

Report of Director of City Development / Director of Public Health

Report to Executive Board

Date: 19 September 2018

Subject: Development of a New Physical Activity and Sport Ambition in Leeds

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 checked="" type="checkbox"/> Yes	<input 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

Summary of main issues

1. This report explains the benefits of physical activity outlines progress on the development of a new city physical activity and sport “ambition” and describes some of the practical work that is underway by the Active Leeds Service.
2. Enabling the population of Leeds to be physically active is vital to the health and wellbeing of the city in addition to the contribution it can make across all council priorities. In order to achieve this a new bold approach is needed which requires cross-service and cross-agency collaboration that is driven by the needs of the most deprived communities in Leeds where health inequalities are highest and participation levels in physical activity the lowest. There is a need to influence the behaviour of the most inactive to evoke a cultural change in which being physically active becomes the norm. This has to be a long-term systemic approach that results in significant change. The City Council has a vital role in the development of a new city Physical activity and sport “ambition” which is being led by the Active Leeds Service (formerly Sport and Active Lifestyles Service) together with Public Health and Sport Leeds, the existing city sports partnership.

Recommendations

3. Executive Board is asked to:

- (i) Note the overriding evidence base in support of the importance of physical activity.
- (ii) Support the development of a new physical activity and sport ambition and the need to adopt a systems based approach.
- (iii) Note the statement made by the Inclusive Growth Culture and Sport Scrutiny Board and their desire to increase the significance of physical activity in future Council plans.
- (iv) To continue to engage the Adults, Health and Active Lifestyles Scrutiny Board in the development of the new physical activity and sport ambition.
- (v) Support the role that the Active Leeds service and Public Health are playing in driving forward this agenda.
- (vi) To bring back to Executive Board the final city Physical Activity and Sport Ambition and to highlight the wider implications for the Council.
- (vii) That the Head of Active Leeds is responsible for implementation

1. Purpose of this report

- 1.1 The purpose of this report is to raise awareness of the benefits of physical activity and the contribution it can make to city priorities; to update on the development of a new city physical activity and sport “ambition” and to outline some of the practical work that is underway by the Active Leeds Service.

2. Background information

2.1 The Benefits of Physical Activity

Health and Wellbeing

- 2.1.1 Increasing physical activity has the potential to improve the physical and mental health and wellbeing of individuals, families, communities and the city as a whole. As well as being physically active, it is important that all adults and children minimise the time spent being sedentary (sitting) for extended periods. Even among individuals who are active at the recommended levels, spending large amounts of time sedentary increases the risk of adverse health outcomes.
- 2.1.2 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.
- 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. Therefore physical activity needs to continue to be a key consideration as part of the Council’s dementia friendly approach
 - 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.
 - Building core strength in older people can help address frailty and consequential slips/falls (and therefore admissions to hospital) through initiatives such as falls reduction programmes.

Wider benefits of being active

2.1.3 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 over 7000 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, social inclusion 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.

The position in Leeds

- 2.1.4 The gap in life expectancy between the least and most deprived wards in Leeds is 10.1 years. This trend is mirrored in terms of physical activity participation levels with the highest levels of participation strongly correlated to life expectancy statistics and in turn the balance between affluent and non-affluent areas of the city.
- 2.1.5 In Sport England's most recent Active Lives Survey over 239,000 people are not being active enough for good health, with 21.6% of adults obese; rates that are higher than the national average. Typically the highest rates of inactivity will be in the areas of highest deprivation. Worryingly half of young people in the city are not currently achieving the Chief medical Officer recommended 1 hour of moderate to vigorous physical activity per day. The active schools programme through our schools has a key role to play in supporting young people build positive behaviours towards being active and building a Child Friendly city.
- 2.1.6 In Leeds the prevalence of long term conditions (both physical health and mental health conditions) is on the increase and affecting people at an earlier age. For example, there are 39,635 people with diabetes in the city, a rise of 14% in the last 3 years.

