



Cabinet

9 March 2022

Report of: Councillor Malise Graham MBE -
Portfolio Holder for People and
Communities (Deputy Leader)

Active Together 10 Year Framework

Corporate Priority:	Excellent services positively impacting on our communities.
Relevant Ward Member(s):	All
Date of consultation with Ward Member(s):	N/A
Exempt Information:	No
Key Decision:	No
Subject to call-in:	No Not key decision

1 Summary

- 1.1 Led by Active Together, partner organisations have worked together to develop a new physical activity framework for Leicester, Leicestershire and Rutland (LLR) for the period 2022-2031. It seeks to reduce health inequalities and to increase physical activity, including for people who find it most difficult to be physically active, while working collaboratively with partners in local communities. The framework also considers the impacts of Covid 19.
- 1.2 The new 10 year framework has been developed in partnership. This report provides and overview of the framework for physical activity and provide some background information as to its purpose, objective, and relevance to the work the Council.
- 1.3 This report seeks Cabinet endorsement of the framework and a commitment to supporting the delivery of its priorities and principles through continued collaboration.
- 1.4 In endorsing the framework, the Council would endeavour to:
 - 1.4.1 Utilise and shape, where appropriate, its existing resources and services to support the delivery of the framework and where possible align the design and delivery of relevant service plans to the principles and themes of the 10-year framework.
 - 1.4.2 Support the implementation of the framework through the review and evolution, over time, of key policies where adaptation of those policies would support improved provision and

opportunity for physical activity, especially for targeted communities and residents with the greatest need or inequality of access to those services.

- 1.4.3 Agree to the use of the Councils logo on the publication of the framework and where appropriate subsequent and supporting promotion and information documents both in print and online.
- 1.4.4 Where appropriate maximise the collaboration with other Local Authorities and key sector organisations to enhance the delivery of the priorities and working principles within 10-year framework.

2 Recommendation(s)

That Cabinet:

1. Approves and endorses the Leicester, Leicestershire and Rutland Active Together Physical Activity Framework 2022- 2031

2. Provides a commitment in principle to exploring new ways of working and supporting the delivery of sport and physical activity services

3 Reason for Recommendations

- 3.1 The 10-year framework encourages greater joint working opportunities with Council services, including, Supporting People, Planning, Environment, Housing etc.
- 3.2 The framework is described as a “call for partners working across Leicestershire, Leicester and Rutland to join us in thinking differently as we collaborate in using policy and practice to reduce physical inactivity and reduce inequality”. It encourages other public services for the purpose of furthering the ambitions and objectives of the 10-year framework and increasing physical activity levels within local communities.
- 3.3 The framework aligns with the councils continued focus on health, wellbeing and the wider determinants of health. The principles and priorities of the 10-year framework are compatible and complimentary with current council services, programmes and projects to improve the health and wellbeing of local communities.
- 3.4 Current delivery examples include:
 - 3.4.1 Developing Physical Activity Messaging – Utilising our digital offer to promote the Physical Activity Narrative & Self Help Offer. Acting as a ‘Physical Activity Hub’ to showcase Physical Activity opportunities delivered by organisations, partners, community groups for the benefit of residents in the Melton Borough.
 - 3.4.2 Improving Children & Young People’s Mental & Physical Health – Creating connectivity with partners, schools, other services and the local community to provide opportunities for targeted children and young people to access interventions/programmes delivered locally.
 - 3.4.3 Older People to Live Longer better Lives – Providing various opportunities for targeted/vulnerable residents to prevent falls, weight management programmes and signposting to Physical Activity opportunities to create lasting behaviour change to residents physical and mental health.

4 Background

- 4.1 Active Together (formerly Leicestershire and Rutland Sport) is the name for the Active Partnership covering Leicestershire, Leicester and Rutland (LLR).
- 4.2 Active Together is a partnership of the local authorities of Leicestershire, Leicester and Rutland (LLR) working together with Sport England, National Governing Bodies of Sport and voluntary sector organisations.
- 4.3 Together with other public, private and voluntary partners, the partnership exists to improve the health and wellbeing of local communities and to enrich the lives of the residents of LLR, through the encouraging and widening access to physical activity and sporting opportunities.
- 4.4 Active Together is one of 43 Active Partnerships, as part of a sponsored national network, across England. As a network the national partners include Sport England, National Governing Bodies of Sport, Public Health England, CIMSPA, Sport & Recreation Alliance among many others.
- 4.5 The LLR Active Together team includes 23 staff led by a Director and Management Team who report to a voluntary Board.
- 4.6 A focus on physical activity is embedded within the Health and Wellbeing structures in Leicestershire. The physical activity framework has been developed in collaboration and is described as a “call for partners working across Leicestershire, Leicester and Rutland to join us in thinking differently as we collaborate in using policy and practice to reduce physical inactivity and reduce inequality”

5 Main Considerations

- 5.1 The Active Together Partnership have recently published a new ten-year framework that aims to widen access, opportunity for physical activity and increase participation levels across the communities of Leicestershire, Leicester and Rutland (LLR).
- 5.2 The framework also aims also to shape and influence the future approach to service provision for physical activity across the LLR area and encourage greater agency collaboration.
- 5.3 The framework is attached as Appendix 1 to this report.
- 5.4 For this work there is particular emphasis on targeting resources to local communities and residents who face the greatest barriers to being active and the suffer inequality in accessing opportunities to engage in physical activity and sport.
- 5.5 To achieve this, the document calls for a system led approach and improved collaboration between key public, voluntary and some private sector services / organisations to coalesce around campaigning and equity in the provision of physical activity / sporting opportunities.
- 5.6 Working through three key themes of People, Place and Partnerships the framework identifies 10 key priorities for action between 2022 and 2032.
- 5.7 The delivery of these priorities, if delivered thoroughly through partnership and with a variety of services and agencies, should result in a step-change in access to sport and physical activity provision and a new single system approach and improved collaboration between public, voluntary and some private sector services.
- 5.8 The 10-year framework has broad support across many key public services and organisations throughout Leicestershire, Leicester and Rutland.

