

Towards an Active Hull

2018-2028



We will improve the health and wellbeing of the city by making Hull a place where people choose to be more active as part of their everyday lives.

Our pledge to Hull

In ten years' time we will:



Councillor Bridges, Chair of Health and Wellbeing Board



Councillor Craker, Portfolio Holder for Culture Leisure and Tourism

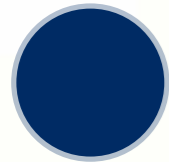
Hull offers such great opportunities to be active in the local parks and leisure centres, or get involved in local sports teams, and we have some great sporting heroes to inspire us. I wholeheartedly support the ambitions of the new Physical Activity Strategy.



Councillor Brabazon, Chair of Hull Culture and Leisure Ltd



Councillor Lunn, Portfolio Holder for Adult Services and Public Health



Julia Weldon, Director of Public Health and Adult Social Care



Clinical Commissioning Group



David Gent, Chief Executive Officer, Active Humber

1. Reduce the level of inactive children and adults that live in Hull, contributing to improved health outcomes.
2. Create a culture where people of all ages choose to become more physically active as part of their day to day lives.
3. Reduce the inequalities in physical activity levels in Hull.
4. Embed the promotion of physical and mental health benefits that physical activity gives us in the advice provided by healthcare specialists, teachers, professionals working to support families and those working in the leisure sector.
5. Maximise our fantastic local sport and recreational assets and use them to their full potential.
6. Ensure that all built environments support people taking part in physical activity.
7. Motivate 10,000 adults to move from inactive to active.*
8. Become a leading city for sporting excellence, champion local sporting heroes and celebrate the success of local teams.
9. Recognise sport and physical activity as contributor to economic development and regeneration.

* From the most recent Active Lives survey (2017/18), to achieve the same 'active' rate as England, Hull would require an additional 9,990 or 11.2% adults (aged 16+) moving from the 'inactive' or 'fairly active' categories (based on 2017 ONS mid-year population estimates)



Strategic Framework for Action

- What will success look like?

Making Hull a place where people can be more active as part of their everyday lives.

Active Design - Ensuring the environment encourages and facilities activity

- Hull will be a place which has an inspiring environment that encourages and enables physical activity
- Create places and spaces in Hull which encourage and support both formal and informal activity
- Ensure the principles of active place are embedded as essential elements of planning policy
- Recognition of the impact that physical activity can have on community cohesion

Active Recreation - Choose to be active in your own time

- Create a culture when people choose to become more physically active for relaxation, improving health and wellbeing and enjoyment
- Encourage more people and families to use leisure and recreational facilities, parks and open spaces
- Raise awareness of the benefits of active recreation to improve health and wellbeing
- Work with health professionals to embed the role active recreation has in improving clinical outcomes

