

Physical Activity & Sport Strategy



Vision

“Inspire more people, to be more active, more often”

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Cllr Alan Pearson, Chair of the People Committee for Melton Borough Council;

“Melton Borough Council is committed to sport and physical activity.

We believe that increased participation in physical activity and sport will improve the health and wellbeing of the Borough’s residents, supporting the development of strong & prosperous communities.”

Introduction

The Physical Activity & Sport (PAS) Strategy for Melton outlines the vision of the Council for continued support in physical activity and sport in the Melton Borough. It reflects the views, and has benefitted from the input of a range of key partners and stakeholders.

A coordinated strategic approach to promoting and enabling physical activity and sport in Melton will be a key step in helping to tackle and prevent ill health and improve the quality of life of Melton residents. The PAS Strategy identifies the connections between physical activity and health and is intended to supplement the work of related services of the Council and partner organisations and be a driving force to creating a healthier population that supports individual's wellbeing.

The council provides a number of facilities that promote physical activity and sport including; Waterfield Leisure Centre & the recently acquired Melton Sport Village, community centres, sports pitches, parks and playing fields. Additionally, the council has a small established physical activity and sport development team that work with a number of partners including; clubs, schools, parish councils, the county council, health partners, police and other to deliver specific initiatives/interventions in a multitude of venues across the Borough. They also provide dedicated programmes for children and young people, families, older people, people with disabilities or long term conditions.



Following the adoption of the Melton Local Plan, the council has allocated land to enable 6,000 new homes to be built within the district in the next 20 years. This suggests that the district population will grow significantly during this period. At the same time as population is increasing, resources to support physical activity and sport are reducing across the sector. The pressure on public finances and population growth mean that a strategic approach to physical activity and sport is essential to identify priorities and key objectives for the foreseeable future.

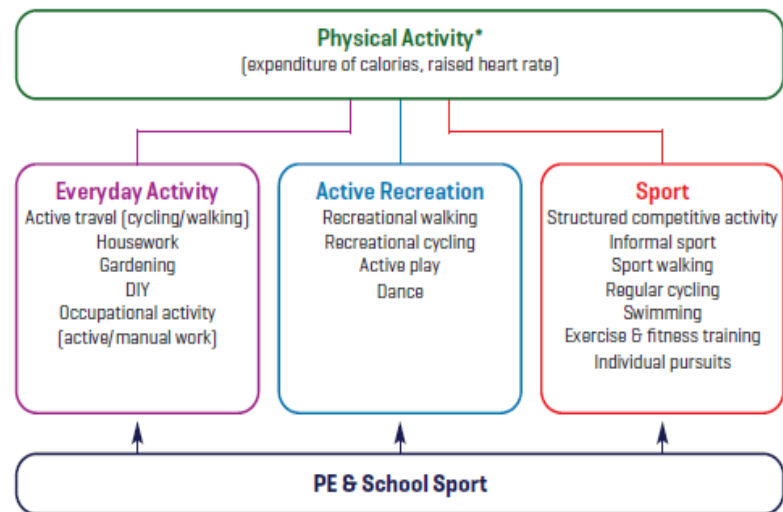
The PAS Strategy reinforces the value that the council places on the importance of physical activity and sport which drives the commitment to **‘inspire more people, to be more active, more often.’**



Physical Activity & Sport Matters

The terms 'physical activity' is defined as 'any bodily movement produced by skeletal muscles that require energy expenditure.' This can take many forms as shown in Table 1.

Sport is defined by Sport England as 'all forms of physical activity which through casual or formal organised participation, aim at expressing or improving fitness and mental wellbeing, forming social relationships or obtaining results in competition at all levels.'



* Physical activity includes all forms of activity, such as every day walking or cycling, non competitive active recreation such as working out in the gym, families playing together, dancing or gardening, as well as organised and competitive sport.

(Table 1 – Physical Activity explained)

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 (Source: CMO Guidelines).

Physical activity and sport are shown to have **social impacts** too, such as helping establish social connectedness, a sense of belonging and breaking down cultural barriers. It reduces crime and anti-social behaviour, particularly for young people. The estimated return of investment for every £1 spent on sports for at-risk young people through, for example reducing crime and anti-social behaviour is a £7.35 saving on resources. (Source: Sport England).

