



Doncaster Council

To the Mayor and Members of Cabinet

Physical Activity and Sport Strategy & Sport England Local Delivery Pilot

Relevant Cabinet Member(s)	Wards Affected	Key Decision
All Cabinet	All	Yes – Urgent Rule 15 decision

EXECUTIVE SUMMARY

1. This report provides an overview and background for adoption of the Physical Activity and Sport Strategy and Approval to accept entry into Sport England's Local Delivery Pilot which are designed to develop a coordinated approach to Get Doncaster Moving
2. The report outlines the key aims and objects of the strategy and focus of our bid and future target delivery for the Local Delivery Pilot. The size of the issues relating to inactiveness and public health will require a step change in approach and this strategy and funding programme aim to play a key role in our ambitions to reduce the inequalities promoted by lack of physical activity and aim to stem and reverse the trend of growing inactivity across our population.
3. Through adopting the strategy and accepting entry into the local delivery pilot we aim to build a strong partnership which all will support the delivery of the strategy aim's and objectives and increase levels of physical activity.

REASONS FOR URGENCY

4. This report has been submitted as an urgent item for consideration following announcement on the 5th December 2017 of Doncaster's inclusion into Sport England's Local Deliver Pilot Programme. Following the announcement we are working at pace to enter into funding agreement and partnership with Sport England which will formally allow us to access funds to delivery activity which will support delivery of the Physical Activity and Sport Strategy. Delay in adopting the strategy and accepting entry in the Local Deliver Pilot Programme would impact on our ability to maximise the benefits of the programme. This has therefore required the submission of this report as an urgent item.

EXEMPT REPORT

5. No

RECOMMENDATIONS

6. Recommendations are for cabinet:
 - To recognise the important role physical activity does play in tackling public health issues and improving the wellbeing of our population
 - To agree to accept entry into Sport England's Local Delivery Pilot and ensure we maximise opportunities presented by the programme through providing council wide support.
 - To enter into a series of funding agreements with Sport England throughout the 4 year term of the Local delivery Pilot
 - To adopt the Physical Activity and Sport Strategy as the overarching document to support Get Doncaster Moving and ensure Team Doncaster partners provide all possible support to deliver
 - To note the establishment of Get Doncaster Moving project board and subgroups to oversee the delivery of the Physical Activity and Sport Strategy and the Sports England's Local Delivery Pilot.
 - To approve delegation for the Chief Executive in consultation with chief finance officer, Director of Public Health and portfolio holder for Public Health, Leisure & Culture to negotiate with Sport England to maximise opportunities from the Sports England's Local Delivery Pilot and access significant funding to deliver programmes of activity

WHAT DOES THIS MEAN FOR THE CITIZENS OF DONCASTER?

7. Doncaster has some of the lowest physical activity levels in the country, with almost a third of adults doing less than 30 minutes of physical activity a week. These low levels of activity have a significant impact on our population wellbeing and health, contributing to the high levels of overweight and obese children and adults. Providing a physical and financial strain on public services for example an estimated 24,000 extra GP visits are contributed to lack of physical activity and holding back large segments of our populations for filling their ability to grow and develop.
8. To help address this, the 10 year strategy will establish a long-term vision and framework rather than a short term fix that will engage partners and individuals across all sections of society to enable our population to access greater opportunities to become more physically active.
9. The local delivery Pilot funding will enable Doncaster to access levels of funding not previously attainable to develop cutting edge approaches to engaging our population to become active with particular emphasis on those individuals and families who are struggling to meet life's demands and are not able to engage fully in the growth of Doncaster.

