

Heritage, Culture, Leisure and Tourism
Scrutiny Committee

Active Leicester Strategy Draft

Date of meeting: 28th February 2023

Lead director: Miranda Cannon

Useful information

■ Ward(s) affected: All

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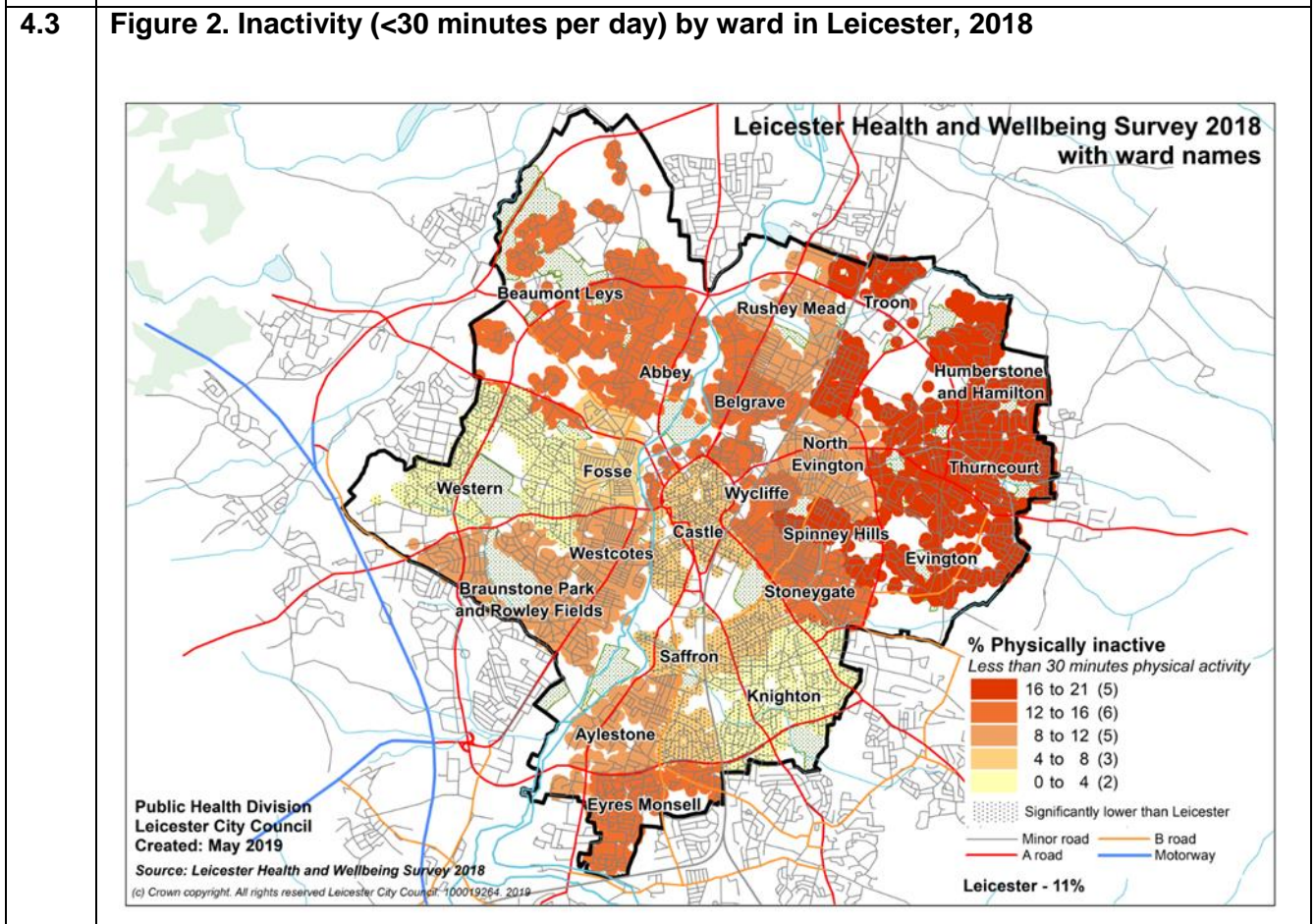
1	Summary
1.1	This report introduces the draft Active Leicester Strategy document that is provided as an addendum to this briefing paper.
1.2	The strategy strives to support individuals, communities, partners and businesses to experience increased opportunities to be physically active to ensure Leicester benefits from a healthier, happier and more prosperous population.
1.3	The city has 34% of it's population who are inactive / sedentary. Long term inactivity can be linked to numerous health conditions. This places an additional strain on healthcare resources. Therefore, by targeting this population, supporting them to move more will provide a healthier, happier and more prosperous population.
1.4	This strategy has been developed over the last 15 months, in partnership with a wide range of stakeholders, partners, professionals, community groups and forums, through an extensive consultation process. This has ensured that the priorities of the strategy reflect and respond to the priorities that were fed back and most importantly to the needs of our population and addresses the barriers that many of our residents' face in relation to becoming more physically active.
1.5	The draft strategy presented within this paper will outline the vision, mission, priorities, and objectives that will help to garner organisations to work to in a collaborative way, where a common goal is shared, and where resources are targeted or pooled for greater effect.
1.6	Active Leicester – Turning the Tide on Inactivity , is a five-year strategy for stakeholders and organisations working in the field. It will focus on the city's most inactive population through an approach called proportionate universalism. This approach recognises that the city has a strong universal offer for physical activity and sport. There is a wealth of opportunity in the city from public spaces to leisure centres, to the club infrastructure to the commercial operators. However, access to these services / assets is not always equal. Therefore, through this strategy Active Leicester's ambition is to shine a light on these inequalities and target resource to where it is most needed.
1.7	The strategy is now drawing to the final stages of consultation. Therefore, the paper will present a timeline for final feedback, council approval and a launch event.

