

Report of the Leadership Team From North Yorkshire Sport Ltd

Physical Activity and Sport Strategy for York

Summary

1. This report provides an update on the work to develop a physical activity and sport strategy for York.
2. The report also contains a request of endorsement from the board.
3. George Cull and Damien Smith from the leadership team at North Yorkshire Sport will both be in attendance to present the report.

Background

4. The [Health and Wellbeing Annual Report for 2018/19](#) outlined Public Health's ambition to develop a physical activity strategy. This resulted in a partnership arrangement with City of York Council (CYC) and North Yorkshire Sport (NYS), who were commissioned to lead the development of a Physical Activity and Sport Strategy for the city.
5. In developing the brief and scope, it was agreed that the strategy will
 - i. Have a strong focus on physical activity, as well as supporting those regularly active through facilities and sports clubs
 - ii. Use physical activity and sport as a way of supporting wider health outcomes and reducing health inequalities
 - iii. Connect and link with existing strategies within the city, as well as on a national level
 - iv. Support existing asset based approaches with communities.

- v. Galvanise partners to work more effectively with each other, as well as identifying new areas of work
 - vi. Promote 'working with' rather than 'doing to' people
 - vii. Be adopted by the Health and Wellbeing Board
 - viii. Be delivered by a range of public, voluntary and private sector organisations.
 - ix. Propose headline actions
 - x. Lead to more detailed action plans being developed following the launch
 - xi. Run from 2020 – 2030 with review processes established to provide progress updates.
6. For the purpose of this strategy the scope of physical activity is defined as follows:
- i. Active recreation – dance, exercise, walking, cycling, active play, swimming
 - ii. Active Travel – walking, cycling, jogging
 - iii. Active Sport – organised sport, structured competitive activity, unstructured sport

Main/Key Issues to be Considered

- 7. There is a strong evidence base for the benefits of physical activity, including its feature in [NICE guidance](#) and the guidelines of the [Chief Medical Officer](#) (CMO).
- 8. York currently has some of the highest physical activity levels in the country with the Sport England [Active Lives survey](#) of adult participation rates showing:
 - i. 74.9% (132,600 adults) achieve the CMO guidelines of 150 minutes activity per week,
 - ii. 11% (19,400 adults) are active between 30 – 149 minutes per week (fairly active),
 - iii. 14.2% (25,100 adults) are inactive and do less than 30 minutes per week.

NB the above figures have a 95% confidence interval

9. The measure of children's participation is through the [Active Lives Children's](#) survey. York performs well on a national scale however that does not disguise a low number meeting the CMO recommended guidelines based on the 2017/18 results:
 - i. 26.4% are active every day (60 mins + per day), the highest in Yorkshire and Humber region.
 - ii. 22.8% are active across the week (average of 60 minutes per day across a week, but not active every day)
 - iii. 24.9% are fairly active (average of 30-59 minutes per day)
 - iv. 26% are less active (less than 30 minutes per day)

It should be noted the smaller sample sizes for this survey mean there is a reduced confidence in the figures. An updated survey covering 2018/19 academic year is expected in December 2019.
10. Beyond the headline participation figures there are various participation trends to highlight, most notably:
 - i. Females are less active than males (this is using national data)
 - ii. Those from lower socio economic groups are less active
 - iii. Physical activity levels decline with age
 - iv. Those with a disability or long term health condition are more likely to be inactive
11. As a result of the above the strategy will place a strong priority on those who are physically inactive and champion the benefits that can be realised from a change in behaviour. This recognises the desire to reduce health inequalities within the city and the potential health benefits that can be realised from being inactive to active.
12. The strategy strongly recognises the direct contribution of physical activity to other agendas and its role in *"Improving the mental and physical wellbeing of citizens and reducing inequalities in York through physical activity and sport."*
13. Annex 1 contains the slides detailing the six themes based on the consultation. Each theme details the outcomes and gives a

headline indication as to how these will be delivered. These themes form the strategy adopt both a 'people' based approach and a 'community' based approach:

