

Health and Wellbeing Board 4th December 2015

EVERYBODY ACTIVE EVERYDAY YEAR OF PHYSICAL ACTIVITY

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1. Summary.

1.1 The Health and Wellbeing Board made 2015 a 'Year of Physical Activity'; a planning year to address physical inactivity as a major risk to health be based on Public Health England's evidence-based 'Everybody Active Everyday' (EAED) framework. Organisations are assessing their contribution to the physical activity agenda in relation to 'Everybody Active Every Day', with actions plans produced to optimise opportunities across organisations, departments and services, within existing resources. The HWBB physical activity strategy is to be comprised of these Everybody Active Everyday action plans

1.2 Progress:

Examples of EAED activity to date (includes both completed and 'in progress' initiatives):

- Neighbourhood Life
- Stand Up For Yourself
- WO@WD: early intervention physiotherapy programme (workplaces)
- Addressing Sedentary Behaviour workplace pilot.
- Care Home staff training (SPIC)
- Vol sector survey (VCSA)
- Home Exercise Buddies (falls prevention)
- GP Champions (PHE)
- Care Home physical activity survey (H2C/SPIC)
- Healthy Child 0-5 Working Group 'Advocates programme'
- Review of physical activity care pathways (GP & secondary care)
- ipande Workplace Wellbeing charter group
- EAED seminar for primary schools (spring '16)

1.3 Action Plans completed:

Shropshire Wildlife Trust, Shropshire Partners in Care, Shropshire Council Planning Policy, Shropshire Community Leisure Trust, Market Drayton Infant School

1.4 Action plans awaited/in development:

- CCG (workforce and commissioning)
- Adult social care
- RJAH
- Leisure Services
- Outdoor Partnerships
- Transport
- School Nursing service (SCHT)
- Energize STW (CSP)
- RCC
- SaTH (workforce)

1.5 Year of Physical Activity has been a planning year, with plans based on optimising opportunities across organisations, departments and services, within existing resources

Everybody Active Everyday action planning involves maximising opportunities through commissioning or policies and service delivery areas, staff training and workplace initiatives and is dependent on organisational ownership. It requires that partners give sufficient recognition to the relevance of physical activity to their sector and services in order that action plans that are long-term, realistic and can be delivered within existing resources.

1.6 Engaging in EAED action planning has been a challenge at a time of significant organisational restructure, together with budget reductions and external pressures, and requires time to build into organisations' planning cycles. There is therefore a need for EAED action planning to continue beyond the 2015 'year of physical'. Please see Appendices A and B for example Shropshire Action Plans.

2. Recommendations:

- a) The HWBB continues to lead a cultural turnaround in attitudes to physical activity amongst partners, raising the profile of physical activity in health and wellbeing, and the role all sectors play in creating a more active society
- b) HWBB to expect, encourage and support organisations, services and departments yet to complete their EAED action plan to do so.
- c) EAED action planning to continue beyond 2015.
- d) Bi-yearly reports to Health and Wellbeing on EAED action planning progress and actions delivered.
- e) Physical activity to be included as part of the work of Health and Wellbeing Sub-groups, Better Care Fund,
- f) Physical activity to be embedded into key HWB strategies and plans e.g. carers strategy, mental health strategy

REPORT

3. Risk Assessment and Opportunities Appraisal

(NB This will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)

4. Financial Implications

None

5. Background

See the link to Everybody Active Every Day
[HWBB Paper November 2016](#)

6. Additional Information

7. Conclusions

See above

<p>List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information) Everybody Active Every Day</p>

[HWBB Paper November 2016](#)

Cabinet Member (Portfolio Holder)

