

Moving More: Buckinghamshire Physical Activity Strategy 2024-2029

A strategy to increase movement and physical activity levels of residents.

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Author/Lead Contacts: Sally Hone, Public Health Principal, Buckinghamshire Council

Report Sponsor: Jane O’Grady, Director of Public Health and Community Safety, Buckinghamshire Council

Consideration: Information Discussion
 Decision Endorsement

Please indicate to which priority in the Joint Local Health and Wellbeing Strategy, [Happier, Healthier Lives Strategy \(2022-2025\)](#) your report links to.

Start Well	Live Well	Age Well
<input type="checkbox"/> Improving outcomes during maternity and early years	<input checked="" type="checkbox"/> Reducing the rates of cardiovascular disease	<input type="checkbox"/> Improving places and helping communities to support healthy ageing
<input type="checkbox"/> Improving mental health support for children and young people	<input type="checkbox"/> Improving mental health support for adults particularly for those at greater risk of poor mental health	<input type="checkbox"/> Improving mental health support for older people and reducing feelings of social isolation
<input checked="" type="checkbox"/> Reducing the prevalence of obesity in children and young people	<input checked="" type="checkbox"/> Reducing the prevalence of obesity in adults	<input checked="" type="checkbox"/> Increasing the physical activity of older people

1. Purpose of report

- 1.1. The refreshed Joint Health and Wellbeing Strategy (JLHWS) and action plan includes priorities to reduce the levels of obesity across all age groups and to increase movement and physical activity levels of older people. This will require clear guidance to strategic leads, policy makers, commissioners, and providers across different areas of responsibility to help increase the movement and physical activity levels of Buckinghamshire residents.
- 1.2. This report covers the refresh of the multiagency Physical Activity Strategy for 2024-2029 and key areas for action.

2. Recommendation to the Health and Wellbeing Board

2.1. The Health and Wellbeing Board is asked to note the contents of the Physical Activity Strategy and endorse the actions within it.

3. Content of report

3.1. To meet the [Joint Health and Wellbeing Strategy 2022 - 2025](#) commitment to “*reduce the prevalence of obesity in children, young people and adults and increase the physical activity of older people,*” Buckinghamshire Council’s Public Health team and partners have refreshed the multiagency Physical Activity Strategy and its annual action plan.

3.2. With 1 in 5 adults (17.2%) classed as physically inactive and only 57.6% of children meeting the recommended activity guidelines, action is needed to ensure moving more and being active is part of everyone’s daily life.

3.3. 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 eleven times.

3.4. The Physical Activity Strategy is for organisations, providing clear guidance for strategic leads, policy makers, commissioners, and providers across the county to help them increase movement and physical activity in Buckinghamshire.

3.5. The Strategy sets out an approach for how activity can be embedded 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 to benefit their health.

3.6. 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.

3.7. The Strategy focuses on four principles, based on national policy, evidence and best practice, with key areas for action sitting under each. Each of the four principles interlinks so that each area helps deliver the other principles:

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- a) Active Environments – active travel, built environment and natural environment. Actions are:
 - i. Improve opportunities to increase active travel, particularly reducing short car journeys.
 - ii. Improve access to Council-owned leisure and community facilities for the most deprived residents across Buckinghamshire to help them be physically active.
 - iii. Increase access and use of green spaces and parks for all groups.

- b) Active Communities - using local assets, understanding our audience, developing effective and self-sustaining opportunities. Actions are:
 - i. Understand our target groups to ensure tailoring of support to those who are inactive/less active.
 - ii. Maintain a comprehensive local physical activity profile to inform and help local planning.
 - iii. Implement robust and consistent messaging and evaluation to help partners develop sustainable opportunities.

- c) Working Collaboratively – organisations in Buckinghamshire working together, sharing, learning, and planning together. Actions are:
 - i. Bring organisations together to explore how we can use regular movement and activity to improve the wellbeing of residents.
 - ii. Provide opportunities for organisations to highlight the importance of regular movement and activity in improving resident wellbeing.

- d) Skilled Workforce – health and social care, voluntary sector organisations becoming physical activity educators. Actions are:
 - i. Provide training to health and social care staff, the voluntary sector and resident-facing teams so they can provide 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 working with children and young people with the knowledge, skills, and tools to increase physical activity.

3.8. The Strategy has been shared with several multi-agency groups for feedback including the Physical Activity Steering Group, the Sport and Physical Activity for All Network and the Live Longer Better Alliance, which all include a range of partners including the voluntary sector, NHS, and council services.

3.9. The Buckinghamshire 'Physical Activity Steering Group' will help to prioritise these principles and oversee progress. The Steering Group includes members from eighteen organisations and departments including Buckinghamshire Council, NHS, and voluntary sector. The Group provides

vital insight and experience and will develop an annual action plan and activities across the four principles.

4. Next steps and review

- 4.1. Following endorsement by the Health and Wellbeing Board, annual action plans will be reviewed and developed for the 5 years of the Strategy (2024-2029). These will be co-produced and delivered with partners and residents across the four identified principles.
- 4.2. An annual update will be provided to the Board on delivery of the Strategy and its impact.

5. Background papers

- 5.1. Appendix 1: Buckinghamshire Physical Activity Strategy 2024-29
- 5.2. Appendix 2: Overview of action plan covering 2023-24