



# Barnsley Sport and Active Lifestyle Action Plan 2016 -2018

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*A high level action plan for improving physical activity in  
Barnsley*

## **Barnsley Sport and Active Lifestyle Action Plan 2016-2018**

### **Developing the Action Plan**

The following action plan details recommendations for the delivery of the Sport and Active Lifestyle Strategy over the next two and half years (2016 -2018).

### **Focus of the Action Plan**

Across Barnsley we have high levels of physical inactivity - 37.8% of adults are classified as inactive (PHOF, 2015). Only 39% of boys and 20% of girls achieve the recommended levels of at least 7+ hours of physical activity a week (Year 10 Health & Lifestyle Survey, 2013). Levels of inactivity follow a similar pattern to that of deprivation with lower levels of participation in the East of the Borough to that of the West.

The action plan has been developed through a series of facilitated workshops with stakeholders, from those organisations represented on the Barnsley Sport and Active Lifestyles Partnership (BSALP). The action plan is informed by national and local strategies such as Everybody Active, every day: an evidence-based approach to physical activity (PHE, 2014), Barnsley's Joint Strategic Needs Assessment (2013) and Barnsley's Health and Wellbeing Strategy.

### **Targets of the Action Plan**

The success of the action plan will be measured through the Public Health Outcomes Indicators 2.13i Percentage of active adults and 2.13ii percentage of inactive adults. We have outlined within the Barnsley CCG and Local Authority Shared Ambitions to Reduce Health Inequalities Report, proposed trajectories to reduce inactivity to 36% by 2018.

### **Structure of the Plan**

The plan outlines recommendations and details of implementation (lead, progress, timeframe etc) for each of the four themes identified (Place, People, Communities, Communication & Advocacy)

**Objective** – Desired statement that the action is intend to achieve.

**Action** – Provides details of the recommended actions.

**Lead/ Action Owner** – Outlines the organisations and/or departments responsible for taking a lead and overseeing the delivering of the recommendation /action

**Timescale**- Short 6 – 12 months, Medium 12 – 18 months, Long 18 – 30 months

**Indicator** - relates to suggested measure of success

**Linked to SALS Aims** – Relates to the aims the action links to in the Sport and Active Lifestyle Strategy.

**Performance Measure (RAG)** – Indicates if action/project is on track

Place - Creating the right physical environment for activity to take place						
Objective	Action	Lead & Partners	Timescale	Indicator	Linked to SALS Aims	Performance Management (RAG)
Ensure opportunities for physical activity are incorporated within transport strategy and active travel plans	Develop collaborative approach between transportation / highways and public health for consideration of new and proposed schemes	Public Health (Place)  BMBC – Highways & Transportation	Short	Number of new projects / schemes including health outcomes	1. 4.	Amber – Involved in initial consultation on a number of future cycle routes.
	Develop a systematic approach to delivery of walking and cycling opportunities	SWYFT		Economic value of mortality rate improvements - Health Economic Assessment Tool (HEAT)		
Ensure Sports Facility and Playing Pitch Strategy is compliant with National Planning Policy Framework (NPPF)	Produce a new Sports Facility and Playing Pitch Strategy that includes an up to date evidence base.	BMBC – Sport and Active Recreation  BMBC –Planning  Strategic Leisure	Short (end March 2016)	Completion of the strategy	1. 4.	Green – in progress draft to be delivered in March 2016
	Use the evidence and recommendations identified in the Sports Facilities and Playing Pitch Strategy to develop a prioritised timetable with partners	BMBC -Planning	Medium (Jan 2017)	Number of completed recommendations	1. 4.	Green
Maximise health outcomes by accessing external funding opportunities for sport and physical activity	Develop hierarchy of priority projects for allocation of section 106 / community infrastructure levy (CIL) funding based on maximising health impact and achieving public health outcomes	BMBC – Sport and Active recreation BMBC – Planning	Short	Amount of funding accessed with sport or physical activity outcomes	1. 4.	Amber

Continue to develop access to parks and open spaces to provide opportunities for sport and physical activity	Share and make greater use of parks user profiling data across relevant services.	BMBC- Parks	Medium	Number of park runs delivered	1. 4	Amber
	Develop standard approach to evaluating parks projects.	BMBC – sport and active recreation		Number of attendances		
	Evaluate initiatives and usage of equipment to demonstrate impact on regular participation					
<b>People – Creating a skilled and motivated paid and volunteer workforce who are able to inspire, promote and lead others to an active lifestyle</b>						
Objective	Action	Lead	Timescale	Indicator	Links to SALS Aims	Performance Management (RAG)
Workplaces encourage and support, physical activity, sport and active travel	Support workplaces to encourage employees to be physically active	BMBC Sport Active Recreation	Short	Number of work places with active travel plans  Number of people trained to support workplace physical activity  Number of workplaces signed up to deliver the workplace health charter	1. 4.	
For paid staff to access behaviour change training that includes physical activity support	Explore opportunities to build physical activity behaviour change messages into training	BMBC	Medium	Number of training sessions that incorporate messages for improving physical activity	3	