Sport and Volunteering - Get involved in your community

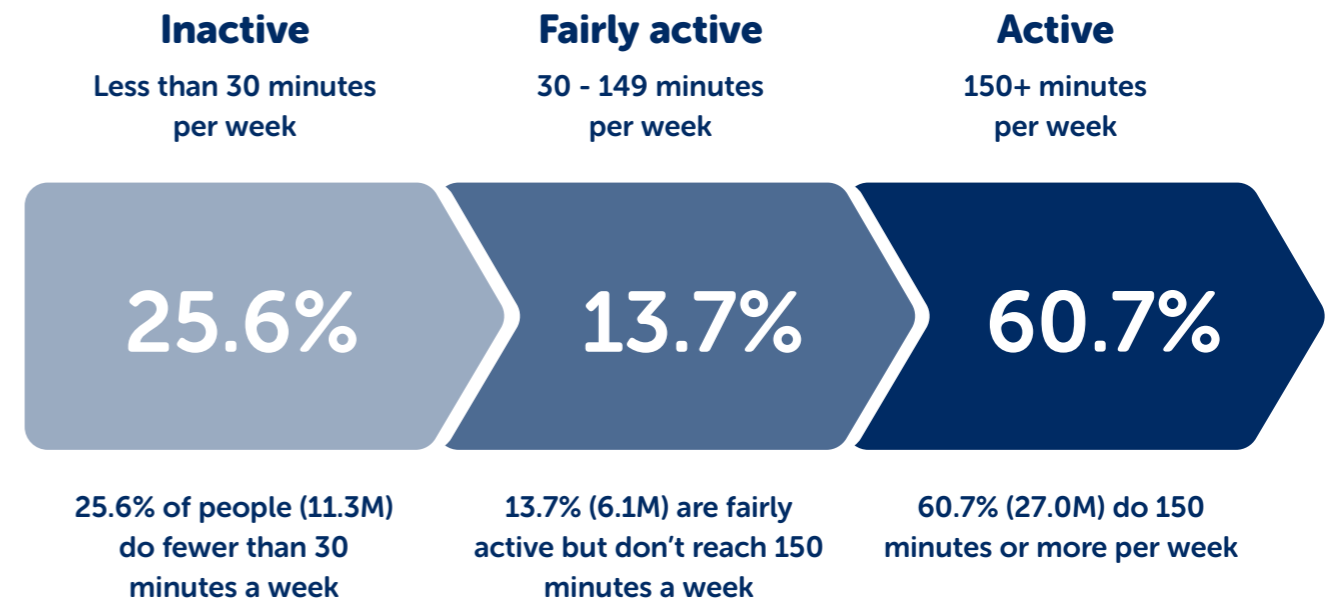
- More people regularly choose to take part in sport and volunteering
- Raise awareness of the benefits of volunteering to build social inclusion, particularly for socially isolated individuals
- Highlight the potential of volunteering to support individuals into employment
- Ensure everyone is able to access live sport, both major and local events, and benefit from the experience

Active Travel - Finding more active ways to get from A to B

- Recognise travel as a means of activity itself and by ensuring cycling and walking are the natural choices for shorter journeys, or as part of a longer journey
- Better Safety- a safe and reliable way to travel for short journeys
- Better Mobility 'More people cycling and walking - easy, normal and enjoyable'
- Better Streets 'Places that have cycling and walking at their heart'

Physical Activity-The National Facts 2018

- Estimates for the annual costs to the NHS as a result of physical inactivity are between £1 billion and £1.8 billion.
- 61% of adults nationally are overweight or obese.
(Be active, be healthy: A plan for getting the nation moving. HM Government, London, 2009.)
- In England, 23% of children start school overweight or obese and 36% leave primary school overweight or obese. (National Child Measurement Programme 2017/18 <https://files.digital.nhs.uk/9F/22AF4D/nati-chil-meas-prog-eng-2017-2018-rep.pdf>)
- Inactivity is more common among people with a disability (43%) than those without (21%). (Active Lives Adult Survey: May 16/17 Report.)
- From the 2017/18 Active Lives Survey, it is estimated that 62% of adults in England were physically active (fulfilling the national physical activity guidelines of 150 minutes or more of moderate physical activity per week) and 25% were physically inactive (undertaking fewer than 30 minutes of moderate physical activity per week).
- Men (65%) were more likely to be active than women (60%). (Active Lives Adult Survey: May 16/17 Report.)
- Physical activity has a huge potential to enhance our wellbeing. Even a short bursts of 10 minutes' brisk walking increases our mental alertness, energy and positive mood. (Ekkekakis, P., Hall, E.E., Van Landuyt, L.M. & Petruzzello, S. (2000). Walking in (affective) circles: Can short walks enhance affect? Journal of Behavioral Medicine, 23 (3), 245-275.)