2.2 Development of a New City Physical Activity and Sport “Ambition”

- 2.2.1 Evidence tells us that getting Leeds active will only happen if we involve all sectors. Despite a raft of schemes and interventions already in place, getting people moving 'at scale' requires bigger system changes. Physical inactivity is not just a public health problem it is a challenge for all of society. We need to embed physical activity into the fabric of everyday life, making it easy, cost effective and the normal choice in every community in Leeds. Therein rests a major challenge. Leeds is in many ways at the forefront of developing approaches towards physical inactivity, working very closely with Sport England and Public Health England alongside a small number of national local delivery pilots and priority Local authorities, that include the core cities.
- 2.2.2 Since the establishment of Sport Leeds (over 15 years ago) they have overseen the development of sports strategies for the city. Sport Leeds is the 'sport and active recreation network' within Leeds, with a primary responsibility of driving the city wide partnership strategy for Sport and Active Lifestyles, and it's (current) vision is for Leeds to be the most active big city in England.

Membership of the Board is wide ranging and includes:

- The voluntary sector;
- Professional sport;

- The health sector;
- Children's Services;
- Sport England (not entitled to a vote)
- Yorkshire Sport Foundation;
- Two elected member nominated by Leeds City Council;
- Officers nominated by Leeds City Council (Sport & Active Lifestyles and Parks & Countryside);
- Performance sport;
- Media;
- Higher Education;
- Further Education;
- Disability Sport;
- Women's sport;
- BME sport;
- Local businesses (marketing, legal, sports sponsors)

2.2.3 Sport Leeds has focussed on creating shared aims and objectives focussing mostly on sport and active lifestyles, but more recently have recognised and supported plans that incorporate wider elements of physical activity (e.g. walking and active travel). The current sport and active lifestyles strategy finishes at the end of 2018 and therefore Sport Leeds have initiated a review of the existing strategy with to the aim of broadening the remit to fully embrace physical activity and sport. This work is ongoing and has included an initial discussion with the previous Inclusive Growth Culture and Sport Scrutiny Board. These early discussions (including conversations with stakeholders) have highlighted the need for step change that included the widened scope beyond simply sport and active lifestyles. A desire has been expressed that the new Physical activity and sport Ambition should not simply be an evolution of the last strategy and should build on the strengths of existing partnerships. There is also the recognition that whilst the new ambition needs to fully address the physical inactivity challenge it should also set the framework for the development of sport as well. The decision to produce an ambition, rather than a strategy has come from the stakeholder consultation as has the need to develop a more comprehensive and imaginative approach that looks and feels different and is developed with stakeholders and our residents.

2.2.4 As referenced consultation has already started with key stakeholders around the development of the new ambition for physical activity and sport in the knowledge that given the wider scope of a physical activity new Governance arrangements may be needed that help to increase the gravitas of senior stakeholder engagement. Therefore in parallel to the development of a new Ambition there will be ongoing discussions about the most appropriate Governance arrangements.

2.2.4 Early stakeholder discussions have helped evolve a view on what the Ambition might be. The vision statement will be subject to further discussion and consultation, but for illustrative purposes, could for example build on the "best City" principle e.g. "Leeds to be the best city in which to be active". To provide further illustration there have also been four primary outcomes expressed:

DRAFT Ambition and Outcomes

Ambition: “Leeds to be the best city in which to be active”

Primary outcomes

- A long term commitment to increasing physical activity levels in the city, especially where levels of inactivity of persistently high.
- Building, creating and enabling an environment that supports systems/collaborative working
- Building our national and international reputation for World Class Sport
- Delivering wider community and personal benefit through physical activity and sport

2.3 Contribution of the Active Leeds Service

- 2.3.1 The Active Leeds Service (formerly Sport and Active Lifestyle Service) provides a valuable contribution to the achievement of the Best Council Plan and it is working collaboratively to increase levels of Physical activity in the city. Working closely with Public Health colleagues, the Active Leeds service is taking the lead coordinating role on behalf of the Council in addressing physical inactivity and as part of that process is working with partners and stakeholders to formulate the most appropriate arrangements to deliver long term change. Tackling physical inactivity requires a city and council wide response.
- 2.3.2 The service seeks to support a reduction in health inequalities and contribution to wider social outcomes through the promotion of physical activity and the development of targeted interventions. It will achieve this through a number of means including for example; working with services across the council; collaborating with key partners; delivering informal physical activity opportunities for inactive people across the city; seeking to influence to active travel opportunities; helping to create better environments to be active in; supporting care pathways; enabling co-location and integration of services and influencing key decision makers and commissioners to embed physical activity into their policy, service design and provider contracts.
- 2.3.3 Alongside colleagues in Public Health the Active Leeds service is now playing a central role in the development of a new city physical activity and sport “Ambition”, working closely with Sport Leeds the current city partnership body with oversight of the current Sport and Active Lifestyles strategy.

