

Title	Buckinghamshire Physical Activity Strategy Update
Date	19 March 2020
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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 annual strategy action plan.

Summary of main issues:

Background

The multiagency Physical Activity Strategy for Buckinghamshire was approved and adopted at the Boards meeting back in 2018.

The strategy is supported by an annual action plan that is developed in consultation with stakeholders, and is based on the four principles of the strategy (Active Environment, Active Communities, Skilled Workforce, Working Collaboratively).

The action plan is now coming to the end of its second year of implementation and is monitored by the multiagency Physical Activity Strategy Group on a quarterly basis.

Strategy Action Plan 2019-20

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, Oxford Health Healthy Minds (OHHM) and Aylesbury Garden Town (AGT). 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

- Influence the Aylesbury Garden Town Masterplan and action with the aim of ensuring all developments encourage active living (AGT)
- Promote initiatives to encourage inclusive family outdoor sports and activity, for example, weekly free tennis sessions in Vale Park (AVDC)
- Lead improvements to cycle parking provision at Aylesbury, High Wycombe and Princes Risborough rail stations (BCC)
- Support the improvements to be made to Stoke Poges country park including cycling walking routes whilst encouraging the least active communities to access the facilities (CDC/ SBDC)
- Provide an accessible setting for residents with dementia and their carers to play golf in a safe and inclusive environment (CDC/ SBDC)
- Support the development of facilities and playing pitch strategies in all district council areas (Leap)
- £1.2m investment into Risborough Springs Swim & Fitness Centre to create new fitness studios and extend the gym area (WDC)

Active communities

- Active Bucks project engaging inactive/low active residents from target groups – older adults, men and key ethnic groups (BCC, Leap, Active-In)
- Explore the setting up of walking routes at BHT hospital sites (BHT)
- Create links between care homes and GLL operated leisure centres to encourage usage by residents on a regular basis (CDC/ SBDC)

Skilled workforce

- Ensure physical activity is considered and represented within the role of new social prescribing link workers to be employed in PCNs (CCG)
- Support the roll out of MECC training amongst primary care frontline team members across the county (CCG)
- Embed physical activity into care support planning for CVD and respiratory conditions making sure signposting to suitable and appropriate activity is within policy and guidance given to health professionals involved (CCG)
- Support the Active Medicine programme targeting healthcare professionals in Bucks, increasing their physical activity knowledge and referrals (LEAP, BCC)
- Increase the confidence of team members to systematically signpost service users to physical activity and sport via appropriate routes (OHHM)

Working collaboratively

- Activate the national campaign “We are undefeatable” aiming to challenge the perception that rest is best for those with long term conditions (All)
- A central online forum for all professionals working in Bucks on physical and activity and sport interventions (Leap)

Quarter 3 progress highlights

- Active Bucks project completed - the programme ran from 2015-19 in total:
 - 6649 residents engaged in Active Bucks

- 32% of adults were initially inactive
- 52% of children were initially inactive (BCC).
- 153 staff trained in Motivational Interviewing or MECC (CCG)
- 17 staff trained in 'Importance of physical activity' and seated exercise session from the myeloma support group (CCG)
- Chiltern Pools redevelopment well under way, with a Strategic Planning Outcomes Model in place to help attract less active residents into the Centre (SBDC)
- Dementia Golf programme started (SBDC)
- Physical Activity Profiles updated and include disability data (BCC)
- Cycle parking provision at rail stations has been discussed with key stakeholders, improvements will be implemented in quarter 4 (BCC)
- "We are undefeatable" campaign activated locally and continues to be promoted by partners (All partners)
- Workplace by Facebook group set up as online platform for steering group (All partners)
- Workshop held with BCC Public Health, Transport and Aylesbury Garden Town to discuss opportunities for increased collaboration, by sharing information, ideas and local opportunities to increase active travel and physical activity.

The transition to Unitary, provides opportunities to engage new directorates and service areas, which will strengthen and enhance the multi-agency physical activity action plan and strategy group.

Recommendations 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 annual strategy action plan.

Background documents:

Bucks Physical Activity Strategy 2018-2023



Physical Activity
Strategy 2018-2023