

PEOPLE COMMITTEE

14 NOVEMBER 2018

REPORT OF DEPUTY CHIEF EXECUTIVE

PHYSICAL ACTIVITY AND SPORT STRATEGY

1.0 PURPOSE OF REPORT

- 1.1 To seek approval for the Sports and Physical Activity Strategy for the Melton Borough, developed in line with national priorities and key stakeholder consultation, whilst reflecting the Council's Corporate Priorities for local context.

2.0 RECOMMENDATIONS

- 2.1 **To approve the Physical Activity and Sport Strategy attached at Appendix A**
- 2.2 **To approve a delegation to the Deputy Chief Executive to authorise minor future amendments to the strategy based on identified developments, learning or trends**

3.0 KEY ISSUES

- 3.1 Appendix A sets out the Sport and Physical Activity Strategy for the Borough that went out for recent consultation. At present the Council does not have an up to date strategy. Without a strategy there is a risk that the small team we have might not be addressing the right issues or prioritising resources effectively.
- 3.2 For Melton, the development of a strategy is critical at this time because there is evidence of a trend towards an ever increasing inactive population in the Borough. Unchecked this will lead to increased costs of support services for people with conditions deemed preventable if they were leading more physically active lives.
- 3.3 By developing a Physical Activity and Sport Strategy, Melton Borough will be in a position to take advantage of any funding and resources in the future as the cost of addressing the nation's health issues spirals, including potentially for new facilities. Improving people's level of physical activity will play a key role in addressing the increasing health problems and reducing the costs associated with them. It is this inactive population who is our main targeted demographic within the strategy and the overall aim is to inspire **more people** to be **more active, more often**.
- 3.4 As recognised in the government strategy for sport, Appendix B: Sport England – Towards an Active Nation, an active lifestyle has been shown to maintain and improve physical health and mental wellbeing. People who do regular physical activity have a lower risk of many chronic diseases such as heart disease, diabetes and strokes. Research also shows physical activity has psychological benefits in boosting self-esteem, mood and confidence, whilst reducing the risk of stress, depression and dementia, helping to save on future health costs.

- 3.5 Sport & physical activity has been shown to have social impacts too, such as helping establish social connectedness and a sense of belonging. It reduces crime and anti-social behaviour, particularly for young people. Sport & physical activity often has a positive impact on educational outcomes. It has cognitive benefits such as concentration, thinking and problem solving which can improve academic attainment and a positive effect on employability.
- 3.6 The draft strategy adopts a life course approach acknowledging that the role of physical activity varies through life stages and that physical activity should be adapted to the needs of people throughout these stages and be a natural part of everyday life. Physical inactivity has negative effects at all stages of life and while ill health and premature death generally present themselves in adulthood, the exposure risk begins in childhood. A key aspect of early years work will be developing physical literacy skills from a young age and we are hoping to look at some commercial opportunities in achieving elements of this and building our capacity to make things happen.
- 3.7 Focusing on physical activity and sport as a tool for behaviour change is a highly cost effective intervention. With Melton Borough having an increasing and ageing population and growing pressures on public sector spending, behaviour change through prevention, early intervention and lifestyle change are more important now than they have ever been. The way in which we get more people moving everyday will require a broad range of approaches, support and improved opportunities from the community and partner agencies. Within the People and Communities Directorate we have the opportunity to ensure that sport and physical activity is considered in a holistic and joined up way in order to contribute to better outcomes for our most vulnerable residents.
- 3.8 Some of the key issues faced within the Borough are summarised below: -
- 18.2% of year 6 pupils have excess weight, ***higher than the national average***
 - 63.9% of adults have excess weight, ***higher than the national average***
 - 29% of adults are inactive, ***higher than the national average***
 - Melton has an ageing population, ***higher than the national average***.
 - ***Only*** 21% of boys and 16% of girls meet recommended guidelines for physical activity

4.0 POLICY AND CORPORATE IMPLICATIONS

- 4.1 The adoption of the strategy will have a positive impact on all of the Council's key People priorities as well as being more commercial:

PP1	Helping people fulfil their potential and achieve their ambitions.
PP2	Work with our partners to address vulnerability and tackle the root causes of social problems, building safe, happy and healthy communities.
PP3	Focussing on our priority neighbourhoods, support people to overcome disadvantage and live well independently.
OG3	Becoming a more agile and commercial council; securing our financial future.

- 4.2 Working holistically, we will be able to ensure we get the best possible value from our scarce resources.

5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS

- 5.1 In order to effectively deliver the Strategy it will be important to ensure that the existing capacity – 2 members of staff - is maintained and because of the loss of external funding there will need to be consideration of this as part of the budget setting process with one of these positions being unfunded. Failure to maintain the current level of resources would not make delivery possible. Recognising the severe funding constraints that the Council currently faces officers are working hard to develop options that will mitigate any impact on net revenue expenditure, including additional income generation or redirection of existing resources.
- 5.2 Adoption of a strategy with identified priorities, should maximise the opportunities for securing external funding to support initiatives. In the future this could generate significant opportunities. There could also be opportunities for voluntary and community sector organisations to benefit, such as through lottery money, by using the MBC strategy as a basis for identifying areas of demand
- 5.3 There are expected to be some commercial opportunities as anecdotal evidence suggests people are willing to pay for valued activities. This could be linked to the Council's Timesage brand moving forward.

6.0 LEGAL IMPLICATIONS/POWERS

- 6.1 There are no specific legal implications identified at this time.

7.0 COMMUNITY SAFETY

- 7.1 As stated above physical activity and sport can have a major direct positive impact on community safety.

8.0 EQUALITIES

- 8.1 An Equalities Impact Assessment has been completed and approved.

9.0 RISKS

9.1 .

L I K E L I H O O D	A	Very High				
	B	High				
	C	Significant				
	D	Low			2	
	E	Very Low			1	
	F	Almost Impossible				
			Negligible 1	Marginal 2	Critical 3	Catastrophic 4

IMPACT

Risk No	Risk Description
1	Strategy not adopted
2	Unable to effectively deliver strategy

10.0 CLIMATE CHANGE

10.1 There are no implications arising from this report

11.0 CONSULTATION

11.1 Consultation has taken place with Policy Forum members and on a wider level with key stakeholders including:

- Local Health Practitioners
- Leicestershire County Council Services (Public Health and Early Help)
- Local schools
- Clinical Commissioning Groups
- Leisure Providers
- District Health and Wellbeing Board
- National Governing Bodies of Sport
- Leicestershire and Rutland Sport
- Police
- Sports Clubs
- Private, voluntary and community sector stakeholders

- 11.2 Analysis of the consultation results show overwhelming support for adopting the strategy, the direction of travel and the vision.
- 11.3 There is some concern voiced regarding the financial, digital and social barriers as well as the resource challenges the Council faces to address and achieve the goals it has set itself.
- 11.4 Another strong theme that came through within the results is the emphasis on ensuring a cross-partnership/community approach is applied in delivery of the strategy. This will be addressed during the development of the action plan. Additionally, a recommendation for an executive summary at the beginning of the strategy as a public facing document will also be developed in line with the action plan.

12.0 **WARDS AFFECTED**

12.1 All

Contact Officer Jake Betts and Aysha Rahman

Date: 04/11/2018

Appendices : Appendix A – Melton Sport and Physical Activity Strategy
Appendix B – Sport England - Towards An Active Nation Strategy

Background Papers: None

Reference : X:\Cttee, Council & Sub Cttees\People Committee\2018-19\141109