

**Report of Director of City Development**

**Report to Executive Board**

**Date: 18 September 2019**

**Subject: 'Get Set Leeds – Local' –Physical Activity Localities project**

Are specific electoral wards affected?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If yes, name(s) of ward(s):	
Hunslet and Riverside	
Beeston and Holbeck	
Armley	
Seacroft and Killingbeck	
Has consultation been carried out?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Will the decision be open for call-in?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Does the report contain confidential or exempt information?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If relevant, access to information procedure rule number:	
Appendix number:	

**Summary**

This report provides a brief update on the development of the new city physical activity ambition (long term strategy), as well as providing an overview of a solicited bid to Sport England for £475,000 to deliver a locality based physical activity project aimed at learning from targeted interventions in localities. Executive Board is asked to support the bid and subject to an acceptable bid, to note that the “Get Set Leeds- Local” project will commence later this calendar year.

**1. Main issues**

Leeds is a thriving and ambitious city that values physical activity and wants everyone to have the opportunity to live a more active life. Being physically active must become the easy and normal choice to make in Leeds and a greater understanding of how this can be achieved needs to be built.

The Leeds physical activity approach aims to deliver on the above by bringing together three core elements;

- improved collaboration and connectedness across the city;

- a more in-depth dialogue with people that live and work in the city; and
- Behaviour change techniques.

Sport England have been working with the Active Leeds service to develop a solicited application around the delivery of a Physical Activity 'systems' based approach in the most deprived communities in Leeds. These are the communities where inequalities are highest and participation levels in physical activity are lowest and Sport England have been keen to explore a detailed piece of work working within these specific communities.

'Get Set Leeds – Local' application provides Active Leeds and Sport England with a unique opportunity to connect work that is already taking place at a city-wide level with a more in-depth localities focus. An understanding of how the city-wide and localities 'systems' affect, shape, support and ultimately 'come together as one system' with each other is vital to explore and understand further in order to make Leeds a more active city.

## **2. Best Council Plan Implications**

- Increasing levels of physical activity is a key priority for the city – as referenced in the three cross-cutting agendas of Inclusive Growth, Health and Wellbeing and Climate Change (active travel); increasing levels of physical activity creates a healthier place to live, a better place to live and a stronger local economy.
- Building a city whereby being active is part of and built into everyday life addresses most, if not all, of the Best Council Plan priorities. It also supports in particular the key outcomes of:
  - Enjoy happy, healthy, active lives.
  - Enjoy greater access to green spaces and the arts.

## **3. Resource Implications**

- A successful submission will see £475,000 additional funding from Sport England to help build the learning and understanding needed to affect long term behaviour change around being more active in some of our most deprived neighbourhoods
- The report is not seeking additional resources to deliver the project – there will be some realignment of existing Services and Teams to ensure it is successfully delivered.

## **Recommendations**

Executive Board are requested to;

- a) Note the overview of the Sport England project application.
- b) To support the submission of a bid to Sport England for £475k to develop understanding of locality based approaches to improve levels of Physical Activity. .
- c) Agree to the delivery of the project commencing before the end of 2019; the project will be delivered over a three year period up until the end of 2022.
- d) Note the responsible Officer for the project is the Head of Active Leeds.

## **1. Purpose of this report**

- 1.1 The purpose of the report is to provide an update on the development of the new physical activity ambition as well as providing an overview of the Active Leeds, 'Get Set Leeds – Local' project application to Sport England and to request support in accepting the funding if the submission is successful.

## **2. Background information**

### **2.1 The physical activity position in Leeds:**

- 2.1.1 As outlined in the Executive Board paper in September 2018 a wealth of evidence shows that an active lifestyle is essential for physical and mental health and wellbeing. Physical activity can guard against conditions such as obesity, hypertension, cancer, diabetes and depression. In addition to the health and wellbeing benefits that can be derived through physical activity it has a much wider reach and impact across all Leeds City Council priorities. Boosting participation in physical activity has many socio-economic benefits and can, and does, make a profound impact on individuals, communities and wider society.
- 2.1.2 Approximately 21.6% (Public Health Outcomes Framework) of the Leeds population are obese and 22.7% are inactive (Using Sport England's Active Lives survey and defined as taking 30 minutes or less of physical activity a week). These rates are higher than the national average and there is a correlation between living in deprived areas and obesity and inactivity levels. Reducing this physical inactivity and / or increasing physical activity, especially in more deprived areas, can impact across all city outcomes and this is increasingly being recognised and valued within Leeds.
- 2.1.3 The physical activity approach that is being taken in Leeds requires cross-service and cross-agency collaboration and connectedness and is driven by the needs of the most deprived communities in Leeds. These are the communities where inequalities are highest and participation levels in physical activity the lowest. The aim is to better understand the needs of the most inactive and to harness the strengths of individuals and their communities to evoke a cultural change in which being physically active becomes the norm.
- 2.1.4 Sport England have been working with the Active Leeds service to develop a solicited application around the delivery of a Physical Activity systems based approach in the most deprived communities in Leeds.
- 2.1.5 'Get Set Leeds – Local' provides Active Leeds and Sport England with a unique opportunity to connect work that is taking place at a city-wide level with a more in-depth localities focus. An understanding of how the city-wide and localities 'systems' affect, shape, support and ultimately 'come together as one system' with each other is vital to explore and understand further. This solicited application to Sport England provides a magnifying glass to the work taking place at a localities level, but it will also help us to understand how this work influences both city-wide systems and other localities in the city.

