



Report of: The Directors of City Development/Director of Adult Social Care

Report to: Executive Board

Date: 14th January 2009

Subject: The Leeds Physical Activity Strategy – “Active Leeds: a Healthy City”

Electoral Wards Affected:

All

Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

Eligible for Call In

x

Not Eligible for Call In

(Details contained in the report)

EXECUTIVE SUMMARY

1. This report provides an overview of the Leeds Physical Activity Strategy – “Active Leeds: A Healthy City”. The strategy has been jointly produced by Leeds City Council and NHS Leeds. The strategy provides a framework for the effective development of physical activity over the next 4 years.
2. The overall aim of the strategy is: “To increase and maintain the proportion of physically active people in Leeds”. This is a major challenge and will require a focused effort from all of the main agencies involved, including the Council, NHS Leeds and Education, working collectively to address the issue and make Leeds more active.
3. While many agencies are currently involved in the delivery of elements of the physical activity continuum, these need to be coherently pulled together and this will require further resources to be identified. This is an early task identified in the strategy and it is hoped that the Council will be able to play a key role in realising the resources required.
4. Active Leeds partnership group will oversee the strategies implementation. Regular progress reports will be developed
5. Executive Board are requested to endorse the Leeds Physical Activity Strategy – “Active Leeds: A Healthy City”.

1.0 Purpose Of This Report

- 1.1 The report seeks to provide Executive Board with an overview of the key elements of the new physical activity strategy for Leeds – “Active Leeds: A Healthy City”. The report highlights the crucial role that physical activity can play in the areas of health improvement, social inclusion, e.g. individuals quality of life.
- 1.2 The report identifies the areas of the strategy of most relevance to the City Council, as well the key need for the main statutory agencies within the city to work together in the effective delivery of physical activity.