2.	Recommended actions/decision
2.1	HCLT are asked to note the contents of the report and supporting Active Leicester strategy document.
2.2	HCLT are asked to comment and feedback on the strategy. Each member is asked to note the approach taken to target the inactive population, with a focus on the five key priority groups who tend to be the least active: <ol style="list-style-type: none">1. People in bad health (including mental health) or living with a disability or limiting health condition2. Women and Girls3. Residents with no formal qualifications and tend not to be working4. Residents who reside in the East of the City and associate with being Black/Black British or Asian/Asian British.5. Older adults, aged 65+

2.3	HCLT are asked to note that this strategy is a move away from a traditional 'sport for all type of approach', as it will focus on the inactive residents of the city, rather than those residents who are moderately or very active. This could draw criticism, particularly from groups or organisations that provide activity for the more active sectors of the community.
2.4	HCLT are asked to note the timeline for final feedback, council endorsement and the stakeholder launch event, being around late May 2023.

3.	Stakeholder engagement
3.1	Outlined in this report is the stakeholder consultation that has been undertaken to bring the elements of this strategy together.

4.	Main Report
4.1	Physical activity not only promotes good health and helps prevent and manage disease, but it also contributes to a range of wider social benefits for individuals and communities. The importance of the wider benefits of physical activity for individuals vary according to life stage but can include improved learning and attainment, managing stress, improved sleep, the development of social skills and better social interaction.
4.2	Despite the highly publicised benefits of physical activity, most adults in the UK do not meet the minimum recommendations of doing 150 minutes (2 1/2 hours) of moderate intensity activity (such as brisk walking or cycling) or 75 minutes of vigorous intensity each week. Nationally, nearly 3 in 10 adults do not meet this guideline.



