
Meeting	Health and Well-Being Board
Date	12 th June 2014
Subject	Fit and Active Barnet (FAB) Partnership Board and Sport and Physical Activity Strategy Delivery Plan
Report of	Director of Public Health
Summary of item and decision being sought	To agree the establishment of the FAB Board and note the Sport and Physical Activity Strategy delivery plan

Officer Contributors	Rachel Wells, Consultant in Public Health
Reason for Report	To agree and note the contents of the report.
Partnership flexibility being exercised	N/A
Wards Affected	All
Status (public or exempt)	Public

Appendices Sports and Physical Activity Delivery plan

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1. RECOMMENDATION

- 1.1 That the Health and Well-Being Board agrees the establishment of the Fit and Active Barnet (FAB) Partnership Board and note the Sport and Physical Activity (SPA) Strategy delivery plan**

2. RELEVANT PREVIOUS DISCUSSIONS AND WHERE HELD

- 2.1 The establishment of the FAB Partnership Board has been discussed at the SPA Project Board and SPA strategy delivery plan has been discussed internally and with the chair of the Barnet Strategic Sports Group with a view to ensuring adoption of the plan with partners.

3. LINK AND IMPLICATIONS FOR STRATEGIC PARTNERSHIP-WIDE GOALS (SUSTAINABLE COMMUNITY STRATEGY; HEALTH AND WELL-BEING STRATEGY; COMMISSIONING STRATEGIES)

- 3.1 The Barnet Health and Wellbeing Strategy identifies a commitment to make better use of the range of green spaces and leisure facilities in the Borough to increase levels of physical activity. A target is specified of increasing the number of adults participating in regular physical activity (as measured by NI8) by 3% by 2015.
- 3.2 Barnet's Local Plan Core Strategy and Local Implementation Plan (LIP) of the Mayor's Transport Strategy both include the objective of making cycling and walking more attractive for leisure, health and short trips and a target to increase cycling in the borough significantly (from a current level of 1% of trips to 4.3% of trips by 2026).
- 3.3 There are other strategic commitments reflected in the Barnet Health and Wellbeing Strategy to which sport and physical activity contribute such as reducing obesity, hospital admissions due to falls, tackling social isolation and increasing a sense of physical and mental wellbeing.

4 NEEDS ASSESSMENT AND EQUALITIES IMPLICATIONS

- 4.1 The SPA delivery plan is one of the outcomes of the SPA Strategy and Sport and Physical Activity Needs Assessment both of which highlighted the need for a co-ordinated approach to sport and physical activity. The Barnet Sport and Physical Activity Needs Assessment 2012 demonstrates that whilst health behaviours and outcomes are more favourable in Barnet than in England as a whole, sport and physical activity rates and the use of outdoor space are below the national average. There are no clear reasons for this given that Barnet has a large number of parks and open spaces and leisure provision is comparable with other London Boroughs. Given the benefits to population health and on reducing health and social care spend action to improve rates of sport and physical activity participation is essential. In addition the Barnet JSNA has endorsed these findings of the SPA needs assessment that the low levels of participation in physical activity in Barnet contribute to higher levels of disease and ill health.
- 4.2 The Consultation on Leisure Services supported the needs assessment with additional information including the views of residents on the preferred ways to undertake physical activity, barriers to this and comment on the provision of facilities.

5. RISK MANAGEMENT

- 5.1 Risk assessment has not been undertaken with regards to the SPA Strategy delivery plan or the establishment of the FAB Board specifically at present. However the delivery plan links closely to the commercial and procurement activities for leisure, and may have implications for the effective discharge of those activities if not taken forward.

6. LEGAL POWERS AND IMPLICATIONS

- 6.1 Section 12 of the Health and Social Care Act 2012 introduces section 2B to the NHS Act 2006. This imposes a new target duty on the local authority to take such steps as it considers appropriate for improving the health of people in its area. Steps that may be taken include providing information and advice, providing services or facilities designed to promote healthy living, providing services for the prevention, diagnosis or treatment of illness, providing financial incentives to encourage individuals to adopt healthier lifestyles, providing assistance (including financial) to help individuals to minimise any risks to health arising from their accommodation or environment, providing or participating in the provision of training for persons working or seeking to work in the field of health improvement, making available the services of any person or any facilities.
- 6.2 In public law terms this target duty is owed to the population as a whole and the local authority must act reasonably in the exercise of these functions.
- 6.3 Equality and diversity issues are a mandatory consideration in decision-making in the council pursuant to the Equality Act 2010. This means the council and all other organisations acting on its behalf must have due regard to the equality duties when exercising a public function. The broad purpose of this duty is to integrate considerations of equality and good relations into day to day business requiring equality considerations to be reflected into the design of policies and the delivery of services and for these to be kept under review. Health partners as relevant public bodies must similarly discharge their duties under the Equality Act 2010 and consideration of equalities issues should therefore form part of their reports.