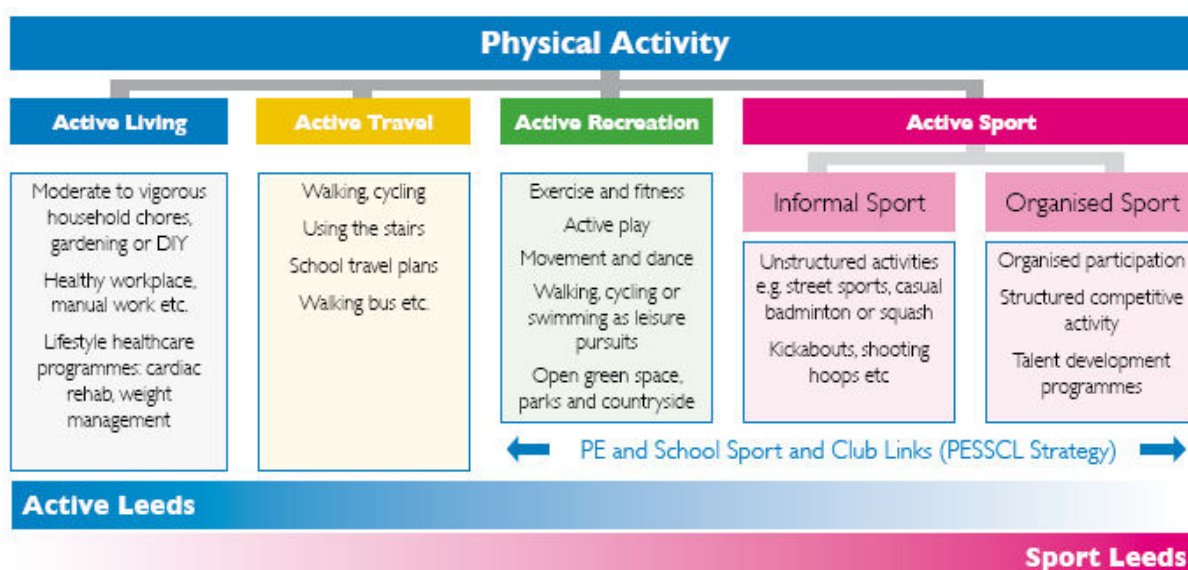
2.0 Background Information

- 2.1 In 2004 the Chief Medical Officer stated that “there are few public health initiatives that have greater potential for improving health and well being than increasing the activity levels of the population of England.”
- 2.2 There is overwhelming evidence of the benefits of physical activity both physiologically and psychologically. The benefits of undertaking regular physical activity include a reduced risk of heart disease, stroke, bowel cancer, breast cancer, osteoporosis and obesity. In addition, many physically active people feel better in themselves, with increased self esteem and self confidence. Regular physical activity helps to control weight and helps ease the symptoms of stress, anxiety and depression.
- 2.3 Organisations which include policy, planning, transport, education, economy and regeneration remits can all respond to the general improvement in health that physical activity can offer. Not only does it contribute to a number of health and social outcomes, it also offers the ability to create economic savings regarding the cost effectiveness of people living longer, healthier, more productive lives.
- 2.4 The current national recommendation for physical activity is to undertake 30 minutes of “moderate intensity” activity on 5 or more days of the week, where “moderate intensity” is equivalent to a brisk walk, cycling, manual labour, etc. However, there is often confusion as the message differs between adults and children – children are recommended to undertake at least 60 minutes of “moderate intensity” activity every day of the week; and the recommendation for obesity management is again different.
- 2.5 Currently in England 63% of men and 65% of women are not active enough to benefit their health. 37% of coronary heart disease deaths can be attributed to physical inactivity, compared with 19% from smoking (BHF, 2005). In 2004 the estimated cost of inactivity was £8.2 billion not including the cost of obesity which was estimated to be around £2.5 billion. The Leeds Health Profile 2007 revealed that 20.6% of the adult population in Leeds are obese; nationally the figure is 21.8%.
- 2.6 Sport England’s Active People Survey 1 produced data on participation in sport and active recreation (not physical activity in its widest sense) in Leeds and was gathered between October 05 and October 06 to factor in the seasonality of sport. Critically it revealed the following:
 - 20.50% of the population in Leeds participate in 3 times 30 minutes of moderate intensity sport and active recreation on 3 or more days per week:
 - in terms of females this % drops to 17.2%;
 - in terms of BME this % drops to 16.6%;
 - in terms of people living on low incomes this % drops to 16.2%;
 - in terms of people aged over 50 this % drops to 10.1%.
- 2.7 The most recent measure of localised physical activity participation was Sport England’s ‘Yorkshire and Humber Sport and Physical Activity Survey’ published in June 2005. This revealed the following in terms of physical activity trends:

- 23% of the population in Leeds participates in 5 times 30 minutes of leisure based physical activity on 5 or more days per week.
- Less than 1% of Leeds residents are considered 'active' when it comes to cycling as a form of transport; this is below average for Yorkshire as a whole (2%).
- 28% of Leeds residents are 'active' in terms of transport-related physical activity; in line with the average for West Yorkshire (28%) and just below Yorkshire as a whole (29%).

2.8 The baselines contained within the strategy relate to the Active People Survey round 1. As the strategy has come to launch data has been released on the second run of the national Active People survey, Active People 2. The result of the Active People Survey 2 has shown that, across the country, the number of men regularly playing sport has risen by 311,000 to 4.04 million, while the number of women completing three sessions of sport each week has increased by 240,000 to 2.81 million. According to new research the number of adults in Yorkshire who regularly play sport has risen by more than 120,000 over the past two years. The progress in Yorkshire has contributed to a national increase of more than half a million, meaning 6.8 million adults in England are now being active through regularly participation in sport. The Leeds participation rate for adults doing 3 or more 30x minute moderate intensity levels of activity per week has risen from 20.6% in 2005/6 to 28.4% in 2007/8. This has moved Leeds from 2008th to 16th Nationally of all Local Authority areas. This is a fantastic starting point.

2.9 Partner organizations across Leeds have developed a simple model to illustrate the various components of physical activity. For the purpose of the Leeds strategy, physical activity consists of 4 key components – Active Living; Active Travel; Active Recreation; Active Sport. The clarity of strategic context has allowed key agencies to identify the role that they play within this continuum and where cross-over with other partners exists.



3.0 Main Issues

3.1 Local government is going back to its roots in rediscovering, in collaboration with local NHS services its major contribution to real improvements to local health and creating healthier communities. The respective roles of local government and health care organisations needs to made clear.

3.2 Critically the new National Indicator Set doesn't specify the measurement of physical activity in its widest sense. Historically, there has been little ownership of physical activity from any single Government department; however, the HM Treasury department is currently in the early stages of developing a Physical Activity Strategy for England. Publication is anticipated 2009.

