

REPORT FOR DECISION



DECISION OF:	CABINET
DATE:	8 JULY 2015
SUBJECT:	PHYSICAL ACTIVITY AND SPORT STRATEGY FOR BURY 2015-2020
REPORT FROM:	COUNCILLOR A SIMPSON - CABINET MEMBER, HEALTH AND WELLBEING
CONTACT OFFICER:	Stefan Taylor, Health Improvement Specialist, Department for Communities and Wellbeing
TYPE OF DECISION:	CABINET KEY DECISION
FREEDOM OF INFORMATION/STATUS:	This report is within the public domain.
SUMMARY:	<p>This report seeks approval of the proposed Physical Activity and Sport Strategy for Bury 2015-20.</p> <p>This strategy provides a framework to increase participation in physical activity and sport and act as a lever for change to improve the health and wellbeing and quality of life for individuals, their families and the wider community.</p> <p>The strategy has been developed following the completion of phase one of the 'I Will If You Will' programme.</p>
OPTIONS & RECOMMENDED OPTION	<p>Option 1 Approve the Physical Activity and Sport Strategy for Bury 2015-20. This will provide the direction for our approach to influencing the behaviour of our communities and outline our approach to the development of sports and physical activity in Bury.</p> <p>Option 2 Approve the strategy with amendments. Any proposed changed would need to be set out in detail to enable full assessment of the amendments in relation to equality legislation.</p> <p>Option 3 Do nothing. This increases the risk that more people will</p>

	<p>be inactive. The consequences of this are likely to include more people living with poor health and increasing pressure and demand on health and social services.</p> <p>Cabinet is recommended to approve option 1.</p>
IMPLICATIONS:	
Corporate Aims/Policy Framework:	Do the proposals accord with the Policy Framework? Yes
Statement by the S151 Officer: Financial Implications and Risk Considerations:	Executive Director of Resources to advise regarding risk management.
Health and Safety Implications	There are no health and safety issues arising directly from this strategy. Any changes in services or operating practice will be subject to risk assessments and implemented in line with existing policy.
Statement by Executive Director of Resources (including Health and Safety Implications)	<p>With regard to the impacts of physical activity and sport on occupational health and safety are comments are as follows:</p> <p>On the proviso that activities are appropriately planned and managed so as to avoid injury or ill health, there is a positive impact on both psychological and physical well-being that is beneficial in raising individual's abilities to meet and cope with work demands. Furthermore, well planned and managed exercise can also have positive benefits with regard to rehabilitation from injury and ill health (mental and physical), this can assist employees to maintain attendance and performance at work or to return to work following absence.</p>
<p>Equality/Diversity implications:</p>  <p>EA - Physical Activity & Sport Strategy - M2</p>	<p>Yes</p> <p>The Equality Assessment outlines that the strategy aims to increase participation in physical activity and sport, and improve the health, wellbeing and quality of life of people in Bury.</p> <p>The overall effect of the strategy, and the targeted work taking place as a result of it, will have a direct and positive impact on the vast majority of the groups with protected</p>

	equality characteristics.
Considered by Monitoring Officer:	Yes Comments
Wards Affected:	All
Scrutiny Interest:	This strategy has not been to Scrutiny.

TRACKING/PROCESS

DIRECTOR: Executive Director, Department for Communities & Wellbeing

Chief Executive/ Strategic Leadership Team	Cabinet Member/Chair	Ward Members	Partners
Senior Leadership Team (18/05/2015)			
Scrutiny Committee	Cabinet/Committee	Council	

1.0 BACKGROUND

1.1 Following the completion of phase one of the I Will If You Will programme, in light of the work which has been undertaken, it was considered timely to develop a borough wide strategy for physical activity and sport.

2.0 PURPOSE OF THE PHYSICAL ACTIVITY & SPORT STRATEGY

2.1 The strategy provides a framework to increase participation in physical activity and sport and act as a lever for change to improve health and wellbeing and quality of life for individuals, their families and the wider communities.

2.2 The strategy has been developed as a result of the growing evidence around the effects of inactivity and we know that if physical activity and sport participation is increased there are a number of significant health and social benefits which are associated with this.

