

Staffordshire Health and Well-being Board	
Title	Local Physical Inactivity Strategy and Sport England Bid
Date	9 th March 2017
Board Sponsor	Richard Harling
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Report type	For Decision

Summary

1. As part of their new investment strategy Sport England has recently launched the Local Delivery Fund (LDF). The Fund will make up to 10 million pounds available for ten geographical areas in order to tackle physical inactivity. Staffordshire partners are working together to develop a Staffordshire Physical Activity Strategy which will form the basis of a bid to Sport England. The group is seeking the support of the Health & Wellbeing Board (HWBB), in relation to the leadership and governance of this work.

Recommendations to the Board

- a. Takes a leadership role for the development of a Staffordshire Physical Activity Strategy and sponsors the bid submission
- b. Provide governance to the bid and adopts the working group, as a sub group of the Board
- c. Supports a focus on inactive people in the 55-68 age group
- d. Agrees to receive regular updates on the progress of the bid

Background / Introduction

2. **Background:** The emerging Physical Activity Agenda from Sport England¹, builds on the Government Strategy 'A Sporting Future'². *A Sporting Future* represents a step change in the governments thinking in relation to sport, placing much greater emphasis on the wider role sport can play in delivering government priorities including physical and mental wellbeing. This shift includes a strong focus on reducing inactivity and promoting behaviour change.
3. As part of their redefined investment strategy Sport England have launched the **Local Delivery Fund**, which will award up to £10m to ten sites in order to implement strategies that tackle inactivity. A small working group has come together to develop a Staffordshire bid and an accompanying physical activity strategy.
4. The latest data from the Active Lives Survey supports the need for this work in Staffordshire- illustrating high levels of physical inactivity across the county: Staffordshire and Stoke collectively ranked as the second worst performing area in terms of sport and physical activity participation nationally, with four

¹ <https://www.sportengland.org/news-and-features/news/2016/may/19/sport-england-triples-investment-in-tackling-inactivity/>

² https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf

Staffordshire districts featuring within the 50 most inactive (Cannock, Newcastle, Staffordshire Moorlands and Tamworth).

5. Analysis of insight suggests that the focus of a Staffordshire strategy should address physical inactivity in older adults between the ages of 55 and 68, targeting those who are most at risk of entering services due to their inactivity.
6. In order to achieve a meaningful reduction in physical inactivity in Staffordshire a genuine collaboration of key stakeholders will be required. The HWBB is well positioned to provide the strategic leadership and influence necessary to bring together Staffordshire's local authorities, health and third sector partners.

Current activity

7. Steering group formed (Including representatives from District Commissioning Leads, Clinical Commissioning Groups, Public Health, Team Staffordshire, Age UK, Sport Across Staffordshire & Stoke-on-Trent, Centre of Health & Development and SCC's Rural County, Sportshire and Insight teams)
8. A meeting between Sport England and senior leaders from Staffordshire has been held underlying our commitment to this work
9. The partnership approach and target cohort has been approved by Senior Leisure and Cultural Officers Forum (SLCOF)
10. Tabled as an agenda item at Chief Executive Forum on 2nd March

Options & Issues

11. Assuming the HWBB is supportive of the bid; two options exist for the governance of the project:
 - a. **Option 1:** HWBB provide leadership and governance to this project, via a sub-group adopted by the Board
 - b. **Option 2:** A MOU is drafted with stakeholders and an independent project board is established

What do you want the Health and Wellbeing Board to do about it?

12. The HWBB will need to consider its role, and how it will actively support the development and implementation of any proposals. Partners agree that the HWBB is well placed strategically to drive this work. Providing this leadership will require:
 - a. Developing a sub-group of the Board to develop this approach
 - b. Considering this in the light of the new Strategy and the emerging themes within the STP
 - c. Guide the development of the Physical Activity Strategy and provide feedback on Sport England submission
 - d. Provide advocacy for the bid collectively across relevant networks