

Non-Executive Report of the: Health and Wellbeing Board 16 July 2019	
Report of: Judith St John, Divisional Director for Sport, Leisure and Culture	Classification: Unrestricted
Development of a Physical Activity and Sport Strategy	

Originating Officer(s)	Tracy Stanley, Strategy and Policy Officer, Children and Culture
Wards affected	All

Executive Summary

Tower Hamlets is developing a borough wide physical activity and sport strategy (PASS) that will complement local strategic priorities and aims. The strategy will be developed in alignment with the work around Childhood Obesity being undertaken by Public Health, priorities within the Health and Wellbeing Strategy 2017-2020 and the Sport England Strategic Visioning Guidance. This paper provides an introduction to the work around the PASS for the Health and Wellbeing Board, the progress made so far and next steps in developing the strategy.

Recommendations:

The Health and Wellbeing Board is recommended to:

1. Note the progress made so far in developing the Physical Activity and Sport Strategy.
2. Explore the following questions:
 - a) What can the Board do to influence and address issues around levels of physical activity? What should be done at a local level and collaboratively across London? What should be advocated for at a national level?
 - b) How can we ensure the system is better connected to enable people to get the support they need to be more physically active?

1. REASONS FOR THE DECISIONS

1.1 Not applicable as not an executive decision.

2. ALTERNATIVE OPTIONS

2.1 This is a noting report.

3. DETAILS OF THE REPORT

3.1 Purpose of the Physical Activity and Sport Strategy (PASS)

3.1.1 The PASS is being developed to provide a strategic response to local challenges in relation to sport and physical activity, with a view to improving health outcomes for children and adults across Tower Hamlets. The PASS will be integral to delivering the outcomes within the Childhood Obesity Plan and as such work on the two documents will be co-ordinated throughout the development process. The strategy will also be developed in alignment with a number of local strategies (as highlighted below):

- Health and Wellbeing Strategy 2017-2020
- Indoor Sports Facilities Strategy 2017-2027
- Open Space Strategy 2017-2027
- Ageing Well Strategy 2017-2020
- Child Obesity Plan (currently under development)
- Transport Strategy (currently under development)
- Mental Health Strategy (currently under development)

3.1.2 The PASS plays particular attention to the priorities within the Health and Wellbeing Strategy which it will help to deliver on, there are broad links between the two as follows:

Physical Activity and Sport Strategy	Health and Wellbeing Strategy
Priority 1: Driving health change	Priority 1: Communities driving change
Priority 2: Shaping places and communities	Priority 2: Creating a Healthier Place -
Priority 3: Sport as a community engagement tool	
Priority 4: Developing young interest	Priority 4. Children's Weight and Nutrition

3.1.3 The PASS seeks to provide a strategic direction by bringing together local drivers in health and wellbeing to look at how we can use assets in the borough to enable residents to better access and engage in physical activity and sport.

3.1.4 We first began looking at the need for a strategy in this area of work back in 2017. At the time, a number of drivers came together to make it a suitable time to look into the development of a Physical Activity and Sport Strategy. At

this stage some work was carried out to consider evidence and explore key issues with stakeholders. An external consultancy produced an initial outline of strategic priorities however after review it was felt that it did not deliver a vision that fully met expectations and requirements.

- 3.1.5 Development of an 'Expression of Interest' submitted to the Sport England's Local Delivery Pilots scheme in spring 2017 also provided an opportunity to examine existing evidence about the needs and priorities for physical activity and sport in the borough. Although the bid was ultimately not successful, this work helped to provide a foundation of local intelligence which was used to underpin a programme of further engagement with a wide range of stakeholders during late 2017 / early 2018.
- 3.1.6 Following the engagement activities a set of proposed outcomes were drafted but there has been a delay in taking this forward to the development of a strategy due partly to internal restructuring and temporarily reduced resources. Although these earlier activities will help inform the new strategy and provide context, a fresh review of evidence, and consultation, will be carried out as outlined in section 3.2.4.
- 3.1.7 Over this period of time there have also been ongoing discussions about the need for a strategic direction for play in Tower Hamlets. As the two pieces are closely interlinked the play work will be embedded within the wider PASS. Therefore the PASS will include a Play Charter which will set out the vision for play across the borough, aiming to provide guidance for individuals and organisations to examine, review and improve their provision for children and young people's play and informal recreation. The buy-in of the Children and Families Partnership will be crucial in making the Charter a success.

3.2 Stakeholder engagement

- 3.2.1 An initial set of interviews with key stakeholders was undertaken in March and April 2019, as outlined below. These early discussions were designed to secure buy-in and begin the process of forming a view on the strategic approach that should be taken, what the key priorities are and how we might address them, ready for further engagement with wider stakeholders.