7. USE OF RESOURCES IMPLICATIONS- FINANCE, STAFFING, IT ETC

- 7.1 The strategy statement aims to enhance and increase the opportunities for people to become more active, improve their health and enjoy sport. There are many opportunities which are at zero or no cost to the Council, the strategy intends to promote these. The delivery plan co-ordinates how this will be taken forward and establishes the FAB Board which will take responsibility for the delivery plan.
- 7.2 The additional financial impact of the Strategy statement will be worked up as the delivery plan is adopted by partners.

8. COMMUNICATION AND ENGAGEMENT WITH USERS AND STAKEHOLDERS

- 8.1 The SPA Board has been engaged with the development of the SPA Strategy statement to date. It is intended to establish a Sports and Physical Activity Partnership Board (named the FAB Board) with key stakeholders to lead and implement the strategy. Already this work has commenced through the delivery of the Fit and Active Barnet campaign which raises the profile of the role of partners in delivery of physical activity opportunities in Barnet.

- 8.2 In order to ensure that the strategy is informed by public opinion, LBB commissioned Opinion Research Services (ORS) to undertake a Consultation on Leisure Services survey with residents throughout the borough of Barnet. The council also commissioned ORS to design, recruit, facilitate and report four deliberative workshops with a wide cross-section of Barnet residents during October and November 2013.
- 8.3 The findings provide detail on the types and locations of exercise that residents preferred to access, barriers to undertaking physical activity, and feedback on specific areas of the borough, most notably Underhill, where residents were the most likely to say that there was a lack of facilities.
- 8.4 The Consultation found that the most popular individual non organised activity undertaken by residents is walking for leisure/exercise (40% of residents who exercise), alongside other activities such as swimming, running/jogging, and cycling.
- 8.5 Residents who were significantly more likely than average to say that they walk for leisure or exercise include those who are female, those who are retired, and those who have an illness or disability.
- 8.6 Parks and open spaces and children's playgrounds (as well as swimming pools) were nominated as the most important facilities which the Council provides. Half of Barnet's residents use parks and green spaces for their physical activity and exercise. This makes them the most popular locations for exercise in the Borough.
- 8.7 Residents who do some form of physical activity or exercise are more likely to participate in activities that are mainly outdoor (47%) rather than indoor (34%), and which are not organised classes or activities (75%). Exercise classes were the most popular organised activity.

9. ENGAGEMENT AND INVOLVEMENT WITH PROVIDERS

- 9.1 There is already engagement with the key providers in the borough. This includes the leisure provider, local sports clubs, community sports clubs, colleges and the university. Much of this is via the key links in the council who presently work closely with the range of providers on participation, delivery of services, sports development and public health. The Fit and Active Barnet Partnership Board will build on these links.

10. DETAILS

- 10.1 The Sport and Physical Activity Strategy Statement overall purpose is to provide strategic direction to shaping sport and physical activity provision in Barnet. The aim of the strategy is that the Barnet population is physically active and the Borough provides excellent opportunities for sports development and physical activity.

The objectives for the strategy statement are:

- to deliver an environment conducive to physical activity in a manner that is as cost neutral as possible to the public purse - providing the facilities, open spaces, and community and transport infrastructure that allows and encourages residents of all ages to be active.
- to strengthen organisations and partnerships - increasing the number and quality of volunteers, coaches and clubs and developing Fit and Active Barnet (FAB) as an umbrella brand and network to facilitate collaboration.

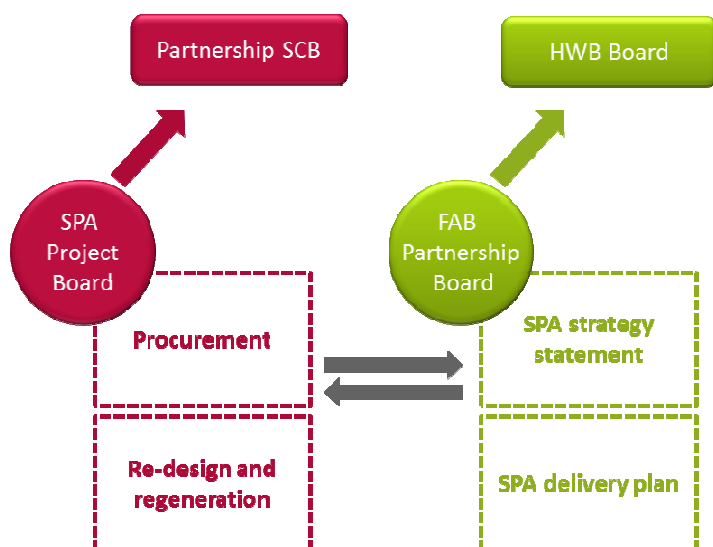
- to develop effective sport and physical activity pathways - encouraging and enabling people to engage and stay involved in sport and physical activity and achieve the highest standard that they want to and are capable of.
- to widen access to sport and physical activity – ensuring that people who do not traditionally participate in sport and physical activity are supported to do so.