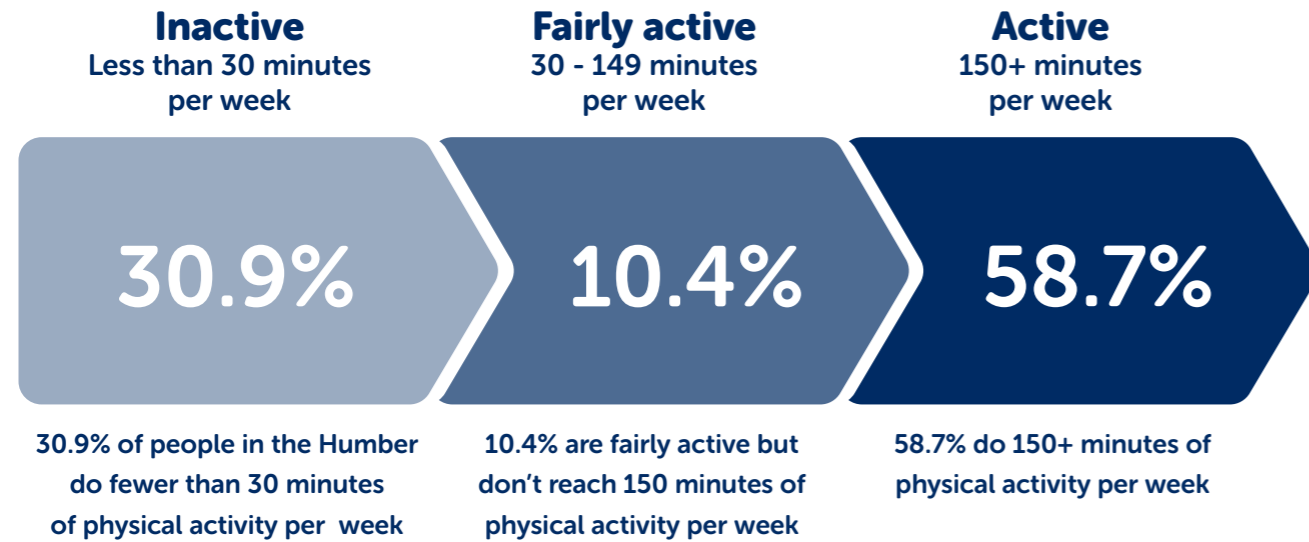
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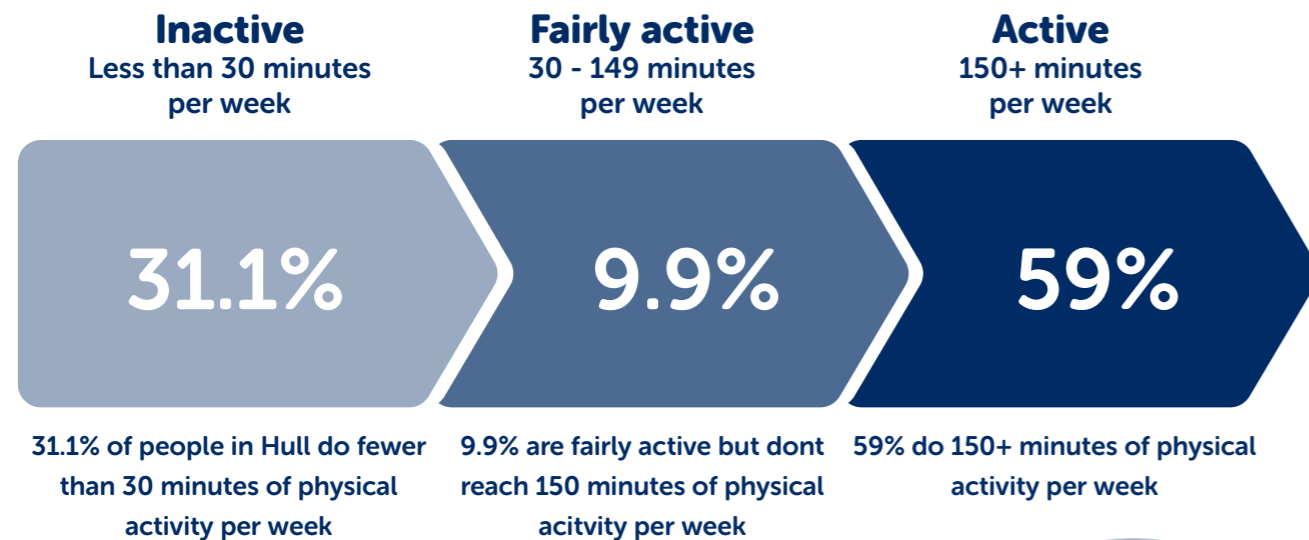
Physical Activity- the Local Picture