Karen Calder

Local Member

Appendices

Appendix A – Market Drayton Infant School Action Plan

Appendix B – Planning Policy Action Plan

Appendix A - Organisation: Market Drayton Infant School & Nursery

Department/service: Education

Active Society			
Everybody Active Every Day Action	A: Active Society 1. Consistently promote the benefits of healthy lifestyles across the curriculum at primary, secondary and higher education levels	A. Active Society 2. Promote campaigns for cycling and walking to schools, college, university	A. Active Society 1. Engage local community groups /orgs to maximise imaginative use of school, college or university facilities such as playing fields, gyms, dance halls, swimming pools
Current implementation	<ul style="list-style-type: none"> - http://5-a-day.tv/ used in class - Wide range of sporting opportunities available, which go beyond the curriculum e.g. Tri-golf, Arrows Archery, Swimming in Y2 to broaden range of activities available - Outdoor gymnastics equipment - Equipment to raise the profile of cookery and health eating 	<ul style="list-style-type: none"> - School participates in walk to school week on annual basis - Cycling/road awareness part of a 10 week enrichment block in Year 1 in the summer term 	<ul style="list-style-type: none"> - School uses local swimming pool - Wide range of external clubs use the school facilities to offer after school clubs – gymnastics, jujitsu, Impact Tennis, Stoke City Football in the Community. Clubs every night after school. - Children in receipt of PPG are supported to attend up to 2 extra-curricular activities, including swimming to increase participation levels (highlighted in PP Report)
Gaps	<ul style="list-style-type: none"> - http://5-a-day.tv/ is used more effectively in some classes than others - Outdoor gym equipment needs to be better utilised across the curriculum/clear boundaries marked - Equipment purchased but not used as regularly as it could be 	<ul style="list-style-type: none"> - Car parking is an issue and this is something that takes up a lot of time in school as many children who could walk to school don't 	<ul style="list-style-type: none"> - Use of facilities in school holidays and in the evenings
Development opportunities & Timescale for implementation	<ul style="list-style-type: none"> - http://5-a-day.tv/ - use 5 a day as a Wake and Shake activity so that it is non-negotiable across the school – by end of Spring Term 2016. - PE co-ordinator to look at how gym equipment can be used with staff across the curriculum, trial and roll out to staff – PE & School Sport Plan 2015-16 - Use kitchen staff to deliver whole class healthy eating/cookery classes with whole classes in hall. Start with Reception children in November. Review. Roll out across KS1 in spring/summer 2016. 	<ul style="list-style-type: none"> - Look at reviving Walk Once a Week (WOW) to encourage walking to school http://www.livingstreets.org.uk/walk-with-us/walk-to-school/primary-schools/walk-once-a-week Spring/Summer 2016 - Meet with Ray Hughes to review Travel Plan and for support with this Spring Term – implement ideas Summer/Autumn 2016 - Ray Hughes - Help with Walk and Bike to School Weeks and other walk, scoot, bike active travel challenges, events and activities. - Consider a walking bus once per week/once per half term for one week from Youth Centre 	<ul style="list-style-type: none"> - Long term – widen use of facilities in school holidays and in evenings through use of extended schools room as a base. Promote for summer holiday schemes 2016.
Constraints/Dependencies	<ul style="list-style-type: none"> - Curriculum time – consider it as the register is taking place but this could impact on 	<ul style="list-style-type: none"> - Walking bus – lack of pavements on the walking routes into school is something that makes 	<ul style="list-style-type: none"> - Access to keys. Ensuring agreements are in place. Managing lettings.

	<p>another focused task.</p> <ul style="list-style-type: none"> - Opportunities to try using gym equipment if it is not made explicit - most obvious links to science/maths in first instance? - Hall time/staff will 	<p>encouraging walking a challenge</p> <ul style="list-style-type: none"> - Staffing/parent support for walking bus - Management of WOW – could this be part of admin apprentice role? 	
Leader/responsible officer	<p>Headteacher - S Scott PE Lead - R line</p>	<p>Headteacher - S Scott Teacher - N Lewis</p>	SBM – Louise Follett
Commitments (short, medium long term)	<ul style="list-style-type: none"> - Payment for playground markings around new gym equipment - Cost of paying kitchen staff to deliver cookery sessions 	<ul style="list-style-type: none"> - Cost of implementing WOW and how this will be funded in the short/long term 	<ul style="list-style-type: none"> - Charges for letting of building/contracts for use etc

Moving Professional: making use of networks	
Everybody Active Every Day Action	<p>B: Moving professionals</p> <p>1. Schools/teacher training to train education staff to understand link between Health and wellbeing and educational attainment, and ensure they have skills to deliver PHSE effectively</p>
Current implementation	<ul style="list-style-type: none"> - Through use of PE and School Sport Funding staff have had a lot of CPD with PE Specialist and this has resulted in a high quality provision - Several staff in EY and School are Forest School trained or equivalent - PSHE lead in school ensure that there is an overview of the curriculum
Gaps	<ul style="list-style-type: none"> - Teacher to take national PE qualification so that there is sustainable leadership in the school beyond PE & School Sport funding - Increase the number of staff that have had outdoor learning training/forest schools - Respect Yourself – Eat Better, Move More, Relationship and Sex Education needs implementing across school and into PSHE SOW
Development opportunities & Timescale for implementation	<ul style="list-style-type: none"> - National PE Qualification 2015-16 - Outdoor Learning Summer Term 2016 - Respect Yourself – Spring/Summer Term 2016. Full implementation in Autumn Term 2015
Constraints/ Dependencies	Costs
Leader/responsible officer	Headteacher S Scott Teacher/PSHE lead Lauren Edwards
Commitments (short, medium long term)	PE Qualification £1900 Release for staff £800 supply