Physical activity and sport also have **psychological** benefits such as concentration, and problem solving which can improve academic attainment and a positive effect on employability. It also helps both young and older people to develop new skills, as well as confidence and motivation to gain qualifications that can ultimately lead to employment and career development. Facilities for physical activity and sport enhance the image of the district as a place to live and do business in. As participation increases so does participant expenditure, bringing with it **economic growth** to the Melton Borough.

Physical inactivity is estimated to cause 17% of all deaths in the UK. It also costs the national economy an estimated £7.4bm in healthcare, premature deaths and sickness absence. (Source: Sport England).

“If a medication existed which had a similar effect to physical activity it would be regarded as a wonder drug or medical cure.”

*Sir Liam Donaldson,
Chief Medical Officer,
2010*

Metric	Melton	Leicestershire	England
Active Lives Survey			
Inactive - less than 1 x 30 minutes of physical activity per week	25.5%	27.8%	25.2%
Fairly Active - 30 to 149 minutes per week (Not meeting CMO Guidelines)	12.7%	13.2%	12.5%
Active - Over 150 minutes per week (Meeting CMO Guidelines)	61.8%	59.0%	62.3%

(Table 2 – Physical Activity & Inactivity Source: Active Lives Survey 2017/18)

Table 2 shows a contrast in the activity levels across the Borough, with people inactive (under 30minutes a week) above the East Midlands & England averages. However, comparing to those people who are Active (more than 150minutes a week) Melton is above the East Midlands average but slightly below the England averages.

This outlines that there are sections of the population that are very active and sections that are inactive, which are likely to be the older population as activity levels decline progressively with age.

Simply put, we want to inspire more people, to be more active, more often. For those who are inactive the priority is for them to start moving, and for those who are already active the challenge is for them to do more. The vision is to move more people towards the 'active' metric to meet the recommended CMO guidelines for good health of 150minutes per week. New digital devices may have a role to play here.

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 than they have ever been. The way in which we get more people moving more often will require a broad range of approaches, support and improved opportunities from the community and partner agencies.

“The biggest gains and the best value for public investment is found in addressing the people who are least active.”

*Sport England,
Towards an Active
Nation 2016*

Implementing a PAS Strategy provides Melton Borough with a clear direction for the services to be delivered to tackle inactivity, embed practices, to shape the prosperity of all Melton Borough residents.



Rationale of the Strategy

The Council and its partners recognise that Melton has good infrastructure to deliver physical activity opportunities through its sport and leisure facilities, community centres, open spaces, schools and parishes. We want to inspire more people, to be more active, more often; but ensure that services are prioritised in areas that will make the most difference to local people. Physical activity and sport can play a key role in addressing public health challenges within the Melton Borough.

Key Health Issues

There are a number of key health issues in Melton Borough, which increased physical activity can play a part in addressing:

51,000 population of Melton

13% more males participate in physical activity compared to females

62% of adults take part in 150minutes of physical activity per week

18.2% of Year 6 children have excess weight, higher than the National Average

25% of adults are inactive and take part in less than 30minutes of activity per week

68.7% of adults have excess weight, higher than the National Average

Rates of early deaths from cardiovascular diseases **better than** the National average. But still can be improved further.

Only **21%** of boys and **16%** if girls meet recommended guidelines for physical activity

Ageing Population 40 years and over groups are above the National Average

Public Health Profile 2017 – Melton District sees significant inequalities in levels of physical activity in relation to age, gender, ethnicity, deprivation and disability and corresponding equalities in health within Melton;

- Activity levels tend to decline progressively with increasing age. Older adults tending to be the least active.
- People in the most deprived areas are twice as likely to be physically inactive as those in the least deprived areas.
- Being female, lower levels of education and lower household income are all strongly associated with inactivity in older people.
- Disabled people are half as likely to be active compared to non-disabled people.
- BME population is low in Melton; nevertheless BME backgrounds are less likely to take part in physical activity in comparison to white backgrounds.