	<p>The 2020/21 Active Lives Survey shows higher rates of inactivity in Leicester compared to England. 36.8% of Leicester’s population aged 16+ did less than 30 minutes of physical activity per week and are therefore classed as physically inactive compared to 27.2% in England overall.</p>
4.4	<p>Studies tracking child obesity into adulthood have found that the probability of overweight and obese children becoming overweight or obese adults increases with age. In 2020/21, around 2 in 10 Reception-year children (21%) and 4 in 10 Year-6 children (41%) were classified as overweight and obese (combined) in Leicester. For children in Year-6, this is higher than the National average (38%). The latest figures are an increase on pre-pandemic years (2019/20).</p>
4.5	<p>Contributions to the higher rates of physical inactivity in Leicester include the high levels of deprivation we experience across the city. Barriers to being active amongst our residents include low income and affordability of exercise, access to facilities, cultural barriers, poor health and community safety.</p> <p>Despite on-going efforts to bridge inequalities, high rates of physical inactivity occur particularly amongst females, people of Asian heritage, people of Black British ethnicity, people with a physical disability and low socioeconomic groups. Needless to say, those in poor health, lacking formal qualifications, disabled, retired or with poor mental wellbeing were also significantly more likely to be physically inactive.</p>
4.6	<p><u>Universal Provision</u></p> <p>To support people to become more physically active the city already has many opportunities for activity to be integrated into daily lives, work and play and this will remain a priority going forward. Increasing physical activity across the life course is a key aim of Active Leicester, encouraging active play and recreation in early childhood will support healthy growth and development, improve school readiness, family inclusion and physical literacy for long-lasting, healthy lifestyles.</p> <p>Leicester City has many assets to encourage and support greater participation in physical activity, from leisure centres and sports clubs to numerous parks and outdoor gyms which can be used for free. The wide range of provision across the city aims to ensure that both formal and informal activity is accessible to all our residents.</p> <p>The map in appendix 1 highlights some of Leicester’s universal provision: outdoor gyms, sport and leisure centres and green spaces.</p>
4.7	<p><u>Strategy Development</u></p> <p>Despite the universal offer of physical activity and sport in Leicester we still see lower levels of physical activity, particularly amongst the most deprived with further variations depending on people’s gender, ethnicity, age and disability. As previously described, people who are less active are often pre-disposed to experience poorer health outcomes, life limiting disability, multiple co-morbidities and lower life expectancy. Leicester experiences vast health inequalities and we continue to see this gap increasing, particularly accelerated by the covid-19 pandemic.</p>
4.8	<p>During the consultation phase of the strategy, tackling health inequalities was a priority for most stakeholders, whilst they supported a continuation of encouraging everyone to be active, they felt some groups, ethnicities, areas, and communities across the city needed additional support with targeted, accessible options for those that are most at risk of experiencing poor outcomes, as a result of being inactive.</p> <p>In addition, an appetite for wider systems thinking was apparent from stakeholders who identified that working in silo will not have the impact this strategy strives for when supporting the marginalised to be more active.</p>

