



DERBY CITY COUNCIL

**COMMUNITY COMMISSION  
11 FEBRUARY 2010**

Report of the Director of Environmental  
Services

# ITEM 12

## Physical Activity Strategy, b active and Obesity

1	<b>SUMMARY</b>
1.1	<p>The report highlights the performance of the Council to increase physical activity levels amongst children and young people as part of a Local Public Service Agreement (LPSA2) .</p> <p>The report also highlights the current plans to refresh the Sport and Physical Activity Strategy and future plans to develop a lifestyle and wellness service between the Council and NHS Derby City to combat obesity and improve health.</p>
1.2	<p>Over the three year LPSA2 period, the Council has achieved a 9.9% increase in the number of children and young people who undertake the nationally recommended levels of physical activity and exercise. The results are nationally significant and 'bucks the trend' in reversing the increased prevalence of inactivity amongst children and young people.</p>
1.3	<p>A Service Level Agreement between NHS Derby City is currently being developed that will look at introducing a citywide lifestyle and wellness service and will provide treatment and prevention programmes linked to exercise and diet.</p>
1.4	<p>The current 2005 – 2010 Strategy for Sport and Physical Activity is to be reviewed and refreshed and will build on the success achieved over the past three years.</p>
1.5	<p>Increasing physical activity levels amongst children forms part of the city's plans to combat obesity both in adults and children. Present data supplied by NHS Derby City suggest that current levels of increased obesity in children have not increased since the baseline was first collected in 2006.</p>
2	<b>RECOMMENDATION</b>
	It is recommended that the commission:

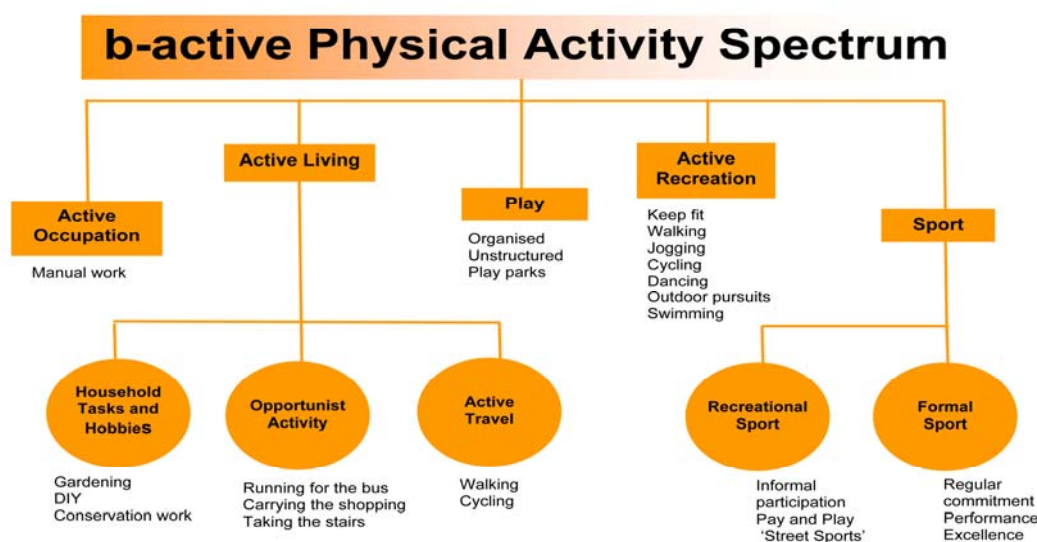
- 2.1
- Notes the report.
  - Requests officers continue to review and refresh of the city's Sport and Physical Activity Strategy and produce a future 2010 – 2015 draft strategy report that will be tabled at a future Community Commission meeting which will form part of the consultation process.

- Recommends that the 2010 -2015 strategy be acknowledged as a major contributor to the health and wellbeing of the Corporate Plan and within future reviews of the Sustainable Community Strategy.
- Officers report back on an annual basis the progress in delivering the strategy and the health outcomes relating to child and adult obesity.

<b>3</b>	<b>SUPPORTING INFORMATION</b>
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### 3.1 2005 – 2010 Sport and Physical Activity Strategy

The 2005 – 2010 Sport and Physical Activity Strategy entitled ‘Getting Derby Active’ was developed following extensive consultation across all sectors. It was the intention of the City Council’s Sport and Leisure Service and NHS Derby City to develop a strategy that was both holistic in that it covered the broad spectrum of activity from walking and cycling to formal sports participation (see Spectrum).



The multi agency strategy, launched in October 2005, created new opportunities between the Council and other organisations. Most notably, in 2006, the City Council’s Sport and Leisure Service, along with NHS Derby City, negotiated a stretch target as part of the Local Public Service Agreement 2 submission (LPSA2). The target focused on increasing physical activity levels amongst children and young people over a three year period.