2.3 The strategy has adopted two main aims they are:

- **Adopt a targeted approach to supporting the inactive become active**
- **To sustain and increase participation for those already active**

3.0 PROCESS USED TO DEVELOP THE STRATEGY

- 3.1 The strategy has been designed to address the growing levels of inactivity across Bury. The primary aim of the strategy is to get people who are defined as inactive to become active and those who are already considered active doing more.
- 3.2 The evidence has been reviewed and through the insight, intelligence and learning gathered by Public Health and the I Will If You Will project the strategy sets out a clear delivery framework in terms of turning the tide and creating environments whereby being active is considered the norm.
- 3.3 In the development of the strategy a number of organisations were consulted with which helped shape the focus. Organisations such as Public Health, IWIYW team, schools, community groups and GPs have contributed towards the development of this document in the early stages.

4.0 OVERVIEW OF THE STRATEGY

- 4.1 The strategy considers the whole population through a life-course approach.
- 4.2 The content of the strategy is made up of 4 sections including a detailed action plan and a forward from Cllr Andrea Simpson Chair of the Health and Wellbeing Board.
 - Section 1 covers the Vision and why this is important;
 - Section 2 covers where we are now;
 - Section 3 covers Our aims and objectives;
 - Section 4 covers Delivering our ambitions;
 - Action Plan/Strategy outcomes.

5.0 KEY ISSUES FOR CONSIDERATION, FUTURE CHALLENGES AND RISKS

5.1 Risks of inactivity

- 5.1.1 The effects of inactivity will result in an increase in the number of people who live with poor health; this in turn will increase pressure and demand on a range of public services requiring additional health and social care support.
- 5.1.2 Consider the risk of low partnership involvement; this would have a direct impact on supporting the wider population to take part.
- 5.1.3 Challenges such as physical activity become part of everyday life and taking part in activities such as walking and cycling are considered the norm. Encourage and promote long term behaviour change to ensure the health benefits are stored.

5.2 Whole population approach

- 5.2.1 Physical Activity & Sport Strategy provides a framework whereby the stages of the life course play a significant part in terms of providing opportunities to all ages, including males and females - the I Will If You Will programme only provides an offer to women and girls.

5.3 Health and safety

5.3.1 All interventions and activity will be assessed in line with health and safety protocols, in order to minimise the risk of accidents but maximise the effects of taking part.

6.0 EQUALITY AND DIVERSITY

6.1 Overall the effect on equality is positive as the strategy is aiming to increase participation in sport and physical activity across the whole population to improve health, wellbeing and quality of life. There are specific benefits in respect of race, disability, gender, age and caring responsibilities as targeted actions will be implemented to address the lower than average participation levels found within these groups.

6.2 The strategy will focus on both the inactive and the active in a bid to increase participation which will contribute to preventing and improving many chronic conditions and diseases.

6.3 As the strategy is implemented opportunities will be identified to improve accessibility for groups with low levels of participation and to develop good relations between different protected characteristics.

7.0 CONCLUSION AND RECOMMENDATIONS

7.1 The Physical Activity and Sport Strategy for Bury 2015-2020 outlines how we will work smarter to understand our communities and influence peoples attitudes and behaviours towards physical activity and sport; how we will maximise the power of collaboration not just within Bury but across Greater Manchester; how we will embed physical activity and sport into local policy; how we will develop a mixed economy market opportunities and ensure a high quality experience for all participating; and how we will be ambitious in our approach in focussing on all areas of real opportunity, for example those related to workplace or active travel.

7.2 The evidence is compelling that increasing participation in physical activity and sport can make a real difference to people's lives.

7.3 Cabinet is asked to approve and support the Physical Activity and Sport Strategy for Bury 2015-2020.

7.4 It is proposed that the Health and Wellbeing Board will in terms of governance provide strategic direction and oversight of the strategy.

7.5 Operational oversight of the strategy will sit with the re-constituted Active Bury.

(a) Active Bury will be accountable to and will report directly to the H&WB Board.

(b) The strategy has an underpinning action plan.

List of Background Papers:-

Physical Activity & Sport Strategy 2015-2020
Equality Analysis 2015

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