

Title	Buckinghamshire Physical Activity Strategy
Date	29 March 2018
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Purpose of this report:

The purpose of this report is to update the Health and Wellbeing Board on the multiagency Buckinghamshire Physical Activity Strategy 2018-2023, and request that the Board approves the strategy and that member organisations continue to support the development and delivery of the strategy action plan.

Summary of main issues:

The Public Health Team at Buckinghamshire County Council has worked with all Health and Wellbeing Board member organisations and wider partners through a strategy steering group and stakeholder workshop to develop a five year multiagency physical activity strategy for Buckinghamshire.

The strategy will support the delivery of the Buckinghamshire Joint Health and Wellbeing Strategy which includes a focus on helping people adopt healthier lifestyles.

The aims of the strategy are to:

- I. Increase levels of activity by encouraging inactive residents into regular activity throughout life**
- II. Increase the number of residents achieving the Chief Medical Officer guidelines for physical activity throughout life**

The strategy reviews why being physically active is important in Buckinghamshire and outlines some of the realisable benefits in tackling this issue. The strategy identifies the groups that are most likely to be inactive and sets out a framework of four principles based on national policy, evidence and best practice that can support the achievement of the aims; Active Environments, Active Communities, Skilled Workforce and Working Collaboratively.

The case for being regularly active is compelling, with a wealth of evidence highlighting that activity helps us lead healthier and happier lives. Yet a significant number of people in Buckinghamshire do not achieve the levels of activity that will

keep them physically and mentally well. One in five adults in Buckinghamshire do less than 30 minutes of activity a week and these people will see the greatest gains from increasing levels of activity.

We need to make physical activity part of everyone's everyday life and need a system wide approach to making being active the easy choice for residents, particularly for those who are currently inactive.

This physical activity strategy provides guidance to strategic leads, policymakers, commissioners and providers on the key approaches and priority groups we need to focus on to improve the activity levels of Buckinghamshire residents. We can make a greater impact across our county by encouraging other organisations to align strategies and plans that impact on physical activity with these priorities.

An annual multiagency action plan will be developed to deliver the strategy, involving all Health and Wellbeing Board member organisations and wider partners.

Recommendation for the Health and Wellbeing Board:

1. To approve and adopt the Buckinghamshire Physical Activity Strategy
2. To commit to supporting the development and delivery of the strategy action plan.

Background documents:

Buckinghamshire Physical Activity Strategy 2018 - 2023