

Report of Head of Governance and Scrutiny Support

Report to Scrutiny Board (Inclusive Growth, Culture and Sport)

Date: 14th March 2018

Subject: A new sport and physical activity strategy for Leeds– summary of evidence and proposed next steps.

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

1. Purpose of this report

- 1.1 At the beginning of the municipal year, the Inclusive Growth, Culture and Sport Scrutiny Board expressed an interest in the work being undertaken by the Council and partners in tackling physical inactivity.
- 1.2 The Board therefore utilised its October and December meetings to understand the contribution that physical activity and sport can have in support of wider council outcomes and priorities, as well as exploring the work being undertaken to achieve a long term ambition in Leeds to deliver a better, more holistic systems approach to physical inactivity that will evoke a cultural change in which being physically active does become the norm. Linked to this, the Board also acknowledged that a new sport and physical activity strategy for Leeds was being developed.
- 1.3 As this is the Scrutiny Board’s final meeting of the municipal year, the purpose of this report is to reflect on the evidence presented to the Board and the key issues raised to-date; to provide an update position surrounding the development of the new sport and physical activity strategy for Leeds; and to consider proposed next steps in moving forward to achieve the city’s long term ambition to evoke a cultural change in which being physically active becomes the norm.

2. Main issues

Summary of evidence to-date

- 2.1 During the Scrutiny Board's October meeting, the Head of Sport and Active Lifestyles provided a detailed report setting out the benefits of physical activity and the contribution it can make to the city's priorities, as well as outlining a proposed new model for the delivery of physical activity based on a collaborative, systems based approach ([Link to report](#)).
- 2.2 The Scrutiny Board acknowledged the powerful contribution that physical activity and sport can have in support of wider council outcomes and priorities, with the key health and wellbeing impacts summarised again in appendix 1. In particular, the Board recognised that this is not just a public health problem and that physical activity needs to be embedded into the fabric of everyday life, making it easy, cost effective and the normal choice in every community in Leeds.
- 2.3 The Board was therefore fully supportive of the long term ambition in Leeds to deliver a better, more holistic systems approach to physical inactivity that will evoke a cultural change in which being physically active does become the norm.
- 2.4 To achieve this ambition, the Board also acknowledged the step change needed for the delivery of physical activity in Leeds, which would require a more enlightened, integrated, long term systemic change to the way all Council services and other organisations work together on this agenda.
- 2.5 Linked to this, the Board utilised its December 2017 meeting to continue its discussion surrounding key 'asks' in terms of support needs to help achieve this ambition, which were summarised as follows:
 - To make being physically active a Best Council Plan priority or obsession
 - Support development of a new integrated city strategy for Physical Activity
 - Commit to enabling a physically active LCC workforce
 - Local elected members to help lead a social movement in their communities
- 2.6 In consideration of these, the following issues were also raised and discussed by the Board:
 - The development of a city wide "Move More Leeds" type campaign in recognition that physical activity is wider than just sport.
 - The need to recruit a Chair and Board members of a new strategic body with oversight of the new strategy and campaign, which could potentially supersede the Sport Leeds Board as currently constituted.
 - A suggestion that relevant officers be invited to attend Community Committee meetings to promote the health benefits of physical activity.
 - The challenges utilising privately owned facilities for community use.
 - The role of ward members in building on approaches to physical activity in their communities and particularly in identifying assets and capabilities for physical activity within communities.

- Development of a LCC physical activity policy including, for example, design of future office space, targeted support programmes for staff, developing a culture where being active is the norm in the LCC workplace, advocacy role with other employers in the city.
- A recognised need to consider how physical activity can be embedded into the built environment; through informed and continued planning policy and supplementary guidance and with any recommendations and best practice reported to and considered by Planning Board.
- Improving connectivity across the city and particularly between smaller villages to enable and encourage more active travel and lifestyles.
- Particular issues were raised in relation to non-registration of public rights of way and the role and resource capacity of the existing public rights of way team to be able to address this issue quickly.
- A recognised need for all young people to build a habit of being physically active and for this to be recognised as a key priority within the new children's and young people plan.