BACKGROUND

10. May 2016 saw the Tour de Yorkshire coming to Doncaster for the first time. Thousands of Doncaster people lined the streets to see a group of cyclists, many of which few people had heard of, flash by in seconds. It was a carnival of communities coming together to take pride, create, celebrate and importantly communicate using a major sporting event to do so. It was brilliant.
11. We understand and enjoy sport in Doncaster. We are home to the St Leger, Doncaster Rovers, Doncaster Rugby League and Rugby Union, an award-winning rowing club, an iconic leisure facility in the Dome, a huge number of community sports clubs run by dedicated and passionate people, and of course, access to some wonderful countryside to explore and enjoy.
12. Despite this, as a population we are simply not physically active enough. Too many of us don't build being active into our day-to-day lives. Too many people, young and old, are sitting for far too long. Too many of us don't move fast enough to make any gains in our health. As a result, too many of us are not living a healthy life to the full and are dying too young.
13. People have a choice to be active and have every right to make their own choice. However, over the last few decades that choice has been made more difficult as society has made it much easier to be inactive through reliance on cars, automation and digital technology.
14. There is no silver bullet that will solve our inactivity crisis.
15. It will take long term commitments to be made by the Borough's leaders; organisations placing physical activity at the heart of their plans; and individuals taking responsibility for themselves and their families for their own activity levels. The prize is a healthy, more vibrant and enjoyable place to live and work.
16. This strategy sets out a framework for how this can be achieved and has the commitment from a range of organisations. We hope many others will join our quest to encourage everyone in Doncaster to enjoy the benefits of being physically active in their day-to-day lives.

Importance of Physical Activity and Sport

17. A large number of people take part in physical activity and sport because it is fun, yet the wider impact of taking part is also significant. Almost daily, further research and evidence is published that highlights the positive effects that physical activity and sport can have on **health**. Being active can help:
 - control weight
 - reduce risk of cardiovascular disease
 - reduce risk of type 2 diabetes and metabolic syndrome
 - reduce risk of many cancers
 - strengthen bones and muscles
 - improve mental health and mood
 - improve ability to do daily activities and prevent falls, if you're an older adult

- increase chances of living longer

In fact, inactivity is related to approximately 24,000 GP consultations each year in Doncaster.

18. Physical activity and sport also contributes significantly to Doncaster's **economy**:

- £95m per year directly through salaries and company profits
- £54m worth of volunteering; and
- £133m of value created through a healthier population and savings to care costs.

19. There is also evidence to show physical activity can improve people's **employability** and lead to **healthier and more productive workplaces**

20. There have been proven links between physical activity and sport with improvements in **academic attainment** showing the old adage of "healthy body, healthy mind" really does ring true.

21. Targeted local and national programmes have also been shown to **reduce crime, risk-taking and anti-social behaviour**.

22. As people move from cars to more walking and cycling as part of an active travel environment, **carbon emissions will be reduced** leading to **improvements in air quality**.

23. The former Chief Medical Officer for England, Liam Donaldson summed it up well in 2010:

"If a medication existed which had a similar effect as physical activity, it would be regarded as a 'wonder drug' or a 'miracle cure'"

Previous strategies and policy

24. Doncaster has previously developed strategies and policy to support the delivery of sport and physical activity across our borough. These had mixed results which while helping certain communities and populations, at the same time did not undertake research and insight led approaches to maximise impact of the strategy.

25. The strategies although supported by partners in principle lacked commitment and substance from their organisations proving hard to turn plans into activity and actions as well as co-ordinating resources to maximise opportunities.

26. A Review of Physical Activity, Active Leisure and Sport in Doncaster using Sport England and Chief Leisure Officers Association framework assessment for Sport and Physical Activity Programme, was undertaken by Liam Hughes, external Specialist Adviser. Within a number of key findings identified in this review the following was reported;

- "Opportunities are being missed to harness the potential of sport, active recreation and physical activity across the whole system. There are a number

of obstacles. Initiatives are not always well-coordinated, and the potential of medium-sized sports clubs has not always been developed to help them cope with the new funding landscape.”

