
Meeting	Health and Well-Being Board
Date	20 th March 2014
Subject	Sport and Physical Activity Strategy and Opinion Research Services (ORS) Consultation Report
Report of	Director of Public Health
Summary of item and decision being sought	This paper provides an update on progress to develop the Sports and Physical Activity Statement. The Board are asked to comment on the Sport and Physical Activity Strategy statement, and Opinion Research Services (ORS) Consultation Report.

Officer Contributors	Rachel Wells, Consultant in Public Health
Reason for Report	To note the progress made to date to develop the Sports and Physical Activity Strategy statement, and comment on its content.
Partnership flexibility being exercised	Not applicable
Wards Affected	All
Status (public or exempt)	Public
Appendices attached	Appendix 1 Sport and Physical Activity Strategy Statement Appendix 2 ORS Consultation on Leisure Services Summary
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1. RECOMMENDATION

- 1.1 That the Health and Well-Being Board comments on the Sport and Physical Activity (SPA) Strategy statement in light of the Consultation on Leisure Services Summary.**

2. RELEVANT PREVIOUS DISCUSSIONS AND WHERE HELD

- 2.1 The SPA Strategy statement and its objectives have been discussed and agreed at the Sport and Physical Activity Board in summer 2013. The Consultation will be used to inform further development of the Physical Activity Strategy Statement.

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 Well-Being 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 Well-Being 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 well-being.

4 NEEDS ASSESSMENT AND EQUALITIES IMPLICATIONS

- 4.1 The SPA Strategy is one of the outcomes of the Sport and Physical Activity Needs Assessment 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's health and on reducing health and social care spend action to improve rates of sport and physical activity participation is essential.
- 4.2 In addition the Barnet JSNA has endorsed the 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.
- 4.3 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.

- 4.4 Equality and diversity issues are a mandatory consideration in decision-making in the Council pursuant to the s149 Equality Act 2010 which states that a public body is to have due regard to need to:
- (a) Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
 - (b) Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
 - (c) Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

The relevant protected characteristics are – age; disability; gender reassignment; pregnancy and maternity; race; religion or belief; sex; sexual orientation.

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.

5. RISK MANAGEMENT

- 5.1 Risk assessment has not been undertaken with regards to the SPA Strategy at present. However the Strategy links closely to the commercial and procurement activities for leisure services in Barnet, 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.

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

- 7.1 The budget monitoring for end of year 2013/14 is projected at approx. £1,271,909.88 (£1.3m in plan). The leisure management fee for 2013/14 is projected at £1,090,913.90.
- 7.2 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.

7.3 The additional financial impact of the Strategy statement will be worked up as the delivery plan is developed.

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 with key stakeholders to lead and implement the Strategy. Already this work has commenced through the delivery of the Fit and Active Barnet (FAB) 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. The summary of key points is attached.

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's 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.

10.2 As part of the process to consult with residents on physical activity and to further inform the Strategy statement, ORS were commissioned to undertake a series of workshops with local people and carry out telephone interviews to determine some of the barriers, opportunities and opinions on local facilities expressed by residents. The full consultation report can be found at Appendix 2. The findings from the report included:

- 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.
- The survey 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.
- Telephone survey 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.
- 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.
- 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.

10.3 The draft Strategy statement is attached as Appendix 1 of this report, for the Board's review. The Board are asked to provide comments on its content, in light of the feedback received from residents (presented in Appendix 2).

10.4 It is intended that the Strategy will be driven by a partnership board (named the Fit and Active Barnet Partnership Board) and the implementation will be via a delivery plan, which is currently in development. It is intended that the FAB Partnership Board is established in June/July 2014. The Health and Well-Being Board will receive the final Strategy statement and delivery plans at the meeting in June 2014.

11 BACKGROUND PAPERS

11.1 The Sport and Physical Activity Needs Assessment, 2012

11.2 ORS The London Borough of Barnet Consultation on Leisure Services, December 2013

Legal – AD

CFO – LC