3. Main Issues

3.1 There are four further areas of work to be explored here. These being:

- Understanding the Councils existing commitment to Physical activity;
- Outlining the importance of systems based approaches to addressing physical inactivity given levels of physical inactivity have remained stubbornly persistent;
- Providing an update on the new city physical activity and Sport ambition;
- Provide details of some of the practical actions undertaken in support of addressing levels of physical inactivity.

3.2 Existing commitment to physical activity in Leeds by Leeds City Council:

3.2.1 The role of physical activity in delivering city outcomes is increasingly being recognised and valued within Leeds. The following key citywide strategies and policy documents are now in place and demonstrate the strength of the commitment to physical activities in the city:

- **Best Council plan (2015 -20)** –‘Promoting physical activity’ sits as one of 20 priorities in the best council plan. Reducing physical inactivity was also a central pillar in the previous health inequalities breakthrough project
- **Health and Wellbeing Strategy (2016 – 2021)** - physical activity is one of 12 priorities for the Leeds Health and Wellbeing Board (and the only lifestyle risk factor identified individually within a specific priority) – ‘More people, more physically active, more often’. In addition it is a key priority in the draft Leeds Health and Care Plan.
- **Leeds Inclusive Growth Strategy (2018-2023)** Health and Wellbeing is one of 12 big ideas and it states the importance of active lifestyles in fully realising social, educational and economic potential. It also highlights the significance of working with people to promote prevention and self-managing health in the community and workplace.
- **Leeds Health and Care plan-** Physical Activity sits in the Prevention Programme and is 1 of the 5 key actions in its own right.
- **Sport Leeds strategy (2013 – 2018)** - where tackling health inequalities is firmly embedded as a key concern, they aim to ‘support the inactive to become active’. The new Physical activity and sport ambition will essentially develop from this strategy, but is seeking to create step change.

3.3 A City and Council wide response is required

3.3.1 The council can have an extremely influential role in tackling the issue of physical inactivity. The Active Leeds service together with Public Health provides leadership and supports the development of policy, yet there are many services in the council

that can have a direct impact on the long term goal of increasing levels of physical activity. The physical activity workstream of the Reducing Inequalities and Early Interventions Breakthrough Project was successful in engaging many key functions across the Council and began to identify what contribution they could make to this agenda. It brought together spatial planners, regeneration, transport, parks and countryside, healthy schools, public health and sport and active lifestyle staff. This provides a strong foundation to take forward a Council wide approach to increasing physical activity.

3.3.2 The examples below provide an illustration as to the cross cutting nature of this area of work;

(a) Falls Prevention

Active Leeds is commissioned by the Adult and Health Directorate to deliver a Falls Prevention Programme. The Programme works with local organisations in areas with high prevalence of frailty to engage older people who have fallen or are at risk of a fall into a 20 week programme using Falls Exercise Management. Initial findings indicate, people who complete 20 weeks of the exercise programme are not admitted to hospital 12 months after completion. Physical activity coaches working for local organisations can access training to deliver the programme and be quality checked by Active Leeds. The “Is it Fall Proof” quality check has been awarded to over 100 sessions across Leeds. Local organisations deliver the exercises as an activity for older people to improve strength and balance and also reduce social isolation. This approach to engaging older people helps prevent them from requiring expensive health and care services.

(b) Women and Girls

The ‘This Girl Can’ campaign launched nationally in 2015 to tackle inequalities in women’s participation in physical activity and sport. Leeds took a localised approach to build on the campaign through ‘Leeds Girls Can’ which now has a social media following of 10,000+ people. There are now 10 volunteer Leeds Girls Can Ambassadors representing a range of communities including BAME; LGBT+. A recent collaboration with Yorkshire Cricket Foundation saw 100 South Asian girls age 14+ from the bottom 1% Super Output Areas participating in the ‘Hits and Missus’ engagement programme where they played cricket and danced. The programme aimed to motivate and inspire the participants to be more active and engage in different sports.

(c) Young People

Active Leeds delivers a broad range of interventions that use physical activity and sport to engage young people in wider positive outcomes for example, the ‘Inspirations Programme’ (funded by the Police and Crime Commissioner) working closely with Healthy Schools, Clusters and Sustainable Transport,

where we engage primary school aged children who have been identified by their school as at risk of exclusion/under achievement using a physical activity away from school during curriculum time. Participants are supported with health and wellbeing messaging and this year, so far, 50 young people reported increased self-esteem, self-confidence and increased social emotional and mental wellbeing after attending the programme.

