



Active in
Barnsley

Strategic Plan

2018 – 2021

EXECUTIVE SUMMARY

This plan sets out our priorities for getting Barnsley more physically active (2018-2021) and ensuring all Barnsley residents have the opportunity to benefit from being more physically active.

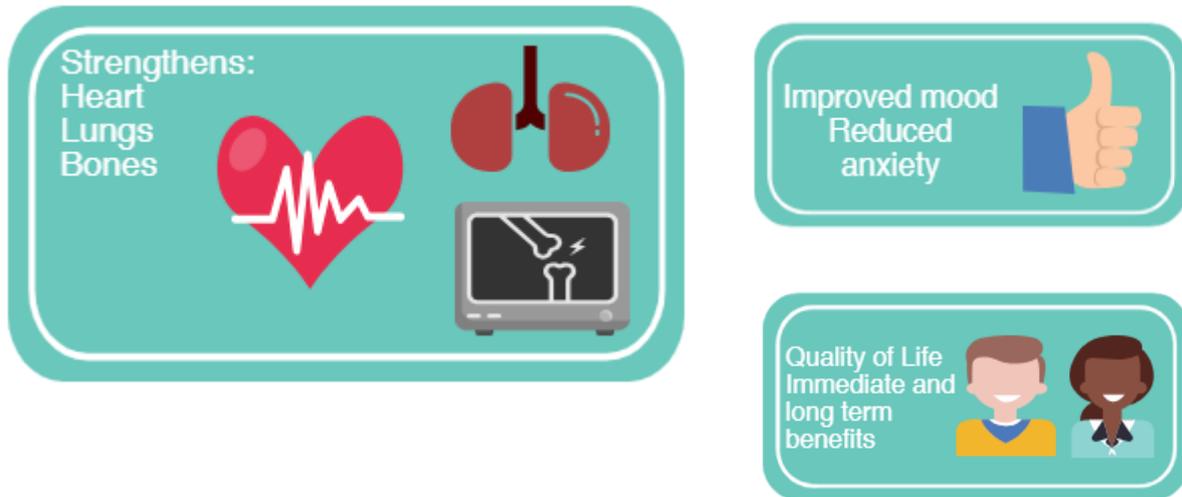
Partnership working has been, and will continue to be, at the heart of our approach. Through wide spread consultation and ongoing collaboration via Active in Barnsley partnership, this plan details how we will work together to maximise our impact on physical activity levels across the Barnsley population. To achieve our vision of a “healthy and proud Barnsley where active living is part of everyday life for everyone” we have identified five priorities;

- Active Schools and Colleges
- Active Workplaces
- Active Spaces (including Parks)
- Active Communities
- Professional and Volunteer Networks

Our Plan on a Page (page 7) illustrates how we will work towards these priorities and the results we hope to achieve. A high level action plan has been developed for each priority, more detailed action plans will complement the high level plan and ensure we are working towards each priority area and our progress is measured.

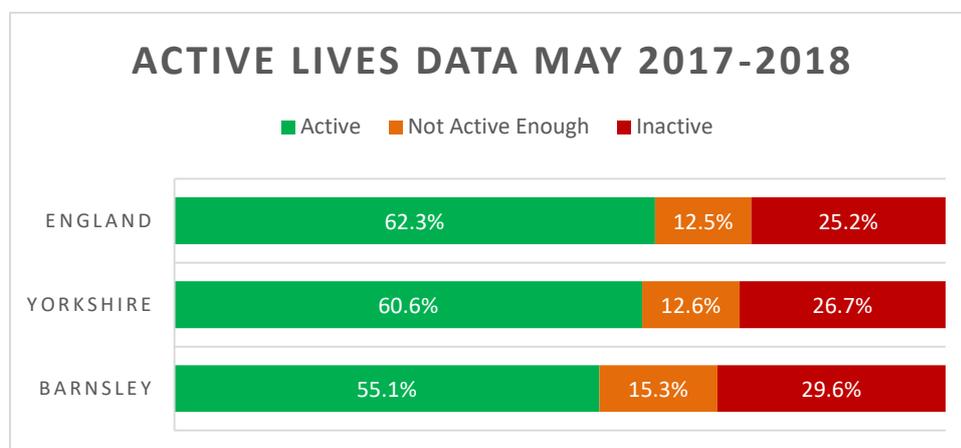
WHY IS PHYSICAL ACTIVITY IMPORTANT?