Active Environments creating the right spaces		
Options for Action		
Everybody Active Every Day Action	C: Active Environments 1. Design playground to enhance physical activity	C: Active Environments 1. Take part in national cycle to work scheme, support adults to take up cycling classes
Current implementation	<ul style="list-style-type: none"> - Awards for All Grant purchased outdoor gym equipment - Climbing wall/monkey bars/tyres etc. lead to range of physical activity - Play equipment purchased 	<ul style="list-style-type: none"> - Has been put on staff notice board before but not actively promoted to staff
Active Environments creating the right spaces Options for Action		
Gaps	<ul style="list-style-type: none"> - Lack of leadership for playground games - Lunchtime organisation is currently under review 	<ul style="list-style-type: none"> - Make each member of staff aware in person by giving them information personally
Development opportunities & Timescale for implementation	<ul style="list-style-type: none"> - Carry out SWOT analysis of lunchtimes, including opportunities for physical activity and how the playground design supports this. - Liaise with school council so that they - Training for lunchtime supervisors to encourage playground games 	<ul style="list-style-type: none"> - Spring Application May/June 2016
Constraints/ Dependencies	<ul style="list-style-type: none"> - Staff/pupil ratios to support change - Cost of training 	
Leader/responsible officer	Headteacher S Scott Deputy Headteacher K Simmons	SBM – Louise Follett
Commitments (short, medium long term)	Cost for training	

Active Environments creating the right spaces		Options for Action		
Everybody Active Every Day Action	Ensure planning policies promote physical activity, social interaction and a feeling of safety and security	Ensure land allocated for development in Local Plan is located close to existing services (shops, schools), accessible by public transport and within walking distance of green infrastructure.	Ensure all new development does not create barriers or sever existing links to existing environmental networks but increases connectivity. Secure developer contributions to improve environmental network and to manage and maintain it in the long term.	Ensure design of new development promotes physical activity, social interaction and a feeling of safety and security
Current implementation	<p>Sustainability Appraisal (SA) is compulsory for all Local Plans. Policies in the Plan are assessed against how well they meet a number of sustainability objectives. Where negative effects are predicted, policies should be modified to remove this effect. If this is not possible, mitigation measures should be proposed. A report of the assessment must be made available for public comment. The results of the assessment are then taken into account during the process of adopting the Local Plan</p> <p>The policies in the current Local Plan have been assessed against the following sustainability objectives:</p> <ul style="list-style-type: none"> • Promote safer communities • Provide a sufficient quantity of good quality housing which meets the needs of all sections of 	<p>During the preparation of the Local Plan, all land proposed for development was assessed against a wide range of criteria to determine the most suitable sites. These criteria included the following:</p> <ul style="list-style-type: none"> • Site not well related to the current development boundary (where applicable) of; Shrewsbury; a market town; a key centre; a hub or an area covered by a cluster (<i>if yes, then the site is less suitable</i>) • Bus stop on a route which has a service on 5 or more days, within 480m* of site boundary (<i>if yes, then the site is more suitable</i>) • Primary school within 480m* of site boundary (<i>if yes, then the site is more suitable</i>) • Site more than 480m* from <ul style="list-style-type: none"> – a local park or garden – an area of natural and semi-natural open space – an amenity green-space – a children’s play area – a young people’s recreational facility 	<p>Policy CS6 of the adopted Core Strategy includes the following: <i>To create sustainable places, development will be designedto achieve an inclusive and accessible environmentThis will be achieved by:</i></p> <ul style="list-style-type: none"> • <i>Requiring proposals likely to generate significant levels of traffic to be located in accessible locations where opportunities for walking, cycling and use of public transport can be maximised and the need for car based travel to be reduced;</i> <p><i>And ensuring that all development:</i></p> <ul style="list-style-type: none"> • <i>Contributes to the health and wellbeing of communities, including safeguarding residential and local amenity and the achievement of local standards for the provision and quality of open space, sport and recreational facilities.</i> <p>Policy CS17 of the adopted Core Strategy includes: <i>Development will identify, protect,</i></p>	<p>Policy MD2 of SAMDev (with suggested modifications) includes: <i>Further to Policy CS6, for a development proposal to be considered acceptable it is required to:</i></p> <p><i>5. Consider design of landscaping and open space holistically as part of the whole development to provide safe, useable and well-connected outdoor spaces..</i> <i>.....including....</i></p> <p><i>ii. providing adequate open space of at least 30sqm per person that meets local needs in terms of function and qualityFor developments of 20 dwellings or more this should comprise an area of functional recreational space for play, recreation, formal or informal uses including semi-natural open space;</i></p> <p><i>iv. ensuring that ongoing needs for access to manage open space have been provided and arrangements are in place for it to be adequately maintained in perpetuity.</i></p>