(d) Schools

Supporting young people to get the best start in life is vital. The Leeds “Active Schools” programme provides school children with opportunities for physical activity and sport through attendance at events, festivals and competitions and through planned physical activity breaks throughout the school day. Schools receive support for their curricular and extra-curricular offer and high quality professional development opportunities for their staff. The programme is helping schools to develop a sustainable system for PE, sport and physical activity to enrich the lives of all children and young people. It is a fundamental component of creating a Child Friendly city.

(e) Healthy and productive workforce

Working with the John Lewis partnership in Leeds across two sites including Victoria Gate and the Logic Park depot to improve health and wellbeing outcomes and encourage active travel with employees. A recent Active Leeds event engaged over 100 logistic workers in information about benefits of being active; safe cycling and walking routes to work; a new post work run group and a lunch time walking club. Our next project with John Lewis is the ‘fit for peak’ scheme which is a month long campaign in October to improve wellbeing across the business ahead of a potentially stressful time for employees. Extending this type of activity to the Anchor Institutions aiming to be healthy workplaces would engage a further 50,000 plus employees.

(f) Designing an Active Environment. The Planning and Design for Health and Wellbeing Group was set up in 2017 to bring together planning and health colleagues in response to the opportunities for housing environment to impact positively on health. The group aims to establish key principles that are underpinned in national and local planning policy and meet strategic priorities for the city, which can be signed up to by all directorates and partners:

- **A**ctive neighbourhoods
- **B**etter air quality and green space
- **C**ohesive communities

The group's longer term ambition is to work with partners to implement the principles on key sites including new housing developments and gather evidence about their impacts.

(g) Active Travel (cycling and walking)

The Cycling Starts Here programme board is a city-wide partnership that oversees the Leeds Cycling Starts Here Strategy which aims to:

- Develop a thriving and active cycling city
- Promote a cycle friendly city
- Build a great city for cycling

Active Leeds also chair the Leeds Cycling Partnership group which sits below the board and brings together all the key cycling deliverers in the city, including those organisations with a remit for active and sustainable travel”.

3.4 Statement from Inclusive Growth Culture and Sport Board

3.4.1 A recent Inclusive Growth Culture and Sport scrutiny board enquiry statement (April 2018) emphasised the importance of being active and recognised that Physical activity was evident in much of the existing Council plans. The inquiry was extremely supportive of making immediate and long term commitments to harnessing the value of being physically active in its widest sense. Their concluding comments centred on ensuring that physical activity had increased prominence in Council plans and was led by the statement;

- ***“In light of the significant health and socio-economic benefits to be gained through enabling more active lifestyles, it is vital that we continue to work proactively towards embedding physical activity into the fabric of everyday life, making it easy, cost effective and the normal choice in every community in Leeds”.***

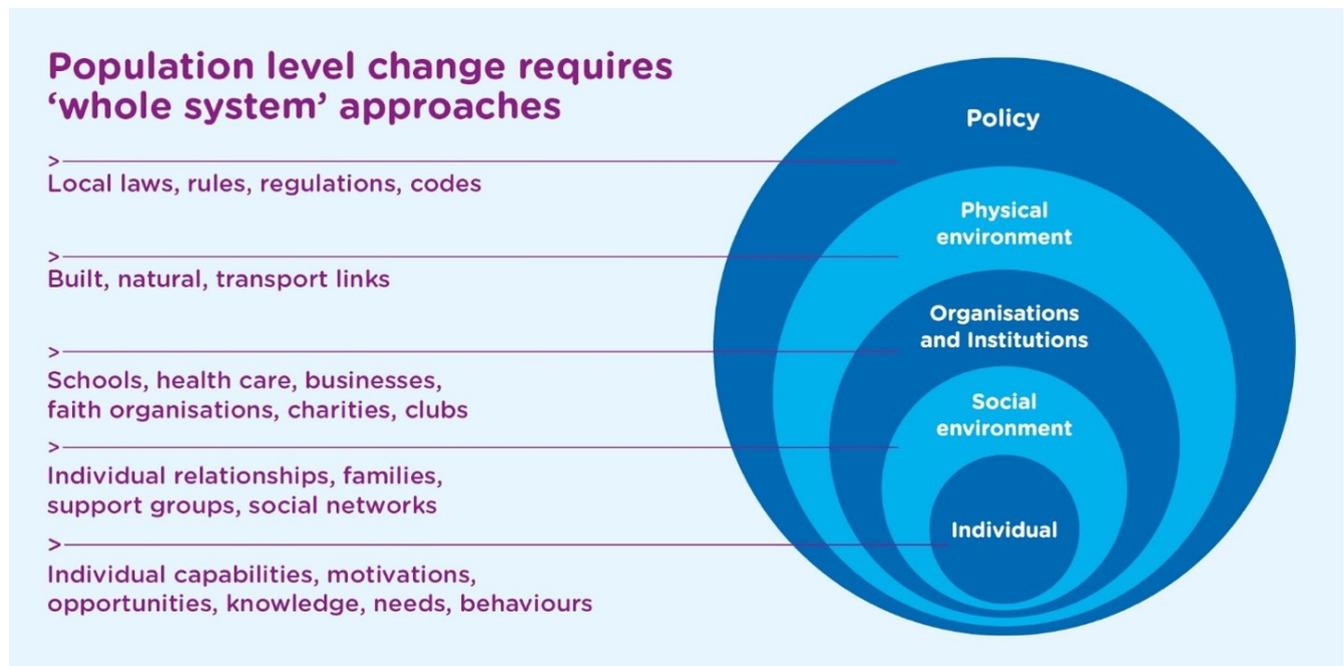
The Scrutiny Board statement went onto to say that the challenge of Physical inactivity warranted greater prominence in Council policy:

- ***Executive Board should support the need to make ‘supporting healthy, active lifestyles’ a dedicated Best Council Plan priority or city- wide obsession and to support new efforts to achieve a sustainable whole systems approach towards physical activity for Leeds”.***

(Inclusive Growth Culture and Sport Scrutiny Board April 2018)

3.5 A whole systems approach to physical activity is essential

3.5.1 Nationally Public Health England and Sport England are supporting systems based approaches to address complex social issues such as obesity and physical inactivity. In particular Sport England are driving a place based approach through their Local Delivery Pilot funding stream as well as working closely with the core cities and a small number of other Local Authorities. Leeds City Council and its partners are heavily engaged in the development of thinking nationally. In addition NICE guidance recommends community centred approaches to improving health and wellbeing and reducing health inequalities and whole systems locality approaches are a priority within the Prevent programme. A simple illustration of a systems approach is outlined below.



3.5.2 In the development of a whole systems approach one of the most significant actions is the 'creation of the right environment for change'. This is termed 'pre-systems' thinking and has been identified by Leeds Beckett's University, in their leading work around obesity systems, as the initial stage in systems development. Pre-systems thinking involves building partnerships with a full range of stakeholders, engaging local communities to understand the local views and assets, identifying the local authorities biggest strengths, reviewing the local authorities overarching policies to map how physical activity is reflected in them, analysing existing interventions to see if they work and plotting out how physical activity fits with other major priorities locally. This will then help in understanding the current position, developing a systems action plan and will ensure decision making is informed by focussing on things that can have the most effective impact. This is where we are currently.

3.5.3 There are a number of key challenges in delivering a systems approach to physical activity that the pre-systems phase of the project is attempting to address:

- The scale of delivery required – enabling whole communities to be impacted by the change, whilst ensuring individuals needs are still being met through the approach;
- Engagement / influencing of key partners to work around the shared agenda – aligning work; a shared vision; building relationships;
- Working in a truly collaborative way with partners – sharing and aligning resources;
- Gaining community buy-in - ensuring that we (Council and stakeholders) work ‘with’ local communities and not do ‘to’;
- Collating a comprehensive understanding of the current position in priority areas to inform future decision making and action planning;
- Measuring the impact of the project.

3.6 Next Steps

3.6.1 A summary of the key next steps on the preparation of the Ambition are outlined below:

- The production of an animation to help in having conversations about what ‘the best city to be active in’ could look like;
- Design an extensive consultation process that engages stakeholders, residents and community experts to ensure that the ambition is co-produced and meaningful to the City;
- Consider governance models and implement in line with the timescales of the ambition;
- It is anticipated that this process could take up to 12 months in order to be conducted effectively.
- Utilising funding from Sport England (£30,000) to implement localised research in key 1% localities in New Wortley, Holbeck and Beeston and Boggart Hill and bring forward learning to inform future development of the ambition.
- Furthermore to develop a pilot programme to develop new ways of collaborative working in a priority locality specifically with Employment and Skills, Housing and the Active Leeds Service and to use this learning to further inform the Ambition.

