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**REPORT FOR: HEALTH AND WELLBEING BOARD**

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**Date of Meeting:** 19 September 2019

**Subject:** Review of the Active Harrow Physical Activity and Sports Strategy 2016-20

**Responsible Officer:** Carole Furlong – Director of Public Health

**Public:** Yes

**Wards affected:** All

**Enclosures:**

- 1) Active Harrow Physical Activity and Sports Strategy 2016-20 Review Sept 2019
- 2) Draft Active Harrow Physical Activity and Sports Dashboard 2020-24

## **Section 1 – Summary and Recommendations**

This report provides a summary of the achievements of the above strategy which has been monitored by the Active Harrow Strategic Group since 2016.

Also included is a draft Active Harrow Dashboard 2019-24 which sets out the proposed outcomes and indicators, which have been agreed by all partners, to be monitored by the Active Harrow Strategic Group 2019-24.

**Recommendations:**

This is for information

## Section 2 – Report

Keeping active is important to maintain good health – it builds strength, supports development, concentration and good sleep in children and babies, it reduces your chances of long term conditions such as cancer, diabetes, cardiovascular disease, stress and joint and back pain in adults. But it does more than this – it is a reason for people to get together and have fun, it improves people's quality of life and mood, it makes parks busy and popular, it creates a feeling of community and makes our residents feel safer and happier as a result. Ultimately it can help Harrow be a better place to live.

The Active Harrow Physical Activity and Sports Strategy 2016-20 is a partnership of many council departments (Public Health, Transport, Community Engagement, Sports Development) and community and voluntary sectors organisations. To monitor this we developed the Active Harrow Dashboard and this report summarises what we have achieved against the outcomes and indicators in the dashboard since 2016.

The update includes;

- 1) A review of the Active Harrow Strategy 2016-2020 – the strategy was initially presented to this Board in June 2016 for comment and had the overarching goal *to support people who are not doing any activity into doing some and those doing some activity into doing more*. It was a carefully thought out plan to make keeping active easier and more widespread, with an emphasis on targeting inactive people.
- 2) A refreshed Active Harrow Dashboard 2019-24 which has been developed with close partnership working with all partners to reflect all the work that is taking place in the borough to support people to be more active with particular emphasis on those who do little.

All information on sport and physical activity opportunities for organisations, professionals and residents in Harrow can be found at [www.harrow.gov.uk/getactive](http://www.harrow.gov.uk/getactive)

### Current situation

Overall the levels of participation in sport in the borough have shown improvement since 2005/06; however we still remain below the London average with the lowest participation in the female and white demographic groups. The rates of latent demand indicated that Harrow had opportunities to increase physical activity participation - where 53% of people indicated they would like to do more sport than they were currently doing.

It has been problematic to see linear data on physical activity in Harrow since 2016 due to a change in the national survey approach. From 2016 a new methodology was used called the Active Lives. Due to these two different approaches, data from before and after 2016 are not comparable. However since 2016 in Harrow, participation in sport or physical activity at least twice in the last 28 days has decreased between 2015/16 (75.7%) to 2017/18 (72.7%) and remains lower than both the London (77.8%) and England rates (77.4%).

Additionally, within the borough levels of inactivity in 2017/18, defined as less than 30 minutes a week, have risen from 26.8% to 30.2%, exceeding both the regional (24.1%) and national rates (25.2%)<sup>1</sup>.

### **Why a change is needed**

The Active Harrow Strategy 2016-20 required an update and therefore a paper (attached) reviewing the strategy was developed and discussed at the Active Harrow Strategic Group in June 2019.

The group was attended by many partners and stakeholders and a largely similar lists of objectives and outcomes were agreed going forward and this is reflected in the attached revised dashboard.

\*The only change to objectives and outcomes from the original strategy relate to objective 3 below (corresponding to outcome E) - where previously this related to 'Council Staff' only the group felt that the strategy going forward should strive to support all employers and their staff in Harrow to be healthier.