According to Public Health: Health Matters Report: There is a trend towards an ever increasing inactive population, which leads to increased costs of support services for people with conditions deemed preventable by leading physically active lives.



Physical activity and sport is uniquely positioned to deliver a system-wide response to the challenges of poor health and wellbeing.

Life Course Approach

This strategy acknowledges 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.



Early Years

The key here is building the skills, knowledge and behaviours to help us lead active lives from a young age e.g. Active Play. Research suggests that the first 1001 days are crucial for a child to support holistic development of physical literacy to lead active, healthy and fulfilling lifestyles. The nature of the movement a child engages in, and the context it occurs can influence development in physical literacy.

Children & Young People

As a child progresses into adolescence, further cognitive abilities allow for complex thinking, reinforcing knowledge and behaviours, and driving active participation by family and friends. To lead an active lifestyle is important.

Adults

Individuals entering adulthood bring with them risks for their later health that have been acquired during childhood and adolescence, so it is important that desired behaviours regarding active lifestyles are embedded in the early stages of development.



Older People

The life course model suggests that the rate of decline in cognitive and musculoskeletal function and ageing depends on the physical activity nature of the lifestyle behaviour attained throughout their life. Interventions of physical activity in later life, can have significant short term impact in maintaining independence, social interaction and inclusion of individuals.



The PAS Strategy highlights the importance that the complexities of the stages within the life course are prevalent and embedded in our vision and priorities to engage Melton Borough Residents within physical activity and sport.

Strategy Development

Strategic Context

The development of Melton PAS Strategy was built on firm foundations. We have taken a lead from the government's 2015 national strategy, 'Sporting Future: A new Strategy for an Active Nation.'

The Government's vision is that everyone, regardless of their age, background or level of ability, feels able to engage in physical activity and sport. We want everyone to feel welcome, to find something in physical activity and sport that meets their needs and for the sector to value them as customers. It looks beyond simple participation to how physical activity and sport changes lives and becomes a force for social good.

The strategy highlights what we need to consider:

- Physical activity and sports contribution to five broader outcomes: physical wellbeing; mental wellbeing; individual development; social and community development and economic development.
- Ensuring approaches to physical activity and sport are built around behaviour change.
- Tackling inactivity.
- Helping those who currently have a resilient physical activity or sport habit to stay that way .
- Working with a wider range of existing and new partners, who can help reach target audiences and share mutual objectives.

These nationally led outcomes are representative at a County Level also. The PAS Strategy has taken key influences and direction from Leicestershire & Rutland Sport's (LRS) Physical Activity & Sport Strategy. Their long term vision is to make Leicestershire and Rutland the most physically active and sporting place in England. This encompasses everything from supporting the least active residents to build activity into their everyday lives, through to development of high sports performance.

Both strategies provide a framework for action by partners working across Leicestershire. To make the necessary step change to increase physical activity in Melton requires collaboration, commitment and communication between partners for whole system approaches for further development and the delivery of programmes and interventions. The council needs to work closely with a number of organisations including: LRS, Healthcare Professionals, Leicestershire County Council (LCC) services (E.g. Public Health & Early Help), schools, Clinical Commissioning Groups (CCG), leisure providers, sports clubs, National Governing Bodies of Sport, private sector and voluntary and community groups to realise collective outcomes for physical activity and sport in Melton. Aligning our strategy with LRS Physical Activity & Sport Strategy will hopefully help secure future investment in facility, training and revenue projects across the locality.

Melton Borough Corporate Plan

It is important that Melton Borough Council's Corporate Priorities are integrated into the development of the PAS Strategy, in order to understand community needs at a local level.

Melton Borough Council's mission '**helping people, shaping places**' is the guiding principle that underlines what is to be achieved in Melton through the PAS Strategy. Physical activity and Sport can help to achieve this, if work collaboratively in partnership with others.

The Corporate Plan Priorities highlight locally, what we need to consider:

- Address vulnerability and tackle the root causes of social problems, building safe, happy and healthy communities.
- Understand the cause of anti-social behaviour and to proactively deal with issues.
- Focussing on our priority neighbourhoods, support people to overcome disadvantage and live well and independently.