3.7 The Active Leeds service refocus

3.7.1 The Active Leeds service has been working to both support the development of the new ambition but more specifically to refocus its own work. In simple terms the service undertakes the following:

- The provision and management of Leisure and wellbeing centres
- The development of opportunities to take part in sport and physical activity
- Strategic leadership for Physical activity (working closely with Public health)
- Advocating the wider benefits of Physical activity and sport.

3.7.2 The Active Leeds service has shifted its’ focus towards addressing the challenge of physical inactivity whilst at the same time responding to the commercial challenges of operating leisure and wellbeing centres in commercially turbulent times. Reconciling the primary social aims of the service against the need to be business-like and generate significant levels of external income from customers has

always been challenging. The service has responded well by reducing its net operating budget by over 45% (can we check how much now after VAT) whilst at the same time continuing to improve its outcomes.

3.7.3 The creation of the new Active Leeds service was a logical next step in addressing a number of factors, these being:

- A need to improve and simplify brand awareness (not having multiple brands e.g sport and active lifestyles/Bodyline), in turn improving business processes and building a sustainable budget platform.
- To reinforce the role of the service in taking the lead coordinating role in terms of Physical activity
- A chance to reinvigorate the work force, positively develop staff and refocus our work in key priority neighbourhoods/client groups.

3.7.4 In addition to the work undertaken to support the development of the new city physical activity and sport ambition the service has for example:

- Renamed the service to further underline its core purpose and to reinvigorate engagement with staff and stakeholders;
- Focussed development work around reducing inactivity in key localities (working with public health and the communities team); increasing levels of physical activity; reducing health inequalities; working in our most deprived communities and with under-represented groups;
- Worked extensively with key services such as Public Health, Communities, Parks and Countryside, Highways and Transportation, Children's and Families, Planning;
- Strengthened our work in digital channels of communication. For example the service is now ready to fully launch the new "Active Leeds App" which provides better access to Active Leeds Services, including bookings, memberships, and community information. The app has huge future potential to reach out to residents and partners.

4. Corporate Considerations

4.1 Consultation and Engagement

4.1.1 The development of the new physical activity and sport has already included wide stakeholder consultation across the council and wider partners. Moving forward the plan will be to develop a wider engagement and consultation plan that seeks to develop a conversation with residents, stakeholders and community leaders seeking their views on physical activity and sport. The outcome of this work will help formulate the new ambition which will also include the development of a social movement campaign slogan. E.g. Move More Leeds.

4.1.2 As previously stated on this Executive Board agenda, proposing that the Council adopt the Healthy Weight Declaration (HWD) there is recognition of the important role that local authorities have to play in their control of planning, public and environmental health, leisure and recreation, and regeneration- recognising the

critical nature of physical activity and diet in relation to health weight. The HWD is one of the vehicles that will support the whole-systems approach needed to tackle the complex issue of an inactive population. Physical activity features prominently in the proposed local priorities for the HWD particularly in terms of: influencing planning and design; increasing active travel and implementing a Leeds wide physical activity campaign.

4.2 Equality and Diversity / Cohesion and Integration

- 4.2.1 The aim of the whole systems approach is to reduce health inequalities through the reduction of physical inactivity within the focus localities. The effective delivery of this approach should ensure that resources from across organisations are re-aligned to focus on the areas of highest deprivation within the city.
- 4.2.2 The approach is to be delivered across the life course ensuring that everyone will have improved access to physical activity opportunities regardless of their age. In addition the project will specifically work with individuals and bodies within the communities that can represent the views of under-represented groups such as women and girls, older people, disabled people, Black and Minority Ethnic groups and LGBT+ groups. An equality impact assessment will be completed as part of the development of the Ambition and the production of the final version in 2019.

4.3 Council policies and Best Council Plan

- 4.3.1 As illustrated earlier in the report addressing physical inactivity is a key priority for the city.
- 4.3.2 In many ways helping the city to be more physically active can address many if not all of the best Council outcomes and priorities, but in particular the key outcomes include:
- Enjoy happy, healthy, active lives.
 - Enjoy greater access to green spaces and the arts.

The Ambition will support each of the Best Council Plan priorities:

- **Inclusive growth** – The strategy references directly supporting people to live healthy and active lifestyles and development of good social values in support of addressing labour market inequalities.
- **Health and wellbeing** - the strategy provides a vision for Leeds as a healthy and caring city for all ages, where people who are the poorest improve their health the fastest. Enabling people to live active lives is a key part of the plan to prevent people falling into ill health.

