

Health and Wellbeing Board

3 November 2015



Altogether Active – A Physical Activity Framework for County Durham

Report of Terry Collins, Corporate Director , Neighbourhood Services, Durham County Council

Purpose of the Report

1. The purpose of this report is to inform the Health and Wellbeing Board of the progress towards the development of a new strategic framework for physical activity. The report seeks support for the next steps in the process to launch a consultative version of the framework at the forthcoming Big Tent Engagement Event on 4th November 2015.

Background

2. According to the National Institute of Clinical Excellence (NICE) physical inactivity is costing the nation £8.2billion per year and in County Durham the annual financial burden of inactivity is £100million.
3. Based upon the public health outcomes framework (assessed in 2014), County Durham has 32.1% of adults completely inactive and 44.5% failing to achieve the Chief Medical Officers recommendations.
4. There is now clear evidence to show that physical inactivity is one of the root causes of Diabetes, Cardiovascular Disease, Cancers, Dementia (secondary to visceral fat), Depression and Anxiety, Arthritis and many other conditions. Physical inactivity is the fourth biggest killer nationally.
5. To change the status quo of inactivity, County Durham requires a different approach. This will rely upon large scale and sustained action, with strong cross sectorial partnerships and leadership.

Presenting the case and inspiring others

6. Developing a commitment towards tackling these challenges together starts with an enhanced understanding of the benefits of physical activity. The “Big Tent” event in October 2014 provided an opportunity to cascade this information in the first instance.
7. Titled ‘*the single best cure to tackling rising healthcare costs*’, a seminar presentation was facilitated by Dr William Bird (OBE), an advisor to Public Health England, national researcher and a part time family GP.

8. The evidence base for participation in physical activity is well established and Dr Bird further emphasised the health benefits, the societal consequences of inactivity, the economic implications and challenges for individuals.
9. The session was well received by key executive directors and health representatives. Comments included 'it was inspiring' and 'thought provoking'. Attendees recognised the need to work together to 'turn the tide' on the rising costs and challenges caused by physical inactivity in County Durham, but there were clearly many more partners and leaders who needed to be engaged.

The Process to Date

10. In May 2015, a briefing paper was sent to Health and Wellbeing Board members outlining an approach to further engage the County's Executive Leaders in this important agenda. The paper outlined the intent to engage with a wide selection of key Executive Leaders who are capable of driving and influencing the agenda. Further to ensure they understand the scale of the challenge and therefore the benefits of reversing inactivity levels. It is important a wide range of partners see how raising physical activity can make a difference to their outcomes.
11. Equally, the process was set to develop a shared vision and commitment to drive change long term, through a clear outcomes framework. This would include debate and discussion on key enablers to success and the development of county priorities, to help channel resource to drive improved outcomes.
12. The following progress to date has been made:

Phase	Dates	Task
Position Statement	April –July 2015	Development of 'position statement' highlighting the current provision, facts and figures, investment and benefits for County Durham. 25plus 1:1 meetings led by an independent consultant to establish the current picture in physical activity development and support.
Inspiring executive leaders	July 9 th 2015	30plus Executive Leader's attended initial Summit. Dr William Bird presents the case for getting communities active.
Engaging senior leaders	July 14 th /15 th 2015	40plus Senior Officers 'Task and Finish' Group Session 1 – The Case presented and development of framework starts.
Senior leaders developing the framework	September 23 rd /24 th 2015	40plus Senior Officers' attended a 'Task and Finish' Group Session 2 – Officers asked to 'check and challenge' a draft framework and begin to identify priorities and outcomes.

Phase	Dates	Task
Executive leaders challenging the framework	7 th October 2015	Executive Leaders Breakfast Summit to review draft framework, challenge priorities and consider governance solutions.

13. The feedback from the process has been invaluable and has been analysed and further refreshed the emerging framework.
14. The wider stakeholder consultation for the Physical Activity Framework for County Durham will be launched by Dr William Bird at the Health and Wellbeing Board Big Tent event on 4th November 2015.
15. A number of key issues have arisen from the process which the draft framework already begins to address. These are not limited to, but include the following:
 - The need to recognise the full breadth of physical activity from housework and gardening, to jogging and sport, if we are to engage all key organisations and reach all residents.
 - The need for a single metric to measure the impact of our joint work, both directly and in commissioning processes.
 - The recognition that there are some key enablers that drive success and it is important these enablers are tackled rather than create another 'programme' or short term 'initiative'.
 - We need to be more 'intelligence led' as a county.
 - We have a fragmented approach to investment and support for the agenda.
 - We must not silo physical activity. It is part of planning, transport, schools, social care and more. We need to make it everyone's business to maximise the impact.
 - We need to work at scale
 - We need a simple governance arrangement, to ensure we have coordination and everyone knows how it works or how they might contribute.
16. The process has been well received both at executive and officer level. Durham County Council Culture and Sport officers have been supported by an independent consultant and a range of regional organisations and advisors to present healthy challenge and advice.

Next Steps

17. The following key steps are now proposed:

- Dr William Bird will return to launch the framework and further emphasise the value of such an approach as key note speaker at the Big Tent event on 4th November 2015.
- Following consultation, the draft framework must then be reviewed and finalised.
- Develop options and consider a suitable Board/governance arrangement for the new framework. It is planned for a small executive 'task and finish' group to be formed from the summit to consider this.
- Involve a number of Executive Leaders in cascading the new framework and board arrangements county-wide, encouraging engagement and joint working. The County Partnership and Area Action Partnership structures are viewed as important structures to achieve this through.

18. It is anticipated that by March 2016 there is an accepted framework and suitable mechanism for driving the work for the County forward.

Recommendations

19. The Health and Wellbeing Board is recommended to:

- Note and support the progress in the development of a physical activity framework for County Durham 'Altogether Active'.
- Formally respond to the consultative draft of the framework following its launch on the 4th November at the 'Big Tent' engagement event.

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Appendix 1: Implications

Finance

None

Staffing

None

Risk

There are no direct risks associated with this report.

Equality and Diversity / Public Sector Equality Duty

The framework recognises the need to encourage persons to participate in physical activity where participation is disproportionately low.

Accommodation

None

Crime and Disorder

None

Human Rights

None

Consultation

The framework under development is targeted at officers and partner organisations. The consultation period will ensure partners are clear what they are being consulted on and that the feedback received on the draft document will be reviewed before a final document developed.

Procurement

None

Disability Issues

The framework recognises the need to encourage persons to participate in physical activity where participation is disproportionately low.

Legal Implications

None