Taking a whole system approach to service delivery, can ensure that physical activity and sport play a prevalent part in being used as a preventative or interventional measure in conjunction with other services e.g. housing, Me & My Learning etc.

The Physical activity and sport team will continue to provide highly targeted direct services and to work closely with health providers and partners, to direct resource at those with greatest need and reducing subsidy from those who have the means to look after their health responsibly. They will also fulfil a coordinating role for community sports providers and lead the drive to raise the profile of physical activity and sport across the Borough.

Our aspiration is for the priorities in the Melton PAS strategy are reflective of partner organisations, ensuring that the strategy has local reach, and a positive impact on physical activity and sport within the borough.

Commercial Approach

In the face of increasingly scarce resources for public services, it is more important that the Council looks at ways to sustain services independently than relying on external funding.

In April 2018, Melton Borough Council adopted a Commercial Strategy; with a view to commercialising some existing services and identifies new ventures to generate a return which support the council's long term sustainability. Commercial opportunities in physical activity, sport and health will be explored in order to support the sustainability of the PAS Strategy moving forward.

Early research into provision within Melton, suggests there is a lack of Early Years (0-3years) physical activity provision. The life course approach suggests that embedding Physical Literacy is an important enabler for children to lead active lives and is a priority identified within the Strategy. If the Council can shape a commercial approach to physical literacy, targeting the more affluent demographic within Melton, this could be a highly profitable service, which can be reinvested back into priorities identified within the Strategy. In addition, there may also be commercial opportunities linked to the older person cohort with a priority to keep people living in their own homes for longer.

Priorities of the Strategy



Priorities & Outcomes

Vision

“Inspire more people to be more active, more often”

Each of these priorities identified below, have sub priorities that are identified by Melton Borough Council. The foundations of well led, insight driven and marketing & communication & commercialism must underpin our work, in order to meet local need and build a borough wide response to physical activity and sport. Each one of the sub priorities will have individual actions within the action plan.

PRIORITY 1: GET ACTIVE			
	Primarily contributing towards Outcomes for;		
<i>Everyone of all ages, has the opportunity to start participating in physical activity and sport.</i>	More People	Better Health	Stronger Communities
1.1 Embed physical activity and physical literacy into Early Years Settings.	✓	✓	
1.2 Ensure education settings deliver on a whole systems approach to physical education, physical activity and sport	✓	✓	✓
1.3 Develop a targeted approach to raise physical activity levels in low participating groups/ priority neighbourhoods.	✓	✓	✓
1.4 Develop a referral pathway to enable entry into appropriate physical activity, sport and health related opportunities.	✓	✓	
1.5 Develop and deliver relevant targeted physical activity, sport and health campaigns to reduce inactivity and increase participation.	✓	✓	✓
1.6 Use physical activity as a tool to reduce anti-social behaviour, to build safe, happy and healthy communities.	✓		✓

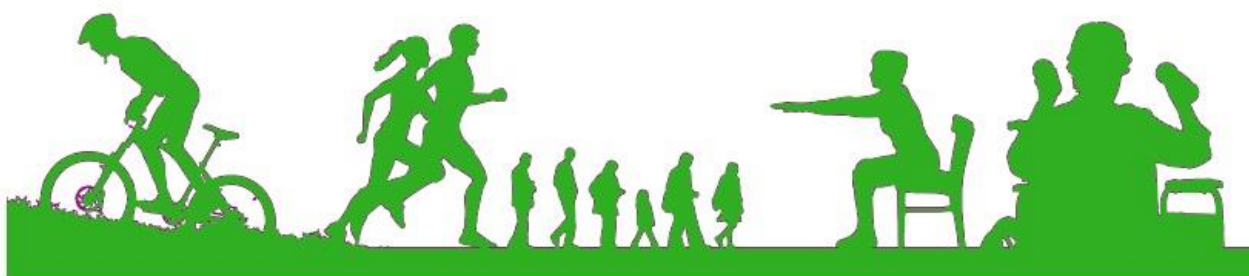
PRIORITY 2: STAY ACTIVE			
	Primarily contributing towards Outcomes for;		
<i>Support people to develop a resilient physical activity and sport habit to ensure lifelong participation.</i>	More People	Better Health	Stronger Communities
2.1 Ensure there is a network of effective and sustainable clubs and organisations, which cover a diverse range of physical activity and sport opportunities to meet the needs of local communities.	✓	✓	✓
2.2 Ensure there are opportunities and pathways in place for all people of any ability, to achieve through physical activity and sport.	✓		
2.3 Work with national and local organisations including public/private/ voluntary sector partners, to develop, promote and deliver a universal physical activity and sport offer.	✓	✓	
2.4 Encourage everyone to embed regular, informal physical activity and sport opportunities into their daily family lives.	✓	✓	
2.5 Develop a skilled and representative workforce in the community to create more sustainable physical activity.	✓	✓	✓