Physical activity includes any form of movement which raises the heart rate and has a positive impact on mental and physical wellbeing. It can include daily living tasks such as house work and gardening, transport such as cycling, walking and scooting, as well as more organised activities such as using the gym, park run or playing team sport.



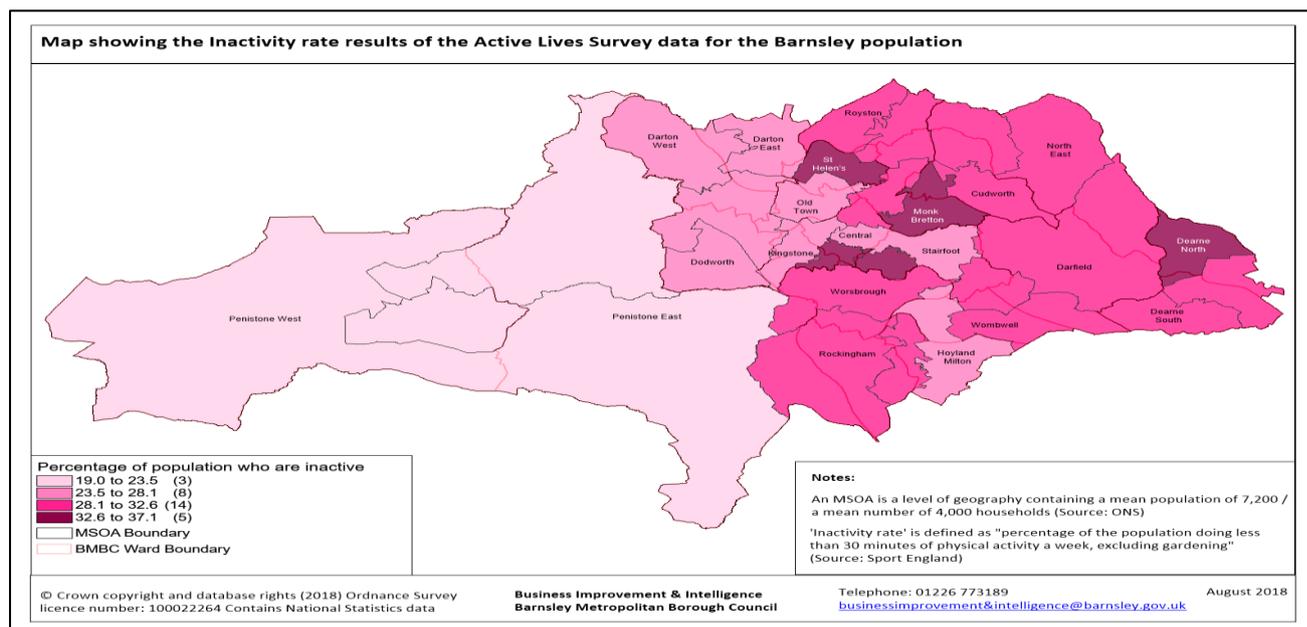
Physical activity and exercise can improve health and reduce the risk of developing several diseases such as type 2 diabetes, cancer and cardiovascular disease. Physical activity and exercise can have immediate and long-term health benefits. Most importantly, regular activity can improve overall quality of life.