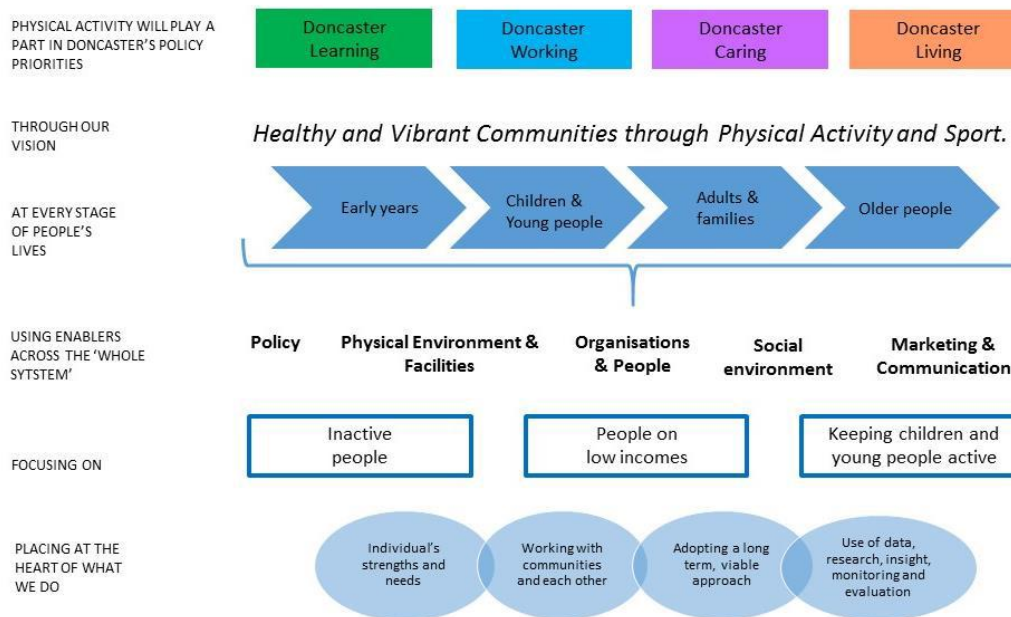
27. Community programmes found in one locality are absent in others. The emphasis on acute care has overshadowed prevention. The realisation of benefits will require coherent and visible leadership across local partnerships, an agreed and coherent plan of action and the deployment of adequate capacity to support the transformation”
28. With this in mind the new strategy has at its heart specifically requirements to co-design and produce actions with our communities, partners and residents so that we don't miss opportunities as we have done previously by uncoordinated or silo approach to delivery of the strategy.

Levels of Physical Activity and Sports Participation

29. The evidence shows that physical inactivity is a major problem for the Borough. The first Active Lives survey, produced in January 2017, has shown Doncaster as having the most inactive people across West Yorkshire and South Yorkshire and some of the worst levels of activity across England.
30. Whilst we must be cautious about the results of one-off surveys with a relatively small sample size, the previous Active People survey with an emphasis on sporting activities showed similar results
31. There are some 70,000 inactive people in Doncaster. Participation levels at 16 years and over for 30 minutes of activity a week had been improving faster than the national, regional and South Yorkshire trends.
32. This has fallen back recently but the rate is still lower than the pattern across the region and in England as a whole, and there is still a long way to go.

The principals of the strategy are:

33. As previously mentioned this strategy has at its heart the requirement to co design and produce actions with our communities, partners and residents. The principals set out in the diagram and text below has commitment from all existing partners and those consulted.
34. As programmes develop we will expect these principals to be adopted across all areas, ensuring we build a whole systems approach to delivering the Physical Activity and Sport Strategy;



- Individual –**
We will place the individual person at the heart of our work. Our greatest strength in Doncaster is our people who work - paid and mostly unpaid - to provide opportunities for people to be active. We will seek to listen to and support those people in all our work.
- Working with Communities and each other –**
Our approach will be genuinely about building upon the strengths we have in our communities so that an active environment becomes the norm.
- Long term approach –**
By their very nature public funding streams are time limited; usually an injection of funding to stimulate growth and activity. We will ensure that our approach is for the long term and the impact of funding streams that are used is to create opportunities that can be continued in the future.
- Evidence and insight driven –**
Our data and intelligence is improving all the time through improvements in digital technology. We will build on this and use it to ensure our plans and activities are targeted in the right place, for the right people, in the right way.

35. The strategy sets out over 10 year to achieve “**Healthy and Vibrant Communities through Physical Activity and Sport**” we have purposely set out a 10 year delivery period so we don’t fall into the previous traps of start stop delivery and we can purposefully work develop and refine programmes so that they meet the needs of our communities. We also have to be honest at the challenges we face are not going to be resolved overnight and therefore a 10 year strategy will enable all to truly embed and good practices into our systems providing a longer term outcome.