- 3.3 Raising activity levels is already part of key strategic documents with many of the targets already in place through associated plans eg 3x30 mins Sport and Active Recreation is a key target for SportLeeds as well as being in the Leeds Strategic Plan.. The Physical Activity Strategy also supports the achievement of the other key outcomes in the Leeds Strategic Plan, e.g:
- Culture – increasing participation in sport and active recreation through recreational walking and cycling, and helping people walk / cycle to sport facilities.
 - Enterprise and the Economy / Learning – helping people to access economic opportunity through walking and cycling. Significantly improving the health of the city resulting in reduced Incapacity Benefit levels. Connecting people in deprived areas to opportunities through walking and cycling.
 - Transport – providing a green, sustainable and healthy transport option to reduce congestion etc.
 - Environment – reducing emissions from transport.
 - Health and Wellbeing – getting people fit, active and healthy.
 - Harmonious Communities – getting people involved in positive social activities
- 3.4 A summary of the key strategic targets is contained in Appendix 1. A full copy of the strategy is available upon request.

4.0 Legal and Resource Implications

- 4.1 Resources currently invested in physical activity development by Leeds City Council include, but not limited to:
- Physical Activity Manager joint appointment with NHS Leeds.
 - Sport and Active Recreation development programmes to increase participation.
 - Leisure centres
 - Walking and Cycling programmes, including the work undertaken in Parks and Green Space,
 - School Sport and
 - Workplace Health.

The council has the opportunity to put down a clear marker for the need to improve physical activity participation, and provide a scope of current activities by focussing resources on the achievement of strategic targets. The existing strategy does not assume new additional resource allocation from the Council. Instead it is anticipated that over time existing resources will be allocated to areas that will have most impact. Should any major policy changes be introduced that would both have an impact on participation rates but also increase the required levels of Council financial support then further reports will be brought back to this Executive Board for approval. One early area of policy work that will require careful consideration will relate to Planning Policy Guidance Note 17, access to sport and recreation facilities.

- 4.2 The cross cutting nature of this work will require clarity of reporting structures within the Council and between the Council and NHS Leeds in particular.

5.0 Conclusions

- 5.1 There is no single action that will ensure an increase in the activity levels of the people of Leeds. Similarly, there is no short term solution – evidence from the countries across the world that have been most successful in increasing physical activity levels have been involved in intensify campaigns over a number of years. However, with only approximately a 1/5th of the population taking part in the recommended level of activity something clearly has to be done and the City Council can play a key role in driving this improvement.
- 5.2 “Active Leeds: A Healthy City” provides the framework for the improvement in activity levels to take place and has a huge roll to play in supporting many of the key themes and outcomes in the Leeds Strategic plan. Given the backing from the City Council, NHS Leeds

and other key stakeholders they can provide the coordination of effort that will add value to the process.

- 5.3 To achieve a sustained increase in participation a groundbreaking effort by all agencies working together, cutting across professional and organizational boundaries in a sustained and sustainable drive. It is a massive challenge and “Active Leeds: a Healthy City” is the starting point.

6.0 Recommendation

- 6.1 Executive Board are requested to endorse the Leeds Physical Activity Strategy – “Active Leeds: A Healthy City”.

Background Papers

Leeds Physical Activity Strategy – Active Leeds: A Healthy City 2008/2012
Leeds Strategic Plan 2009/2011

Strategic targets

Active Living

Current progress - Includes:	Challenges
<p>A variety of programmes, interventions and initiatives with components of 'Active Living' – such as, Healthy Living Centres</p> <p>Leeds has a number of 'physical activity' workers in post promoting 'Active Living'</p> <p>There is a network of organisations available to support all sectors of the population, with an appreciation of local differences</p>	<p>To implement interventions and initiatives that help people live more active lifestyles</p> <p>Work with health improvement organisations to ensure 'Active Living' is used as a tool to improve health and connect people to health services (for ex GP referral, weight management)</p> <p>Develop a cultural change in terms of perception and participation in 'Active Living'</p>
Strategic target	
<p>By 2012 Active Leeds will work towards achieving an average increase of 1% year on year increase in adult participation</p> <p>All – age all cause mortality rate (target disaggregated to narrow the gap between 10% most deprived SOA's)¹⁰</p> <p>Mortality rate from circulatory disease at ages under 75 (per 100,000)¹⁰</p>	

