



Report of Maxine Rhodes, Managing Director, County Durham Sport

Electoral division(s) affected:

Countywide

Purpose of the Report

- 1 The purpose of the report is to update the Health and Wellbeing Board (HWB) in respect of the approach to system stewardship (physical activity) in order to contribute to the improvement of health inequalities.

Executive summary

- 2 Physical Activity is a key priority area for partners and is key to delivery of the County Durham Vision 2035 and Joint Health and Wellbeing Strategy.
- 3 In March 2018 the HWB received an update from the Active Durham Partnership, the county's multi-agency partnership, to help tackle physical inactivity in County Durham. In early 2020 it was agreed to review the Active Durham Partnership arrangements to provide focussed strategic level leadership for our approach to physical activity. In partnership, the Physical Activity Strategy Committee was created and met, for the first time, in the Summer of 2020.
- 4 The Physical Activity Strategy Committee is responsible for encouraging partners to work together and promote change that ensures an active lifestyle is an easy choice for all residents of County Durham. The Committee has met three times, in June, September and December 2020 with positive attendance and engagement by a range of key partners.
- 5 Progress has been made in terms of defining scope and purpose, engaging with sub committees, exploring the evidence base and system mapping.
- 6 The Physical Activity Strategy Committee is in a strong position to explore areas of collaboration and improve outcomes in relation to physical activity and its impact on physical and mental health and wellbeing.

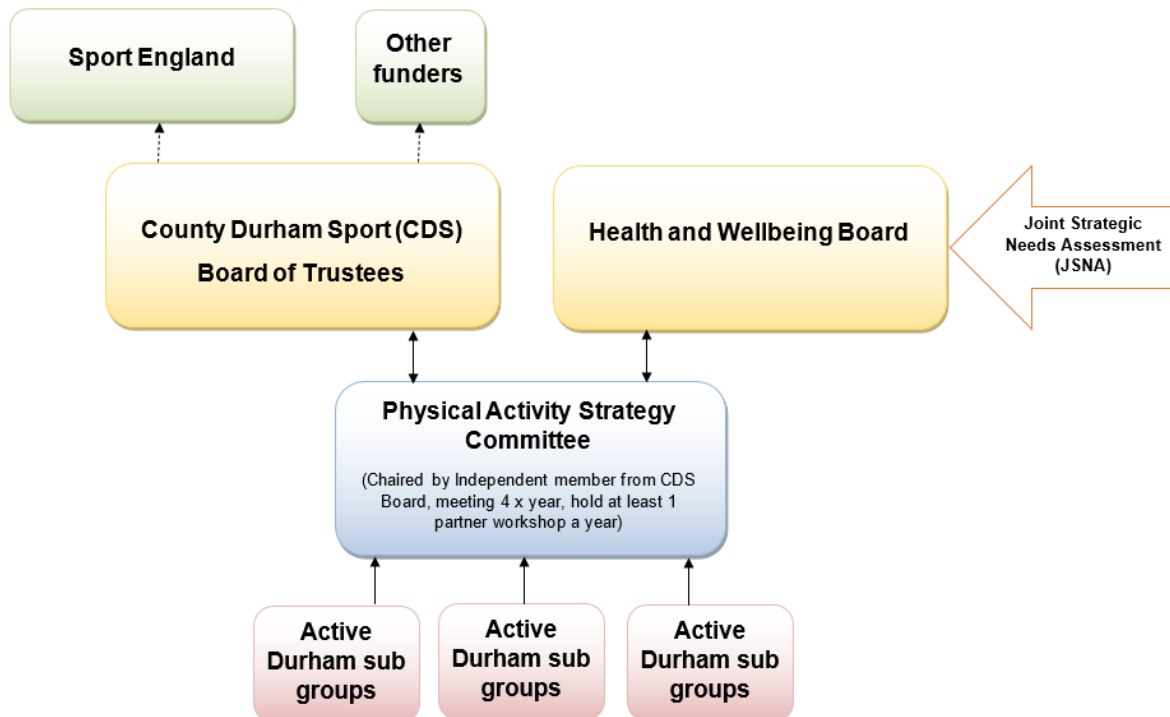
Recommendation

- 7 Members of the Health and Wellbeing Board are recommended to:
 - (a) Receive the update report for information and note its content.

