



Derby City Council

## HEALTH AND WELLBEING BOARD 15 September 2016

Report of the Director of Leisure, Culture & Tourism

# ITEM 8

## Derby Physical Activity and Sport Strategy Development

### SUMMARY

- 1.1 This report provides an overview of the work to date for the development of a Physical Activity and Sport Strategy for Derby, why this is needed and the perceived impact.
- 1.2 Local partners, including Derby City Council departments and Sport England have come together to develop a brief to procure a consultant to develop the strategy led by a management group.
- 1.3 The purpose of the brief is to develop a different sort of strategy, one that creates a culture change in Derby, by developing a whole systems approach to increasing physical activity across all population groups in Derby.
- 1.4 The strategy will provide a coordinated approach for reducing physical inactivity and increasing levels of physical activity in Derby and to secure and align stakeholder commitment that will be critical to change the habits and behaviours of priority thematic and geographical communities and residents.
- 1.5 The planning timetable for the development and implementation of the strategy will be confirmed once partner funding is confirmed from Sport England to contribute to its development. The process to develop the strategy will include:
  - A physical activity needs assessment to gather local intelligence regarding the physical activity needs of Derby's population.
  - Development of the strategy through a facilitative approach engaging both traditional and non-traditional partners in the process setting a clear and agreed strategic direction for partners across the city.
  - Implementation of the strategy achieved through working with the partners and stakeholders engaged to ensure the strategy is embedded and that physical activity is an integral part of the fabric of the city.

### RECOMMENDATION

- 2.1 To note the progress and development of the Physical Activity and Sport Strategy to date.

## **REASONS FOR RECOMMENDATION**

- 3.1 To ensure that the Health and Wellbeing Board is kept updated on the development of the strategy and the process.
- 3.2 For the Health and Wellbeing Board to have an oversight and input into the development and implementation of the Physical Activity and Sport Strategy.

## **SUPPORTING INFORMATION**

- 4.1 The health of people in Derby is generally worse than the England average with 17% of all deaths caused by physical inactivity annually with 116 deaths being estimated to be prevented per year if 75% of the population (40 – 75yrs) were engaged in the recommended levels of physical activity. It is estimated that physical inactivity in Derby costs £3.9 million annually.
- 4.2 The World Health Organisation (WHO) suggest 7 programmes should be considered to increase physical activity on a population level:
  - 1. Whole of school programmes
  - 2. Transport policies and systems that promote walking, cycling and public transport
  - 3. Urban design regulation and infrastructure that provide for equitable and safe access for recreational physical activity, and recreational and transport related walking and cycling across the life course
  - 4. Public education, including mass media to raise awareness and change social norms on physical activity
  - 5. Physical activity and NCD programmes integrated into primary health care systems
  - 6. Community-wide programmes involving multiple settings and sectors and that mobilise and integrate community engagement and resources
  - 7. Sport systems and programmes that promote 'sport-for-all' and encourage participation across the lifespan
- 4.3 A verbal briefing will be provided to the Health and Wellbeing Board.
- 4.4 Funding secured from Leisure, Culture and Tourism, Derbyshire Sport and an application submitted to Sport England to fund the piece of work.
- 4.5 A management group has been drawn together to facilitate the development of the strategy. The membership includes Derby City Council (Leisure, Culture & Tourism, Public Health and Planning and Regeneration), Derbyshire Sport, Sport England and University of Derby.

## **OTHER OPTIONS CONSIDERED**

5.1 Not applicable

**This report has been approved by the following officers:**

<b>Legal officer</b> <b>Financial officer</b> <b>Human Resources officer</b> <b>Estates/Property officer</b> <b>Service Director(s)</b> <b>Other(s)</b>	
<b>For more information contact:</b> <b>Background papers:</b> <b>List of appendices:</b>	Owen Swift 01332 641266 owen.swift@derby.gov.uk None Appendix 1 – Implications

<b>IMPLICATIONS</b>
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**Financial and Value for Money**

- 1.1 Derby City Council has committed £13K to the development of the strategy with a further £12K secured from partners funding.

**Legal**

- 2.1 None

**Personnel**

- 3.1 The strategy development in been led and coordinated by Derby City Council (Leisure, Culture & Tourism and Public Health) officers with this work been absorbed into their existing programme of work.

**IT**

- 4.1 None

**Equalities Impact**

- 5.1 Equalities Impact Assessment to be completed as part of the strategy development process

**Health and Safety**

- 6.1 None

**Environmental Sustainability**

- 7.1 None

**Property and Asset Management**

- 8.1 None

**Risk Management and Safeguarding**

- 9.1 None

**Corporate objectives and priorities for change**

- 10.1 Provide assurance over the role of physical activity in supporting current and future plans and partner works to reduce levels of physical inactivity particularly in target groups

