

REPORT TO THE HEALTH AND WELLBEING BOARD

Date: 11th August 2015

Barnsley's Sport and Active Lifestyle Strategy 2015 - 2018

Report Sponsor: H&WB member
Report Author: Adam Norris
Received by SSDG: 20/07/2015
Date of Report: 03/08/2015

1. Purpose of Report

- 1.1 The purpose of this report is to make the Health and Wellbeing Board aware of the Sport and Active Lifestyle Strategy and to gain the support and commitment of HWB members and its partners to implement the strategy over the next 3 years.

2. Recommendations

2.1 Health and Wellbeing Board members are asked to:-

- Contribute to being part of the action planning process.
- Where relevant provide representation at Barnsley Sport and Active Lifestyle Partnership Meetings.
- Commit to providing on going support to implement the strategy.

3. Introduction/ Background

- 3.1 Barnsley's Sport and Active Lifestyle Strategy seeks to increase physical activity, improve the health outcomes for Barnsley's residents and position the Council to lead on it's Public Health responsibilities of improving health and reducing health inequalities through supporting people to lead an active lifestyle.
- 3.2 Across Barnsley we have high levels of chronic disease such as cardiovascular disease, obesity and type II diabetes. Levels of physical activity and sport are significantly lower than the national average for both children and adults.
- 3.3 Leading a physically active lifestyle has been proven to offer opportunities to improve both the length and quality of life for individuals, but also offers huge social and economic benefits for society as a whole.

- 3.4 Our Sport and Active Lifestyles Strategy sets out a broad vision and key priorities for the Council and its partners to address, to increase physical activity across the Borough for the next three years. It builds on the physical activity and sporting initiatives that have already been delivered across the Borough. It also builds on the progress Barnsley has made towards achieving its long term goal of everybody in the Borough being active across the lifecourse regardless of age, gender, wealth, or disability.
- 3.5. The strategy makes use of available data and evidence to identify where activity should be targeted to best effect and to enable internal and external partners to align available resource. The aim is for more residents to take care of their own health and wellbeing, which will prevent longer term health problems and reduce the need for expensive intervention by the Council and its partners in the future.

4. Our Vision

- 4.1 Our vision is to see everyone within the Borough taking responsibility for their own Health and wellbeing and leading active and healthy lives irrespective of age gender, health and ethnicity or social status. The strategy aims to deliver the following outcomes:
- To increase the number of people being physically active year on year
 - To target underactive and under represented groups to increase sports and physical activity participation
 - To provide pathways to personal success
 - To improve access to the opportunities to being active
- 4.2 We recognise this is a hugely ambitious aspiration and that in order for individuals to be active throughout the whole of their lives they require different levels of support and opportunities.
- 4.3 In recognition of this, we have identified four enablers of physical activity in which our objectives sit:
- **Places** – creating the right physical environments for activity to take place including safer walking and cycling routes to parks and open spaces to sport specific built facilities.
 - **People** – creating a skilled and motivated paid and volunteer workforce who are able to inspire, promote and lead others to an active lifestyle.
 - **Community** – recognising that all activity takes place in local communities that are the major source of providing activities.
 - **Communication and Advocacy** – ensuring that everyone is aware of the benefits and opportunities to be physical active. Ensuring that the decision

makers in the Borough promote physical activity and sport to achieve specific outcomes.

5. Priority Actions

5.1 Headline priority actions have been identified as follows:

- Active Travel – Work closer with town and transport planners to link health policy with strands such as planning, housing and transport to provide walking and cycling friendly infrastructure at the design stage of projects.
- Workplaces - support employers to work towards achieving the Workplace Wellbeing Charter to ensure workplaces support their workforce to lead physically active lifestyles.
- Social Marketing – explore the opportunities to use social marketing to develop activities aimed at changing or maintaining people's behaviour.
- Be Well Barnsley (Barnsley's new healthy lifestyle service) - establish referral pathways from Be Well Barnsley to community opportunities for sport and physical activity.
- Children's centres and schools – support schools and the local community to work in partnership to plan, develop and deliver sport and physical activity opportunities that will increase participation amongst women and girls.

6. Conclusion/ Next Steps

6.1 The majority of people take responsibility for their own health and wellbeing but there is a need to ensure that everyone is able to do so. This may mean providing extra help to both motivate individuals and remove some of the barriers that prevent people from leading a physically active lifestyle.

6.2 The council are only one of the many organisations involved, providing much of the infrastructure from which sport and physical activity can take place, however it is the many voluntary clubs and organisations that deliver the vast majority of provision and activity.

6.3 This Strategy provides broad themes and identifies key priorities for Barnsley Council and its partners to achieve. The Strategy seeks to ensure:

- There is a clear vision for sport and physical activity across the Borough.
- More people of all ages are physically active across the Borough.
- Barnsley's environment enables people to live a healthier, more active and better quality of life.
- There is a framework for collective action through partnership working between stakeholders.

6.3 The next steps are to develop a working action plan that enables us to achieve our key priorities. It is the ask of the HWB members and its partners that it is

able to support the implementation of the strategy, commit to contributing to the development of a working action plan and where relevant provide representation at the Barnsley Sport and Active Lifestyle Partnership Meetings.