<p>4.9</p>	<p>The strategy has been in development for the last 15 months:</p> <p>Phase 1 – Stakeholder Consultation, September 2021 to January 2022 A GP Registrar conducted in-depth one to one consultation with 28 stakeholders, all who work in the field of sport / physical activity. Stakeholders were from a range of sectors, covering the life course of residents in the city. From nursery settings to schools and GP’s, professional sports clubs, and universities, to local community groups.</p> <p>The key questions asked of these organisations included finding out about the provision in the city, the challenges they as organisations face when delivering to the city’s communities, and the challenges faced by the people they deliver to. We also asked what organisations saw as residents’ barriers to participation and what were their views on what the cities priorities should be for the next five years.</p> <p>Phase 2 – Distilling of information, January 2022 – April 2022. In April 2022, the Active Leicester team held an engagement event with all the cities stakeholders involved in the consultation. The purpose was to distil down the information gathered from the original consultation. Stakeholders were asked to help shape the strategies vision, mission, priorities, and objectives.</p> <p>Phase 3 – Strategy draft, April 2022 to September 2022 During the summer of 2022, the Active Leicester team drafted the first version of the strategy.</p> <p>Phase 4 – Stakeholder consultation, September – December 2022. Following the creation of draft strategy, the Active Leicester team, once again took the key principles of the strategy back out to consultation with stakeholders. The key purpose was to test the approach to targeting inactivity, the priority groups, and objectives. During this phase of consultation officers took the draft strategy to all city council directorate meetings, for feedback.</p> <p>Phase 5 – Council approval / Adoption, January 2023 – March 2023 The Active Leicester team will be taking the final draft strategy to lead member and city mayor briefings for final feedback before a launch date, which is proposed for late May / Early June 2023.</p>
<p>4.10</p>	<p>The evidence base described in section 4.1-4.6, along with the stakeholder consultation helped us to shape and remodel our thinking to the next phase of the Active Leicester Strategy. It very much told us that we needed to target those most in need, the inactive through a proportionate universalism approach.</p>
<p>4.11</p>	<p><u>Who is the strategy for?</u></p> <p>This is a strategy for stakeholder’s and organisations working within the sport / physical activity sector in the city. It is proposed to provide a framework and guidance document to support them to deliver where Active Leicester feels it is most needed.</p> <p>Small changes to the ways organisations work can go a long way to tackling inactivity when combined with similar, likeminded organisations. Therefore, Active Leicester would ask organisations to critically evaluate their practices and see what small changes can be made.</p> <p>The key principles we would like organisations to adopt, as a way of working towards the strategy include:</p> <p>To focus resource (full or part) on the city’s inactive population, with a focus on:</p> <ul style="list-style-type: none"> • People in bad health (including mental health) or living with a disability or limiting health condition

- Women and Girls
- Residents with no formal qualifications and tend not to be working.
- Residents who reside in the East of the City and associate with being Black/Black British or Asian/Asian British.
- Older adults, aged 65+

To focus resource for generational change, for the cities under-five and school age population.

To focus on activity that is informal, local to where people live, which recreational in nature, and an activity type that promotes participation with family and friends.

Engage, listen, support, and empower the local community. Utilising the role of community-based leaders and partners, whom have an in-depth knowledge of the community, and can support with the creation of sustainable activity models.

Create and engender collaborative working, by partners, to deliver appropriate and tailored communications which facilitate long-term behaviour change, along with the sharing of resources, to where it is most needed, where inactivity exists

4.11 Active Leicester Strategy – Tuning the Tide on Inactivity 2023 -2028

Vision

Active Leicester aims to **Turn the Tide on Inactivity** and whilst continuing to encourage physical activity across the city. It will predominantly focus on supporting the inactive and those most at risk of experiencing health inequalities to become more physically active. The strategy will follow the principles of proportionate universalism through embedding a population approach to inactivity with a focus on improved engagement with disadvantaged communities, in partnership with stakeholders and communities themselves.

Mission

Active Leicester will target the inequalities of inactivity and support those in most need. We commit to continue to support and build on our universal offer, encouraging everyone to become more active but will focus predominately on our most disadvantaged geographic locations and on those groups more likely to be inactive. The approach will include a focus on local, informal activity, the social element of being with friends, non-traditional activity, and a family centred approach to support the most inactive to engage in physical activity.

Strategic Aims

Active Start: Increasing physical activity for children and young people.

Active People: Increasing physical activity for adults.

Active Places: Development of Place Based Approaches to enable people to be active in their own communities

Active Systems: Strengthen the systems necessary to implement effective and coordinated action to increase physical activity and reduce sedentary behaviour

Active Messaging: Improve long term behaviour change through improved communication

A full list of objectives associated with the aims can be found in the main report.

