

Title	Active Bucks and the Physical Activity Strategy
Date	Thursday 9 March 2017
Report of:	Dr Jane O’Grady, Director of Public Health
Lead contacts:	Tom Burton, Public Health Practitioner

Purpose of this report:

In the refresh of the Joint Health and Wellbeing Strategy 2016 -2021, the Health and Wellbeing Board has committed to promote the Active Bucks programme and support the update and implementation of the Buckinghamshire Physical Activity Strategy and action plan.

This report provides members of the Health and Wellbeing Board with an update on progress of Active Bucks, as well as progress of the current Buckinghamshire Physical Activity Strategy and plans to develop a new Strategy from 2018

Active Bucks – Summary of progress:

The Active Bucks programme has been designed to provide Bucks residents with the opportunity to increase their levels of regular physical activity, with a focus on engaging residents that don’t achieve recommended activity guidelines – particularly those that are inactive. Active Bucks will also help achieve the all 4 strategic objectives of the Bucks Physical Activity Strategy (outlined below).

Between May 2016-September 2017, a minimum 142 activity programmes (lasting 6 months each) will be commissioned, with a large proportion taking place in areas of green space due to its positive effect on mental wellbeing.

Key highlights of the Active Bucks programme to date (end Jan 17):

- **3500** residents have provided feedback to help shape activities
- **2202** unique participants have taken part so far
- There have been over **10,300** attendances
- **74.9%** of all unique participants didn’t meet CMO activity guidelines at the point they registered with **35%** classifying themselves as inactive
- Over **70%** of activities sustained beyond the 6 month funding period
- **26** active Community Champions have been recruited to promote and support activity
- There have been over **29,000** visits to www.activebucks.co.uk with over **1850** ‘first session free’ activity vouchers downloaded

- Early indications from the independent evaluation suggests that, at 3 months, **56%** of participants have increased their activity levels from baseline - meaning they have moved up an activity category, and **39%** of participants have maintained their activity levels from baseline - meaning they may, in real terms, have increased their activity levels but not enough to move them up an activity category. There has also been a general improvement in mental wellbeing and social cohesion

The Active Bucks programme has been requested to be showcased at a regional PHE physical activity roadshow in May 2017 to highlight best practice examples of engaging people in regular physical activity.

Physical Activity Strategy - Summary of progress:

The current Buckinghamshire Physical Activity Strategy was developed in 2013/14 to last a period of 3 years to finish on 31st March 2017. However, the Bucks Physical Activity Strategy Group – a multi-agency group comprising of various partners including district councils and the CCG, agreed that the existing Strategy should be extended for an additional year to ensure the new Strategy can fully understand the implications of the new national Sport England Strategy 'Towards an Active Nation (2016-2021)'. Therefore, the current Strategy now finishes on 31st March 2018.

Since 2013, the proportion of Bucks adults (16+) meeting recommended activity levels (>150 mins a week) has increased by 2.2%; and the proportion of inactive adults (<30 mins a week) has reduced by 2.4%. However 22% of adults remain inactive (APS, 2015).

For young people in Buckinghamshire, only 14.1% achieve recommended guidelines of 60 minutes physical activity each day – with boys more likely to achieve this than girls.

Buckinghamshire County Council has also been shortlisted for an LGC award (Public Health category) for our whole system approach to physical activity.

The four strategic objectives of the Strategy are:

1. An active start to life
2. Building activity into everyday life
3. Adding years to life and active life to years
4. Building activity into health and social care

Key highlights of the Strategy to date:

- Improving children's' physical literacy can positively affect their confidence/competence to be physically active into later childhood/adolescence. The **Physical Literacy** project has trained 87 staff members from 53 early years and primary school settings to deliver a physical literacy curriculum. Our independent evaluation highlighted that there was a statistically significant improvement in the physical literacy of pupils undertaking the intervention (baseline and 6 months) against a control group. Settings are now offered the opportunity to purchase the training for their staff

to attend. In addition, a digital parental resource will be developed to support parents to get their children more active, more often