As previously stated on this Executive Board agenda, proposing that the Council adopt the Healthy Weight Declaration (HWD), there is recognition of the important role that local authorities have to play in their control of planning, public and environmental health, leisure and recreation, and regeneration. Recognising the critical nature of physical activity (and not simply diet) in relation to healthy weight is essential. The HWD is one of the vehicles that will support the whole-systems approach needed to tackle the complex issue of an inactive population. Physical activity features prominently in the proposed local priorities for the HWD particularly in terms of: influencing planning and design; increasing active travel and implementing a Leeds wide physical activity campaign.

- **Child-friendly city** –The Children and Young People’s Plan aims to improve outcomes for all our children whilst recognising the need for outcomes to improve faster for children and young people from vulnerable and deprived backgrounds. Giving young people the best start in life in crucial and the benefits of being active early and building positive habits are essential. Current obesity rates and trends further support interventions that increase levels of physical activity.
- **Safe and strong communities** – Developing positive approaches to being physically active in our most deprived areas is an essential goal and outcomes will not be delivered if we don’t take an Asset Based Community Development approach. Furthermore we can use elements of the spectrum of physical activity and sport to engage with people locally and as gateway to other wider outcomes and services. The work of the local Professional clubs and their Charitable Foundations provide good examples here (Leeds Rugby Foundation/Leeds United Foundation).
- **Housing** – The new Ambition can help support wider initiatives to target issues such as employability and wider wellbeing of tenants.
- **21st century infrastructure** – The use of digital technologies to in the sector is growing rapidly (e.g. nationally FitBits/Strava or locally the Active Age project piloted in Leeds). Using digital channels of communication will be an essential part of the approach to reaching out to those that are both active and inactive. Furthermore the development of plans that reduce reliance on motor vehicle journeys and encourage more walking and cycling will be a core part of our future city infrastructure. We need to be creative in the ways that we design in physical activity into the city.
- **Culture** – the Leeds Culture Strategy confirms the role culture can play in promoting confidence, respect and cohesion in the city. Physical activity and sport are a component part of Leeds’ rich cultural and sporting heritage.

4.4 Resources and value for money

- 4.4.1 Investing in being more physically active city will bring about long term health and wellbeing benefits that will have positive impacts on the NHS and the Council. This report is not seeking large scale additional resources but is rather seeking to influence current spending in a positive way.
- 4.4.2 The Active Leeds service is seeking to work with Sport England to draw down some additional funding to work in some of the priority areas within the city.

4.5 Legal Implications, Access to Information and Call In

- 4.5.1 There are no direct legal implications arising from the recommendations in this report.

4.6 Risk Management

- 4.6.1 There are no major specific risk issues identified other than to note that at a macro level, the failure to sufficiently address the problem of physical inactivity will have long term negative financial and societal consequences for the city.

5. Conclusions

- 5.1 This report has highlighted the valuable role that physical activity can play in delivering the Best Council Plan 2017/18. It has demonstrated that physical activity is well positioned strategically in the city and that the key challenge ahead is capitalising on this opportunity to ensure that physical activity achieves its potential in improving outcomes for those living in the most deprived neighbourhoods in the city.
- 5.2 A transformational and bold systems approach to physical activity in priority localities is the recommended action and the development of a new city physical activity and sport ambition will help gain city wide momentum. In order to work this model will require significant collaboration between partners and the gaining of buy-in and support from local communities.

6. Recommendations

- 6.1 Executive Board is asked to:
 - (i) Note the overriding evidence base in support of the importance of physical activity.
 - (ii) Support the development of a new physical activity and sport ambition and the need to adopt a systems based approach.
 - (iii) Note the statement made by the Inclusive Growth Culture and Sport Scrutiny Board and their desire to increase the significance of physical activity in future council plans.

- (iv) To continue to engage the Adults, Health and Active Lifestyles Scrutiny Board in the development of the new Physical Activity and Sport Ambition.
- (v) Support the role that the Active Leeds service and Public Health are playing in driving forward this agenda.
- (vi) To bring back to Executive Board the final city Physical Activity and Sport Ambition and to highlight the wider implications for the Council.
- (vii) That the Head of Active Leeds is responsible for implementation

7. Background documents¹

7.1 None.

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.