Active lives adult survey May 17/18

Humber Statistics



Hull Statistics



Volunteering is particularly associated with higher levels of feeling worthwhile

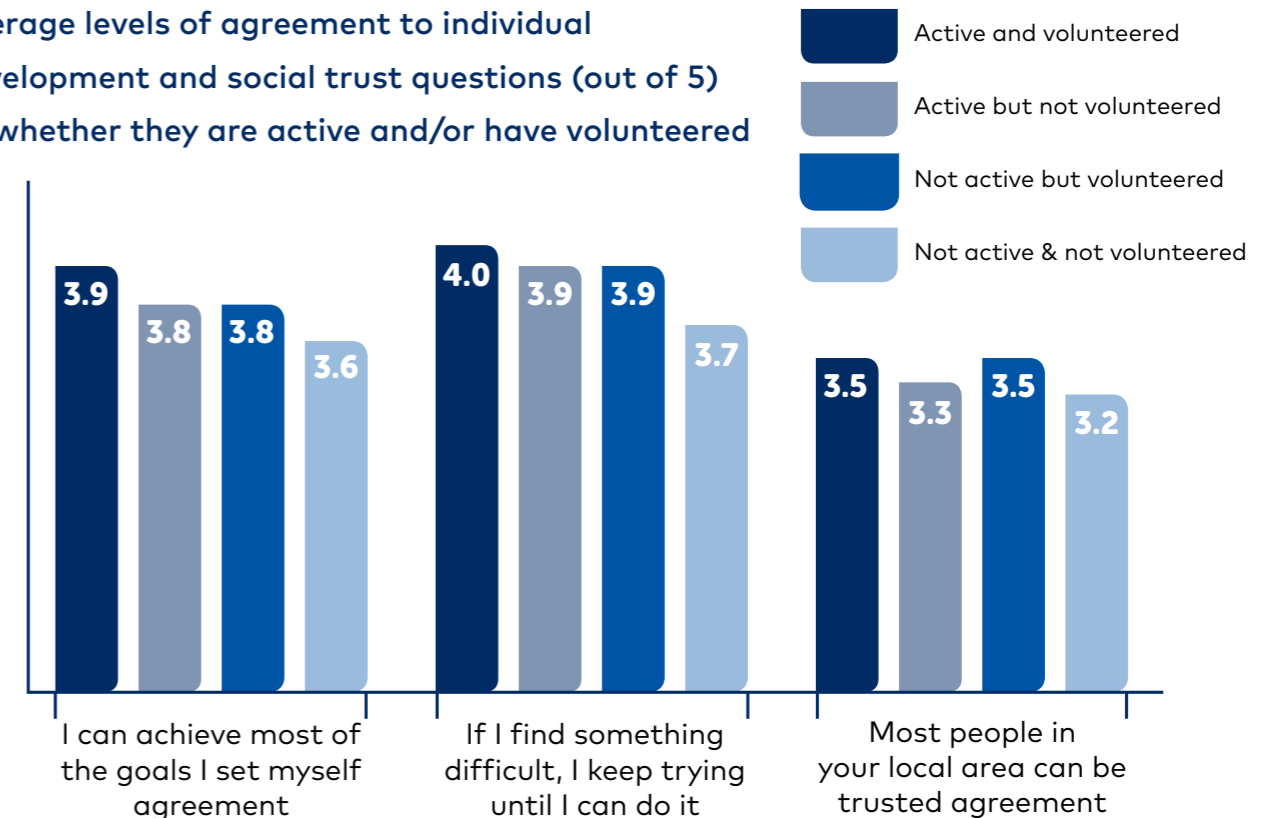
People who take part and volunteer have higher scores across all outcomes