The link between physical inactivity and obesity is well established. The amount of physical activity for good health is outlined in Chief Medical Officer UK Physical Activity guidelines (2011). The definition of being active is taking at least 150 minutes (2½ hours) of moderate intensity activity over a week. Fairly active is defined as 30-149 minutes a week and inactive is described as taking less than 30 minutes activity a week. The chart below illustrates how much lower Barnsley's level of physical activity is compared to both the Yorkshire and national averages.



Research demonstrates how being active can have a hugely positive impact on individual's health. Deprived communities generally have a lower life expectancy and lower healthy life expectancy. By increasing physical activity levels, we can reduce these health inequalities, enabling more people to enjoy good health for longer. To enable us to impact obesity at a population level our work complements the Public Health Food Plan 2018-2021.

The map below shows the areas of Barnsley with the highest levels of inactivity (those doing less than 30 minutes of physical activity a week). We can see from this map there is disparity between the west and east of Barnsley with the more affluent west side of the borough being more physically active than the more deprived areas in the east.



Whilst there is strong evidence to demonstrate the health and wellbeing benefits of being physically active, data also reveals just how important physical activity can be in achieving social and economic outcomes. As a sector, sport and physical activity can help contribute to the local economy through employment opportunities and volunteering which is estimated to have contributed £47 million to the local economy (Sport England, 2013). Physical activity can contribute towards a more productive workforce and help improve employability.

