1 The current strategy was primarily approved as a Council strategy, but with a call to action for other partners in the Staffordshire Moorlands to contribute towards the delivery of the priorities identified. Our aspiration is for this updated strategy to be more co-produced, to engage stakeholders in its development, so that once completed, it is seen as much as a strategy for the Council as it is wider partners across the Moorlands. We know that building a movement, involving as many organisations as possible in the ownership and delivery of the strategy will be key to how successful we will be in meeting the aspirations identified over its lifespan.
- 8.2 There are various conversation spaces already established for partners across the District to collaborate and contribute towards the development of the strategy and these have already been utilised to inform the review so far, and will continue to be used as we finalise the strategy ready for formal review and approval.
- 8.3 Two stakeholder engagement sessions have also been facilitated by officers working jointly with Together Active to assist with the development of the strategy. The sessions captured both strategic partners and a wide range of other partners including organisations from the education, sport, health, voluntary and community, and public sector.
- 8.4 An online survey will capture the views of wider stakeholders and partners. This will be circulated to town and parish councils, councillors, schools and via key networks, and the results considered alongside feedback received from engagement events.
- 8.5 The review will also reflect on the learning and positive outcomes delivered over the last 4 years of the current strategy cycle. Building on what is strong and works will be critical to retain, whilst also being open to listen, learn and change to ensure the future approach is relevant to the organisations and communities we work with and aspire to relate to more closely.
- 8.6 The context and detail of various national, regional and local policy documents and strategies will also be considered as part of this review. Where appropriate, priorities reflected in the new strategy that relate across the wider landscape will be reflected and could be key to encourage continued and future support and investment into the District.