

Title	Bucks Physical Activity Strategy and update on Active Bucks
Date	23 April 2015
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Purpose of this report:

This report aims to provide members of the Health & Wellbeing Board with a clear understanding of the development of the **Bucks Physical Activity Strategy (2014 - 2017)** since its formal adoption in April 2014.

It will also provide an update on the Active Bucks project which launches on the 1st May 2015.

Summary:

Bucks Physical Activity Strategy (2014 - 2017)

The Health and Wellbeing Board formally endorsed and committed to supporting the county wide Bucks Physical Activity Strategy at its May 2014 meeting, as part of the delivery of the Joint Health and Wellbeing Strategy.

Good progress has been made by partners in the first year on each of the four strategic aims set out in the strategy and the action plan is currently in the process of being updated for 15/16 to ensure development and delivery of the strategy within the three year timeframe. Partners across the health and wellbeing landscape are central to advancing this and the progress of key projects is outlined in the paper attached.

The Active Bucks project

The Active Bucks project will commence on the 1 May 2015, and was launched to stakeholders on 23 April. The project has been developed to enable a countywide increase in physical activity levels, particularly focusing on those who are inactive. It has community development at its core and the project aims to enable this increase in activity to be developed within communities and sustained beyond the project timeframes. Strong support from all partners will be required to ensure its success.

Recommendation for the Health and Wellbeing Board:

- Members to attend the meeting prepared to update on contributions to the Physical Activity Strategy over the last year and any planned future activity

- Members to identify how they can support the Active Bucks project to engage communities, particularly inactive people.

Background documents:

Physical Activity Strategy 2014-17: Making physical activity a priority

<http://www.buckscc.gov.uk/healthy-living/physical-activity/physical-activity-strategy/>

Active Bucks: A guide to getting more people, more active, more often

<http://www.buckscc.gov.uk/activebucks> (live from 23 April 2015)

Physical Activity Strategy 2014-17: Making physical activity a priority

Year 1 Update:

This update aims to inform on the activity which has taken place against the four strategic aims of the Strategy that were identified following comprehensive consultation with key stakeholders and analysis of local need:

Strategic Aim 1 – An active start to life

Early years (3-7 year olds)

1. BCC Public Health have commissioned the development of a **Physical Literacy project**, based on national policy¹, that aims to increase confidence and competence in undertaking fundamental skills of children aged 3-7. The project will train and mentor 50 settings (early years and key stage 1) in areas of highest health need by the end of 2016. To date 18 KS1 settings have been trained, which includes the provision of lesson plans. A parental tool to support the project will be developed in 15/16. The project is being independently evaluated by UKActive.

Physical activity in schools

2. The **School Physical Education, Sport and Physical Activity Strategy 2014-16**² has been developed by Leap (our County Sport and Activity Partnership) in collaboration with Bucks Learning Trust. There has been strong buy in from local schools to develop links between curriculum, extra-curricular and community activity
3. BCC has been working with Leap and the Youth Sports Trust to explore options to introduce a **physical activity measurement tool** in order to better understand levels of activity participation amongst children and young people
4. BCC Sustainable Transport Team have continued with the development of the '**School Travel Planning**' policy working directly with schools to encourage and reward active travel to and from school, leading to an increase in active travel on the school journey from 40% in 2010 to 53% in 2014. 'Bikeability' funding has also been awarded to develop cycling confidence amongst primary school aged children

Engaging teenage girls in regular PA

5. Public Health England is currently undertaking a review of the evidence base and best practice commissioned by the BCC Public Health team. The review is expected in May 2015 to inform further developments

¹ UKActive, 2014, Start Young, Stay Active: Childhood physical literacy report

² Buckinghamshire PE, School Sport and Physical Activity Strategy 2014-16: Working together in Buckinghamshire to create a high quality PE and school sport entitlement for all our young people

6. The BCC Public Health team is supporting Children's Services to develop the **7 minute workout project** that uses social media platforms to offer exercise and activity clips for this cohort to access. A successful bid to receive funding from Sport England was achieved to develop the project.

Strategic Aim 2 – Building activity into everyday life

Active Travel

7. The BCC Sustainable Transport team are delivering a number of projects that meet the objectives of the Strategy:
 - The **Access to Stations** project, which is providing bike racks at local train stations and other provision to support active travel
 - **Simply Walks** – BCC Public Health are now the significant financial contributor to the longstanding project which has now developed over 60 walks of varying length and difficulty. The project has had over 32,500 attendances in 2014/15 (against a target of 28,000).
8. The **Tour of Britain** came through Bucks in 2014 as part of the final stage (Bath-Hemel Hempstead). The **Women's Tour** is due to come through Bucks in June 2015 alongside a participation programme, **Summer of Cycling**, partly funded by the BCC Public Health team.