### **2.2 The Leeds Physical Activity Approach:**

- 2.2.1 Leeds is a thriving and ambitious city that values physical activity and wants everyone to have the opportunity to live a more active life. Leeds aspires to be a city where life ‘feels good’ and the contribution that physical activity can make to this is maximised for both individuals and the city at large. Being physically active must become the easy and normal choice to make in Leeds and a greater understanding of how this can be achieved needs to be built.
- 2.2.2 The Leeds physical activity approach aims to deliver on the above by bring together three core elements; **improved collaboration and connectedness across the city; a more in-depth dialogue with people that live and work in the city; and behaviour change techniques**. In combination it is believed these will provide a foundation whereby the whole city is empowered, supported and mobilised to influence and drive a sustainable increase in physical activity levels.
- 2.2.3 The Leeds approach is being divided into three broad systems work streams and work is progressing. These 3 work streams areas set out below with the bid to Sport England particularly supporting the 3<sup>rd</sup> area of “locality working”:
- **City-wide approach** – build collaborative relationships with the people who live and work across Leeds. Influence key decision makers, commissioners and service deliverers to embed physical activity in to their everyday work
  - **Planning and design for active living** – influencing the approach taken to planning and designing Leeds in order to ensure the infrastructure in the city enables people to easily access opportunities to be active. This would for example include planning for and promotion of active travel.
  - **Localities approach** – delivering a systems approach in the 1% most deprived communities in Leeds and builds on an earlier Sport England research project undertaken by Social Marketing Gateway (SMG). The learning from this research has helped shape the solicited bid, focussing specifically on four priority neighbourhoods.
- 2.2.4 As part of the development of the new Physical Activity Ambition a city wide conversation has recently begun which is directed at various stakeholders, communities and individuals. This city wide conversation is called “Get Set Leeds” and is being led by the city Council’s Active Leeds and Public Health teams and working with the Health Partnerships Team, Sport Leeds and Leeds Beckett University. A conversation starter video is being used in some of those conversations with targeted stakeholders. There will be conversations with various focus groups. A dedicated web site [getsetleeds.co.uk](http://getsetleeds.co.uk) is in place, designed to provide information and how and where there are opportunities to be active, together with case studies. The site is also designed to collect views and thoughts of the people of Leeds on what issues are important to them in being physically active. The findings from the conversation will help to define a new ‘physical activity ambition’ for Leeds. People and groups who have taken part in the conversation will be invited to work together with in creating the ambition and on planning and delivering activities, campaigns and change within the city to make that ambition a reality. The ambition is likely to recognise that the city is a complex ‘system’, with many different factors influencing whether people feel motivated to be active and whether they are able to act on that motivation. Understanding how these factors interact will show people and organisations how the decisions they take – large or small – can all help make Leeds more active.

### 3. Main issues

#### 3.1 'Get Set Leeds – Local' – the Leeds Localities application overview:

- 3.1.1 The focus of the proposal for the Sport England application is the Leeds Physical Activity Systems Approach work stream 3; the Localities Approach to physical activity.
- 3.1.2 The main aim:

***“For people living in the most deprived communities in Leeds, to have the opportunity to contribute to, be valued by, and be involved with where they live. For these communities to recognise their assets, forge strong, meaningful connections with one another and feel able to make the changes they want to see in relation to living in a physically active place. That the learning from these communities is shared with the rest of the city so that other people can start to lead a more active life too.”***

- 3.1.3 The 'Get Set Leeds – Local' localities proposal seeks to deliver on the following project specific aims:

- Build an understanding of how to best engage communities in the design and delivery of physical activity in their locality
- Build an understanding of what models of co-production best support community collaboration and action around the delivery of physical activity
- Develop an understanding of how system leaders can build trust and confidence in the localities
- Develop an understanding of how to build community capacity for physical activity in the localities
- Ensure that learning from the localities approach is shared with the city-wide physical activity work stream and used to shape the Physical Activity Ambition and future governance structures
- Ensure learning from the localities approach is used to shape future work in other 1% and 10% most deprived localities

- 3.1.4 The focus of the work are four most deprived 1% LSOA localities listed below. These were formed the basis of the earlier Sport England funded Localities Physical Activity Insight project, working with Social Marketing Gateway (SMG);

- Stratford Street, Beverleys in the City & Hunslet ward
- Crosby Street, Receptions, Bartons in the Beeston & Holbeck ward
- New Wortley in the Armley ward
- Boggart Hill and the Wykebeck Valley in the Seacroft & Killingbeck ward

- 3.1.5 The main driver behind a localities proposal is the city's strategic position to reduce the inequalities gap. The focus of this city-wide approach is 6 prioritised most deprived 1% LSOA areas, 4 of which are the proposed areas listed above. Cross–

sector 'core groups' already exist in these areas and these are all already engaged in the development of the Leeds physical activity approach. The core groups were very supportive of the SMG project and committed time and resource to the delivery of the Mastermind community sessions as well as attending the steering group. In addition, detailed intelligence for these four localities has already been gathered through the SMG project and it makes sense to build on this knowledge and to continue to develop the relationships that have emerged in these localities through this work.

- 3.1.6 Beeston Hill and Holbeck were both chosen for the SMG project from the Inner South of the city as they originally had a joint core group that covered both of these priority areas (the core groups have now been separated). New Wortley was the city localities Path Finder and Active Leeds were part of the Youth Engagement project linked to this from the outset and managed the partnership approach to engagement. Boggart Hill was chosen as part of the high level developments that are happening around the new health and wellbeing centre, the Wyke Beck project and Seacroft green ripple.
- 3.1.7 It is also worth highlighting that the selected localities needed to reflect the criteria of the Sport England funding which prioritises lower socio-economic groups, under-represented groups and those that are doing less than 30 minutes of physical activity a week; those communities where levels of inactivity are highest.
- 3.1.8 It is proposed that a systems approach to physical activity is driven within each locality and that this approach is based around the key principles of the Leeds Physical Activity Approach (as outlined in the diagram in section 2.2.3), which are outlined below;
  1. **Collaboration** – improve connectedness across the city alongside a commitment to work together
  2. **Citizen-focussed** – ensure that the relationship we build with residents in the city has them on an equal footing with professionals. They are part of the solution and we should not be doing 'to' them, but 'with' them
  3. **Transparency** – be open with the city about the issues, opportunities, resources and solutions in order to build trust and confidence in the physical activity systems approach
  4. **Co-production** – ensure that a dialogue is opened and sustained between individuals and professionals in the city to ensure all solutions are designed together and build on individual and community strengths
  5. **Capacity building** – build capacity in our city and communities to provide opportunities to be active (i.e. volunteers; leaders; coaches; informed and knowledgeable professionals and community assets)
  6. **Taking the first step** – support people out of isolation into a social environment or out of a familiar place into a new one
  7. **Capitalise on success** – celebrate, support and where possible replicate success. Share the 'real' stories with the people that can make change happen.
- 3.1.9 It is proposed that each of the four localities should have a focus and / or leverage point that it utilised as the '**starting place**' for building the system. These leverage points could be any of the following; a target population group; a built infrastructure project (linking into the work of the Design and Planning for Active Living work stream), active travel opportunities; or it could a local issue / challenge / opportunity that has the potential to engage the community or a key theme, such as Long Term

Conditions, Employment and Skills or Housing. Ideally we would like to pick a different type of leverage point for each locality.

3.1.10 It is important to building community trust and confidence and that this application and the issues and challenges it seeks to resolve are not controlled and resolved wholly by external organisations. It must include the residents themselves. By taking a strength-based approach to the localities work the communities will hopefully come together and lead the change they want to see. The following process is key to ensuring this happens:

*Change:*

- *starts with what residents can do for themselves*
- *looks at what they can do with a little assistance*
- *only then to look at what outside agencies can do for them (still decided by the community)*

3.1.11 Research and evaluation is of high importance across all three work streams of the Leeds Physical Activity approach. Leeds Beckett University are already engaged as the research and evaluation partner for the city-wide 'Ambition' conversations and will be analysing the results of the face-to-face and online conversations. It is proposed that this same academic rigour and structure is applied to the Localities project and that the learning from both is cross-shared.