The combination of both being active and volunteering is associated with higher scores across the mental wellbeing measures. It should be noted that volunteering is particularly associated with higher levels of feeling worthwhile.

For the individual development measures. Those who were active and volunteered reported they were more likely to meet the goals they set themselves and to keep trying when they find things difficult, compared to those who did one and not the other.

As with feeling worthwhile, it is volunteering that is particularly associated with higher levels of social trust. Those who volunteered reported an average score of 3.5 out of 5 for trusting people in their local area, which is the same as people who both volunteered and were active and higher than those who were active but not volunteering.

Average levels of agreement to individual development and social trust questions (out of 5) by whether they are active and/or have volunteered



What People Said:


As part of the development of Towards an Active Hull 2018 – 2028 local people, community leaders, organisations and professionals were consulted on this plan and their ideas how to get the inactive more active. Online, social media platforms and face to face consultation allowed a wide range of individual people, agencies, schools, clubs, organisations, Councilors, Area Committees, Youth Networks, internal Council departments and health organisations to provide feedback.

The face to face consultation sessions were arranged in community and recreational spaces including Pearson Park, Woodford Leisure Centre, Ennerdale Leisure Centre, West Park Skateboard Jam, East Park, Hessle Road Network, Ennerdale Cycle Circuit Healthy Holiday Programme, Peter Pan Park, Hull Central Library, Costello Stadium, Beverley Road Baths, Unity in the Community and Albert Avenue Pools.

- 91% of respondents think that it is important or very important for Hull to have a plan to improve how active people are.
- The most important ten year ambition was to reduce the level of inactive children and adults that live in Hull, and increase the levels of healthy weight and related health outcomes.
- The three main barriers to getting active were thought to be cost, time and a lack of information about what is available.
- Respondents felt that schools were the most important key partner that can help encourage people to be more active.
- 61% of respondents were Hull residents.



Improved walking and cycling infrastructure



A focus on increasing physical activity in schools




Top Ten Big Ideas to Get People Active:

1. A focus on increasing physical activity in schools, and working in partnership with schools to develop active involvement in healthy community activities and campaigns.
2. Improved walking and cycling infrastructure and activity, including protected bike lanes, development of school walking bus activities.
3. Well designed and accessible public places where it is easy for people to be physically active.
4. City wide joined up promotion of diet and physical activity campaigns.
5. Community and volunteer led, family friendly events and activities e.g. Parkrun, GoTri , skateboarding festival, including free events.
6. NHS and Public Health programmes, for example exercise prescription.
7. More trained sports and fitness coaches, volunteers and staff who inspire people to be active.
8. Develop physical activity programmes in the workplace for example corporate leagues and cycle to work schemes, and the promotion of corporate fitness memberships.
9. Large scale sports events to inspire the next generation e.g. Rugby League world cup.
10. An inspiring range of activities for older people and for all abilities.



More trained sports and fitness coaches, volunteers and staff



A focus on increasing physical activity in schools



A focus on increasing physical activity in schools

Scope of the Challenge in Hull

- Public Health England estimates the total cost of physical inactivity to be £7.4 billion, which equates to approximately costing Hull £35 million.
- Physical inactivity is responsible for 17% of deaths (1 in 6 deaths), which would equate to more than 400 deaths per year in Hull.
- High levels of deprivation- Hull is the 3rd most deprived local authority (out of 326) in England, 52% of the areas in Hull fall within the most deprived fifth (20%) of areas nationally and <1% of the areas in Hull fall within the least deprived fifth of areas nationally.
- 64% of adults in Hull are overweight or obese, which equates to approximately 133,000 adults.
- 29% of children start school overweight or obese and 38% leave primary school overweight or obese.
- Local surveys show that 44% of residents were physically active although there was a relatively large difference between men (51%) and women (39%).