7. Financial Implications

7.1 Consultations on the financial implications have taken place with representatives of the Director of Finance, Assets & Information Services at Barnsley Metropolitan Borough Council.

7.2 There are no direct financial implications arising from this report. Any financial implications associated with any of the priority actions identified in 5.1 above, will be subject to further reports where necessary.

8. Consultation with stakeholders

8.1 Consultation has taken place with a range of stakeholders at a number of workshops delivered in early 2014 - a full list of consultees can be found in Appendix 1.

9. Appendices

9.1 Appendix 1 - Stakeholder Consultation List

10. Background Papers

10.1 Background papers are available from Adam Norris Senior Health Improvement Officer.

Officer: Adam Norris Contact: 01226 787431 Date: 03/08/2015

Appendix 1

Barnsley Sport & Active Lifestyles Strategy – List of Consultees

Adam Norris - Public Health Specialist, BMBC
Alison Rumbol – Senior Commissioning Manager, Mental Health, Planning and Commissioning, Adults & Communities, BMBC
Anita Dobson – Public Health Specialist Nurse, BMBC
Anthony Devonport - Group Leader, Bereavement, Parks, Sport and TPT, BMBC
Carl Hickman – Public Health Principle, People, BMBC
Cathy Utey - Healthy Setting Services 0-19 - Children, Young People & Families, BMBC
Claire Barnes - Volunteer Policy Lead, BMBC
Claire Gray - Barnsley Health Trainers, PSS
Claudia Fulchini - Play Strategy - Children, Young People & Families, BMBC
Chris Reeves - Development Manager, Active Barnsley
Dan Carver – Barnsley CCG
David Atherton - Sustrans Bike It Officer, BMBC
Darren Padgett - Head of Partnership Development, Team Activ Ltd
David Redfern - Leisure Operations Manager, Barnsley Premier Leisure
Gavin Batty - Assistant Director, Sport & Public Services, Barnsley College
Hannah Philips - Disability Sports Officer, Barnsley FC's Community Sports & Education Trust
Helen Marney - Head of Operations, South Yorkshire Sport
Jackie Heald – Community Safety Manager, Community Safety, BMBC
Jane Baker - Physical Activity Assistant, Physical Activity Team, SWYFPT
Jasmine Waiters – Public Health Principle, Place, BMBC
Jayne Wise – Equality & Diversity Manager, Adults & Communities, BMBC
Joe Micheli – Lead Locality Officer, Community & Area Governance, Adults & Communities, BMBC
Julia Burrows – Director of Public Health, BMBC
Julian Horsler – Equality & Diversity Manager, Performance & Partnerships, Corporate Services, BMBC
Julie Hammerton – Extended Learning, CYP&F, BMBC
Karen Harkness - Education Advisor, Looked After Children, BMBC
Kaye Mann – Public Health Specialist, BMBC
Kyra Ayre - Head of Service, Mental Health & Professional Support, BMBC
Lee Garsden – Extended Learning, CYP&F, BMBC
Mark Anderson – Transportation Officer, Highways, Engineering and Transportation, BMBC
Mary Dyson - Funding Officer, Barnsley FC's Community Sports & Education Trust
Maureen Harrison - Barnsley Association of Community Partnerships
Matt Gladstone – Executive Director Development, Environment and Culture, BMBC
Mike Kemp - Service & Strategy Manager, Disabled Children, BMBC
Mick Dewsnap - Manager, Shaw Lane Community Sports Centre
Nick Bowen – Head of Horizon ALC
Nicky Bloodworth - OOHLC Co-ordinator, Extended Learning, CYP&F, BMBC
Nick Gillott - Barnsley Health Trainers, PSS

Nigel Harrison - Chief Executive Officer South & West Yorkshire Sport
 Nina Sleight – Early Childhood Strategy & Service Manager, Early Childhood Services, CYP&F, BMBC
 Paul Castle - Assistant Director of Operational Services, BMBC
 Paul Clifford – Group Leader, Development, Environment and Culture- planning and regulatory services, BMBC
 Penny Greenwood – Acting Assistant Director of Public Health, BMBC
 Pete Styan - Carlton Community College
 Phil Hollingsworth – Lead Locality Officer, Community & Area Governance, Adults & Communities, BMBC
 Phillip Spurr - Service Director, Culture, Housing & Regulation
 Phil Wild - Netherwood ALC
 Ruth Jefferson – Assistant Executive Director, Disability & Provider Services, BMBC
 Shiv Bhurtun - Senior Commissioning Manager, Joint Commissioning Adults & Communities, BMBC
 Susan Copeland - Healthy Settings 0-19 Manager (5-19), Family, Adult & Extended, BMBC
 Stacey Heppinstall – Planning, local development plan & green spaces strategy, BMBC
 Tom Smith - Head of Service, CYPF Service, BMBC
 Wayne Bullimore - Chief Executive, Barnsley FC's Community Sports & Education Trust
 Will Boyes - Performance & Partnerships Improvement Officer, BMBC