	<p>society</p> <ul style="list-style-type: none"> Promote community participation in a diverse range of sporting, recreational and cultural activities Create active and healthier communities for all and reduce inequalities in health services 	<p><i>(if yes, then the site is less suitable)</i></p> <p>* 480m is the average distance walked in 10 minutes and is derived from the Accessibility Standards set out in Shropshire Council's PPG17 Study.</p>	<p><i>enhance, expand and connect Shropshire's environmental assets, to create a multifunctional network of natural and historic resources. This will be achieved by ensuring that all development:</i></p> <ul style="list-style-type: none"> <i>Protects and enhances the diversity, high quality and local character of Shropshire's natural, built and historic environment, and does not adversely affect therecreational values and functions of these assets, their immediate surroundings or their connecting corridors.</i> <i>Does notcreate barriers or sever links between dependant sites;</i> <i>Secures financial contributions, in accordance with Policy CS8, towards the creation of new, and improvement to existing, environmental sites and corridors, the removal of barriers between sites, and provision for long term management and maintenance. Sites and corridors are identified in the LDF evidence base and will be regularly monitored and updated.</i> 	
Gap	Active lifestyles are not specifically mentioned	Criteria are focussed mainly on access to services and facilities. This has an incidental link to activity in daily life but is not the main focus.	The promotion of an active lifestyle is an incidental result of these policies rather than the focus.	The promotion of an active lifestyle is an incidental result of this policy rather than the focus.
Development opportunities & Timescale for implementation	A new SA framework is needed for the Partial Review of the Local Plan. This provides opportunities to include baseline data on physical	Site assessment will be needed during the Partial Review of the Local Plan. There is an opportunity to incorporate more specific criteria within this to encourage active		

	<p>activity with a view to developing a sustainability objective aimed at increasing levels.</p> <p>Timescale: The Plan Review process began this year (2015) and will last at least 2 years. The SA framework is one of the first pieces of work to be completed in the process and will shape the Plan policies thereafter.</p>	<p>lifestyles. Timescale: Mid-way through the Plan Review process.</p>		
Constraints/ Dependencies	<p>SA process is derived from the European Directive on Strategic Environmental Assessment (SEA) and must cover defined topics. This means that sustainability objectives must stay within the limits set by the Directive.</p> <p>Whilst the SA process is a statutory requirement it is possible to have policies which do not meet its objectives provided that mitigation measures are implemented. In some circumstances this may reduce expected gains.</p>	<p>Site assessment criteria need to be linked to matters relevant to land use planning - notably those covered by the National Planning Policy Framework. This emphasises the provision and protection of open spaces, sports and recreation facilities, public rights of way and sustainable transport rather than specifically promoting a more physically active lifestyle. Care needs to be taken to ensure that any criteria promoting active lifestyles are justifiable in a planning context.</p> <p>Site assessment balances many different criteria, some of which carry more weight than others e.g. flood risk, access, protection of designated historic or environmental assets. Criteria promoting active lifestyles are likely to be weighted as less significant and so may have less influence on site choice.</p>	<p>The implementation of policy is dependent on the development management system. As this seeks to balance the delivery of development against a wide variety of environmental, social and economic constraints, policy objectives may not be always be met in full.</p> <p>The Partial Review of the Local Plan may not include a review of these policies. This limits the opportunity to include more specific requirements based on the promotion of more active lifestyles.</p>	<p>SAMDev is not yet adopted so this policy does not have full weight.</p> <p>The implementation of policy is dependent on the development management system. As this seeks to balance the delivery of development against a wide variety of environmental, social and economic constraints, policy objectives may not be always be met in full.</p> <p>The Partial Review of the Local Plan may not include a review of this policy. This limits the opportunity to include more specific requirements based on the promotion of more active lifestyles.</p>
Leader/responsible officer	Joy Tetsill	Joy Tetsill	Joy Tetsill	Joy Tetsill

<p>Commitments (short, medium long term)</p>	<p>Review opportunity to incorporate information on physical activity in baseline data for new SA framework. Assess possibility of developing a sustainability objective to promote more active lifestyles. Timescale: before end of 2017</p>	<p>Review opportunity to incorporate a criterion in the site assessment process measuring the contribution development on that site would make to increasing levels of physical activity. Timescale: before end of 2018</p>	<p>If these policies form part of the review of the Local Plan, explore opportunities to increase levels of physical activity through appropriately policy wording. Timescale: before end of 2018</p>	<p>If this policy forms part of the review of the Local Plan, explore opportunities to increase levels of physical activity through appropriately policy wording. Timescale: before end of 2018</p>
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