

# REPORT TO THE HEALTH AND WELLBEING BOARD

Date: 19<sup>th</sup> JANUARY 2022

## ACTIVE IN BARNSELEY STRATEGIC PLAN

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**Report Sponsor:** Julia Burrows – Director of Public Health  
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### 1. Purpose of Report

- 1.1 The Active in Barnsley Partnership has renewed its strategic plan as the current partnership strategic plan expired this year (2021). The new Active in Barnsley Strategic Plan (2022-26) is an evolution of the previous iteration which was based on a wider stakeholder input and has achieved good progress over the last three years. Built on a robust review, the partnership board have agreed the future direction for the plan with a clearer focus on where inequalities are the greatest, being clear about how support is provided to specific audiences and how data is used better to understand and inform our actions.

### 2. Recommendations

- 2.1 Health and Wellbeing Board members are asked to:-
- To support the Active in Barnsley Strategic Plan (2022-2026)
  - To suggest any potential areas for collaboration that can be included in the action plan.
  - For the Health and Wellbeing Board to act as the accountable body for progress reporting against our strategic priorities.

### 3. Delivering the [Health & Wellbeing Strategy](#)

The Active in Barnsley Strategic Plan 2022-2026 will support the delivery of:

- 3.1 **Starting Well** – All our children and young people have a healthy diet and are physically active.
- 3.2 **Living Well** - Everyone can safely be physical active to support their physical and mental health.
- 3.3 **Ageing Well** - Older people are able to live independent and active lives, enjoying their later years in comfort in their own communities, for as long as possible.

### 4. Reducing Health Inequalities

- 4.1 A key part of how we work as the Active in Barnsley Strategic Plan is through the principles of Proportionate Universalism where we deliver our efforts

proportionate to the needs of our residents. A data hub is being developed to enable us to understand the audiences and communities that require more targeted support to become more active as part of daily life. As a partnership of different stakeholders, the Active in Barnsley Partnership can draw on support and expertise across the life course to help us achieve a positive increase in physical activity rates across all target groups. The partnership will work with other organisations focused on reducing inequalities so that we can contribute to wider societal issues such as employment, food security, mental health etc.

## **5. Introduction/ Background**

- 5.1 Physical inactivity negatively impacts both physical and mental health, it is in the top ten causes of ill health nationally and is the fourth leading cause of death worldwide. (refs?)
- 5.2 In Barnsley, physical activity levels are significantly lower than the regional and national average. 45% of adults and 55% of children and young people do not take part in enough physical activity (at moderate or vigorous intensity) for good health – as determined by the Chief Medical Officer. These rates of physical inactivity and the dominance of sedentary behaviours have wider health implications on our ability to live and age well.
- 5.3 The Active in Barnsley Strategic Plan takes a system approach to improving the physical activity offer across the life course focussed through our strategic priorities: Active Schools, Active Communities, Active Spaces, Active Workplaces and Marketing and Communications.
- 5.4 The overall intention of the Active in Barnsley Strategic Plan 2022-2026 is to build physical activity and movement into the daily lives of our residents at a level that is beneficial to their physical health and mental wellbeing.

## **6. Contributing to Health and Wellbeing Board's key priorities**

- 6.1 The Active in Barnsley Strategic Plan is closely aligned the work of the Health and Wellbeing Board. The plan has been cited in the new Health and Wellbeing Strategy tasked with improving the stubborn physical activity rates in Barnsley. In order to do this, there is a need to make sure that children and young people get the best start in life and develop a positive and lifelong relationship with being active. This is particularly relevant outside the school environment where inequality of opportunity widens disproportionately. It is widely understood that being active has a significant impact on mental wellbeing and this is a focus for our communities' campaign – What's Your Move. In addition, work is taking place with organisations, groups and clubs who work in sport and physical activity to develop positive mental culture across the borough. This applies to both those who are active, and makes it a viable option for those who are less active to feel its benefit.

## **8.**

## **Conclusion/ Next Steps**

- 8.1 In conclusion, the Active in Barnsley Partnership will continue to develop the approach over the duration of this plan. The key areas to enable progress both within the Active in Barnsley Partnership and the wider stakeholders will be the development of an action plan to deliver on each strategic priority, collaboration to bring in external investment into the borough and finally ensuring that we have the data hub to help us identify where energy is needed the most.
- 8.3 The Active in Barnsley Partnership will report directly into the Health and Wellbeing Board at an interval to be agreed.

## **9. Financial Implications**

- 9.1 There are no direct finance implications to the Health and Wellbeing Board.

## **10 Consultation with stakeholders**

- 10.1 The Active in Barnsley Strategic Plan (2022-2026) is built on the initial widespread consultation that was carried out back in 2018 and then further enhanced through consultation with relevant Active in Barnsley stakeholders and contributors to increasing physical activity levels in Barnsley. The Plan in its draft form was circulated to the Health and Wellbeing Board for comment and feedback. In development of specific projects, the partnership will ensure that consultation and community engagement is embedded as we have done with examples such as the Active through Football project and the new town centre Active Travel Hub development.

## **11. Appendices**

- 11.1 Appendix 1 – Active in Barnsley Strategic Plan

**Officer:**

**Date:**

Stuart Rogers – Senior Public Health Officer  
Julie Tolhurst – Public Health Principal

Appendix 1



Active in Barnsley  
2022-26.pdf