

Staffordshire Health and Wellbeing Board	
Title	Physical Inactivity Sub-Group
Date	7 th September 2017
Board Sponsor	Dr Richard Harling
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Report type	For Debate

Recommendations

1. The Board is asked to:
 - a) Comment on and endorse the work of the sub-group to date.
 - b) Continue to take a leadership role in the development of a collaborative approach to physical inactivity in Staffordshire.
 - c) Identify physical activity as a priority for the HWBB going forward.
 - d) Ensure physical activity is embedded into local policy.

Summary

2. On 09 March 2017 The Health & Wellbeing Board (HWBB) elected to adopt sub-group of the Board who would be tasked with understanding and combatting physical inactivity in Staffordshire. In April, this group acted as the lead applicant for a consortia bid to the Sport England Local Delivery Fund. The premise of the bid was to tackle physical inactivity in older adults within six geographical areas across Staffordshire. In June, Sport England communicated that although Staffordshire's application could be commended for its strong sense of place, logical approach and clarity of purpose, they had decided not to take it through to the final stage of assessment.
3. Through the process of bid development, it become apparent that there was an urgent need for a collaborative approach to inactivity. The sub-group is now in the process of developing a clear vision, priority outcomes and associated work programme, evaluating what can be achieved without the significant investment of the Local Delivery Fund.
4. A further application has been made to Sport England by Sport Across Staffordshire and Stoke-on-Trent (SASSOT) for a dedicated staff resource to support the work of the sub-group.

Background / Introduction:

5. The latest data from the 'Active Lives' Survey illustrates the scale of the challenge facing the HWBB and its partners. Staffordshire is ranked as the fifth worst performing county in terms of sport and physical activity participation nationally. In fact, four of Staffordshire's local authority areas feature in the 50 most inactive places (Cannock, Newcastle, Tamworth, Staffordshire Moorlands). Analysis of the Active People Survey shows that only 20.6% of people aged 55-65 participate in sport regularly which is significantly lower than a national average of 25.3% for this age group. These figures demonstrate that this older population segment are not only the least active locally but are amongst the least active anywhere in England. These high levels of inactivity

make a significant contribution to the unprecedented demand being placed on our health and social care system.

6. In response to these issues the Physical Inactivity sub-group developed a bid that sought to understand and address these challenges. Feedback from Sport England regarding the application outlined key strengths and weaknesses. The application scored highly in three areas: story of place, understanding the process of change, and willingness and passion. Areas of weakness included: audience knowledge (that is, lack of qualitative insight into the motivations, behaviours and attitudes of people in our target localities), place selection (rationale for selecting these localities and the popularity of these places) and finally leadership (in particular the HWBB track record of leading preventative strategies in Staffordshire).
7. The group has now begun the process of deciding what might be achievable without the significant financial resource of the Local Delivery Fund, and how we might collaborate with other work streams such as the children's system review and obesity agendas.
8. It was determined by the group that creating a standalone strategy for physical activity would add an unnecessary layer of bureaucracy. To this end a vision, set of outcomes and focused work programme will be developed in order to drive the agenda forward. This process is underway with the first stages of a logic-modelling exercise having been completed. This has led to agreement of the following vision:

“Influencing people and places to embrace and value physical activity”

9. The following key principles have also been agreed
 - Combine a high level influencing role with the delivery of targeted interventions. This means positioning physical activity within relevant policy alongside attracting external resources that will facilitate local delivery.
 - Focus on the places where we have the highest levels of inactivity, initially this will be the six localities identified in the bid.
 - Strengthen our insight via community consultation and engagement.
 - Take a multi-agency /collaborative approach.
10. The next steps are for the group to agree a clear set of priority outcomes and develop a focused work programme around these taking into consideration available resources and relevance to other strategic drivers such as the prevention strand of the STP and the Health and Wellbeing Board Strategy. To track progress, we will identify clear outputs and proxy measures.
11. SASSOT have submitted an application to Sport England for an Extended Workforce Officer; if successful, this member of staff would be employed by SASSOT and tasked with supporting the work of the group. We expect to hear the outcome in September.

Current activity

- Sub-group have held two meetings.
- Logic-modelling exercise undertaken to agree vision and outcome themes.
- Bid submitted via SASSOT to the Sport England extended workforce role.
- Committed to joining Sport England's community of learning.

Options & Issues:

- Ownership – through the whole system and across sectors.
- Resources – both physical and in-kind, to move this forward at pace.
- Establishing and agreeing priorities.

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

12. The sub-group are seeking the continued support of the HWBB to progress this agenda in four key areas.
 - Where possible identify potential resources for this work.
 - Ensure that physical activity is embedded in relevant policies.
 - HWBB members champion this work within their own individual networks.
 - Once complete, endorse vision, outcomes and work plan.