Local Delivery Pilot

36. Through the work to establish the Physical Activity and Sport Strategy a strong partnership approach was established across a wide range of partners this enabled the partners to take a whole systems approach to assessing our current position to deliver the strategy and enabling the partnership to develop the set of principals which will build a strong and purposeful delivery system.
37. These principals as well as engagement of the Get Doncaster Moving programme as part of Growing Doncaster together placed Doncaster in a strong position to make application to Sport England's Local Delivery Pilot.
38. From 113 applications Sport England have chosen 12 areas, of which Doncaster is one to work with on bold new approaches to build healthier, more active communities across England. Around £100 million of National Lottery funding will be invested through these projects in the pilot scheme over four years, to create innovative solutions that make it easier for people in these communities to access sport and physical activity.
39. By focusing intensely in 12 areas, Sport England want to identify better ways to address these stubborn inequalities and break down the barriers that stop people getting active, such as poor transport, safety, cost and confidence.
40. And we want to encourage wider, collaborative partnerships which look at how all parts of a community can better work together to help the most inactive. From the transport links and street lighting to the quality of parks and open spaces, to how sport and activity is promoted by GPs. Partnerships will encompass organisations beyond the sport such as voluntary groups, social enterprises, faith organisations and parenting groups
41. Currently we are working with Sport England Local Delivery Pilot Team to develop further our partnership approach to addressing our physical activity and sport participation levels through this Pilot.
42. We are at an early stage in our programme design and anticipate we will have a frame work and approach agreed by late February early March. This work will enable Doncaster to access funds in the region of between £10 and £13 million from the local Deliver Pilot pot to engage programmes of activity and intervention, which are co designed and researched to increase levels of physical activity. It is anticipated that the funds will be accessed by entering into a series of funding agreements with Sports England over the 4 year period.
43. A particular focus of our approach will be to complement the existing work being developed and delivered through Get Doncaster Moving and pay particular focus on supporting through physical activity residents to become more resilient and socially and economically vibrant.
44. We aim to maximise our opportunities over the 4 year period accessing considerable financial and technical support to test and learn from the local delivery pilot



OPTIONS CONSIDERED

45. Do something (recommended)

- To recognise the important role the Physical Activity and Sport Strategy can play in tackling public health, wellbeing and inactivity in our communities
- To adopt the Physical Activity and Sport Strategy as the overarching document to support Get Doncaster Moving and ensure Team Doncaster partners provide all possible support to deliver
- To accept entry into Sport England's Local Delivery Pilot and the opportunities, resources and financial support this programme will provide
- To enter into a series of funding agreement with Sport England throughout the 4 year term
- To note the establishment of Get Doncaster Moving Programme Board and subgroups to oversee and hold accountable delivery of both the Physical Activity and Sport Strategy and Local delivery pilot programme
- To approve delegation for the Chief Executive in consultation with chief finance officer, Director of Public Health and portfolio holder for Public Health, Leisure & Culture to negotiate with Sport England to maximise opportunities from the Local delivery Pilot and access significant funding to deliver programmes of activity

46. Do nothing

- This option would reduce the impact of the increasing levels of Physical activity and Sport with potential of further decline in participation.
- Not be able to access Doncaster's share of the £100m Local Delivery Pilot and the ability to develop population scale interventions.

REASONS FOR RECOMMENDED OPTION

47. To undertake the recommended option will enable Doncaster communities to improve their sense of wellbeing and health by becoming more physically active

IMPACT ON THE COUNCIL'S KEY OUTCOMES

48.

	Outcomes	Implications
	<p>All people in Doncaster benefit from a thriving and resilient economy.</p> <ul style="list-style-type: none">• <i>Mayoral Priority: Creating Jobs and Housing</i>• <i>Mayoral Priority: Be a strong voice for our veterans</i>• <i>Mayoral Priority: Protecting Doncaster's vital services</i>	
	<p>People live safe, healthy, active and independent lives.</p> <ul style="list-style-type: none">• <i>Mayoral Priority: Safeguarding our Communities</i>• <i>Mayoral Priority: Bringing down the cost of living</i>	<p>The strategy will set out a long term vision of how we can increase levels of physical activity which will enable great proportion of our population to become active reducing inequities and improving health.</p>

	<p>People in Doncaster benefit from a high quality built and natural environment.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Creating Jobs and Housing</i> • <i>Mayoral Priority: Safeguarding our Communities</i> • <i>Mayoral Priority: Bringing down the cost of living</i> 	<p>Delivering greater opportunities particular infrastructure improvements to cycle as a form of transport will reduce the reliance on the car to travel and significantly reduce the cost of living for key sections of our communities</p>
	<p>All families thrive.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Protecting Doncaster's vital services</i> 	
	<p>Council services are modern and value for money.</p>	<p>Following a robust planning process, we will enable the council to deliver a safe, enjoyable and engaging event that is best value.</p>
	<p>Working with our partners we will provide strong leadership and governance.</p>	

RISKS AND ASSUMPTIONS

49. A risk register has been established to monitor and mitigate issues and risks. Across all areas of Get Doncaster Moving and delivery of Sport England Local Delivery Pilot:

LEGAL IMPLICATIONS

50. Section 1 localism act 2011 gives the council a general power of competence to do anything that individuals may generally do.