Active Communities

9. The **Active Bucks Project** commences on 1st May 2015. It is based on strong partnership working, building on the great work that already takes place, and a focus on engaging communities in designing and advocating local physical activity, to enable the Active Bucks project to create a sustainable approach to getting residents '*moving more and feeling great*'. The **Active Bucks project** aspires to get everyone being more active, more often – with a particular focus on reducing the number of inactive people across the county.

Active Workplaces

10. BCC Public Health supported Leap to coordinate the national 'Workplace Challenge' at a local level. The following outcomes were achieved between Jan-Dec 2014:
 - Workplaces signed up = 71
 - Employees signed up = 328
 - Inactive employees registered = 83
 - Workplace Champions trained = 9
 - Those registered have logged 5,170 trips, covering 36,511 miles, saving 3,388 Kg of CO2
 - 11,197 hours of activity have been recorded, taking part in 12,760 activities
11. A **walking map resource for Cressex Business Park** has been developed by Wycombe DC to identify the benefits of walking, walking routes and local led walks

Natural Environment

12. **The Green Space Means Health project** has been developed in collaboration with the Bucks Natural Environment Partnership to better understand the issues and opportunities for accessing green space in areas of higher deprivation. The project has mapped areas of green space in the most deprived quintiles and subsequently identified three focus areas to undertake community engagement to understand how to increase usage of local green space:

- Aylesbury: Aylesbury Riverside Walk (Quarrendon Ward)
- Chesham: Windsor Road Recreation Ground (Vale and Ridgeway Wards)
- Wycombe: Gomm's Wood Local Nature Reserve and Highfield and Hangingcroft Woods (Highfield and Totteridge Wards)

The final reports from the community engagement with the communities listed above to inform further developments are expected in May 2015.

Strategic Aim 3 – Years to life and active life to years

Residential care settings

13. BCC Public Health are working closely with the BCC Quality in Care Team and have identified potential residential settings to deliver **Chair-Based Exercise (CBE)** to residents. Evidence shows that delivering CBE increases the ability to stand and move independently where further evidence-based falls prevention activity (e.g. postural stability) can be delivered.

Some CBE training for care home staff (and Bucks Care) has already taken place at the end of October 2014 (18 attendees). The attendees have agreed to deliver regular CBE sessions to residents in these setting and are committed to feeding back client monitoring reports to determine impact. The first results are due at the end of 2015.

Consideration is currently being given to increase CBE training for other staff and care homes as well as progressive activity for residents such as postural stability programmes.

Falls prevention and bone health

14. Work is underway to engage leisure operators to identify and train **Register of Exercise Professionals (REPS)** Level 3 fitness staff (with additional exercise referral qualifications) as **Postural Stability Instructors (PSIs)** to support the falls service as part of their '**Better Balance**' classes.

Disabled people

BCC Public Health have commissioned Leap to undertake an **audit/needs assessment of disabled physical activity opportunities** across the county. A report is due in May 2015 which will inform further developments.

Strategic Aim 4 – Activity into health and social care

15. Work is underway with the NHS to explore opportunities to **build physical activity into treatment pathways** in primary and hospital care settings and diabetes pathway.

Healthcare staff will also to be involved in Active Bucks project.

Section 2:

Active Bucks – Move More, Feel Great

For the most up to date information please visit the Active Bucks website <http://www.buckscc.gov.uk/activebucks> (live from 23rd April)

1. Introduction

- Physical inactivity directly contributes to 1 in 6 deaths in the UK; is the fourth largest cause of disease and disability in the UK; and costs £16.9m in Bucks each year through healthcare costs and lost productivity days
- 1 in 4 people in Bucks are inactive, undertaking less than ½ hour of moderate intensity physical activity a week. Many more are not active at optimal levels for their health.
- Physical activity has been identified as one of the HWB priorities through the Joint Health and Wellbeing Strategy.
- Buckinghamshire's Physical Activity Strategy has been developed to help tackle this situation through action by organisations and local communities.

