

Scrutiny Board: Health – 15 December 2009

Leeds Physical Activity Strategy

(Joint paper on behalf of Active Leeds)

Background

The Leeds Physical Activity Strategy was launched in December 2008. From the Government’s White Paper, *Choosing Health: making healthy choices easier*, the Strategy seeks to address the following 3 key priorities;

- Tackling health inequalities
- Tackling obesity
- Improving mental health and wellbeing

Issues associated with ***reversing the rise in levels of obesity and promoting an increase in the levels of physical activity*** are addressed through the Leeds Physical Activity Strategy. The Strategy focuses on Active Living, Active Travel, Active Recreation and Active Sport which are developed through the following 4 Objectives;

- **Increase participation**
- **Better partnership working**
- **Sell the benefits of being active**
- **Provide skills to people**

Some brief illustrations of progress are outlined below;

Objective 1: Increase participation

Through both the Physical Activity Strategy, and the Sport Leeds ‘Taking the Lead’ Sports strategy, firm commitments have been made to increase levels of activity for the general population (16+ years) and to increase the numbers of 5 – 16 years old participating in 2 hours of high quality physical education. Significant successes have been seen in both areas and are illustrated below:

Performance Indicator	Baseline	Current	Target
NI8 Adult participation in sport and active recreation.	20.6% (Oct 05 – Oct 06)	28.4% (Oct 07 – Oct 08)	21.6% by 2011
NI57 Children and young people’s participation in high quality physical education and school sport.	63% (academic year 03 – 04).	91% (academic year 07 – 08)	90% by 2012

The following information supports the above figures:

- City Council Leisure Centres increased overall visits from 4,100,035 in 05/06 to 4,552,263 in 08/09, which is an increase of 11.03%.
- In the first 6 months of the ‘Free Swimming’ initiative, Leisure Centres have seen a total of 64,478 visits from those aged 60 and over and

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166,362 visits from those aged 16 and under. This equates to an increase of over 40%.

- External funding totalling £831,770 has been awarded to support programmes to specifically tackle health inequality e.g. to support an Older People's Sports Development Officer, (also financially supported by NHS Leeds).
- There has been the creation of 9 new walks in SOA's and the training of over 50 new walk leaders. There has also been a one-off funding awarded to 4 Healthy Living Projects to deliver walking in agreed priority areas.
- Investment in the City Parks has provided improved informal and organised opportunities for people to be active.

Objective 2: Better partnership working

Active Leeds is now well established as the City Partnership responsible for steering the development of Physical Activity.

Active Leeds task groups are currently under development and this will lead to improved networks between public, private, academic, voluntary, community and faith sectors.

Funding from NHS Leeds for specific programmes on Weight Management, Stroke and Cardiac Phase 3 have been developed. More work is in development.

Workplace Health has been a focus for both LCC and NHS Leeds. A new Occupational Health Referral scheme has been adopted. The workplace health campaign, Wellbeing @ Work, has run within City Development at LCC this year. with great success, having had 130 referrals. NHS Leeds is to run a parallel campaign next year to coincide with Bike Week.

'Let's Get Moving', the new Physical Activity Care Pathway, is planned to be developed in specific GP surgeries within the 42 that are in the most deprived wards in Leeds. People will be identified through the NHS Life Check and then through a brief intervention will be signposted to physical activity opportunities in their local area. This will include VCFS activities, private and LCC leisure centres.

NHS Leeds and LCC are working on a bid to provide a database of physical activity opportunity in Leeds, using the Change4Life portal to aid in signposting as well as providing new and exercise opportunities in both LCC Leisure Centres and other community settings e.g. community centres.

Objective 3: Sell the benefits of being active

An "Active Leeds" Marketing and Communication group has been developed to communicate the benefits of an active lifestyle. An Active Leeds website has also been developed for information exchange between professionals.

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The Change4Life campaign aims to raise general public awareness of the health risks associated with obesity and inactive lifestyles, especially young people and families. The campaign was heavily promoted at 'Party in the Park' through a partnership with Radio Aire. There are numerous good examples of local projects, through Schools and Children's Centres. By way of illustration a walk for Life project for fathers and families in Harehills has been established that will link with mosques in the local area. Further work is underway to better coordinate the efforts of stakeholders.

Objective 4: Provide skills to people

An Active Leeds Physical Activity Tool Kit has been designed, developed and implemented. This has allowed over 100 front line staff to be trained including Health Trainers, Community Health Educators and many more VCFS staff working in healthy living services. This is also available as part of the Healthy Living Training package offered by NHS Leeds that involves healthy eating and food hygiene.

The "Extend" programme has now got 35 instructors trained who are delivering over 1000 classes a year throughout the City in a variety of settings.