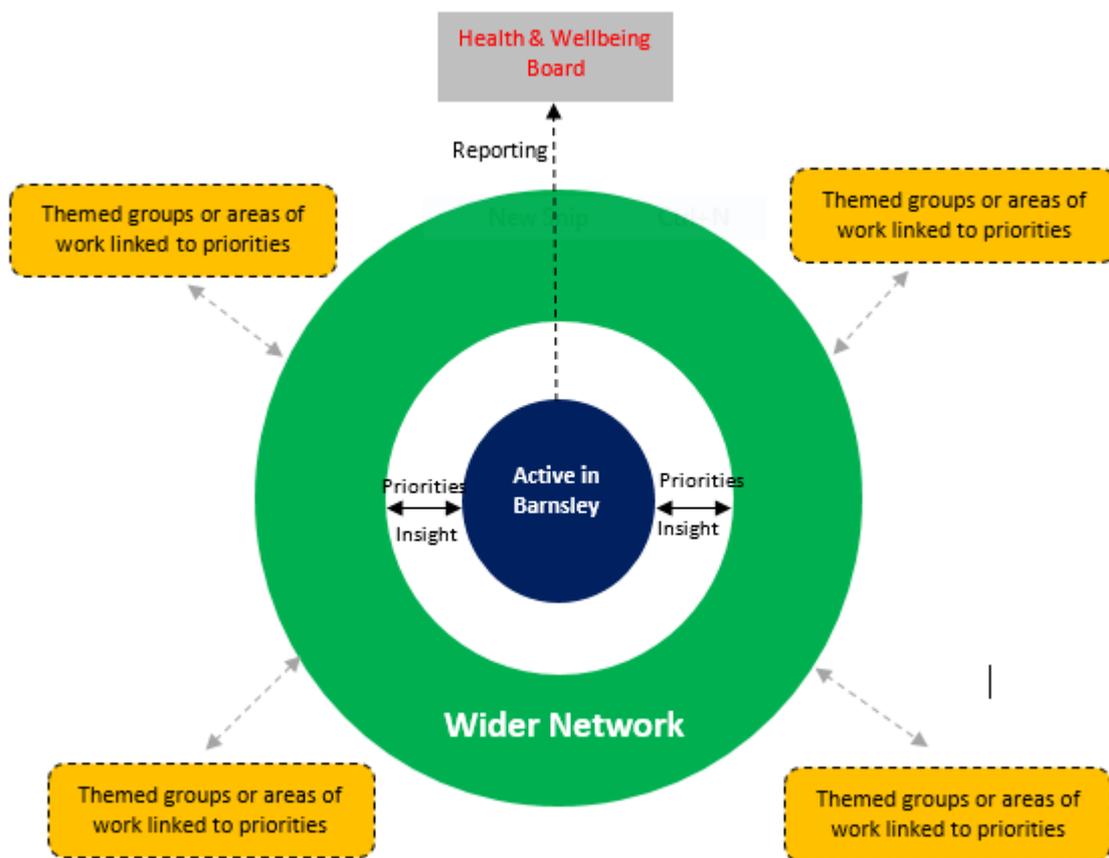
THE PARTNERSHIP

To experience the many benefits of a physically active population, we need to work together to create a Barnsley borough that is designed around healthy, happy and active living for all, and attract funding to help this happen. Partnership work has been central to developing this plan with representatives from a variety of partners from different sectors and organisations. This collaboration will allow us to make the big changes that are needed, attract more funding and use our resources more effectively resulting in maximum impact for Barnsley. To achieve this, the new Active in Barnsley partnership (hereafter referred to

as the partnership) has been formed with representatives from public, private and voluntary sectors. The partnership will provide “focused leadership, a vehicle for influence and advocacy, effective communication and promote collaboration” to oversee the implementation of this plan. As part of this process, a wider network of partner organisations is being established which will involve other organisations interested, or able to influence improved physical activity opportunities.

A full list of partners involved in the consultation process can be found in Appendix 1.

How we will work together can be summarised in this diagram. The partnership is at the centre, supporting the wider network. We are accountable to the Health and Wellbeing Board and partners report to their organisational boards. As and when necessary, themed groups will be established to deliver targeted work programmes.



DEVELOPING THE PLAN

Physical activity was one of three priorities in Barnsley’s previous Public Health Strategy (2016-2018) and continues to be a priority in the newly developed Public Health strategy 2018-2021. The priorities in this plan will further develop the work detailed in the Sport and Active Lifestyle Strategy 2015-2018. This plan is built upon good practice and

evidence from “Everybody Active, Everyday” framework (Public Health England), “Towards an Active Nation” (Sport England) and “Investments that Work for Physical Activity” (International Society for Physical Activity and Health). Interpreting these worldwide and national strategies and tailoring them for Barnsley involved widespread engagement with local partners with an interest and influence to make change in physical activity and sport. Workshops were run to capture ideas and provide feedback on what the Barnsley priorities should be.

In Barnsley, we are endeavouring to work across the borough’s boundaries and collaborate with partners across South Yorkshire. By pooling resources and sharing data and knowledge, we hope to make a bigger impact. We’ve already seen the benefits of this approach with projects such Active Dearne where we’re working with Rotherham and Doncaster partners to improve physical activity across The Dearne Valley. Where possible we will look for further opportunities to collaborate and share good practice with our South Yorkshire partners.

To deliver our vision, we need to give people opportunities to be active at every stage of their lives and support them to sustain lifelong healthy behaviour. Evidence suggests those who participate during childhood are more likely to continue their participation as an adult and into older age. Those who are inactive as children are especially likely to mirror this behaviour as an adult. By adopting a life-course approach to achieving the outcomes laid out on the following page, we hope to motivate and support everyone to be active throughout their lives.

This plan is directly informed by, and contributes to a number of key local strategies including:

- BMBC Corporate Plan
- Barnsley’s Public Health Strategy 2018/19-2020/21.
- The Active Travel Strategy 2018-2021 for Barnsley (being developed 2018).
- All Age Early Help Strategy – right help, right place at the right time.
- Public Health Food Plan 2018-2021
- Towards an Active Nation 2016-2021(Sport England)
- Barnsley Playing Pitch and Facilities Strategy
- The Local Football Plan

VISION: A HEALTHY AND PROUD BARNSLEY WHERE ACTIVE LIVING IS PART OF EVERYDAY LIFE FOR EVERYONE

PRIORITIES

Active Communities

Use physical activity to help communities achieve their potential.