2. Challenges

- There are significant challenges to encouraging people to become more active with barriers such as lack of time, financial costs, personal attitudes and behaviours, transport issues, and restrictions in the physical environment.
- Key approaches to increasing physical activity include:
 - Building activity into everyday life
 - Making being physically active the social norm
 - Facilitating community engagement in physical activity
 - Inspiring those who are inactive to engage in physical activity

3. The Project

- Aims:
 - To support Bucks residents to increase their physical activity levels
 - To increase the number of Bucks residents participating in a minimum of 150 minutes of moderate intensity physical activity each week
 - To reduce the number of Bucks residents undertaking less than 30 minutes moderate intensity physical activity each week

- The project seeks to deliver large scale promotion and adoption of physical activity through:
 - Utilising the role of councillors as community leaders
 - Engaging communities by exploring what physical activity communities want to engage with
 - Providing evidence based and best practice physical activity interventions which deliver the Bucks Physical Activity Strategy
- The project will offer each Local Area Forum (LAF) a physical activity package over 2 years to promote physical activity in their area, stimulating ideas and action from within the community.
- The package will include:
 - elements that are centrally commissioned including:
 - physical activity focussed community development,
 - physical activity asset mapping
 - some physical activity provision that will benefit from economies of scale and meets common recommendations across the county
 - independent evaluation to demonstrate impact delivered by UKActive
 - locally determined physical activity provision
 - using an allocation provided to each LAF
 - based on the recommendations that are produced from the asset mapping process

MK Dons Sport and Education Trust have been commissioned to co-ordinate the Active Bucks project from 1st May 2015 by competitive tender.

4. Physical Activity Community Development

4.1 Physical Activity Asset Mapping

- Residents and stakeholders will be invited to be part of the physical activity asset mapping in their community. It is important that a wide spread of residents are engaged, particularly those who are currently inactive.
- The mapping and engagement with communities will result in recommendations for each LAF area, to enable informed decisions to be made regarding the most appropriate physical activity projects to commission for each local area
- A menu of ideas related to those recommendations will be provided to each LAF to support them to use their allocation effectively

4.2 Physical Activity Community Champions

- The project will also include the development of physical activity community champions (volunteers) which will strongly support the sustainability of increased physical activity levels after funding finishes
- A minimum of 2 community champions will be identified in each local area who will support both the asset mapping process and the ongoing engagement and motivation of local residents to be more active
- Sustainability is key to the success of the project overall and a key requirement of any proposed activity

5. What could the physical activity provision look like?

This will be determined by the community asset mapping process, as outlined above. Allocations can be used to enhance existing provision or developing new provision, however they cannot be used to replace already funded provision. The following gives an indication of the range of provision that may be recommended:

- Park/open space activity
- Gardening project/Structured activity classes/Buggy walks for parents
- Building on existing physical activity provision e.g. Simply Walks programme
- Bike racks at a local community centre to encourage active travel or signage to encourage more walking

6. Expected Timescales

23 April 2015	Stakeholder launch of the project
May – Sept 2015	Community development work and asset mapping process
Sept/Oct 2015	Launch of project to the public
Sept-Nov 2015	Year 1 physical activity provision commences
Sept 2016	Year 2 physical activity provision commences

7. Next steps

We want to hear from those who know their communities best, to help us to identify and involve those in their communities who can help engage the right members of the community in the project. We would also like invite you to get directly involved in the asset mapping.

Can you help us?	How you can help
Engage local organisations, groups or influential individuals that should be involved and have their say?	Tell us the best way to contact them, or put them in touch with us. You can also signpost them to our webpage
Promote the Active Bucks project to your local networks and residents?	Let us know the best ways we can communicate with you networks/residents. Alternatively, you can give local people/groups the flyer or signpost them to our webpage. There will also be a toolkit on our webpage you can use to promote the project
Identify local event that the Active Bucks team could attend to engage local residents?	Tell us where/when local events are happening, who the audience is, and who the main contact is
Identify local assets in your community?	Provide us with the details (what/where/contact details etc.) of the assets in your local area
Attend an engagement event in your local area and have your say?	Let us know you want to attend and we'll make sure you received details of the event/s
Organise a community engagement event in your local area?	Provide us with details of where/when the event could take place

Understand what physical activities are available in your local area	Highlight what/where these activities are, who the target participants are, along with contact details
Identify individuals that might want to become Community Champions in their local area?	Tell us their contact details or put them in contact with us. You could also give them a flyer or signpost them to our webpage

Please contact the Active Bucks team:

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