

Title	Buckinghamshire Physical Activity Strategy Update
Date	28 March 2019
Report of:	Jane O’Grady, Director of Public Health
Lead contacts:	Lucie Smith, Public Health Principal, lusmith@buckscc.gov.uk , 01296 531319

Purpose of this report:

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

Summary of main issues:

Background

At its meeting in March 2018 the Board approved and adopted the Buckinghamshire Physical Activity Strategy and committed to supporting the development and delivery of the strategy action plan.

The multiagency Physical Activity Strategy for Buckinghamshire was developed through a strategy steering group and stakeholder workshop in order to ensure the widest possible engagement and ownership of the Strategy.

The Health and Wellbeing Board requested a 6 month update but due to the pressure on the Health and Wellbeing Board agenda the update is being presented slightly later but includes a quarter 3 update.

Strategy Action Plan 2018-19

It was agreed that an annual action plan would be developed for the strategy. The action plan for 2018 – 2019 was compiled in consultation with stakeholders, based on the four principles (Active Environment, Active Communities, Skilled Workforce and Working Collaboratively) of the strategy. It is monitored by the multiagency Physical Activity Strategy Group on a quarterly basis.

The following organisations have currently committed to actions within the action plan – Buckinghamshire County Council (BCC), Chiltern & South Bucks District Council (CDC/SBDC), Aylesbury Vale District Council (AVDC), Wycombe District Council (WDC), Buckinghamshire Clinical Commissioning Group (CCG), Buckinghamshire Healthcare Trust (BHT), Leap, Active In and the Natural

Environment Partnership (NEP). Discussions are continuing with a number of other organisations.

The following provides examples of actions under each of the four principles of the strategy:

Active environments

- Engage more schools in the School Travel Zone project (BCC)
- Support the development of facilities and playing pitch strategies in all district council areas (Leap)
- Support local deliverers to establish weekly activities in identified parks and open spaces in Aylesbury for inactive communities (AVDC)
- To support the redevelopment of the Chiltern Pools leisure centre into a multipurpose community, health and leisure hub (CDC)
- Improvements to Stoke Poges Country Park (SBDC)
- Improvement of Gosford and Totteridge recreation grounds to increase year round usage (WDC)
- Advocate investment of HS2 mitigation fund for physical activity (Leap, BCC)
- Develop a directory of conservation based projects and volunteering opportunities (NEP)

Active communities

- Active Bucks project engaging inactive/low active residents from target groups – older adults, men and key ethnic groups (BCC, Leap, Active-In)
- Engaging women and girls in physical activity (BCC, Leap, AVDC)
- Embedding physical activity in the Live Well Stay Well pathway (BCC)
- Disability project – offering taster sessions, 6 week programmes, training for deliverers and disability summit (BCC, Leap, Active In)
- Creation of physical activity profiles for each district area (BCC)
- Get Set Go project - Embedding physical activity into mental health prevention and treatment (BCC, Leap, OHFT, CCG)
- New park runs (AVDC, WDC, CDC)
- Support stakeholders to improve and standardise their approach to monitoring and evaluating physical activity interventions (BCC, Leap)

Skilled workforce

- Roll out of Making Every Contact Count (MECC) including physical activity, to primary care, social workers, and community organisations (CCG, BCC)
- Primary care training delivered by Public Health England GP & Nurse physical activity champions (CCG, BCC)
- Incorporate physical activity into social prescribing (CCG, BCC)
- Training and mentoring to support physical activity workforce (Leap, Active In)
- Supporting schools to invest their School Sports Premium (Leap)

Working collaboratively

- Ageing Well Together campaign involving all stakeholders (BCC, Leap)
- A central online forum for all professionals working in Bucks on physical and activity and sport interventions (Leap)

Quarter 3 progress highlights

- Active Bucks programme (2015-17) awarded the Royal Society for Public Health '*Healthier Lifestyles Award*' as part of their 2018 National Health & Wellbeing Awards
- 589 older adults engaged in Active Bucks targeted activities (38% inactive)
- 638 participants engaged as part of the men and key ethnic groups Active Bucks targeted activities (38% inactive)
- 179 women and girls engaged in new activities in Aylesbury (39% inactive)
- Two new school travel zone maps launched
- Get Set Go pilot funding secured – to embed physical activity into mental health prevention and treatment pathways. Two training workshops held and two more booked
- Physical activity profiles for district areas completed and shared
- Planning permission granted for the new country park in Stoke Poges
- 11 workshops delivered to physical activity workforce
- 126 primary care staff trained in MECC
- 217 primary care staff trained to deliver care and support planning including physical activity
- 38 schools supported with investment of school sports premium
- First evaluation skills workshop held in September
- Successful Ageing Well Together campaign held in October 2018 which led to twice as many visits to our Active Bucks website and 4 times as many 'first-session-free voucher' downloads compared with the previous year

Recommendation for the Health and Wellbeing Board:

1. To note the progress update for the Buckinghamshire Physical Activity Strategy
2. To commit to continuing to support to development and delivery of the strategy action plan.

Background documents:

Bucks Physical Activity Strategy 2018-2023