The partnership were keen to ‘measure what counts’, not just what could be measured and were very aware of the significant concerns nationally as to the future forecast for public health caused by the levels of inactivity amongst children and the ticking time bomb of children’s obesity.

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Professor Jim McKenna, the scientific contributor to the Chief Medical Officer's report (2004) who project managed the research from Leeds Metropolitan University in 2006, highlighted the significance of what the city was endeavouring to measure and increase. *'I'm not aware of anything that is as significant in terms of exercise and children and young people across the country'*

### 3.2 **LPSA 2 – Development of b active**

A research partnership was established with Leeds Metropolitan University, one of the leading research institutes in the country. They provided the specialist research methodology to measure accurately children's exercise levels.

In July 2006, up to 9000 children aged between seven and 16 years, completed a diary of the amount of time spent exercising over the course of a week. The University designed the research diaries, specifically for children, following piloting and sampling. The results showed that overall, 53% of children and young people achieved the nationally recommended levels of exercise per week.

The Chief Medical Officer recommends that children need to undertake one hour each day or seven hours each week of moderate intensity physical activity to benefit their health. The advisory role provided by Leeds Metropolitan University created opportunities to examine effective approaches in New Zealand, Australia and America. b-active draws on both the evidence identified locally with elements of good practice from our counterparts in Europe and Australasia.

### 3.3 **What Has Been Achieved**

Crucial to the success of b-active has been the formulation of various partnerships between Council departments, NHS Derby City, schools and the School Sport Partnerships. Over the past three years, partners have introduced a range of successful programmes that have now become established across the city. Outlined below is an example of the various programmes developed by the various partners committed to increasing children and young people's physical activity levels:

- Daily physical activity is delivered in primary schools.
- b-active physical activity enhancement delivered as part of the Healthy Schools Programme.
- Piloted a Physical Literacy Programme and Borrow Bag Programme aimed at developing and improving children's core movement and co-ordination skills.
- Developed 'The movement' in conjunction with Derby County Football Club and the Premier League that targets teenage girls and young women.
- Introduced multi skill playground markings through the School Sport Partnerships in both primary and secondary schools.
- Introduced a social marketing campaign aimed at parents on How to Support Your Child Becoming More Active.
- Developed the b-active website to signpost people to resources and support materials.

- Introduced b-active Goes Green, a programme that aims to engage children in outdoor activities in local parks and open spaces.

Further information on these programmes is included in the Appendix.

### 3.4 2009 Re-measurement Results

The research was repeated in 2009 and a report received from Leeds Metropolitan University which showed the following increases in participation had been achieved:

Year 4	15.4%
Year 8	12.2%
Year 10	4%

This gave an average increase of 9.9%. In their final report, Leeds Metropolitan University made the following comment:

*'The direction of this positive change has been exemplary. Against a backdrop of societal concerns about declining MVPA among young people, concerns about obesity and more general anxieties about children's well-being the results are even more impressive. These differences suggest that the majority of young people in Derby are active and differences were found in groups often regarded as 'hard-to-reach', like adolescent females. Replicating the findings across the country would profoundly arrest concerns about the well-being of young people'.*

### 3.5 2010 – 2015 sport and physical activity strategy

The learning, knowledge and experience, developed through b-active, will be used to review and refresh our city plans for sport, active recreation and physical activity. As with the 2005 plan, this will be adopted by Derby City Council, NHS Derby City and Derby City Partnership. The robust performance management approach, developed as part of the rigour of stretch target, will need to be adopted with all partners involved in the delivery of the new five year Sport and Physical Activity Strategy.

### 3.6 Child Obesity

Data collected by NHS Derby City over the last three years, suggest that obesity levels have reduced and the results are outlined; The obesity data is for reception year and year 6 and has been collected for three years, 2006/2007, 2007/2008 and 2008/2009 and shows a downward trend.

2006/2007	Reception year: 13.2%	Year 6: 19.3%
2007/2008	Reception year: 9.4%	Year 6: 16%
2008/2009	Reception year: 9.5%	Year 6: 17.2%

There is a slight increase for 2008/2009. However, this could be viewed positively in that there could have been a much larger increase without the interventions by the Council and partners, but this would be difficult to prove.

### 3.7 Developing a Lifestyle Service

The Council's Sport and Leisure Service and NHS Derby City have worked closely on both the development of the strategy and programme delivery and are presently looking to introduce a citywide lifestyle service. The new service will bring together physical activity and nutrition and deliver both a treatment and prevention programmes designed to individuals who suffer from specific risk factors including cardio vascular disease, obesity, diabetes, angina for example.