Active Spaces

Work with policy makers to make it easier for people to build activity into their daily lives.

Active Schools & Colleges

Work with our schools and colleges to create hubs of physical activity.

Active Workplaces

Increase physical activity opportunities in our places of work.

Professional and Volunteer Networks

Develop physical activity skills and knowledge across a variety of networks.

HOW

- We will work collaboratively with partners and widen our network
- We will plan our work across the life course from birth to older age
- We will develop a joint communications plan
- We will create action plans and measure what we do

INDICATORS

- Physical inactivity amongst adults (less than 30 minutes/week)
- Physical activity (more than 150 minutes/week)
- Child excess weight
- Adult excess weight

OUTCOMES

Improved health and wellbeing across the Barnsley population

Healthier lives for individuals

A greater sense of community

Economic growth within the sector

A strong, well connected partnership

ACHIEVING THE PLAN

The sections below explain our vision and what it means for Barnsley; a brief rationale and more detail for each of our five priorities and how we will work as a partnership towards achieving our outcomes. The High Level Action Plan outlines what we will focus on within each priority. Detailed actions plans will be produced and sub-groups established to ensure the High Level Action Plan is achieved.

What Our Vision Means

We want Barnsley to be a place where it is easier for people to be active. To do this, we will strive to make being physically active part of peoples' everyday lives. This includes active travel to school or work and people getting active in their communities and in open/green spaces. By promoting physical activity, we want to inspire people and improve attitudes towards physical activity. We will celebrate our achievements and make people feel good about being active.

Our Five Priorities

To achieve our vision, we will develop action plans for each of our priorities and focus our resources accordingly. Equality and inclusion will be embedded in our approach to ensure under-represented groups have the support they need to increase their physical activity levels. Where appropriate we will take advantage of digital technology to engage our target groups in sustaining physical activity.

Active Communities

By focussing on our communities, we aim to improve people's individual health within communities and also impact communities as whole. We want to bring people together through physical activity and make our communities vibrant places to live. Many of the community based projects in this priority area will include opportunities for volunteering and developing the volunteer workforce within a community. We know that people living in more deprived areas are more likely to be inactive and we want to reduce health inequalities amongst those on low incomes by focussing our work in communities that need support the most, including older people, carers and people living with disabilities. We will explore how we can add value to existing community led initiatives and connect with the Area Councils. We will also look to work with partners in the new Barnsley Wellbeing Service which aims to improve both healthy weight and physical and mental health.

Active Spaces

We want to make it easier for people to access green and open spaces, including local parks. We want to influence policy and decision making at senior level, to ensure physical activity is high on everyone's agenda and built into design at an early stage. This integrated approach will maximise physical activity opportunities so it's easier for everyone to build physical activity into their daily routine. We want to make local spaces more appealing, for example, equipment and events in parks, develop our cycle network to make it easier for people to get around by bike, and improve our pavements and lighting to make walking a

more attractive option. We want to use opportunities to build active travel and physical activity options into our town centre, Principal town developments and our cultural visitor destinations including, Wentworth Castle Gardens and Barnsley Museum sites.

Professional and Volunteer Networks

We already have a team of professionals and volunteers in Barnsley who have regular contact with residents. By creating a network of professionals, not just health professionals, we can engage with people beyond the normal reach of physical activity. We can work with teachers in schools to reach our children, we can educate health and social care professionals to embed physical activity messages in their work and we can support the sport sector to help people maintain active lifestyles.

Active Schools & Colleges

We want to support schools and colleges to develop and maintain a positive relationship with being physically active which young people can continue throughout their lives. With a whole-school approach to physical activity from active travel to embedding physical activity within the classroom, schools have the potential to make a significant and long-lasting change to the physical activity levels of young people. Colleges can continue to embed positive messages about physical activity and also deliver training and employment opportunities within the sector.