- Across the wards in Hull, adults living in St Andrew's & Docklands (53%), Pickering (53%) and Marfleet (52%) were most likely to be inactive, whereas adults living in Kingswood (23%), University (26%) and Beverley & Newland (33%) were least likely to be inactive. There were statistically significant differences across the wards, which is associated to the differences in the age structure of the population, and the fact that students are less likely to be inactive.
- The highest percentages of physically active adults (2.5+ hours per week) by 2018 wards were in University (59%), Kingswood (57%) and Boothferry (56%), with the lowest percentages in Derringham (37%), Marfleet (35%) and Pickering (35%).
- Adults living in the most deprived fifth of areas of Hull were less likely to be active (38%) and more likely to be inactive (52%) compared to adults living in the least deprived fifth of areas of Hull (52% and 35% respectively).
- From Hull's 2016 Health and Lifestyle Survey of Young People, 44% of boys and 34% girls in years 7 to 11 engaged in at least one hour of physical activity per day on average. The percentages tended to reduce with age particularly among the girls. The percentage fulfilling these national physical activity guidelines did not differ greatly among either boys or girls by deprivation.
- Every year in Hull approximately 52,000 adults (16+) and 3,548 children and young people (aged five to 16) will experience a mental health problem. Emotional Wellbeing and Suicide Prevention: *Action Plan for the City of Hull 2018-2022*.

Physical inactivity equates to more than 400 deaths per year in Hull

Physical inactivity costs Hull approx £35million



How Active Should We Be?

These guidelines are issued by the four Chief Medical Officers (CMOs) of England, Scotland, Wales and Northern Ireland. They draw on global evidence for the health benefits people can achieve by taking regular physical activity throughout their lives.

Physical activity benefits for adults & older adults

Benefits Health	Type II Diabetes	-40%
Improves Sleep	Cardiovascular Disease	-35%
Maintains Healthy Weight	Falls, Depression and Dementia	-30%
Manages Stress	Joint and Back Pain	-25%
Improves Quality of life	Cancers (Colon and Breast)	-20%

What should you do?

Be Active		Sit Less	Build Strength	Improve Balance
Vigorous	Moderate			
Running	Walking	TV	Gym	Dance
Sport	Cycle	Sofa	Yoga	Tai Chi
Stairs	Swim	Computer	Carry Bags	Bowls
75mins per week	150mins per week	Break up sitting time	2 Days per week	

Physical activity for children and young people (5 - 18 Years)

Builds confidence & social skills	Maintains healthy weight	Improves health & fitness	Improves sleep
Develops co-ordination	Strengthens muscles & bones	Improves concentration & learning	Makes you feel good