3.1.12 Attached at Appendix 1 a table outlining the recommendations for delivery of the Leeds Localities Physical Activity Approach. For each recommendation a weighting has been provided that gives an indication of the percentage of time Active Leeds expects to spend on each recommendation over year 1 and year 2 of the project.

3.1.13 It is important to note that all recommendations in the action plan will naturally overlap and develop collectively and not in isolation. There will not be a linear progression through the recommendations.

3.1.14 'Get Set Leeds – Local' will initially be governed through the Physical Activity Ambition Project Group who are helping to oversee the development of the new Physical activity ambition. The group membership includes representatives from Public Health, Active Leeds, Marketing and Communications, Project Management support (x2 officers) and Leeds Beckett University. Membership will be reviewed to ensure it is representative of the 'Get, Set Leeds – Local' project once the project is finalised with Sport England. It is likely that a representative from the Communities team and the third sector will also be asked to attend to make it more representative of the localities proposal and to ensure the communities voice is embedded into the governance for the project. It is also planned to invite a member of Sport England to attend this group.

3.1.15 In future it is envisaged that 'Get Set Leeds – Local' will be governed through the new Physical Activity Ambition Board governance structures, currently in development. The Project aims to test and provide learning to develop a way of working that can be scaled and applied across the City. The approach aims to be sustainable, based (as outlined above) on co-production and building on an existing asset base through strong community engagement and community capacity building. There is the possibility of further funding from stakeholders, for example, Sport England, if we can demonstrate the process works.

## **4. Corporate considerations**

### **4.1 Consultation and engagement**

- 4.1.1 As highlighted in the body of the report the intelligence for the submission to Sport England has been led by Social Marketing Gateway (SMG) – gathering insight into local needs with regard to physical activity in all four of the priority LSOA neighbourhoods – engaging in a physical activity conversation with these communities to better understand the motivations, behaviours and aspirations of the people who live there. The consultation methods have been extensive from a desk based audit, face to face discussions, telephone conversations and use of questionnaires; it has also included asset and social media mapping, community focussed sessions and engagements via community connectors; all of which have ensured the involvement of residents, key local organisations and community groups.
- 4.1.2 The development of the project idea and associated SMG work has been led by a Steering Group which has included Public Health, the Communities Team and external partners; this has enabled strong links with, for example, the established Core Groups networks and governance structures alongside the development of more meaningful relationships with other internal services such as Employment and Skills and Housing.
- 4.1.3 The project sits within a citywide approach to establishing a Physical Activity Ambition for Leeds whereby a cross service group including Active Leeds, Public Health, Health Partnerships and Marketing and Communications are driving an extensive engagement plan engaging in conversations at all levels with residents, community organisations and leaders, stakeholders and key partners.

### **4.2 Equality and diversity / cohesion and integration**

- 4.2.1 The “whole systems” approach to reducing inactivity aims to connect work that is taking place at a city wide level with a more in-depth engagement across the life course with priority neighbourhoods / communities and under-represented groups such as women and girls, older people, people with a disability and / or long term conditions, Black and Minority Ethnic groups and LGBT\* groups.
- 4.2.2 A successful submission will enable a more meaningful relationship with the residents of four of our most deprived communities. In addition, the longer term vision of embedding physical activity into the everyday life of those communities we are focusing on can bring with it greater community cohesion and integration.
- 4.2.3 An equality impact assessment is to be completed for the wider Physical Activity Ambition during 2020. Given it’s purpose the Get Set Leeds Local project, (along with, for example, the aforementioned research from SMG and the wider Get Set Leeds Conversation) will help in supporting the production of that assessment.

### **4.3 Council policies and the Best Council Plan**

- 4.3.1 Increasing levels of physical activity is a key priority for the city – as referenced in the three cross-cutting agendas of Inclusive Growth, Health and Wellbeing and



Climate Change (active travel); increasing levels of physical activity creates a healthier place to live, a better place to live and a stronger local economy.

4.3.2 Building a city whereby being active is part of and built into everyday life addresses most, if not all, of the Best Council Plan outcomes and priorities, but in particular the key outcomes including:

- Enjoy happy, healthy, active lives.
- Enjoy greater access to green spaces and the arts.

4.3.3 There are some really strong city examples of how physical activity has wider cross cutting impacts such as children's educational attainment, falls reduction, community led volunteering - finding and developing "people like me", employment and skills training for disengaged young people, a sense of community in a local sponsored event and the attraction of world class events such as the World Triathlon Series and the 2019 World Roach Race Cycle championships.