Initial interviewees

- John Biggs, Executive Mayor
- Amina Ali, Cabinet Member for Adults, Health and Wellbeing
- Danny Hassell, Cabinet Member for Children, Schools and Young People
- Katy Scammell, Public Health
- Afia Khatun, Public Health
- Sandjea Green, Head of The Youth Service, Integrated Youth and Community Services (LBTH)
- Steve Murray, Head of Arts, Parks and Events (LBTH)
- Rob Morton, Active Travel Officer (LBTH)
- Keiko Okawa – Senior Strategy and Policy Manager, Place (LBTH)
- Hanif Osmani, Poplar Harca

- Peter Okali, CEO, Tower Hamlets Community and Voluntary Sector Organisation

3.2.2 The interviews were followed by an online consultation which took place over a 9 day period in May 2019 with almost 40 participants. Stakeholders from all sectors were invited to participate in an interactive consultation that offered a variety of engagement methods to raise topics and issues, seek views and then engage in in-depth discussions via an online community type approach.

3.2.3 A set of draft proposed priorities and outcomes were shared with consultation participants in order to gather their feedback, ask for any further suggestions, identify gaps and begin a conversation around possible actions. Table 1 below provides a brief summary of some of the key messages which came out of the consultation and suggestions for actions that might be developed.

3.2.4 Table 1: Summary of feedback from online consultation

<p>Priority One: Driving health change</p>
<p>Long term outcome: People who are inactive are more physically active</p>
<p>It was noted that there is overlap between this set of outcomes and others with someone saying that they have ability to impact on all other areas.</p> <p>Those consulted said suggested actions could be developed around:</p> <ul style="list-style-type: none"> • Increasing physical activity opportunities for particular groups, i.e. most likely to experience barriers and lower levels of activity including people with disabilities and older people. • Actions to address obesity issues in the borough - <i>*note: this is interlinked with childhood obesity work in Public Health.</i> • Linking with GP referrals and social prescribing.
<p>Priority Two: Shaping places and communities</p>
<p>Long term outcome: People are empowered to drive increased levels of physical activity and sport in their local area</p>
<p>There was a particular focus and interest in active travel amongst consultees. Comments on wider issues included:</p> <ul style="list-style-type: none"> • <i>“More co production in the community is needed to get people active”</i> • <i>“More people need support to access physical activity local to where they live.</i> <p>Those consulted said suggested actions could be developed around:</p> <ul style="list-style-type: none"> • Work with the community empowering them and working with them to identify specific priorities and opportunities within the local environment. • Neighbourhood champions who could be embedded into communities and upskilled to act as role models for others.

<p>Priority Three: Sport as a community engagement tool</p> <p>Long term outcome: People take advantage of the opportunities to be physically active in the environment around them</p> <p>The approach of sport as a community engagement tool was well received with one consultee saying, <i>'I feel that through this you will target the whole community including disadvantaged groups, inactive groups and young people whilst facilitating a more cohesive environment.'</i></p> <p>Those consulted said suggested actions could be developed around:</p> <ul style="list-style-type: none"> • Further research to understand how to target our communities • Addressing issues connected to community safety. • Better awareness and understanding of what is already available so that it can be more joined up. • Improving access to school facilities so that they can be used by others in the community.
<p>Priority Four: Developing young interest</p> <p>Long term outcome: Children and young people take advantage of engaging, varied opportunities to be physically active</p> <p>This outcome is seen as one of the most high priority areas to focus on with the most potential benefit to be gained from delivering change and improvements. One consultee commented on the role of play in the lives of children saying, <i>'unstructured outdoor play is essential for children's healthy development, both physical & mental. Non-competitive, social, inclusive and what children do naturally - they just need time & space to do so'.</i></p> <p>Those consulted said suggested actions could be developed around:</p> <ul style="list-style-type: none"> • A voucher scheme to increase access and take up of activities for children and young people – perhaps linked to a programme after school activities. • Increase in opportunities to be active at school – building on existing initiatives, perhaps more closely linked to the wider school curriculum. • Greater involvement of young people as facilitators perhaps delivering sessions to other young people - similar to the London Youth programme 'Activators'.

3.2.5 The outcomes from the initial interviews and online consultation will inform further consultation activities which are currently being planned. This will include a Members Workshop, a workshop with internal officers and a dedicated session with young people. All of these activities will be planned with input from Public Health to ensure alignment with the Childhood Obesity Plan. The workshops will be an opportunity to explore the emerging priorities and outcomes, as well as early proposals for actions, develop these further and seek a consensus on the approach that the strategy should take.

3.3 Strategy development timescales

3.3.1 Table 2 below sets out the key activities which will underpin the development and completion of the strategy.

6. COMMENTS OF THE CHIEF FINANCE OFFICER

6.1 There are no financial implications identified at this stage. This strategy is currently in draft and will support the delivery of work to address childhood obesity.

7. COMMENTS OF LEGAL SERVICES

7.1 This strategy complies with section 2B of the National Health Service Act 2006 (as amended by section 12 of the Health and Social Care Act 2012) under which local authorities have duties to take such steps as they consider appropriate for improving the health of the people in their areas.

Linked Reports, Appendices and Background Documents

- Appendix 1 PASS Logic Modelv1

Linked Report

NONE

Local Government Act, 1972 Section 100D (As amended)

List of "Background Papers" used in the preparation of this report

NONE

Officer contact details for documents:

N/A