- The National Childhood Obesity Strategy (2016) stated that building more activity into and around the school day by is a key approach to helping children meet recommended guidelines. We are currently working with 20 Bucks primary schools to introduce the **Daily Mile** initiative – with schools looking to compete against each other. In addition, active travel is being encouraged through getting schools to adopt **School Travel Plans** and improving cycle skills of pupils through the **Bikeability** programme. In partnership with the BCC Transport Strategy Team, we are working with 10 primary schools **School Travel Zone** to introduce 5 and 10 minute walking zone maps to encourage parents to park further away from the school site, thereby increasing active travel and reducing localised congestion. Leap is also supporting schools to spend their annual Primary Sport Premium in an effective, sustainable way
- Adolescent girls remain more inactive than their male counterparts. Alongside extra-curricular physical activity opportunities through the ‘Satellite Club’ programme operated by Leap, the **Girls Active** project is working with 11 Bucks secondary schools and to engage ‘non-sporty’ girls aged 13-15 to help improve the PE and extra-curricular activity experience. These girls will also get to try new activities to see what would interest them back on their school site
- Working age adults continue to be encouraged to travel actively to and from their places of work through initiatives such as cycle racks at train stations and forthcoming **Work Travel Plans** through our partnership with Living Streets. Businesses in Bucks engage with the **Workplace Challenge** programme, enabling staff to track their activity levels and take part in sporting competitions against other companies
- Physical activity has been embedded into the **Live Well, Stay Well** single point of access for lifestyles and long term conditions – ensuring patients who require increased activity levels are signposted to various opportunities to be regularly active. In addition, physical activity plays a key role in various clinical pathways such as Diabetes, Heart Disease, COPD and Cancer. Physical activity is also highlighted in the **Sustainability and Transformation Plan (STP)** as a key means to prevent and treat various long-term conditions, and STP work at BOB (Bucks, Berks and Oxon) level will explore opportunities to work together to increase activity levels
- Health walks through **Simply Walk** continue to expand with 80 individual weekly walks taking place across Bucks – including a range of new, short walks developed as part of the Active Bucks programme. The project has received accreditation through the national Walking for Health initiative
- An Expression of Interest has been submitted to Sport England as part of their Active Ageing Fund. If successful, a 3-year project will be developed that enables testing of approaches to engage residents at point of retirement, or

have retired within last 5 years. Tiered support (digital/phone/face to face) will be offered to those who are inactive to support them into a sustained active lifestyle

- Supported by the BCC Quality in Care Team, staff from 19 residential care homes have received training to deliver regular **Chair-Based Exercise** to their residents. Early indicators show improvements in functional ability as a result of taking part

Next Steps:

- New Active Bucks commissioned activities will be delivered up until September 2017, including traditional activities such as Beginners Jogging, Children and Young People's Team Sports/Dance and Adult Gentle Exercise; as well as 'stealth' activities such as Bush Craft, Dog Agility, Quidditch and NERF Games
- Ensure take up of Physical Literacy training with local early years and primary schools
- Continue to deliver and evaluate the Primary School Daily Mile and School Travel Zone projects with local secondary schools
- Continue to deliver and evaluate the Girls Active project with local secondary schools
- Continue to deliver and evaluate Chair-Based Exercise project with residential care homes
- If successful, fully develop inactive older adult project utilising Sport England Active Ageing funding
- Support delivery of BOB-level STP workshop for physical activity
- Working closely with the Physical Activity Strategy Group, work will take place this calendar year to develop a new Strategy that highlights need within Bucks, as well as identifies priorities and recommendations for action. A final draft will be ready to share with members of the Health and Wellbeing Board in early 2018

Recommendation for the Health and Wellbeing Board:

1. Continue to support promotion of the Active Bucks website using all available communication channels to staff and residents
2. Continue to share any physical activity good practice, or project ideas, with Tom Burton to ensure sharing across wider networks and local support provided
3. Support development and provide approval for the new Physical Activity Strategy ready for April 2018

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