

# Update on a Physical Activity Strategy for Dorset

## 1. Introduction

During January 2020 partners working across the Dorset ICS, in particular the two Health and Wellbeing Boards, agreed to develop a strategy to tackle inactivity in Dorset. The original timescales for this work were delayed due to the impact of coronavirus, as such we have used this time to reappraise our next steps.

This summary report outlines the assessment of current activity levels in Dorset and our proposed approach to developing the strategy following consultation with many of the key partners. The physical activity strategy will take the physical activity priorities identified in 'Our Dorset Looking Forward' and the two health and wellbeing strategies, engaging partners to identify what actions they can take to promote physical activity so it becomes embedded as 'business as usual'.

## 2. The current situation

### 2.1. Population Trends

Below are some key statistics on levels of activity and inactivity in Dorset, these are trends over time. Data is taken from the Active Lives Survey (ALS). ALS is the largest survey of its kind, measuring activity levels of people across England, published twice a year by Sport England)



**81,000** inactive\* adults in Dorset

**83,000** inactive\* adults in BCP

**14,000** inactive\*\* children and young people Dorset

**22,000** inactive\*\* children and young people BCP

**321,632** Number of people in Dorset and BCP with 1 or more long term health condition.

People with a long-term condition are **twice** as likely to be inactive

**£6.5 million**

Cost of inactivity to Dorset CCG per year



*\*inactive adults are defined as an adult doing less than 30 minutes of activity per week.*

*\*\*inactive children are defined as children doing less than 30 minutes of activity a day.*

## Appendix 1 – Update from Active Dorset on a Physical Activity Strategy for Dorset

### 2.2. Impact of Coronavirus

A great deal of the data reflects activity levels during the initial lockdown period in the spring and early summer. Nationally and locally there is a great deal of concern about the challenges people will face to accessing activity in the winter months as weather, local or activity specific restrictions and concern/anxiety impact in combination.



### 2.3. Key Points

The need to raise the profile of this area of work was noted at both BCP and Dorset Council Health and Wellbeing Boards in January 2020 with Physical Activity identified as a priority. Physical activity is also identified as a key priority in both 'Our Dorset Looking Forward' and the BCP Health and Wellbeing Strategy. However there requires greater detail on how we work together to make changes across the Dorset system to affect behaviour, increasing activity levels, achieving a shift in culture so that business as usual empowers residents to be active.

## 3. What changes we need to make and how?

As highlighted above, ICS partners have shared a commitment to embedding physical activity through a system change approach across Dorset. Reviewing the work undertaken to date, and emerging national strategy from DCMS and Sport England, we propose taking this work forward to develop the physical activity strategy under the following 5 areas identified by Sport England;

1. Foundations for an active society (children and young people)
2. Connecting physical activity and sport to health
3. Active environments
4. Leading a movement for movement
5. Building back better

Two key themes will frame our approach to these 5 areas:

- A focus on inequalities
- Ensuring physical activity in all policies

We suggest that by aligning our Dorset approach to this emerging Sport England strategy, this will provide us with the best opportunity to attract additional national funding to Dorset, providing additional resource to embed our approach. However, as part of planning next steps consideration needs to be given to what works best at the ICS 'Our Dorset' level, and where separate Local Authority level plans will best reflect and meet local needs. How can local plans be revitalised to improve policies and processes to promote or embed physical activity that support system wide change? How can we work at scale - all doing "our bit" rather than this being seen as someone else's problem? What are the impacts of inactivity on the system within our 'business as usual'?

## Appendix 1 – Update from Active Dorset on a Physical Activity Strategy for Dorset

### 4. Our Next Steps

A target of Spring 2021 for strategy launch is dependent on a number of factors not in our control, including the shift to online engagement for discovery phase and the availability of key strategic stakeholders to attend workshops.

Active Dorset and PHD are keen to work with partners to progress the planned next steps. We look forward to discussion and feedback at the board meeting, in particular on:

- the proposed approach to developing a physical activity strategy
- Securing engagement and participation of key stakeholders

<p><b>Engagement</b> <b>(Autumn 2020)</b></p> <p>Identification of key stakeholders and engaging with them to secure their participation</p>	<ul style="list-style-type: none"> <li>• We will draw on our stakeholder mapping to engage with potential participants across systems and organisations to raise the profile of the approach we are developing, secure commitment to participating and potentially open the door to resources.</li> </ul>
<p><b>Discovery</b> <b>(Winter 2020/21)</b></p> <p>Online workshops with key stakeholders to identify opportunities for system change drawing on their areas of expertise/influence.</p>	<ul style="list-style-type: none"> <li>• Workshops will be based on ‘discovery groups’ convened to focus on each of the five areas identified by Sport England.</li> <li>• We will draw in key stakeholders who can provide both insights on their area of expertise/influence and commit to actions that will ensure the physical activity strategy delivers change. These groups will follow a system thinking process developed by PHD to:             <ul style="list-style-type: none"> <li>• Map and share understanding of what individual stakeholders do that shapes physical activity levels across Dorset</li> <li>• Identify the barriers and enablers of physical activity in the daily lives of people in Dorset</li> <li>• Identify actions for addressing the barriers to physical activity and harnessing the energy of existing enablers or ‘levers’ for increasing levels of physical activity in Dorset uncovered through the discovery phase.</li> </ul> </li> </ul>
<p><b>Building the strategy</b> <b>(Spring 2021)</b></p> <p>Drawing on better understanding of our challenges and opportunities to plan shared action for increasing physical activity.</p>	<ul style="list-style-type: none"> <li>• Collating intelligence and insight from discovery phase and reflecting this back to stakeholders.</li> <li>• Prioritise system opportunities and actions</li> <li>• Planning implementation</li> <li>• Outlining a shared vision for physical activity across Dorset in 10 years’ time. Our intention is to achieve a significant shift in culture through whole system change, this will be driven by a programme of smaller system changes monitored and tracked by a steering group.</li> </ul>

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<p><b>Making it happen</b></p> <p>Maintaining action and commitment</p>	<ul style="list-style-type: none"><li>• Creating a Dorset movement for movement. We will support participating stakeholders to form a steering group who will jointly own the strategy, maintain oversight, and hold one-another to account to implement the change prioritised in the strategy.</li></ul>
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