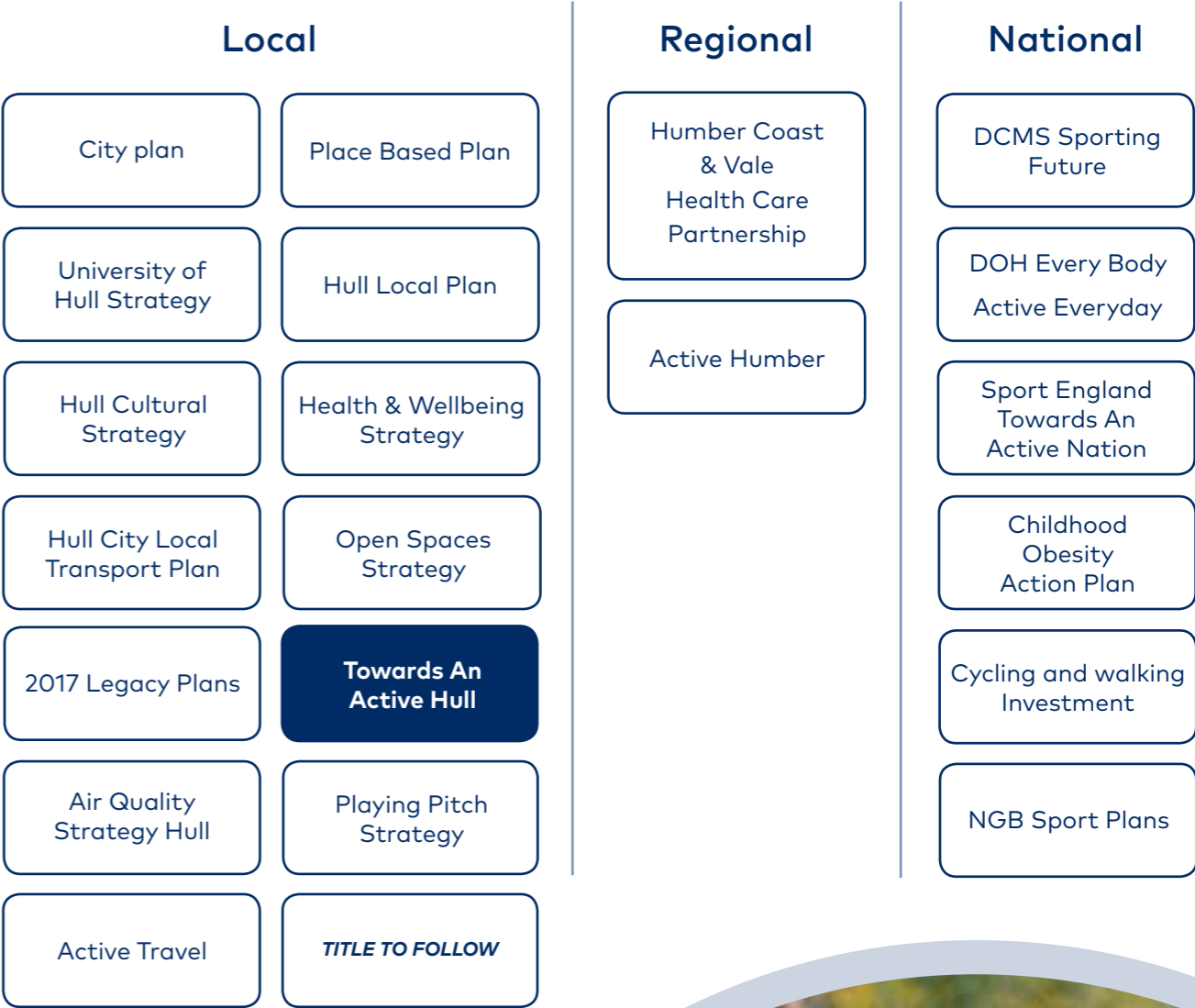
Be physically active

Spread activity throughout the day. All activities should make you breathe faster & feel warmer

Play	Run/Walk	 Aim for at least 60 minutes everyday Include muscle and bone strengthening activities 3 times per week	Bike	Active Travel
Swim	Skate		Sport	PE
Skip	Climb		Workout	Dance
Sit less			Move more	

Move more, sit less

Where Does the Strategy Fit?



More coaches, volunteers and staff who inspire people to be active

It's very important for Hull to have a plan to improve how active people are



A Whole System Approach to Increasing Physical Activity in Hull



1- Strategy, policy & commissioning
 Develop and establish strategic partnership steering group Consult and create a strategy. Ensure the strategy is fully adopted and utilised with Planning and Commissioning departments Establish priorities and Action Planning.

2- Physical activity in the workplace
 Understand, implement and sharing effective physical activity programmes in the workplace, including active travel. Ensure building designs increase physical activity. Understand and influence workplaces about the role physical activity can have on employees health.