Active Workplaces

Technological advances have resulted in our workplaces becoming more sedentary with many populations who were previously active during their working hours, now struggling to fit physical activity around and within their working day. It is important employers benefit from a healthy, active workforce and both employers and employees have a greater understanding of how they can build physical activity into their working day. We will engage larger employers including the NHS, Council and private companies and support our small & medium enterprises by working with a range of champions to inspire and motivate.

How We Will Work To Achieve Our Outcomes

Our approach is focused on collaboration across our wide partnership in the borough. By widening our network, we will draw in expertise from a variety of sectors and place physical activity on more organisation's agenda, working with and influencing other sectors that can impact physical activity. By using a whole systems approach, we will be better placed to influence long term change and create environments making it easier for people to be active.

How will we know we're making a difference?

By 2020, Sport England aims to increase the number of people who are physically active by 500,000 nationally with half of these being women and 20% from lower socio-economic groups. Our local work will contribute to this overarching goal.

By 2021 in Barnsley we will:

- Reduce levels of inactivity (less than 30 mins/week via Active Lives survey) to 27.6%
- Improve levels of activity (more than 150 mins /week via Active Lives survey) to 57.1%
- Have 80% of schools achieving CMO guidelines for physical activity
- Offer all NHS health care providers access to physical activity training

By 2033 we want to contribute to the Active Travel agenda by:

- Increasing the number of people travelling to work/study via active travel to over 50%
- Increase the proportion of primary school pupils traveling to school by active travel to 85% and secondary school pupils to 65%
- Offering all primary school pupils Bikeability Level 2 training

We will explore the use of broader measures to demonstrate progress s e.g. school cycling rates, sport uptake, exercise on prescription, sport volunteering, and other changes in lifestyle behaviour.

Each priority theme will have detailed action plans to track progress. Individual projects and work areas under each priority will have their own performance management processes and Key Performance Indicators specific to the project. The partnership will collate data and information to monitor progress and provide an overview of how we are working towards and achieving objectives in each of the priority themes. Update reports will be made available to Barnsley Metropolitan Borough Council, the Health and Wellbeing Board and other partners as required.

The high level action plan states where in the life course each action relates to ensure all ages and life stages are engaged.

We will work in a more targeted way and co-design communication messages with our network to actively promote opportunities. We will publicly celebrate successes in Barnsley and contribute to the “Town Spirit” ethos.

HIGH LEVEL ACTION PLAN

The following actions will be the focal point for the partnership work from Autumn 2018 to March 2021. At this point progress will be reviewed and a new strategic plan developed, building on the achievements of this one.

Priority	Actions	Life Stage	Timescale
Active Schools & Colleges	<p>Establish an Active Schools and Colleges Group to work towards this priority area, considering the following themes:</p> <ul style="list-style-type: none"> • All primaries involved in CMO recommended guidelines of 30 active minutes a day (including Daily Mile or equivalent scheme) • Comprehensive PE offer across all settings • Extra-curricular opportunities outside of school and college times • Promote and support schools and colleges to benefit from existing initiatives including Active Travel • Review the impact and sustainability of the PE and Sport Premium spending 	Children and Young People	January 2019
Active Communities	<p>Work with Area Councils and key partners to build physical activity & inclusivity into strategies, policies and core provision.</p> <ul style="list-style-type: none"> • Pilot a range of physical activity projects to scale up effective approaches. Test a community development approach which looks at the strengths and potential of a community • Include physical activity, with a focus on falls prevention in Barnsley's Age Friendly initiative • Family Centre based physical activity project focussing on inactive families from deprived communities • Project working with those on low income, using physical activity to improve employability and wellbeing 	<p>All Ages</p> <p>All Ages</p> <p>Children & Families</p> <p>Adults & children</p> <p>All Ages</p>	<p>Ongoing</p> <p>Ongoing</p> <p>November 2018 onwards</p> <p>February 2019</p> <p>Ongoing</p>