#### Climate Emergency

4.3.4 A Climate Change Emergency was declared by the City Council on the 27<sup>th</sup> March 2019; as outlined in the report this work is part of a citywide conversation to make Leeds a more active city, developing a shared vision for all ages to move more, to make being active an easy choice and part of everyday life.

4.3.5 There is a strong evidence base that Active Travel has a clear role to play in increasing and sustaining physical activity levels in Leeds; contributing to building activity into everyday life, such as walking or cycling instead of using motorised transport. From the citywide conversations the hope is to grow a social movement whereby people, as a first choice, journey to work, to the shops, or place of education, or for leisure by walking, cycling, scootering or skateboarding. The planning for and promotion of sustainable active travel opportunities across all Leeds communities will play a key part in helping to address climate emergency. Leeds has recently announced Alistair Brownlee as their first Active Travel Ambassador to help promote active travel opportunities.

4.3.6 Creating the places and environments that promote health and well-being is fundamental to supporting a more active city; this project has direct links to the Planning and Design for Health and Well Being Group which has established cross cutting working across services with an aim to achieve the best possible outcomes for Leeds communities where active travel and outdoor activity is an easy choice, raising awareness and identifying practical steps to achieve the benefits of good design in planning through three key principles that are underpinned in national and local planning policy;

4.3.6.1 **Active neighbourhoods** – promoting cycling and walking, reducing car usage and improving children's opportunities for independent mobility and play.

4.3.6.2 **Better air quality and green space** – using green and blue infrastructure to provide opportunities for outdoor recreation and promote mental wellbeing.

4.3.6.3 **Cohesive communities** – encouraging co-located services and high quality neighbourhood spaces to encourage social interaction and combat isolation

4.3.7 The above can significantly impact on reducing emissions and improving air quality.

#### **4.4 Resources, procurement and value for money**

- 4.4.1 As cited by The Lancet “physical inactivity is the fourth leading cause of death worldwide”; the evidence base for the physical and mental health benefits of being active is unrefuted; a successful submission will see £475,000 additional funding to help the learning and understanding of affecting long term behaviour change around being more active in some of our most deprived neighbourhoods, with an aim of building those wider health and well-being benefits and reducing health inequalities.
- 4.4.2 The report is not seeking additional resources to deliver the project – there will be some realignment of existing Services and Teams to ensure it is successfully delivered. It will be used to build the evidence as a model / way of working to learn from and scale; in addition to and where possible draw down further funding.

#### **4.5 Legal implications, access to information, and call-in**

- 4.5.1 There are no direct legal implications arising from the recommendations in the report. The report is eligible for call in.

#### **4.6 Risk management**

- 4.6.1 There are no major specific risk issues identified. Given the bid is solicited the chances of success are high as long as the project continues to focus on the original communities that Sport England have continued to support. The learning will applied city wide.

### **5. Conclusions**

- 5.1 This report has outlined the solicited application to Sport England for ‘Get Set Leeds – Local’, a project which seeks to deliver a Physical Activity ‘systems’ based approach in the most deprived communities in Leeds. These are the communities where inequalities are highest and participation levels in physical activity are lowest.
- 5.2 ‘Get Set Leeds – Local’ application provides Active Leeds and Sport England with a unique opportunity to connect work that is taking place at a city-wide level with a more in-depth localities focus. An understanding of how the city-wide and localities ‘systems’ affect, shape, support and ultimately ‘come together as one system’ with each other is vital to explore and understand further in order to make Leeds a more active city.
- 5.3 A successful submission will see £475,000 additional funding from Sport England to help build the learning and understanding needed to affect long term behaviour change around being more active in some of our most deprived neighbourhoods

### **6. Recommendations**

Executive Board are requested to;

- 6.1 Note the overview of the Sport England project application.
- 6.2 To support the submission of a bid to Sport England for £475k to develop understanding of locality based approaches to improve levels of Physical Activity. .

6.3 Agree to the delivery of the project commencing before the end of 2019; the project will be delivered over a three year period up until the end of 2022.

6.4 Note the responsible Officer for the project is the Head of Active Leeds.

## **7. Background documents<sup>1</sup>**

7.1 None.

## **8. Appendices**

8.1 Appendix 1 – ‘Get Set Leeds – Local’ outline proposal

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<sup>1</sup> The background documents listed in this section are available to download from the council’s website, unless they contain confidential or exempt information. The list of background documents does not include published works.