51. Section 2B of the National Health Service Act 2006 (as amended by Section 12 of the Health and Social Care Act 2012) introduced a new duty on Councils in England to take appropriate steps to improve the health of the people who live in their area.

52. The adoption of the Physical Activity and Sport Strategy will help set the direction for the Council to tackle public health, wellbeing and inactivates within our communities.

53. The report author is advised that the terms and conditions attached to the funding agreements entered into with Sport England must be complied with to ensure that clawback isn't invoked. When using the funding to deliver the local delivery pilot, the liabilities contained within the funding agreement should be flowed down into the agreements for service delivery. Legal advice should be sought on the drafting and approval of such agreements.

54. Further legal advice and assistance will be required as this project progresses.

FINANCIAL IMPLICATIONS

55. There are no specific financial implications arising directly from this report. The report explains that Doncaster has been successful with its initial bid for pilot status to the Sport England Local Delivery Pilot (LDP). Doncaster is one of twelve successful locations that will receive a share of £100m funding and until further work is done with the LDP, the exact amount of funding that will be allocated to Doncaster is not known. There is an emphasis on partnership working to deliver the desired outcomes. Once the funding is confirmed a further report will be presented to set out in more detail how it will be allocated. The funding will be one-off and therefore proposals must address any future sustainability requirements. The Doncaster Sport and Physical Activity Strategy recognises that, for the most part, the outcomes will need to be delivered using diminishing existing budgets and existing assets.

HUMAN RESOURCES IMPLICATIONS

56. There are no Human Resources Implications contained within this report

TECHNOLOGY IMPLICATIONS

57. There are no direct technology implications in relation to the recommended options within this report. Where requirements for new, enhanced or replacement technology to support the delivery of the Physical Activity and Sport Strategy and/or the Local Delivery Pilot are identified, these would need to be considered by the ICT Governance Board (IGB).

EQUALITY IMPLICATIONS

58. Doncaster has some of the lowest levels of physical activity within England with 33% doing less than the recommend level of activity to support a healthy lifestyle. The strategy and entry into Local Delivery Pilot Programme is essential to impacting positively on these low levels of activity.

59. The work undertaken in developing the strategy and future delivery will ensure that our approach supports our population to become active. There will be particular focus identified as we develop greater insight and data through the Local Delivery Pilot. This will support an increase in physical activity levels enabling more people to remain independent and be healthier for longer and sustain a reduction in health inequalities. Greater opportunities will be afforded to residents, leading to improvements in their quality of life enabling them to play a

greater role in society. A due regard statement has been produced to support this report and further work will be undertaken to assess further equality implications as and when programmes are co-designed with our communities as part of the Local Delivery Pilot.

CONSULTATION

60. Consultation process engaged with a range of stakeholders throughout the following stages:

1. Stakeholder workshop
2. Themed action planning workshops
3. Public consultation

61. The stakeholder workshop was the first formal consultation with stakeholders, and included a SWOT analysis, priority setting and shaping the vision. This informed the development of the strategy framework that can be found in section 3 of the strategy.

62. The themed action planning workshops took place with industry experts within early years, children and young people, adults and families and older people. The workshops, along with evidence from Public Health England and National Institute for Health and Care Excellence, informed the design of the action plans found in section 4 of the strategy

63. A draft strategy document was prepared and then approved for public consultation by the Chair of the Doncaster Active Partnership. Public consultation was open for four weeks and received 20 responses from a range of organisations and members of the public.

BACKGROUND PAPERS

None.

REPORT AUTHOR & CONTRIBUTORS

Andrew Maddox, Business Development Manager, Leisure Services

01302 737377

andy.maddox@doncaster.gov.uk

Rupert Suckling
Director of Public Health