Develop a culture of self help physical activity programmes using volunteers	Raise awareness of physical activity and sporting opportunities available to volunteers	BMBC – sport and active recreation	Short	Number of volunteers involved supporting physical activity programmes	2 3	
	Identify and recruit local health champions who are willing to promote messages, support delivery of activities or be trained up to lead sport and physical activity sessions in their area	VAB SWYPHT PSS –Be Well Barnsley CCG Area Teams		Number of volunteer hours related to physical activity		
<b>Community</b> – Support, develop and raise awareness of the opportunities that already exist within our communities						
Objective	Action	Lead	Timescale	Indicator	Linked to SALS aims	Performance Management (RAG)
<b>Early Years-</b> All early years 0-5 across Barnsley to have an active start to life	Develop a plan that ensures all agencies working with early years provide opportunities for parents and carers to be active with young people	BMBC – Sport and Active Recreation	Medium	Development of a plan	4	
		BMBC- communities BSALP				
Improve awareness	Ensure all agencies working with early years incorporate key	SWYFT	Short	Number of messages included in training	2. 3.	

amongst parents and agencies working with early years sector of the benefits of being physically active	messages for physical activity within training courses and programmes	Schools CCG BSALP		courses		
<b>Children &amp; Young People</b> – To increase the engagement of children and young people in physical activity	Ensure clubs and community organisations are supported to access funding to improve their offer	BMBC – Sport & Active Recreation	Short	Number of clubs / organisations supported to apply for funding	1. 4.	
	Ensure pathways are in place for young people to achieve personal success in physical activity and sport	BMBC – Communities Schools	Medium	Number of children increasing physical activity as a result of a specific project	3. 4.	
	Ensure systematic approaches for increasing physical activity in children and young people are built into school based programmes	Schools alliance BSALP	Medium	Number of schools demonstrating approaches to increase physical activity		
	Ensure opportunities are available to support children and young people to learn to swim		Medium	Number of swimming lessons delivered  Number of children/young people attending sessions	3. 4.	
<b>Adults</b> – Develop interventions that improve activity amongst inactive groups of adults	Work with National Governing Bodies to develop adult specific programs i.e. Back to Netball	Pss – Be well Barnsley  BMBC  Yorkshire	Short	Active People Survey – Increase in number of active adults  Active people survey – reduction in Inactive		

	<p>Be Well Barnsley supports its clients to be physically active by delivering community based physical activity session's</p> <p>Establish an Inclusive sport Funded project - Creating Connections within Barnsley</p> <p>Develop pilot programmes that engage the least active adults and those with long term conditions to be active</p> <p>Develop physical activity offer within already existing programmes/initiatives</p>	<p>Sport Foundation</p> <p>BSALP</p> <p>BPL</p> <p>Team Active</p> <p>Barnsley FC Community Trust</p> <p>Area Teams</p>	<p>Short</p> <p>Short</p> <p>Medium</p> <p>Medium</p>	<p>Adults</p> <p>A 2% increase in those physically active over the lifespan of the Be Well contract (3 year contract)</p> <p>Number people referred into service</p> <p>Number people supported to access sport or physical activity opportunities.</p>	<p>1.</p> <p>2.</p>	
<p><b>Adults</b> -Improve awareness of the benefits of physical activity in the health &amp; care setting</p>	<p>Ensure all agencies working with adults incorporate key messages for physical activity within training courses and programmes such as falls prevention</p>	<p>SWYFT</p> <p>BMBC</p> <p>BSALP</p> <p>CCG</p>	<p>Medium</p>	<p>Number of courses covering physical activity and falls prevention</p>	<p>2.</p> <p>3.</p>	

<b>Communication and Advocacy</b> – ensure that everyone is aware of the benefits and opportunities to be active. Ensuring that the decision makers in the Borough promote physical activity and sport to achieve specific outcomes.						
Objective	Action	Lead	Timescale	Indicator	Linked to SALS aims	Performance Management (RAG)
Ensure Barnsley residents are aware of the positive benefits of sport and physical activity and opportunities to take part	Produce a collective communications plan between organisations	BSALP	Short	Production of a plan	1. 4.	
	Utilise national Campaigns to inspire people to be active such as This Girl Can, Change 4 Life	BSALP	Medium	Number of interventions / programmes delivered that are linked to national campaigns	1. 4.	
<b>Research &amp; data</b>						
Objective	Action	Lead	Timescale	Indicator	Linked to SALS Aims	Performance Management (RAG)
Co-ordinate research on where physical activity can make the greatest health impact.	Explore feasibility of conducting and co-ordinating a specific health needs assessment to identify our priorities	BMBC	Short	Completion of needs assessment	1. 2.	