



Report to Leader (Health and Wellbeing Portfolio)


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| Decision Date: | 6 November 2023 |
| Reference number: | HW08.23 |
| Title: | Buckinghamshire Physical Activity Strategy 2024-29 |
| Cabinet Member(s): | Angela Macpherson (Health & Wellbeing Cabinet Member) and Zahir Mohammed (Cabinet Member for Public Health) |
| Contact officer: | Sally Hone |
| Ward(s) affected: | None specific. |
| Recommendations: | To approve the Buckinghamshire Physical Activity Strategy 2024-29 |
| Reason for decision: | To provide a strategy to increase physical activity of our residents to support healthier lives. |

1. Executive summary

- 1.1 The Physical Activity Strategy 2024-29 builds upon the previous Buckinghamshire Physical Activity Strategy to drive an increase in movement and physical activity levels of Buckinghamshire residents. It is a partnership strategy and relies upon the collaboration of a range of partners for its delivery. The strategy supports the delivery of the Buckinghamshire Joint Health and Wellbeing strategy and the Opportunity Bucks – Succeeding for All Framework.

2. Content of report

- 2.1 With 1 in 5 adults (17.2%) classed as physically inactive and only 57.6% of children meeting the recommended activity guidelines, we need to take action to make moving more and being active part of everyone's daily life.

- 2.2 The percentage of adults in Buckinghamshire walking and cycling for travel at least 3 days/week is significantly lower than other areas in the South East and England. The benefits of active travel have been found to outweigh the costs by up to 11 times.
- 2.3 The strategy is partner focused, providing clear guidance to strategic leads, policy makers, commissioners and providers across the county to help drive an increase in movement and physical activity in Buckinghamshire.
- 2.4 The strategy provides the framework for embedding activity into everyday life across all ages and making activity the social 'norm'. The aims of the strategy are to:
- a) To reduce sedentary behaviour. Inspiring the least active residents to engage in a more active lifestyle.
 - b) To increase physical activity levels for all. Supporting all residents to increase and sustain their levels of physical activity and benefit their health.
- 2.5 The strategy has a clear vision and mission:
- a) Vision: To create a future where all residents across Buckinghamshire lead an active and healthy lifestyle.
 - b) Mission: To work together, with our partners, to deliver a system-wide annual action plan to reduce barriers and create a more active county.
- 2.6 The strategy focuses on four principles, based on national policy, evidence and best practice, with key areas for action:
- a) Active Environments – Active travel, built environment and natural environment.
 - i. Improve opportunities to increase active travel, particularly reducing short car journeys.
 - ii. Improve accessibility to council owned leisure and community facilities for the most deprived residents to be physically active across Buckinghamshire.
 - iii. Increase access and use of green spaces and parks for all groups.
 - b) Active Communities- Utilising local assets, understanding our audience, developing effective self-sustaining opportunities.
 - i. Understand our target groups with strong insight identifying their capabilities, opportunities and motivators, to ensure tailoring of support to those who are inactive/less active.
 - ii. Maintain a comprehensive local physical activity profile to inform and support local planning.
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- iii. Implement robust and consistent messaging and evaluation process and frameworks to support wider partners implement sustainable opportunities.
 - c) Working Collaboratively – Organisations in Buckinghamshire working together, sharing, learning and planning together.
 - i. Unite key stakeholders to come together to explore and plan using regular movement and activity to improve the wellbeing of residents.
 - ii. Provide key stakeholders with opportunities to highlight the importance of regular movement and activity to support resident wellbeing.
 - d) Skilled Workforce – Health and social care and voluntary sector organisations becoming physical activity educators.
 - i. Provide training to health and social care staff and the voluntary sector and resident facing teams so they can deliver effective brief physical activity advice and signposting.
 - ii. Provide the physical activity workforce with both the knowledge and skills to help tackle inequalities in activity levels amongst our least active communities.
 - iii. Provide all staff and volunteers working with children and young people with the knowledge, skills and tools to increase levels of physical activity.
- 2.7 Each principle interlinks so that each area for action supports achieving the other principles.
- 2.8 The Buckinghamshire ‘Physical Activity Steering Group’, including the voluntary sector, NHS and council services, will help to steer the prioritisation of these principles and oversee progress.
- 2.9 The strategy is included at Appendix 1.