Active Travel

Current progress - Includes:	Challenges
<p>Leeds City Council provides road safety cycle training to over 100 schools annually</p> <p>Leeds City Council provides an integrated service to support individuals that want to participate in walking and cycling</p> <p>Healthy Living Centres provide walking schemes across the city</p> <p>Organisations seeking planning consent must submit Travel Plans that encourage sustainable transport</p> <p>Progress towards a School Travel Plan in every school by 2010</p> <p>Leeds City Council gives attention given to highway schemes and off-road paths to encourage more walking and cycling</p>	<p>To work with partnership to ensure young people can utilise 'Active Travel' to participate in leisure opportunities</p> <p>Monitor and evaluate current initiatives to improve and develop a clearer evidence base of the impact of projects</p> <p>Information and partnership working is required to audit what is going on within the city</p>
Strategic target	
<p>Reduce the number of car based trips in central Leeds from 57% 2004/05 to 55% by 2010/11</p>	
<p>A 20% increase in cycling trips to Leeds during the AM peak by 2010/11 (currently 967)</p>	
<p>A 10% increase in overall cycling levels by 2010/11 (Measured by Census 2011)</p>	
<p>A 5% increase in the number of people in Leeds cycling to work by 2010/11</p>	

Active Recreation

Current progress - Includes:	Challenges
<p>Family activity opportunities for exercise in informal recreation – particularly parks and open green space</p> <p>High profile dance organisations with rich heritage</p> <p>Good data/evidence from the formal recreational setting</p> <p>Strategic approach to programme development and many organisations to support physical activity</p> <p>Skate parks, multi use games areas, teen shelters and play areas exist in many parks and public spaces</p>	<p>To ensure access to a variety of recreational opportunities leading to a cultural change in participation</p> <p>To market and communicate the health benefits of regular 'Active Recreation'</p> <p>To increase numbers of people participating in regular recreational activity, providing appropriate resources through facilitators, volunteer support and appropriate training programmes</p>
Strategic target	
<p>A 1% increase in the number of adults in Leeds taking part in at least one recreational walk lasting 30mins at moderate intensity in the past 4 weeks (19.2% 05/06)</p>	
<p>A 1% increase in the number of adults in Leeds taking part in 12 or more recreational walks lasting 30mins at moderate intensity in the past 4 weeks (13.5% 05/06)</p>	
<p>A 1% increase in the number of adults in Leeds taking part in at least one recreational cycle for at least 30mins at moderate intensity in the past 4 weeks (8.4% 05/06)</p>	
<p>A 1% increase in the number of adults in Leeds taking part in 12 or more recreational cycles lasting 30mins at moderate intensity in the past 4 weeks (8.4% 05/06)</p>	

Active Sport

Current progress - Includes:	Challenges
<p>Leeds has the second largest Sports Development Unit in the UK</p> <p>Expertise in delivering physical activity opportunities</p> <p>Established community Sports Network – Sport Leeds</p> <p>Taking the Lead - Sport and Active Recreation Strategy</p> <p>Large number of local authority owned leisure facilities, including parks and open spaces and leisure centres providing sporting opportunities at reasonable or no cost</p> <p>Increase in physical activity through school sports partnerships and extended services provision</p>	<p>To increase the numbers of people participating in 'Active Sport', through providing appropriate resources, facilities, volunteer support and relevant training</p> <p>To ensure access to 'Active Sport' is widely promoted through public, voluntary and private sector</p> <p>To market and communicate the health and social benefits of participating in 'Active Sport'</p> <p>To coordinate provision, providing strategic support for and to clarify responsibilities of the current and future sporting providers across Leeds</p>
Strategic target	
<p>By 2008 85% of school children aged 5-16yr olds should spend 2 hours per week on high quality PE and school sport within and beyond the curriculum² (91% 2008)</p> <p>A 1% year on year increase to 2012 in the number of adults participating in moderate intensity sport and active recreation for 30 minutes three times a week (20.5% 2006)</p> <p>An increase in the number of adults in Leeds achieving five times 30 minutes a week of moderate intensity physical activity</p> <p>An increase in the number of people undertaking some form of sport and active recreation at least once a week</p>	