2.7 In January 2018, the Scrutiny Board was given the opportunity to consider initial proposals linked to a refresh of the Best Council Plan for 2018/19 – 2020/21. In doing so, the Board noted that 'supporting healthy, active lifestyles' was now to be reflected within the refreshed Health and Wellbeing priority as part of the Best Council Plan. However, the Board felt that this area warranted more prominence and therefore made a formal recommendation to the Executive Board for it to support the need to make 'supporting healthy, active lifestyles' a Best Council Plan priority or city-wide obsession in accordance with existing efforts to develop a sustainable whole systems approach towards physical activity for Leeds.

Development of the new sport and physical activity strategy for Leeds

- 2.8 An update report surrounding the development of the new sport and physical activity strategy for Leeds is set out in appendix 2 of this report.
- 2.9 Representatives from the Sport and Active Lifestyles service will be attending today's meeting along with leading independent consultant, Rob Young MBE, to share feedback on emerging issues coming out from the consultation as part of the city strategy development process.

3. Recommendation

- 3.1 The Board is asked to reflect on the information presented during today's meeting and assist in determining proposed next steps in moving forward to achieve the city's long term ambition to evoke a cultural change in which being physically active becomes the norm.

4. Background documents¹

- 4.1. None used

¹ 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.

Key impacts of an active lifestyle to physical and mental health and wellbeing.

1. 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. For example;
 - Being active can reduce the risk of developing diabetes by 30-40%. People with diabetes can reduce their need for medication and the risk of complications by being more active.
 - Persuading inactive people to become more active could prevent one in ten cases of stroke and heart disease in the UK.
 - One in eight women in the UK are at risk of developing breast cancer at some point in their lives. Being active every day can reduce that risk by up to 20% and also improve the lives of those living with cancer.
 - Dementia affects 800,000 people in the UK. Staying active can reduce the risk of vascular dementia and also have a positive impact on non-vascular dementia.
 - Depression is increasing in all age groups. People who are inactive have three times the rate of moderate to severe depression of active people. Being active is central to our mental health.
2. 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. For example;
 - Being active plays a key role in brain development in early childhood and is also good for longer-term educational attainment. For instance, young people's participation in physical activity improves their numeracy scores by 8% on average above non-participants. In addition, under-achieving young people who take up physical activity see a 29% increase in numeracy skills and a 12 – 16% increase in other transferable skills. Other programmes targeted at young people at risk of offending show that physical activity can enhance self-esteem, reduce re-offending and support access to the workplace. In Leeds, for example, this is evidenced through the delivery of the Dame Kelly Holmes project and Positive Futures interventions.
 - In terms of economic impact physical activity participation contributes £244.1 million to Leeds economy and provides a total of 7374 jobs in Leeds. It is also estimated that the value of volunteering related to physical activity is £147.5 million (information taken from Sport England local profile data). The economic impact of sports events in the city is also significant with, for example, the World Triathlon Series bringing in a cash boost to the local economy of at least £1.2 million with over 5 hours of TV coverage in the UK and worldwide. In a wider context increased

energy levels through participating in physical activity boosts workplace productivity and reduces sickness absence.

- Physical activity has the ability to strengthen social networks and community cohesion. Through physical activity and sport individuals can develop a sense of belonging and can build quality peer relationships with other member of their community. Projects that support the delivery of these outcomes include small scale asset based community development initiatives or larger scales facility development associated to events, such as the social regeneration which followed the Commonwealth Games in Manchester.
- Physical activity, through active travel – walking and cycling - also has the ability to connect people and places together whilst supporting an improvement in air quality through a reduction in road traffic emissions. It is understood that people who walk or cycling to work are four times more likely to achieve the Chief Medical Officers recommendation of 150 minutes of moderate intensity physical activity per week.
- Social Isolation affects people of all ages but in particular it is older people who are at greater risk due to factors compounding such as wider determinants and long term health conditions. There are estimated to be 37000 older people experiencing loneliness or social isolation across Leeds. Cause for concern must be noted as research shows that loneliness and isolation is detrimental to health and comparable as a risk factor for early death to smoking 15 cigarettes a day. Therefore physical activity for older people not only improves physiological health outcomes but increases the opportunity for improving social connections.