3. Other options considered

- 3.1 None.

4. Legal and financial implications

- 4.1 All costs associated with the delivery of the physical activity action plan are funded within the identified action leads own financial allocation. Actions relating to new or changed working in Buckinghamshire Council have all been agreed by the team that owns the action and either relate to:



- a) Improvements in working practice which will be driven by the strategic members of the Physical Activity Steering Group embedding cultural change within their organisations without additional resource required.
- b) Pieces of work that have been agreed can be delivered by existing staff capacity.
- c) Initiatives which have had funding agreed through the council's normal financial processes.

Any new actions will be required to have funding/resources assessed and approved through the correct processes by the relevant team/organisation before being made live.

4.2 There are no direct legal implications for this strategy.

5. Corporate implications

5.1 This strategy supports Buckinghamshire Council's Corporate Plan 2020-2025, in particular the priority areas of Strengthening Our Communities, Protecting the Vulnerable and Improving Our Environment; and the Opportunity Bucks programme.

5.2 An Equalities Impact Assessment screening was undertaken and a full assessment is not required.

5.3 There are no property, HR, climate change, sustainability implications that have been identified in respect to this strategy.

6. Local councillors & community boards consultation & views

6.1 The Cabinet Member for Health and Wellbeing and the Deputy Cabinet Member for Public Health have reviewed and provided feedback on the draft strategy and action plans which has been incorporated into the strategy. Feedback received was related to strengthening the measuring impacts section of the strategy.

6.2 All officers working on the strategy and the action plan (Transport; Children; Culture, Sport & Leisure and Adults & Health), who are members of the multi-agency steering group, have been asked to ensure their portfolio holding Cabinet Members and Corporate Directors have been informed of actions linked to their areas of responsibility.

6.3 An overview of the strategy was presented at the All Member Briefing on the 10th of July 2023, with the associated action plan disseminated for comment. Feedback received was regarding areas for consideration for future annual action plan developments such as outdoor gyms and exploring ways to promote and engage with Park Runs / Walks across the county.

6.4 All feedback has been reviewed and where appropriate incorporated into the strategy.

7. Communication, engagement & further consultation

7.1 Public engagement took place across five focus groups to gather information about the capability, opportunities, attitudes, and motivation of people who are likely to be inactive and/or overweight in our target populations. There is a particular focus in Opportunity Bucks wards. The behavioural science techniques and questions for the focus groups and online platform were developed in partnership with Bucks New University and Public Health's Behavioural Scientist. Local councillors and community boards were informed of the public engagement and requested to share the online forum details for wider community engagement. Questions and processes for the workshop and the online forum were also shared with the Cabinet Member for Health and Wellbeing prior to the activity. The analysis of this research has helped to shape the strategy and will be fed into the annual action plan. For example, recommendations that came out of the focus groups included:

- Improve the experience of community parks and open spaces.
- Enhance accessibility of sport and leisure facilities for low income groups.
- Support workforces to implement goal setting amongst inactive individuals and ways to encourage more children and young people to be active.

7.2 The strategy has been shared with several multiagency groups for feedback including the Physical Activity Steering Group, Sport and Physical Activity for All Network and the Live Longer Better Alliance, which are made up of a range of partners including the voluntary sector, NHS and council services.

8. Next steps and review

8.1 Once approved, this strategy will be published and available to the public on the council website; and will be subject to review via the Physical Activity Steering Group which will also oversee its delivery.

8.2 The Council's Public Health team convenes the steering group, will support the management of the action plan and report progress to the Health and Wellbeing Board.

8.3 Over the 5-years of the strategy annual action plans will be developed in collaboration with stakeholders to meet the aims and objectives of the strategy.

9. Background papers

9.1 Our [Joint Health and Wellbeing Strategy 2022 - 2025](#) commits to *“reduce the prevalence of obesity in children, young people and adults and increase the physical activity of older*

people". The multiagency Physical Activity strategy has been refreshed in collaboration with partners and will enable us to achieve this commitment. It will also support Opportunity Bucks and wider council priorities.

10. Your questions and views (for key decisions)

- 10.1 If you have any questions about the matters contained in this report, please get in touch with the author of this report. If you have any views that you would like the cabinet member to consider, please inform the democratic services team. This can be done by email to democracy@buckinghamshire.gov.uk.