Background

Inception and membership

- 8 In early 2020 County Durham Sport (CDS) and Durham County Council came together to facilitate an executive committee of public, private and third sector partners to oversee the strategic direction for physical activity within the County and be accountable for the achievement of agreed strategic priorities.
- 9 The primary purpose of the Physical Activity Strategy Committee (PASC) is to bring the best available research, evidence, data and insight together to inform the strategic objectives of County partners in the area of physical activity and to promote collaborative working in order to bring about systems change for the benefit of the people of County Durham.
- 10 The PASC provides the vehicle for a strategic partnership between CDS, DCC and the HWB to ensure mutual support and effective collaboration between key partners and strategic bodies. Membership of the Committee is as follows:
 - Independent CDS Board Member (Chair)
 - County Durham Sport
 - Durham County Council
 - Public Health
 - Education
 - Housing
 - County Durham Clinical Commissioning Group
 - Durham University
 - Business Durham
 - Durham Community Action
- 11 The PASC reports to both the HWB and the CDS Board of Trustees and is supported by various Active Durham subgroups- particularly, at present, Active Shildon and Active Valleys. The Committee will meet formally four times per year and aim to hold at least one multi-agency workshop.



Scope

- 12 Members of the PASC have agreed to use the World Health Organisation definition of physical activity to define its parameters:

“Physical activity is defined as any bodily movement produced by skeletal muscles that requires energy expenditure. Physical activity includes exercise as well as other activities which involve bodily movement and are done as part of playing, working, active transportation, house chores and recreational activities.”

<https://www.who.int/dietphysicalactivity/pa/en/>

- 13 The scope of the work will not be defined in a fixed manner and instead will emerge from the data, the needs of our communities and the opportunities afforded to us from collaboration, through a whole system approach, to reducing health inequalities.
- 14 In order to frame its approach, the Committee agreed the following principles:
- We have agreed to work differently and collaboratively across a range of operational landscapes to bring about innovation in the design, delivery and production of opportunities for physical activity.
 - Our work will benefit all citizens by making an active lifestyle the easy choice (whether that be in access to services, active travel,

in the workplace or in opportunities for volunteering, or moving more in homes, gardens and public spaces). These benefits also will impact a person's wellbeing.

- By joining together, we can affect change by keeping physical activity on the agenda of more agencies and actors.
- Taking a solution focused approach, we will work to promote physical activity in spaces where people want to be. We will help them move more when they are there and then encourage them to move differently and more often.

Evidence Based Approach Task Group

- 15 The Evidence Based Approach (EBA) Task Group has been in place for some time, supporting work of the previous Active Durham Partnership. Now a sub-group of the PASC, the EBA Task Group will support and advise the PASC in bringing the best available research, evidence, data and insight together to inform the strategic objectives and priorities of the strategy committee.
- 16 The Group will work on behalf of the PASC to influence, support and empower local partners and providers to make better informed decisions and optimise their resources, through the adoption of a whole systems evidence-based approach to physical activity provision.

Agendas and areas of collaboration

- 17 The first three meetings of the PASC in June, September and December 2020, have been positive. Terms of reference, role and scope were defined, an informative data project was completed and delivered in conjunction with Press Red, and partners discussed knowledge exchange being led by Durham University. The importance of communications and messaging on physical activity was acknowledged and progress celebrated.
- 18 Partners discussed progress of the revised Joint Health and Wellbeing Strategy 2021, the challenges and opportunities of physical activity across the life course for physical and mental health and wellbeing.
- 19 Work has begun to analyse the countywide physical activity data from all partners and sources, after which the PASC can prioritise its actions and task others to take them forward in partnership with those communities/groups identified. In the first instance, this might involve:
 - Policy audit for the county on physical activity
 - Stakeholder produced framework for physical activity

- Knowledge hub in physical activity to support communities of practice

20 Areas identified for future collaboration and agendas for the PASC, working with relevant partners from across sectors are as follows:

- Physical Activity Framework for County Durham
- 'Unlocking of the leisure industry' (with consideration to the Covid landscape)
- Improving mental health through physical activity
- The County Durham Place Based Commissioning Plan
- Healthy environments and infrastructure
- Social prescribing (with a focus on active environments)
- Young people (working with the County Durham Youth Council)
- PASC Workshop (including membership, knowledge exchange mapping, priorities for the upcoming year, contextualisation in wider strategies and plans)
- Adopting the Wellbeing Approach to physical activity.

Conclusion

21 The Physical Activity Strategy Committee has made good progress since its inception at the beginning of 2020, bringing together partners to drive collaborative working in respect of physical activity. The landscape of Covid-19 has provided and will continue to provide challenges and opportunities for this agenda. The PASC is in a good position to work responsively to achieve its objectives.

Author

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Appendix 1: Implications

Legal Implications

None

Finance

Opportunities for collaborative funding bids.

Consultation

Key data obtained through Active Lives survey and further consultation will be completed as required.

Equality and Diversity / Public Sector Equality Duty

Key links to reducing health inequalities and will be considered through all work of the PASC.

Climate Change

Environment and climate change are to be considered by the PASC, particularly through work on active travel and active outdoor environments.

Human Rights

None

Crime and Disorder

None

Staffing

None

Accommodation

None

Risk

None

Procurement

None