

REPORT FOR: HEALTH AND WELLBEING BOARD

Date of Meeting: 30 June 2016

Subject: Harrow Physical Activity and Sports Strategy 2016-20

Responsible Officer: Dr Andrew Howe, Director of Public Health, Harrow Council

Public: Yes

Wards affected: All

Enclosures: Active Harrow – physical activity and sports strategy 2016-20

Section 1 – Summary and Recommendations

This report sets out the strategic priorities to increase levels of physical activity and sport in Harrow with particular focus on those groups more prone to physical inactivity and the ill health this brings. The strategy has been developed in partnership with Sport and Leisure, Traffic and Highways and has produced an action plan based on effective approaches.

Recommendations:

The Board is requested to:

- Endorse the report
- Increase personal levels of physical activity and act as champions in work and home setting
- Support a campaign launch later in the year
- Support further stakeholder engagement
- Consider other strategic opportunities to encourage residents to be more active making physical activity an integral part of policy, planning and commissioning across departments and cross sector.

Section 2 – Report

Half of all adults in Harrow are not doing the minimum amount of activity recommended (150 mins a week) and 1 in 3 are classed as inactive (doing less than 30 mins activity a week). Harrow has higher proportion of inactivity compared to the national and London average. This is not just an inconvenience – inactivity is responsible for 1 in 6 deaths in the UK which makes it as dangerous as smoking¹!

It is also a financial threat to all public and voluntary sector bodies serving Harrow residents as without action, more people could become dependent on GPs, hospitals, home, nursing and residential care given the association with long term conditions, poor mental health and disability. Getting more people more active will pay dividends not just for health and social care but for children's educational achievement, workplace productivity and absenteeism, crime and antisocial behaviour. More pedestrians will keep our high streets alive and will keep us connected with others, improving social cohesion and reducing isolation. To achieve all these benefits, different parts of the system all need to play their part, working together and acknowledging that there is not a one-size fits all approach, especially in a diverse borough like Harrow. Whilst many of the levers to influence physical activity fall to Harrow Council, Harrow CCG can also play a part by encouraging physical activity in the workplace – both at 'The Heights' but also by encouraging commissioned providers to prioritise health and wellbeing of employees, for example by signing up to the London Healthy Workplace Charter. There is also considerable benefit in health professionals using every opportunity to promote physical activity.

We know older people, women, certain BME groups, those with disabilities and those on low income/living in more deprived areas of Harrow are much more likely to suffer the consequences of inactivity. These are some of the groups the strategy prioritises reaching. The good news is we can do something about this inequality. There is a 3 year difference in life expectancy between those doing the minimum and those completely inactive so if we focus on the most inactive, we can close this life expectancy gap.

This strategy has been developed jointly with teams in the Council leading on sports, travel planning, regeneration and parks/open spaces. This is important given the action needed is not just behaviour change but whole system environmental change which makes physical activity a normal part of everyday life. The strategy is an opportunity to draw new money into the borough as well as empower residents to do more for themselves and each other.

We appreciate there are many other relevant stakeholders we need to engage. Once endorsed by the Health and Wellbeing Board, the working group will engage with wide ranging stakeholders across the borough and it is anticipated that the action plan will grow as more opportunities for collaboration are identified.

¹ Everybody Active Everyday (2014). Public Health England.

Reports will be submitted on the progress of the strategy from the Harrow Physical Activity and Sports Implementation Group which will be overseen by the Physical Activity and Sports Steering Group. This group will report on the strategic action plans and these will be used to develop operational plans. Progress reports will be brought back to the Health and Wellbeing Board on an annual basis.

Financial Implications/Comments

The strategy does not identify any specific resource requirements and any recommended actions arising from the implementation of the strategy will need to be delivered within existing budgetary provision on an ongoing basis.

The Public Health grant is currently ring fenced until March 2018, with future funding subject to consultation around a business rate retention model. The annual budget process will determine the level of available funding in future financial periods.

Increasing physical activity is not a quick win, more an issue that requires long term sustained action. There is a risk that if existing funding arrangements for the partners named in this strategy are reduced significantly, it will not be able to fulfil the aims and objectives set out in this strategy and implement the actions identified.

Legal Implications/Comments

The terms of reference of the Health and Well Being Board include:
To work together to ensure the best fit between available resources to meet the health and social care needs of the population of Barnet (including children), by both improving services for health and social care and helping people to move as close as possible to a state of complete physical, mental and social wellbeing.

Risk Management Implications

Identify potential key risks and opportunities associated with the proposal(s) and the current controls (in place, underway or planned) to mitigate the risks.

Equalities implications

Was an Equality Impact Assessment carried out? Yes

The strategy is focused on improving access to physical activity opportunities for vulnerable groups and initiatives will be tailored and targeted accordingly. The action plan identifies some of the indicators which will be used to measure success but further work is planned to ensure robust and ongoing evaluation.

Council Priorities

The Council's vision:

Working Together to Make a Difference for Harrow

Please identify how the report incorporates the administration's priorities.

- Making a difference for the vulnerable
 - Making a difference for communities
 - Making a difference for local businesses
 - Making a difference for families
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- The strategy outlines an approach to improve Harrow as a place making opportunities for being active easier. It highlights the need to ensure that our planning, transport and regeneration programmes promote and encourage active lives from the moment our residents step out of their front doors with pleasant and safe spaces for walking, cycling, exercise and social activities.
 - The focus of the strategy is to ensure that groups within Harrow who have a higher risk of physical inactivity and the resulting health impacts have improved and better opportunities for being active
 - A consultation with the identified vulnerable groups has been undertaken and an on-going dialogue will be maintained through implementation
 - Specific work has been undertaken to engage with parents and children and schools have been highlighted as a priority group and this has been addressed in the subsequent action plan
 - The cost of inactivity to LB Harrow is £16 million.ⁱ Health cost of inactivity in Harrow is estimated to be £4.0 million. Sports and active recreation adds an economic value of £121.4m in improved quality and length of life plus health care costs avoided. It brings in jobs and opportunities for volunteering.
 - There will be support for businesses and the workplace is a key setting identified to promote physical activity and to realise the health benefits of a more active workforce

Section 3 - Statutory Officer Clearance (Council and Joint Reports)

Name: Donna Edwards	<input checked="" type="checkbox"/>	on behalf of the Chief Financial Officer
Date: 27 May 2016		

Name: Sharon Clarke	<input checked="" type="checkbox"/>	on behalf of the Monitoring Officer
Date: 26 May 2016		

Ward Councillors notified:	NO
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Section 4 - Contact Details and Background Papers

Contact: Sarah Crouch, Public Health Consultant, 020 8736 6834

Background Papers: None

References

ⁱ <http://www.ukactive.com/turningthetide/pdf/Turning%20the%20tide%20of%20inactivity.pdf>