

SUBJECT:	PHYSICAL ACTIVITY STRATEGY
DIRECTORATE:	COMMUNITIES AND ENVIRONMENT
REPORT AUTHOR:	SIMON COLBURN, ASSISTANT DIRECTOR

1. Purpose of Report

- 1.1 To present to members the final draft of the City Councils Physical Activity Strategy (Appendix A) and to seek approval on its content.

2. Executive Summary

- 2.1 Historically, and in line with national trends, Lincoln has experienced generational improvements to the life expectancy of its residents. Over this same period, quality of these life indices have also improved. These improvements are understood to be closely linked to medical advances and improvements to our understanding of wider health issues.
- 2.2 More recently, (especially over the past ten years) many of the more deprived areas of Lincoln have seen life expectancy measurements, along with various other quality of life indices beginning to stall or in some cases, decline. Although the reason for this decline cannot be put down to one single cause, Health experts agree this disappointing trend is closely related to the decline in the numbers taking part in regular physical exercise.
- 2.3 Certain health issues, including some heart and pulmonary conditions, type 2 diabetes, obesity levels, physical mobility and mental health issues have been closely linked to declining physical activity levels.
By increasing the current levels of physical activity in the target population, we will be actively promoting the physical health of individual residents, as well as having a positive impact on the wider community in regards to improving community cohesion and engagement, mental health, educational attainment and reduction in anti-social behaviour.
- 2.4 In Lincoln 37.5% of adults and 47% of children do not meet the recommended levels of physical activity a week.
- 2.5 The attached Physical Activity Strategy (Appendix A) includes a 5 year action plan designed to improve the numbers taking part in physical activity, especially those from specifically targeted hard to reach groups. Interventions and programmes will also target specific deprived regions of Lincoln with challenging health and socio economic indices.
- 2.6 The City Council will work with various other organisations including our own Leisure provider, Active Nation to deliver a number of programmes and interventions to improve these activity levels.

2.7 In the longer term, the Physical Activity Strategy has the aspiration to develop and imbed a longer term 'Active City' Plan for the City Council. Work leading to this award will include at its core, the setting up of a city wide management group to further develop our approach to becoming an 'Active City'. It will also include the necessity for the City Council to consider physical activity in all its processes and decisions made in the future.

3. Background

3.1 In this unprecedented period in the world's history in which we find ourselves battling a global pandemic, the power of maintaining a physically active lifestyle has been highlighted as an increasingly important protective factor in reducing the negative impact of living with this virus.

3.2 Notwithstanding the impact of the Covid virus, there is increasing evidence that an active life-style in line with the recommendations of the World Health Organisation and Public Health England will positively impact on many other outcomes in the longer term. These include mental health, Improved self-image and self-esteem, improved educational attainment, community engagement and greater cohesion, increased life expectancy and improved experience of general health and wellbeing.

3.3 Currently, 37.5% of adult residents in Lincoln do not meet the recommended 150 minutes of activity per week and even more alarming, 47% of children in Lincoln do not meet the recommended target of 60 minutes physical activity per day

3.4 The City Council cannot change these national trends of increasing inactivity and obesity alone. The physical Activity Strategy therefore recommends a four point strategic plan.

- Strategic Objective 1 - Increased participation through using council owned sports, leisure and community centres

- Strategic Objective 2 - Increased participation through outreach programmes in the community

- Strategic Objective 3 - Increased participation through physical activity campaigns

- Strategic Objective 4 - Increased participation through better use of data, trend analysis and targeted approach to advertising and marketing for specific groups

3.5 The City Council will deliver these strategic objectives by **delivering** some of the improvements through its own activities and interventions. The Council will **facilitate** other physical activity interventions through contracts and/or partnerships with other local providers and will also **support** national and local campaigns promoting increased physical activity.

3.6 The Council will work with a multitude of agencies and organisations to bring about change across the City. For instance, the Council will continue to be an

active member of the Lincolnshire Physical Activity Taskforce (LPAT) and share ideas and work programmes to entice residents to be active. In addition, we will campaign for change through supporting National awareness schemes, such as Sport England's 'This Girl Can' programme.