3- Local services: areas of work
 Encourage residents to become more physically active. Understand and influence the local landscape of services that have an impact on physical activity in children, young people, adults and families lives.

4- Diet & physical activity
 Encourage residents to consider diet as a key contributing factor to a healthy lifestyle and the link it has with physical activity. Consider specific target groups- adults, children and young people, pregnant women and families.

5- Training
 Encourage children and young people to be physically active. Provide information and training in primary care about physical activity and adults. Share and promote training opportunities and resources for professionals and consumers. Consider older people in primary, community and residential care.

6- Physical Activity & Schools
 Provide recommendations for schools on playground design, structure of physical activity programmes, delivering physical activity programmes, travel plans and planning and leadership.

7- NICE Guidance on Walking & Cycling
 Provide recommendations to encourage walking and cycling, this includes; national and local strategy, policy and planning support; high level support from the health sector; ensure all relevant policies and plans consider cycling and walking and develop cross sector walking and cycling programmes. Assist in preventing unintentional injuries on the road.

8a- NHS & Public Health- Encouraging people to be Physically Active
 Understand and influence the role that NHS and Public Health has on physical activity amongst children and young people and how it addresses health inequalities. Ensure that NHS and Public Health continue to provide guidance and lifestyle advice on diet and physical activity. Pedometers and walking and cycling schemes are adopted by the NHS and Public Health Exercise referral schemes targeted and promoted to sedentary/inactive residents. Ensure that adults in primary care receive brief advice.

8b- NHS and Public Health - Encouraging physical activity to prevent/treat specific conditions
 Understand and influence the role that NHS and Public Health has on managing obesity levels amongst children, young people and adults. Support and endorse the NHS and Public Health guidance on mental wellbeing, cardio vascular health, weight management and the role that physical activity plays in this. Women before, during and post pregnancy and who have a BMI of 30 or above are considered by the NHS and Public Health.

8c- NHS and Public Health - Changes in Other Areas
 Ensure that the environment and workplace (in both NHS and non NHS settings) is considered as a key contributing factor in improving physical activity by the NHS and Public Health. Walking and cycling between NHS. sites is championed.

How we will Monitor & Measure Success?

We will monitor the success of the 10 year strategy through a Strategic Partnership bringing together key partners that are needed to deliver the required actions. The Partnership will create a rolling action plan and system of continual review and update to monitor achievements against the ambitious outcomes. Core Partners will include Hull City Council, Hull Culture & Leisure Ltd, Hull Clinical Commissioning Group, the County Sports Partnership, Schools, Colleges and the Voluntary Sector representation. The partnership will embrace the following principles:

- Target our work and efforts to people and communities that need it most.
- Agree campaigns and key messages and work together to pool our resources and improve reach.
- Advocate for Hull, raise confidence with external partners and win resources to deliver Towards an Active Hull.
- Locally led and evidence based decision making.
- Honest and realistic about what is achievable.
- Create sustainable programmes that lead to long term changes in health and wellbeing.
- Genuine collaboration and co-production.
- Develop a set of measurable actions that will deliver the ambitions of Towards an Active Hull.
- Report on the success of the delivery of the plan.

Locally led
evidence
based decision
making

Measuring Success: The critical measure of success is the Sport England annual Active Lives Survey that tracks level of activity in Hull and across the country:

- Reduction in inactivity levels- Active Lives Survey, Sport England
- Increase in fairly active and active levels- Active Lives Survey, Sport England
- Increase in volunteering levels- Active Lives Survey, Sport England

A series of local proxy measures will be established to track progress against actions through the year which may include number of visits to Council funded leisure and recreational facilities, local volunteering rates, active travel utilisation and cordon survey results, Headstart Hull data. The NHS National Child Measurement Programme will also provide a useful context.

Target our work
and efforts
to people and
communities that
need it most





Working in partnership



Clinical Commissioning Group