PRIORITY 3: ACTIVE PLACES

	Primarily contributing towards Outcomes for;		
	More People	Better Health	Stronger Communities
<i>Facilities and informal spaces that encourage physical activity and sport, are sustainable, high quality and accessible.</i>			
3.1 Ensuring physical activity and sport is a priority within the planning systems, utilising the Active Design principles for new developments.	✓		✓
3.2 Secure investment into both traditional and non-traditional facilities, formal and informal spaces, based on strategic need, for physical activity and sport.	✓		✓
3.3 Promote the use of formal and informal local community facilities and open spaces for physical activity and sport, supporting a more active everyday lifestyle.	✓	✓	✓
3.4 Increase the levels of active travel (e.g. cycling and walking) therefore integrating physical activity into daily lives.		✓	✓
3.5 Promote active communities, encouraging stakeholders across the sector to use physical activity and sport to strengthen neighbourhoods and enable communities to work together.	✓		✓

PRIORITY 4: ACTIVE ECONOMY

	Primarily contributing towards Outcomes for;		
	More People	Better Health	Stronger Communities
<i>Promote the Melton Borough as a premier location for undertaking the business of physical activity and sport.</i>			
4.1 Promote Melton as a premier location to attract sport, physical activity and health business investment and tourism.	✓	✓	✓
4.2 Increase the physical activity levels of the workforce, and promote active workplaces.		✓	✓
4.3 To develop a long term sustainable approach to implementation of this strategy through achievement of significant commercial income.	✓		✓



Governance, Monitoring, Evaluation & Review

Action Plan

Melton Borough Council and its key stakeholders recognise the need to set challenging targets, review progress and measure performance. The Council will prepare an annual action plan that will set out a series of more specific actions (with measurable outcomes) that has fluidity to address priorities reflective of the needs of people/communities.

Many of these are time limited and will require refreshing as partners work towards achieving the objectives, therefore a yearly review and update of the Action Plan will take place with relevant partners/boards.

Governance

This is a strategy for the population of Melton Borough as a whole. Whilst the Council clearly has a leading role to play, the ambitions will only be achieved through a multi agency approach to addressing the challenges of physical inactivity and helping to sustain active lifestyles.

The Physical Activity & Sport Team will coordinate the delivery of this Strategy. Progress reports will be delivered to the People Committee at Melton Borough Council, the Culture & Sport Chief Officers Partnership, LRS, Public Health and local partners through the People Board.

Resources

This strategy subscribes to the key principle outlined in '*Inspiring more people to be more active, more often*' which notes that to deliver change is not necessarily about new investment – it is more about maximising the potential of existing assets and resources. This relates to both existing investment and also our assets such as open spaces, streets, parks, leisure facilities, community halls, schools and workplaces.

The Council's Physical Activity & Sport team produces a commissioned plan with a focus on health related outcomes. This will continue to be produced and reviewed to be brought into line with the action plan and the PAS Strategy. There may be some upfront investment required to support the development of commercial opportunities which will be considered on a case by case basis.

Conclusion

Through strong leadership, strong partnerships and robust delivery plans we aim to strengthen the approach to Physical activity & sport in Melton. Whether in schools, parks or communities, as individuals or in groups, there will be increased opportunities for people to be more active.