- 3.7 The long term aspiration is that the Council will be classified as an Active City by 2030. To achieve this a leadership group will be established who will develop an inter-departmental action plan that has physical activity at its heart. This physical activity strategy is very much the foundation and the start of the journey towards this aspiration
- 3.8 This physical activity strategy will be used alongside other key Council documents to encourage 'healthy place making' within development schemes that adopt the 'Active Design' principles laid out by Sport England. It is recognised that in order to achieve the level of change required to significantly improve activity levels in Lincoln, this strategy is only one component and that substantial infrastructural and attitudinal change is required
- 3.9 The action plan within the physical activity strategy will be monitored and reviewed on an ongoing basis to ensure that progress is frequently measured. Included in this annual monitoring process will be the assessment of overall activity levels, which will be captured via Sport England's Active Lives survey.

4. Strategic Priorities

4.1 Let's drive economic growth

There are no specific implications for economic growth within this report

4.2 Let's reduce inequality

The physical Activity action plan will target areas of Lincoln with low physical activity levels, in Lincoln these are primarily found in areas of deprivation. Boundaries (such as the cost of participation and lack of time to exercise) to taking part in physical activity have been analysed to ensure any new organised activities will attract the maximum numbers from these targeted areas. The action plan for 2020 to 2025 includes new activities to attract women, the disabled and those with mental health issues.

4.3 Let's deliver quality housing

There are no specific implications for quality housing in this report

4.4 Let's enhance our remarkable place

The implementation of the Physical Activity Action plan will offer improved and affordable activities to residents and visitors to the City.

4.5 High performing services

There are no specific implications to high performing services.

5. Organisational Impacts

5.1 Finance (including whole life costs where applicable)

There are no direct funding implications arising from the attached strategy. There will be a requirement for some smaller existing revenue budgets to be used slightly differently to improve the impact of our plans. It will be necessary to dedicate more officer time to the development of the attached action plan

5.2 Legal Implications including Procurement Rules

There are no legal implications arising from this report

5.3 Equality, Diversity and Human Rights

There is no direct E&D implications arising from this report, however E&D will be considered during the implementation of this Strategy.

The Strategy highlights the variance in life expectancy between different areas of wider Lincoln. The difference between the best and worse has been measured at 12 years.

The short and longer term proposals of the Physical Activity Strategy will target improvements to levels of physical activity in these areas of deprivation and will also target particular resident groups considered to be at the lower end of participation. These include amongst others; women and girls, the disabled, minority groups and certain age groups.

All actions will be developed after carefully considering the many barriers residents have to participation to ensure we maximise participation.

The Public Sector Equality Duty means that the Council must consider all individuals when carrying out their day-to-day work, in shaping policy, delivering services and in relation to their own employees.

It requires that public bodies have due regard to the need to:

- Eliminate discrimination
- Advance equality of opportunity
- Foster good relations between different people when carrying out their activities

5.4 Human Resources

There are no implications arising from this report

5.5 Land, Property and Accommodation

There are no specific implications arising from this report

5.6 Significant Community Impact

Collectively, the priorities and aspirations included in this Strategy will have a significant impact on improving the day to day lives of our residents

The Physical Activity plan will develop and implement a plan to improve and increase the number of outreach projects in areas of highest deprivation in Lincoln. This will improve the opportunities and positive interactions for residents within these areas.

5.7 Corporate Health and Safety implications

There are no cooperate health and safety implications arising from this report..

6. Risk Implications

6.1 (i) Options Explored

Do Nothing- This would result in no improvements to physical activity levels in Lincoln and contribute to the increasing trend in health issues for residents.

6.2 (ii) Key risks associated with the preferred approach

The preferred approach will require staffing time to implement the strategy.

7. Recommendation

7.1 Executive are asked to consider the comments from Policy Scrutiny Committee and accept the report and Physical Activity Strategy found in Appendix A

Is this a key decision? No

Do the exempt information categories apply? No

Does Rule 15 of the Scrutiny Procedure Rules (call-in and urgency) apply? No

How many appendices does the report contain? None or insert number

List of Background Papers: None

Lead Officer: Steve Lockwood- Service Manager
Telephone (01522) 873520