	<p>Use sport & physical activity data and insight to best direct resources to communities ensuring inclusion is embedded in our work</p> <p>Ensure effective physical activity provision within the re-designed Wellbeing Service</p> <p>Explore and agree a flagship partnership project (involves a number of partners, cross cutting themes and tests an approach which could be up-scaled)</p>	<p>Ongoing</p> <p>Adults & Older People</p> <p>TBC</p>	<p>January 2019</p> <p>April 2019</p> <p>2019</p>
Professional and Volunteer Networks	<p>Influence and educate providers who have a primary role with people living on low incomes to motivate and provide opportunities for physical activity, including GP's, health & social care staff and Community & Voluntary Faith sector</p> <p>Promote a diverse physical activity workforce and volunteer networks, ensuring there are appropriate training and employment opportunities locally</p>	<p>Adults and Families, Older People</p> <p>Adults</p>	<p>Ongoing</p> <p>Ongoing</p>
Active Workplaces	<p>Engage employers to ensure opportunities for Active Travel to work e.g. electric bikes and moving around more in the workplace:</p> <ul style="list-style-type: none"> • Support workplaces to develop appropriate physical activity & Active Travel policies • Investigate the physical work space and how greater activity levels could be achieved <p>Promote the Healthy Workplace Award, particularly supporting the physical activity and mental wellbeing criteria</p>	<p>Adults</p> <p>Adults</p> <p>Adults</p>	<p>February 2019</p> <p>Quarterly</p> <p>Ongoing</p>
Active Spaces	<p>Develop the Active Travel infrastructure across the borough to increase cycling, scooting and walking opportunities</p> <p>Implement Active Travel programmes across the borough, including town centre, Principal town developments and cultural visitor destinations.</p> <p>Implement the Barnsley Playing Pitch and Facilities Strategy and the Local Football Plan</p>	<p>All Ages</p> <p>All Ages</p>	<p>Ongoing</p> <p>Ongoing</p>

	<p>recommendations</p> <p>Improve access to physical activity opportunities in open/green space, including parks.</p>	All Ages	Ongoing
		All Ages	Ongoing
Communications and Marketing	<p>Promote and use partnership branding across partner communications, linked to Town Spirit.</p> <p>Develop a communications plan which utilises a variety of communication tools, including digital, resulting in joint messaging and maximum reach via all partners</p> <p>Make use of national and local campaigns to collectively raise awareness and spread the same message, for example, This Girl Can</p> <p>The partnership to use the network's reach to promote and advocate national initiatives (such as training and funding opportunities) to the benefit of Barnsley</p>	All Ages	Ongoing
		All Ages	February 2019
		Targeted at different groups	Ongoing
		All Ages	Ongoing

APPENDIX I – LIST OF PARTNERS/CONSULTEES

Age UK Barnsley	Wortley Rugby Union Football Club
Barnsley Clinical Commissioning Group	Barnsley Premier Leisure
Barnsley College	Barnsley Schools Alliance
Barnsley FC Community Trust	Yorkshire Sport Foundation
Barnsley NHS Foundation Trust	Berneslai Homes
Barnsley MBC (Public Health, Communities, Place, People).	Health Watch
Voluntary Action Barnsley	Reds in the Community (Barnsley FC)
Barnsley Hospital NHS Foundation Trust	Barnsley & Schools District FA
Child and Adolescent Mental Health Services	4 All
Team Activ	Totally Runnable
Shaw Lane Sports Club	South West Yorkshire Partnership Trust
Redferns Junior Football Club	Barnsley YMCA
Sustrans	Be Well Barnsley
Barnsley Advocacy Services	The Rockingham Centre/Forge
Fencing 4 All/Games 4 All	Athersley Community Organisation and Football Club
Quest Taekwondo Centre	Barnsley Gymnastics Club
Worsborough Bridge Athletics Football Club	