As a consequence of Derby's progress in addressing the original LPSA2 stretch target for raising young people's activity levels, the Government Office for the East Midlands (GOEM) encouraged the local partners to extend their approach by setting a similar target in the new LAA for raising *adult* participation in physical activity and sport (NI 8). This indicator is reckoned to have direct and/or indirect benefits for wider social and health issues measured by other indicators, such as NI 1 (% people who believe people from different backgrounds get on well together in their local area), NI 2 (% people who feel they belong to their neighbourhood) and NI 16 (serious acquisitive crime rate).

These targets sit in the wider context of Derby's Sustainable Community Strategy which sets out the ambition that, by 2015, Derby will be the most active city in England.

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<b>Appendices</b>	Appendix 1 – Implications Appendix 2 – Further details

## **IMPLICATIONS**

### **Financial**

1. There are no financial implications.

### **Legal**

2. None arising from the report.

### **Personnel**

3. None arising from the report.

### **Equalities**

4. The review and refresh of the 2005 – 2010 Sport and Physical Activity Strategy is intended to tackle some of the issues relating to health inequalities by encouraging the development of activities that promote an active lifestyle. In particular, the strategy will aim to develop initiatives to encourage people who often face barriers to becoming more active.

### **Corporate Objectives and Priorities for Change**

5. Increasing sport participation and physical activity levels lead Derby towards a better environment support everyone in learning and achieving and help us all to be healthy, active and independent.

### **Daily Physical Activity**

Primary schools in Derby have signed up to a physical activity package. This aims to ensure that every child grows up in an active school community in which daily physical activity is embedded into their learning process to both improve their quality of life and their academic success. Teachers, lunchtime supervisors, parents and students have all been trained to lead the 'Activate to Concentrate' sessions - a series of routines using simple dance and aerobic style exercise set to music - and Take 10 sessions, short ten minute bursts of activity throughout the school day. A resource pack provides DVDs and activity booklets for the staff and students to use.

### **Physical Literacy Pilot Project**

A physical literacy project was piloted at a local infant school by several of the partners engaged in the physical activity partnership. The pilot demonstrated significant improvements in physical literacy amongst the children, together with a range of wider benefits including improved self esteem, concentration in class and behaviour.

### **b-active Sportsability Clubs**

b-active Sportsability clubs were set up to offer after school opportunities for children and young people with disabilities within special schools, giving them the opportunity to achieve the recommended daily amount of physical activity. The club runs five sessions across the city in different communities and, in 2009, started working towards becoming self-sustaining by developing strong community links and developing volunteers to help run the club.

### **b-active Goes Green**

b-active Goes Green gives children aged eight to 12 years the opportunity to take part in non-traditional physical activities in parks and open spaces across the city. The scheme was developed after consultation revealed that parks are the most used resource for children to have fun, even more so than in their own home and that the biggest barrier for children getting active was parental control. The project attracted Big Lottery funding so is free to all participants. Through its choice of activities, such as den building, survival skills, orienteering, nature walks and free play, the scheme aims to attract children who are disengaged by more mainstream activities.

School sessions are also run after school and include physical activity, healthy eating and environmental play elements that motivate the children to make positive lifestyle choices. Children can sow, grow, harvest, cook and eat their own produce, while being able to construct the raised bed that houses the produce. Giving this opportunity to the children, the project is having a direct impact on the wider determinants of health.

NHS Derby City (Healthy Schools) has recognised the positive work that the project is doing in schools and is now using b-active Goes Green as a Healthy Schools enhancement for those that identify childhood obesity as their community priority.

## **The Movement**

The Movement project, led by b-active in partnership with Derby County Football Club is the result of the research finding that, by the age of 15, 66% of girls did not achieve the Chief Medical Officer's recommended physical activity levels. It aims to therefore increase participation amongst 11 to 16 year old girls, particularly in their local community, and to empower them to make positive decisions about their health, improving their confidence and motivations levels. Young people have been consulted on aspects of the programme set up and delivery and are the faces of all the marketing material for the city which is designed specifically at the target.

In order to tackle some of the health related issues young people encounter, we have worked closely with a number of different partners, both locally and nationally. Dove provided expertise to develop the element of the programme around self esteem and confidence. Boots support the programme by utilising their pharmaceutical staff, skin care and make-up advisors and NHS Derby City deliver health related workshops to young people both in schools and in local communities.

To promote the physical activity elements of the project, a partnership has been developed with Nike UK who has been instrumental in the dance element of the programme and its success to date. 2,806 girls have registered online to join The Movement, 266 dance classes have taken place in the city with 6,041 attendances to sessions.