

Item: 7.5

Report to:	NHS Hull Clinical Commissioning Group Board
Date of Meeting:	25 January 2019
Title of Report:	New Physical Activity Strategy 'Towards an Active Hull'
Presented by:	Sue Lee, Associate Director of Communications and Engagement
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STATUS OF THE REPORT:

To approve	<input type="checkbox"/>	To endorse	<input checked="" type="checkbox"/>
To ratify	<input type="checkbox"/>	To discuss	<input type="checkbox"/>
To consider	<input type="checkbox"/>	For information	<input type="checkbox"/>
To note	<input type="checkbox"/>		

PURPOSE OF REPORT:

To request that the Board endorse the new Physical Activity Strategy, recognising that the CCG is a key partner who can influence an improvement in physical health rates in the city.

RECOMMENDATIONS:

It is recommended:

- That the Board endorse the new physical Activity Strategy 'Towards an Active Hull 2018 – 2028'.
- That the Board agree that the monitoring of the new Physical Activity Strategy Towards an Active Hull 2018 – 2028' will be the responsibility of the Health and Wellbeing Board.

REPORT EXEMPT FROM PUBLIC DISCLOSURE No Yes

If yes, detail grounds for exemption

CCG STRATEGIC OBJECTIVE (See guidance notes on page 4)

This strategy links to the following CCG strategic objectives:

1. Integrated Commissioning
4. Hull Place Plan
6. Children and Families

IMPLICATIONS: (summary of key implications, including risks, associated with the paper),

Finance	N/A
HR	N/A
Quality	N/A
Safety	N/A

ENGAGEMENT: (Explain what engagement has taken place e.g. Partners, patients and the public prior to presenting the paper and the outcome of this)

A programme of engagement was initiated in August 2018 and ran for 6 weeks. This included engagement with a wide range of agencies, schools, clubs and organisations, internal Council departments, health organisations and individuals.

LEGAL ISSUES: (Summarise key legal issues / legislation relevant to the report)

None.

EQUALITY AND DIVERSITY ISSUES: (summary of impact, if any, of CCG's duty to promote equality and diversity based on Equality Impact Analysis (EIA). **All** reports relating to new services, changes to existing services or CCG strategies / policies **must** have a valid EIA and will not be received by the Committee if this is not appended to the report)

	Tick relevant box
An Equality Impact Analysis/Assessment is not required for this report. <i>This is a externally produced strategy and a EIA has been completed by the lead agency</i>	X
An Equality Impact Analysis/Assessment has been completed and approved by the lead Director for Equality and Diversity. As a result of performing the analysis/assessment there are no actions arising from the analysis/assessment.	
An Equality Impact Analysis/Assessment has been completed and there are actions arising from the analysis/assessment and these are included in section xx in the enclosed report.	

NEW PHYSICAL ACTIVITY STRATEGY 'TOWARDS AN ACTIVE HULL'

1. INTRODUCTION

This report requests that NHS Hull Clinical Commissioning Group Board endorse the new Physical Activity Strategy 'Towards an Active Hull', recognising that the CCG is a key partner who can influence an improvement in physical activity rates in the city.

Increasing physical activity is a key component of improving health and wellbeing, and the rationale to have a physical activity strategy is to provide strategic direction to raising activity levels across the city and bring together resources.

The Council's Public Health team has been working with Hull Culture & Leisure and the County Sports Partnership, Active Humber to develop a new Physical Activity Strategy for Hull. The previous strategy, Active Hull, was launched in 2014 and matured in 2017. Evaluation and learning of the strategy has informed the development of the new strategy together with public, partner and Area Committee consultation.

2. BACKGROUND

Increasing physical activity is a key component of improving health and wellbeing, and the rationale to have a physical activity strategy is to keep a strategic focus on the need to raise activity levels across the city and bring together resources.

- National estimates for the annual costs to the NHS as a result of physical inactivity are between £1 billion and £1.8 billion.
- The cost of physical inactivity in Hull is estimated to be £4.2 million
- In England, 23% of children start school overweight and obese and 34% leave primary school.

66% of adults in Hull are overweight or obese, which equates to approximately 132,000 adults

3. INFORMATION

The intention is that the new Physical Activity Strategy will be a strategic city plan, endorsed by key agencies including:

- Hull City Council
- Health & Wellbeing Board
- Hull Clinical Commissioning Group
- Hull Culture & Leisure Ltd
- Humber Coast & Vale Health Care Partnership
- Active Humber County Sports Partnership

The strategy will be monitored by a strategic partnership group consisting of the County Sports Partnership (Active Humber), Hull City Council (Public Health), Hull Culture and Leisure (Leisure Services), NHS Hull Clinical Commissioning Group and Community and Voluntary Sector representation.

Other representation may be added to the partnership as necessary. The partnership group will meet regularly and develop a clear monitoring framework to evaluate impact, and identify critical projects that will impact on increasing participation in physical activity.

The Strategic Framework for Action has been developed to incorporate four themes, and these are key focus points that help provide specific target areas and structure for the action plan:

- **Active Travel** – Finding more active ways to get from A to B
- **Active Recreation** – Choose to be active in your own time
- **Active Design** – Ensuring the environment encourages and facilitates activity
- **Sport and Volunteering** – Get involved in your community

The themes have been chosen based on a review of all relevant strategies and establishing common themes to provide the best opportunity of achieving the desired health and wellbeing outcomes.

The strategy is purposefully intended to set a high level strategic vision for physical activity in Hull. It is recognised that there is already significant work being undertaken within each of the four themes of the strategy and the plan is to add value to this existing work and not to duplicate. One key area for example is Active Travel in which significant work is being undertaken by Highways and Major Projects in relation to cycling and walking infrastructure and promoting more active means of travel.

The critical measure of success will be the Sport England annual Active Lives Survey that tracks level of activity in Hull and across the country. A series of local proxy measures will be established to track progress against actions through the year which may include number of visits to leisure and recreational facilities, local volunteering rates and active travel utilisation.

It is proposed that the progress in delivering the strategy and achieving the desired outcomes is made accountable to the Health and Wellbeing Board, and reports will be made at least annually. This arrangement is subject to relevant approvals.

A Physical Activity Strategy supports Hulls Health and Wellbeing Strategy and Cultural Strategy delivery.

Participation in sports and volunteering activities is known to help increase levels of social trust which is a belief in the honesty, integrity and reliability of others, including the police and other authorities. Positive engagement in physical activity programs is also a way of helping to reduce crime and anti-social behavior through diversionary activities. In this respect Section 17 of the Crime and Disorder Act has been considered.

In the preparation of this report the Climate Change Advisor has been consulted and has provided the following comments:

The Physical Activity Strategy provides a key role in supporting and enabling sustainable travel choices and reducing the carbon emissions produced through travel to and from work. It also supports the use of sustainable choices for leisure activity as well as replacing short journeys usually taken by car with walking and cycling. The transition to a low carbon society requires significant changes to a more sustainable approach to lifestyle and the urban physical environment. The Strategy is a key enabler in this transition.

4. RECOMMENDATIONS

It is recommended:

- a) That the Board endorse the new physical Activity Strategy 'Towards an Active Hull 2018 – 2028'
- (b) That Board agree that the monitoring of the new Physical Activity Strategy 'Towards an Active Hull 2018 – 2028' will be the responsibility of the Health and Wellbeing Board.