It is intended that the strategy will be driven by the partnership board (named the Fit and Active Barnet Partnership Board) and the implementation will be via the delivery plan.

10.2 FAB Partnership Board

10.2.1 The SPA strategy objectives have been agreed by the Health and Wellbeing Board and will form the basis for the SPA delivery plan. It is intended that the responsibility for the SPA delivery plan will sit with the new FAB Partnership Board, branded the same as the campaign to aid recognition. Work is underway to ensure that the four SPA objectives are built into other teams' corporate planning to ensure public health outcomes. The internal relationships have been established and are working well. There are some areas which require strengthening – in planning and highways – and these will be the focus in the short term.

10.2.2 The event to establish a FAB Partnership Board is scheduled for the end of June. The FAB partnership Board will take responsibility long term for the SPA strategy and delivery plan. Initially the FAB Partnership Board will work alongside the SPA Project Board until such time as the work can be easily split between them but essentially the leisure contract will be the responsibility of the SPA Project Board and the SPA strategy will be the responsibility of the FAB Partnership Board.

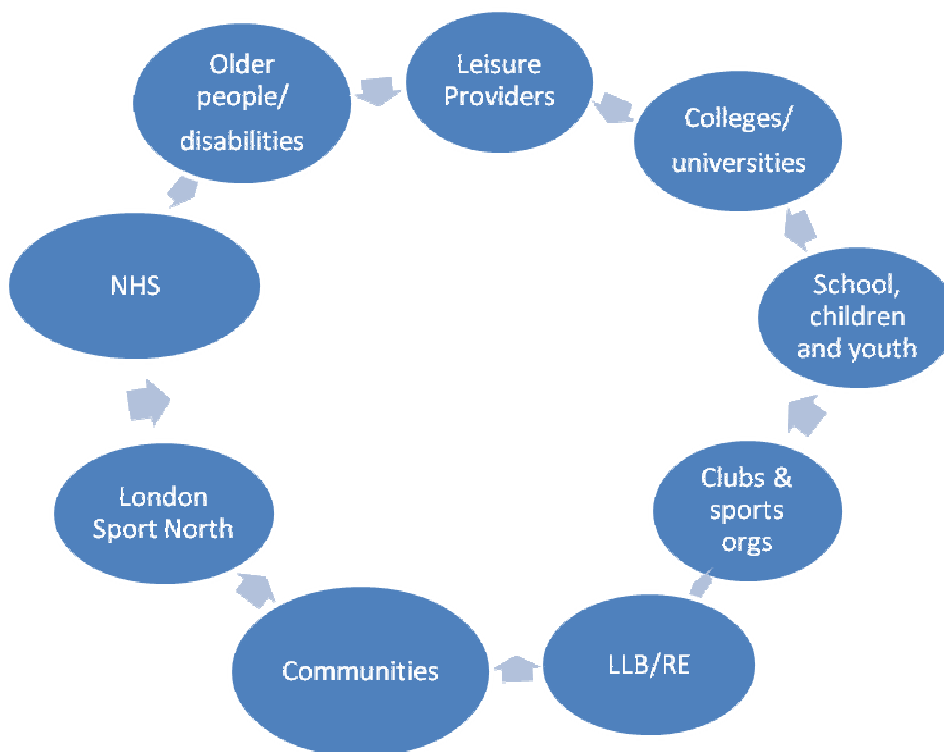


Relationship between the SPA Board and the FAB partnership board

10.2.3 It is envisaged that the FAB Partnership Board will consist of council officers with responsibilities in this field and external partners. The involvement of a range of representatives is essential in order to cover the breadth that the SPA objectives are set to achieve. The remit and scope of the council means that it can offer a contribution in meeting the SPA objectives and are central to assisting in the development of policy that can help to address issues which may be difficult for other agencies to resolve or that are simply too large for some other partners to handle. The council also has an over-riding responsibility for public health outcomes. However there is a limit to what the Council can achieve as a single organisation especially since driving the development of physical

activity and sport is best supported by experts and professionals in this field. There are many influences both local and national on how physical activity and sport will develop in Barnet. These include economic development and the development of the sports market in Barnet, national policy on sport, engagement of schools, universities and colleges, extent of the engagement of NHS providers and how communities see their place in contributing to making physical activity a meaningful priority. The council will need to ensure that the partners involved in discussion and decision making in a position to represent their organisations at the level which corresponds to decision makers.

