

Dorset Health and Wellbeing Board

14 September 2022

A Movement for Movement: A Physical Activity Strategy for Dorset

For Decision

Portfolio Holder: Cllr P Wharf, Adult Social Care and Health

Local Councillor (s):

Executive Director: S Crowe, Director of Public Health

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Report Status: Public

Brief Summary:

The purpose of this report is to seek the Board's support for 'A Movement for Movement' (a physical activity strategy for Dorset). The strategy sets out a shared approach for partners to apply to developing action for increasing physical activity across Dorset.

Rates of physical activity have fallen since March 2020 in both adults and children. Across Dorset significant number of adults, children and young people do not meet the UK Chief Medical Officers' guidelines for physical activity (movement) levels.

Physical activity is identified as a priority in the Dorset Health and Wellbeing Board Strategy and A Movement for Movement builds on this by setting out priority themes for collective action by stakeholders from across the system to increase movement levels.

Recommendation:

It is RECOMMENDED that the Board:

1. Notes the contents of the draft physical activity for Dorset 'A Movement for Movement' (Appendix A)
2. Approves the draft strategy
3. Board Members support the launch and dissemination of A Movement for Movement within their organisation during October 2022 and engage with the approach it sets out.

Reason for Recommendation: To enable the draft strategy to be finalised and launched with partners across Dorset Council and BCP Council areas (support for the strategy will be requested from BCP Health and Wellbeing Board)

1. Report

- 1.1 In Dorset, Board members and other organisations deliver action which supports and enables people to be active and 'move' at home, at work and in leisure time. This action is an important contributor to local population health and wellbeing.
- 1.2 Data on physical activity levels in Dorset from Sport England's Active Lives survey highlights the challenge and opportunity that exists for improving health and wellbeing by supporting less active adults, children and young people to move more:
 - During November 2020-November 2021 20.9% of Dorset adults did less than 30 minutes activity on average per week
 - Across the pan-Dorset area 35.5% of children aged under 16 did less than 30 minutes activity on average per day across the pan-Dorset area.
- 1.3 In response to this challenge, A Movement for Movement (the strategy) has been developed in partnership between Active Dorset and Public Health Dorset with the support of Dorset Health and Wellbeing Board and BCP Health and Wellbeing Board.
- 1.4 The strategy has been informed by engagement and consultation with stakeholders which took place during 2021/22 using online methods to:
 - Collect insights and develop a shared understanding of the system that drives how much Dorset's population moves

- Identify key barriers or ‘challenges’ which prevent us from moving more and themes for action to address those barriers
- 1.5 The Board’s support is requested for the strategy and the approach it sets out for partners to develop their own actions for changing how much we all move by:
- Reframing our language about movement
 - Building movement into daily life
 - Connecting everyone with the value of daily movement
- 1.6 After seeking approval from wider partners, including BCP Health and Wellbeing Board, a Movement for Movement will be launched in October 2022.
- 1.7 The approach set out in A Movement for Movement will support the developing Integrated Care Strategy for improving health care, social care and public health across the whole population including tackling wider determinants of health. For example, by connecting people with ways to move more which they value and which contribute to the Integrated Care Strategy’s ambition to support people to ‘live their best life’.

2. **Financial Implications**

- 2.1 No direct financial implications are identified in this report. Action by partners arising from the implementation of this strategy is likely to generate initiatives that require funding. Where additional funding is required this could be allocated from existing budgets or grant funding will need to be sought.

3. **Climate Implications**

- 3.1 The strategy highlights the role of the physical environment in enabling daily movement through active travel. This includes walking and cycling for both leisure and work where possible. Increasing uptake of active travel will contribute to Dorset Council’s commitment to reducing greenhouse gas emissions from vehicles and deliver co-benefits for air quality.

4. **Well-being and Health Implications**

- 4.1 The strategy’s aim is to improve health and wellbeing by leading action to increase physical activity.

5. **Other Implications**

5.1 No other implications to note.

6. **Risk Assessment**

6.1 **HAVING CONSIDERED: the risks associated with this decision; the level of risk has been identified as:**

Current Risk: None

Residual Risk: None

7. Equalities Impact Assessment

7.1 The strategy explicitly seeks to support a reduction in health inequalities through a proportionate approach to increasing movement by focusing greater support on those who face the greatest barriers to moving more and currently move least.

8. **Appendices**

8.1 Appendix A: A Movement for Movement (DRAFT strategy document)