The agreed Active Harrow 5 objectives for 2020-24 are:

1. *Reduce inactivity in priority groups by increasing awareness of the opportunities available and addressing the barriers to participation*
2. *Increase participation in sport in priority groups by improving the accessibility, range and quality opportunities for sport*
3. *Increase opportunities and awareness for employees in Harrow to be active\**
4. *Improve the degree to which Harrow as a place supports residents to be active as a routine part of daily life*
5. *Work in partnership with stakeholders to make the best use of resources and attract new funding into the borough*

The reviewed outcome measures:

- A. *More people will take up active travel, walk and cycle more*
- B. *More people access leisure services that are affordable*
- C. *More people will access parks, green spaces and growing areas*
- D. *More people from priority communities take up sport*
- E. *Harrow council to provide support to other employers in the borough to have healthier staff\**

The Terms of reference state that the Active Harrow Strategic Group will provide updates when relevant and annually to the Health and Wellbeing Board

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<sup>1</sup> Active Lives survey accessed at Sport England 2/5/19 - <https://activelives.sportengland.org/Result?queryId=19765>

## Ward Councillors' comments

None

## Financial Implications/Comments

Public Health input is provided through PH strategist and consultant representation on the Active Harrow Strategic group and in supporting funding bids.

In addition, the PH grant funds the following activities through the wider determinants of health:

Leisure Commissioning	£48k
Sports Development	£55k
London Youth Games	£11k
<b>Total</b>	<b>£114k</b>

A further £20k is allocated towards physical activity projects and part of the £10k Superzone project funding supports active travel.

The implementation of the Active Harrow strategy does not identify any specific resource requirements from directorates represented in the Active Harrow Strategic Group and any recommended actions arising from the implementation of the strategy will need to be delivered within existing directorate budgetary provision on an ongoing basis as approved as part of the annual budget setting process.

The existing resources against each area captured in the dashboard for each directorate are currently as follows:

- Sports Leisure and Libraries 2019: £240k leisure services contract (although the council receives an income of £990k from the leisure centre), outdoor pitch improvements are funded by Section 106 money from the Kodak site.
- Transport: Travel planning existing budget £105k
- Adult Learning: This is all funded by DFE grant and DCLG grants
- Parks: Harrow Park User Groups raise money to implement a range of projects and they do this in various ways through the Community Fund, sponsorship, crowd funding, raffles and from funding streams such as Tesco's Bags of Money.

The annual council budget process will determine the available funding within directorates which can be targeted towards the Active Harrow: Physical Activity and Sports Strategy 2020-24. Any changes in funding could affect the objectives and outcomes to be achieved and this will be reported in subsequent strategy updates.

## Risk Management Implications

None

## Equalities implications / Public Sector Equality Duty

Was an Equality Impact Assessment carried out? Yes on the strategy 2016-20

The previous (2016-20) and refreshed strategy (2019-24) are focused on improving access to physical activity opportunities for vulnerable groups and initiatives will be tailored and targeted accordingly. The dashboard action plan and enclosed update identifies some of the indicators used to measure success.

## Council Priorities

Please identify how the decision sought delivers these priorities.

- The strategy outlined an approach to Building a Better Harrow by working 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 strategy focuses to Support those most in need with an overall aim and approach that gives appropriate proportional emphasis that supports 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. An example of this is our sub group focusing on South Harrow which is an area of lower physical activity.
- Consultation with the identified vulnerable groups has been undertaken and an on-going dialogue will be maintained including looking at resident involvement in the South Harrow sub group. Community organisations that represent different communities are also part of the Strategic Group and the wider Active Harrow members.
- 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 action plan.
- We are working in close partnership with many community partners to deliver this strategy and build capacity within those groups and organisations who are providing sports and physical activity in Harrow and therefore Protecting Vital Public Services.
- We are Delivering a Strong local Economy for All by reducing the cost of physical inactivity. The cost of inactivity to LB Harrow is £16 million.<sup>i</sup> 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.
- We are Delivering a Strong local Economy for All by working in close partnership and therefore maximising both funding opportunities and capacity to improve physical activity levels.

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

Name: Donna Edwards	<input checked="" type="checkbox"/>	on behalf of the Chief Financial Officer
Date: 9 September 2019		

Name: Paul Hewitt	<input checked="" type="checkbox"/>	Corporate Director
Date: 9 September 2019		

<b>Ward Councillors notified:</b>	<b>NO</b>
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### **Section 4 - Contact Details and Background Papers**

**Contact:** Anna Kirk, Public Health Strategist, ext 5522

**Background Papers:** None

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#### References

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