- i. The 'People' based themes mirror the Joint Health and Wellbeing Strategy, adopting a life course approach. The strategy is not proposing a prioritisation of particular age groups in favour of another, but merely recognising the important role of physical activity in supporting outcomes across all age groups.
 - ii. The 'Community' based themes reflect the priorities which stood out the most during consultation, namely stronger 'communities', 'social action' and an 'inclusive network of clubs and providers'.
14. The strategy will publish a series of initial headline actions which are linked to governance as well as delivery related actions. These initial headline actions are proposed as follows:
- i. To establish a strategic group who will take ownership of the strategy implementation and review and coordinate partners and to relaunch 'Active York' as an umbrella body for supporting the network of sports clubs and providers.
 - ii. To launch the '#CreatingActiveSchools' Framework with schools in the city.
 - iii. To launch the first Man V Fat football league to tackle overweight and obesity amongst males in the city.
 - iv. To introduce physical activity solutions in the prevention and treatment of frailty and Musculoskeletal (MSK) pathways.
 - v. To expand the use of [moving medicine](#) amongst GPs, physios, social prescribers and other health professionals.
 - vi. To establish a cycling taskforce to bring together providers and stakeholders to map provision and to develop a cycling charter for the city.
 - vii. To seek [Global Active City](#) status, managed through the newly created strategic group.
15. Following the launch of the strategy a more detailed action plan will be developed to show how the partners will deliver on the outcomes.

Consultation

16. The strategy consultation commenced in February 2019 and included consultation with colleagues from departments of City of York Council, the Universities, GLL, York CVS, NHS Vale of York Clinical Commissioning Group (CCG) as well as a number of voluntary sector partners and representatives from sports clubs and providers. North Yorkshire Sport have also engaged with the Healthy Weight Steering Group and the Ageing Well Partnership.
17. This work has also been guided by representatives from the CYC Public Health Team, with regular update meetings to assess direction of travel.

Options

18. Whilst there are no options for the board to decide on, they are asked to consider:
 - i. Endorsing the strategy and agreeing the stated ambition and thematic structure.
 - ii. Approving the initial headline actions and supporting the development of more detailed action plans around each theme.

Analysis

19. Whilst there are no options for the board, the analysis of the rationale for the content and structure of the strategy is contained within the main body of the report.

Strategic/Operational Plans

20. The success of this strategy will be how it uses physical activity to contribute towards other outcomes in the city, and how other stakeholders in the city can use physical activity to enhance their service.
21. The most significant influence has been the Joint [Health and Wellbeing Board](#) Strategy (2017 – 2022) which references a number of priorities (for example healthy weight and improving mental health).

22. The strategy has also positioned itself to mutually support the [People Helping People](#) strategy, particularly with the references to social action and impact volunteering.
23. Finally the strategy has been developed in parallel with the Healthy Weight Strategy, complementing each other.
24. The [City of York Council plan](#) for 2019 – 2023 has 'Health and Wellbeing' as one of its headline priorities, providing a strategic fit for physical activity.
25. Nationally the strategy aligns with the [Sport England Towards an Active Nation](#) Strategy which has the primary aim of tackling inactivity. In addition this work acknowledges [Public Health England's 'Everybody Active Every Day'](#) framework.

Implications

26. The report has considered all relevant implications of the proposals have been considered in the following ways:
 - **Financial** – There are no financial implications
 - **Human Resources (HR)** There are no HR implications
 - **Equalities** – The strategy sets out a clear message around reducing inequalities
 - **Legal** There are no legal implications
 - **Crime and Disorder** There are no crime and disorder implications
 - **Information Technology (IT)** There are no IT implications
 - **Property** There are no property implications
 - **Other**

Risk Management

27. There are no specific risks associated with the recommendations in this report.

Recommendations

28. The Health and Wellbeing Board are asked to:

- i. Endorse the strategy with the stated ambitions and thematic structure
- ii. Approve the initial headline actions and support the development of more detailed action plans around each theme.

Reason: To allow the strategy to be launched in early 2020 and to commence the next stage of delivery planning to action the strategy.

Contact Details

Author:

George Cull
Head of Development
North Yorkshire Sport
01423 637653

Damien Smith
Head of Development
North Yorkshire Sport
01423 637652

Chief Officer Responsible for the report:

Fiona Phillips
Assistant Director of Public Health for
City of York

**Report
Approved**



Date 21.11.2019

Wards Affected:

All

**For further information please contact the author of the report
Background Papers:**

Annexes

Annex 1 – Explanation of the 6 themes and outcomes.

Glossary

CCG – Clinical Commissioning Group
CMO – Chief Medical Officer
CYC – City of York Council
MSK – Musculoskeletal
NYS – North Yorkshire Sport
NICE - National Institute for Health and Care Excellence