- 5.9 A request to endorse the framework is also being considered by other Leicestershire Councils.

6 Options Considered

- 6.1 Not endorsing the 10-year strategy would have a reputational impact on the Council and potentially on future requests for funding from the wider Partnership to deliver against our health and wellbeing needs and commitments.

7 Consultation

- 7.1 The framework has been developed with the support of Melton Borough Council officers. It builds on wider consultation with a range of partners in health, wellbeing, planning, Education, Community Services, physical activity and sport sectors.
- 7.2 It draws inspiration from the Sport England national strategy - Uniting the Movement, which was extensively consulted across England over a period of 24 months.
- 7.3 The framework is compatible with emerging local health and wellbeing strategies and includes contributions and scrutiny from primary and public health services.
- 7.4 The Framework aspires to act as a catalyst to encourage changes in local policy development, and resource commitment across the local Public, Voluntary and Private sector, driving a step-change in health improving behaviour through physical activity

8 Next Steps – Implementation and Communication

- 8.1 The document will be formally launched on the 7th April 2022 at an Active Together Annual Conference.
- 8.2 The proposal is to include all partner logos on the final version and to include this on relevant presentation material on the day.
- 8.3 There are options for Melton Borough Council to develop local marketing content to promote the Council's commitment to physical activity.

9 Financial Implications

- 9.1 There are no direct financial risks or commitments associated with endorsing this strategy other than in future it should help shape and guide policy and practice in relation to some Council leisure and community service resources, as allocated through normal business processes.
- 9.2 For 21/22, in partnership with Active Together, we were able to access funding of approximately £56k through Commissioning with Public Health to support co-ordination and delivery of national and local priorities. We were also able to access additional ad-hoc funding streams such as; £10k through the CCG Falls Prevention Programme, £5k from Active Together towards promoting the physical activity narrative and £26k contribution to a Graduate Position for 19 months at Melton Borough Council. Overall, these total £97k worth of support.

Financial Implications reviewed by: Director for Corporate Services

10 Legal and Governance Implications

- 10.1 There are no specific legal implications arising from the report – there is no statutory requirement to have such a Framework.

Legal Implications reviewed by: Senior Solicitor

11 Equality and Safeguarding Implications

- 11.1 Active Together will be undertaking a wider Equality Impact Assessment which will be considered as part of the partnerships ongoing considerations.
- 11.2 The Framework is a positive step-change for locally led action to address the stubbornly high levels of physical inactivity which are often underpinned by the complex challenge of addressing inequality.
- 11.3 The outcome should result in an improved provision of physical activity and sporting opportunities to the local communities of Melton, especially those with the greatest inequality of access to physical activity provision

12 Community Safety Implications

- 12.1 Improved provision of and engagement in physical activity and sporting opportunities within the local communities of Melton supports community cohesion and, consequentially, may contribute to preventing and reducing crime and anti-social behaviour.

13 Environmental and Climate Change Implications

- 13.1 The 10-year framework actively supports strategic public service activity to reduce carbon emissions and support the Councils Climate emergency action planning.
- 13.2 The framework advocates for increased modes and volume of active travel, consumer behaviour change and consideration for greener approaches to infrastructure development (housing and town centres).
- 13.3 The framework makes specific reference to the need for a (sport and physical activity) sector action plan to reduce carbon emissions and supporting existing Council and other agency plans to support climate change challenges.
- 13.4 Officers will ensure links are made across services within Melton Borough Council to embed the environmental benefits associated with the physical activity framework into the Councils work on Climate Change.

14 Other Implications (where significant)

- 14.1 There are significant positive impacts on health and wellbeing associated with this framework. These are set out throughout the report. More detail can be found at Appendix 1.

15 Risk & Mitigation

- 15.1 If the Council were unable to commit to investment into resource/capacity to physical activity/health agenda in the future, would subsequently result in losing commissioning

funding we receive each year. This would negatively impact the council’s ability to access other associated funding and would be likely to impact on health inequalities in Melton.

Risk No	Risk Description	Likelihood	Impact	Risk
1	The Council unable to commit resource in future to the Framework in the future, as a match funding element to the physical activity/health agenda	Low	Critical	High

		Impact / Consequences			
		Negligible	Marginal	Critical	Catastrophic
Likelihood	Score/ definition	1	2	3	4
	6 Very High				
	5 High				
	4 Significant				
	3 Low			1	
	2 Very Low				
	1 Almost impossible				

Risk No	Mitigation
1	Ensure that Physical Activity/Health Agenda remains key to the work we do at the Council and is appropriately resourced to unlock further funding opportunities.

16 Background Papers

16.1 None

17 Appendices

17.1 Appendix 1 – Active Together Partnership Physical Activity Framework 2022-2031

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