4.12	<p><u>Success</u></p> <p>Active Leicester is aiming for a 1% reduction in inactivity rates for the next five years, 5% in total, bringing down the number of inactive adults and children to within national averages. Please note that there are two different measures for inactivity. Sport England Active Lives Survey captures adults 16+ and a separate one for children and young people. These surveys are administered annually.</p>
4.13	<p><u>Action Plan and Governance</u></p> <p>This strategy is a framework for city stakeholders. It is not a council strategy. Officers hope stakeholders and partners will align their services, products and or programmes to the areas of most need in the city, as detailed in the document. For those partners willing to utilise the framework, then they could use the strategy in different ways. They can re-direct existing resources, apply for funding aligned to the strategy or adapt ways of working in a small or large way. However, it is noted that as this is a guidance / framework documents some partners may not be willing are able to align with the strategy priorities.</p> <p>An action plan will be developed that will ensure Active Leicester develops clear actions to meet the objectives and targets set in the strategy. Active Leicester is a multi-agency strategy therefore action owners will be from a variety of stakeholders to ensure the right people can progress actions. Targets and KPIs will be developed to ensure all stakeholders collectively work towards the ambitions and objectives of this strategy.</p> <p>A formal governance structure is to be explored further. Proposals will be presented with the final draft strategy. However, it is intended to have a governance board to monitor strategy progress. Officers envisage each action owner to be accountable and report back to the board on progress. A system wide network will be established to enhance strategy progress and improve partnership working.</p> <p>Updates on progress of the board will shared with lead members, scrutiny board and the Health and Wellbeing Board.</p>
4.14	<p><u>Next Steps and Timelines</u></p> <ol style="list-style-type: none"> 1. January 2023 – Lead Member and Executive feedback. 2. February 2023 – Final draft and public facing version created and governance, monitoring and evaluation proposals. 3. March 2023 – Health and Wellbeing Board and scrutiny endorsement. 4. May / June 2023 – Stakeholder launch event. Further details to follow. <p>Further details will follow on the strategy launch and communication plan. It is noted that the city has elections in early May, with purdah starting late March. Therefore, a formal launch will be after this, late May /early June.</p>

5.0	<p><u>Equality Comments</u></p> <p>Under the Equality Act 2010, public authorities have a Public Sector Equality Duty (PSED) which means that, in carrying out their functions, they have a duty to pay due regard to the need to eliminate unlawful discrimination, harassment and victimisation, to advance equality of opportunity between people who share a protected characteristic and those who don't and to foster good relations between people who share a protected characteristic and those who don't.</p>
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Protected Characteristics under the Equality Act 2010 are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.

Promoting active lifestyles has the potential to improve physical and mental health of everyone regardless of age or ability, to reduce all-cause mortality and improve life expectancy. Participation in sport and physical activity is not equitable and there will be sectors of the community that may face additional barriers, which restrict their opportunities to take part in these activities.

The recommendations of the report do not request that the strategy or actions be approved at this point and therefore there are no direct equality implications arising from the recommendations. However, the equalities implications of the strategy and the supporting actions must be assessed prior to the final decision to adopt them. Work has already commenced to do this via the range of engagement methods outlined within the paper. It is important to ensure that the range of input is representative of a range of people from across different protected characteristics and that the proposals are assessed robustly in relation to their impacts specifically on people with different protected characteristics and also to consider how we and any partnership will meet peoples' needs to ensure that they are able to participate.

The Active Leicester Strategy will support the council in meeting its equalities duties as it aims to remove or reduce disadvantages experienced by people in relation to a protected characteristic by supporting individuals, communities, partners and businesses to experience increased opportunities to be physically active thus ensuring the city benefits from a healthier, happier and more prosperous population.

Although the recommendations of this report will aid the council in meeting the aims of the Public Sector Equality Duty, there should be on-going consideration of the equalities implications as the approach is refined. There may be future projects, arising from the action plan and its recommendations, which would benefit from further consideration of the equality's implications and possibly a full equality impact assessment in certain circumstances. Whether an Equalities Impact Assessment is required will be dependent upon how work develops and whether the changes are likely to have a disproportionate impact on any protected group. Advice can be sought from the Corporate Equalities team on whether an Equalities Impact Assessment is required for specific projects, as appropriate.

Equalities officer, Surinder Singh Ext 37 4148

Appendices

Appendix 1 – map of sport / physical activity provision in the city

