



Date of Meeting: 30th October 2019

Lead Member: Cllr Laura Miller – Lead Member for Health & Public Health

Lead Officer: Martin Kimberley, CEO Active Dorset, County Sports Partnership

Executive Summary:

Increasing Physical Activity is a cross cutting priority within the Our Dorset Sustainability and Transformation Plan and it is needed to achieve many of the ambitions and outcomes within the plan as well as the two emerging Local Authority Corporate plans. This brief paper and supporting presentation suggests that there is a need for a Dorset wide strategic plan around Physical Activity to maximise the contribution that physical activity makes to Dorset's local outcomes, corporate aims and priorities.

Equalities Impact Assessment:

EQIA will be at the heart of the work around increasing physical activity. It will seek to address inequalities in levels of physical activity.

Budget:

This will depend on what the agreed approach is to be following discussion at the Health and Wellbeing Board.

Option 1 – Commissioning and external report. Tender anticipated at £20-30,000.
Option 2 – A Joint Strategic Needs Assessment (JSNA) process supported by all Health and Wellbeing Board member organisations. Low/no cost but dependent on officer time and organisational engagement.

Risk Assessment:

Having considered the risks associated with this decision, the level of risk has been identified as:

Current Risk: MEDIUM – Resources not aligned to strategic priorities

Residual Risk: LOW

Other Implications:

Reputational – Resources being invested without clarity of purpose or understanding of impact.

Resources – aligned to historic areas and not necessarily strategic priorities.

Measurement – Limited understanding of impact of interventions

Voluntary Organisations – Uncertainty over priorities and limited ability to influence decision making at a strategic level.

Physical Activity – Ability to achieve impact at scale through system change is needed but focus and leadership needed.

Recommendation: 1) The board discusses and agrees a strategic approach to understanding and supporting increases in physical activity levels in Dorset.

2) The Health and Wellbeing board nominate a champion to support the delivery of the strategy recommendations.

Reason for Recommendation: Leadership and clarity are needed to ensure physical activity actions are scaled appropriately to achieve population health gains aims and support corporate and system priorities. External investment into Dorset is at risk without the clarity a Physical Activity strategy will bring.

Appendices: 1. "Physical Activity Strategic Think Piece" LGA Physical Activity Partnership
2. Powerpoint presentation slides for the Dorset Health & Wellbeing Board meeting 30th October 2019.

Background Papers: A widely held ambition is to utilise the Strategic Outcomes Planning Guidance (<https://www.sportengland.org/funding/strategic-facilities/strategic-outcomes-planning-guidance/>) and to align this work with the next local plan.
Soon to be completed Leisure Services review.

Officer Contact

Name: Martin Kimberley – CEO Active Dorset

Tel: 07902276764

Email: mkimberley@activedorset.org

1. Introduction

1.1 Increasing Physical Activity is fundamental aim of many of the interventions set out in the Our Dorset Sustainability and Transformation Plan, particularly in support of Prevention at Scale. Consistent efforts across organisations at scale are needed to achieve many of the ambitions and outcomes within the STP plan, as well as the two emerging Local Authority Corporate plans.

1.2 This brief paper and supporting presentation suggests that there is a need for a Dorset wide Physical Activity strategy or similar strategic approach to maximise the contribution that physical activity makes to Dorset's local outcomes, corporate aims and priorities.

1.3 We believe it is important to ensure that the information around physical activity levels and the opportunities for physical activity should be presented in the context of the two geographies for the new BCP and Dorset Council areas. This would allow the strategy to reflect the data, priorities and actions needed for the different populations. However, as many key agencies straddle both areas it is recommended that there are significant benefits in undertaking the work across the broader Integrated Care System footprint (pan-Dorset).

2. Building on existing good work

- 2.1 Dorset and Bournemouth & Poole Health and Wellbeing boards led and supported a successful application to Sport England around increasing physical activity for older people in 2017. This project has secured c.£600k to embed system level changes which seeks to embed and promote physical activity throughout care pathways and identify key opportunities to encourage and signpost people to become more physically active. The key focus is to encourage those people aged 55-65 years old who were least active.
- 2.2 The Active Ageing project is 18 months into its delivery and there has been a great deal of activity and learning which could be used to inform developments around physical activity across the lifecourse.
- 2.3 The proposed strategic work around physical activity will seek to build on the learning from successful Active Ageing system level change approach that has and continues to deliver significant impact at scale across the County. This focuses investment and action where embedded change establishes 'business as usual' growth in physical activity levels.

3. Opportunities

- 3.1 It is key that this strategy work is timed so that it can align with the emerging Local Authority corporate plans, the development of the two new Local Plans and Our Dorset: Looking Forward plan for the Integrated Care system.
- 3.2 The "Physical Activity Strategic Think Piece" written by the LGA Physical Activity Partnership (appendix 1) sets out what they thought to be important factors to improve physical activity levels.
- 3.3 The table below takes the suggested LGA headline thoughts and observations around the key factors and illustrates where we think the Dorset system currently is around work on Physical Activity:

1. Understanding the need of local communities	A range of data is held (both quantitative and qualitative) by a range of partner organisations but not widely understood or articulated in a clear, concise format. Wider understanding of communities and their priorities is needed, particularly rural.
2. Is there a drive and determination to make a difference	Dorset has an impetus (Emerging corporate strategies, one acute network transformation, ICS trailblazer etc.) and leaders who recognise the opportunity that physical activity brings to achieve local priorities. Key agencies are engaged and willing to build on current successes.
3. Is there a strong overarching policy position	This is needed, hence the proposal.
4. Leadership	A champion from the Health and Wellbeing Board will help significantly coupled with

	high level engagement and buy in from all H&W Board member organisations.
5. Understanding of long term systems based approaches	Dorset is leading in this area via the Active Ageing work which has a national profile. We can build on this learning and expertise to great effect.
6. Understanding of commissioning with focus on wider outcomes.	Dorset has a growing culture of this approach but this is an area where significant impact can be achieved.

3.4 The supporting presentation at the Health and Wellbeing board will discuss this assessment of the Dorset system in more detail and discuss with Board members what the potential ways to develop this strategic work could be.

4. Suggested Next Steps

4.1 It is suggested that we should build on the work around physical activity across Dorset and BCP Health and Wellbeing Boards.

4.2 The Health and Wellbeing Boards to champion a multiagency strategic approach to improving physical activities through the work of all the member organisations.

4.3 The Health and Wellbeing boards discuss and agree the most appropriate way to ensure the production of a strategic approach to increasing physical activity. This could be achieved in a variety of ways ranging from commissioning an external company to produce a Dorset Physical Activity strategy through to a Joint Strategic Needs Assessment process on Physical Activity.

4.4 This will be the focus of the discussion and presentation at the Health and Wellbeing board to get members support on guidance on how this should be progressed.

5. Recommendations

5.1 The board discusses and agrees a strategic approach to understanding and supporting increases in physical activity levels in Dorset.

5.2 The Health and Wellbeing board nominate a champion from to support the delivery of the strategy recommendations.