10.2.4 The members of the FAB Partnership Board will form an expert group for Sport and Physical Activity, assisting in delivery and defining strategy for the future with a knowledge base that will compliment the responsibilities of the Council.



Membership pool for the FAB partnership board

10.2.5 The development of the FAB Partnership Board will take place on the 30th June to determine the terms of the reference, membership and review the already developed SPA Delivery Plan with a view to agreeing responsibilities for the partners.

10.3 The SPA Delivery Plan

10.3.1 The SPA delivery plan which translates the SPA strategy into action to ensure public health gains, will be the main focus for the FAB Partnership Board. At present a high level plan has been developed with the intention of enabling the FAB Board to take this forward with partners. The plan aims to run from 2014 -2017 with an annualised plan devised by the board.

10.3.2 The SPA Delivery plan has been produced internally by the FAB Reference Group which currently supports the FAB Campaign and the development of the FAB Partnership Board. This group has defined the SPA delivery plan and addressed actions to take forward each objective with how the Council will be involved in this. The delivery plan

identifies the local strategy which links with the actions and objectives. This is essential as the broad reach of the SPA objectives impact of much of the business of the Council,

10.3.3 The delivery plan takes in all aspects of encouraging physical activity from changing the built environment, promoting engagement in the free facilities that the council has put in place, to building club membership, supporting athletes and designing leisure facilities that fully promote the aims of the SPA strategy. Much of the expertise in taking the delivery plan forward lies with our partners who are expert in the sport and leisure industry and they are key to driving this forward and will be essential to the success of the delivery plan. There is already an internal group in the council of officers with sport and physical activity in their remit which co-ordinates the work of the council alongside the FAB campaign, this is currently known as the FAB Reference Group.

10.3.4 The plan divides work by SPA objective and details the success factors which will determine how we will measure progress. More specific metrics are likely to be developed by the Council team or organisation who undertakes the work, as such the delivery plan should be regarded as a high level strategic plan. Links to other relevant strategy are identified, along with leads where these have been agreed and an indication of where each area sits in terms of time for completion.

10.4 FAB campaign

10.4.1 One of the areas that the FAB Partnership Board will take responsibility for is the FAB Campaign. Although there are already a number of programmes in place with a physical activity component – the schools programme, work with older people and the targeted work with children and youth already led by the council or partners, outdoor gyms, marked and measured routes, small grants programme, health walks etc. In addition to this and to provide a framework for promoting physical activity, the council launched a FAB (Fit and Active in Barnet) campaign in February 2014.



Fit and Active Barnet (FAB)¹

The FAB project has been established to run in parallel to the SPA review to support the delivery of the council's key public health objectives.

10.4.2 Overview

FAB aims to encourage residents of Barnet to get fit and healthy in 2014. The FAB campaign will run for a period of 12 months and will then be supplemented by the creation of a FAB Partnership Board to ensure sustainability. The campaign draws on existing events/sport and physical activities taking place or planned across the borough, as well as a series of "one offs" specifically organised to push the FAB message. Examples include the launch of free outdoor gyms in Barnet parks, "give it a go" sessions at sports clubs around Barnet, and activity sessions for the over 55s.

10.4.3 Aims

- Support the delivery of key public health outcomes by promoting the benefits of being fit and active
- Encourage the borough's sedentary population to start taking physical exercise

¹ http://www.barnet.gov.uk/info/940453/fit_and_active_barnet/1180/fit_and_active_barnet

- Encourage those who currently take a small amount of physical exercise to exercise more
- Encourage the wider population to take more exercise
- Create a recognisable brand for sport and physical activity in Barnet
- Facilitate the co-ordination of key stakeholders to ensure collaborative working

10.4.4 *Target audience*

- Sedentary population (those that currently do no exercise)
- Semi-active (those who could benefit from more exercise)
- Specific population groups i.e. over 55s, women, BME groups, disability and Complex health needs including life limiting
- General population

10.4.5 *Desired outcomes*

- Increased levels of participation among target audience
- Awareness of the FAB campaign amongst the wider population and our target audiences

10.4.6 It is essential that this effort is supported and sustained through the approach the council takes to sport and physical activity going forward as the current provision doesn't appropriately support the council's aspirations to continue increasing participation.

10.5 The delivery plan takes account of the many different ways in which residents would like to be active and seeks to engage with those responsible for provision and strategy to ensure a co-ordination between these across the council, providers and communities.

11 BACKGROUND PAPERS

11.1 The SPA Delivery Plan

11.2 The Sport and Physical Activity Needs Assessment 2013

11.3 ORS The London Borough of Barnet Consultation on Leisure Services, Dec 2013

Legal – SC

CFO – HC