

To the Chair and Members of the HEALTH & WELL BEING BOARD

DONCASTER'S REVIEW OF PHYSICAL ACTIVITY AND SPORT

EXECUTIVE SUMMARY

Current picture

Doncaster has a history of utilising physical activity and sport to improve the lives of its residents. However, there are a number of challenges facing the provision of physical activity and sport.

Since 2005 the Active People's Survey undertaken by Sport England had shown a steady increase in the number of people (post 16yrs) taking part in sport and physical activity from a base line of 28.3% up to 39% in 2012-13, however over the past 3 years we have seen a drop of 11.1% to 27.3% of the population participating in 1 x 30minutes of sport per week. The lack of activity within our population becomes starker when viewed against the following indicators.

Adults (Active People Survey)

- 27.3% of the adult population take part in sport once a week
- 31.5% are men and 27% are women (male participation has reduced and female participation has increased since 2005/06).
- 12.9 % of 55+yrs take part in sport once per week (reduction from 14.9% in 2005/06).
- 29.1% of adults are inactive (do less than 30mins/wk).
- 52.6% meet the national recommendations for physical activity (150mins/wk)

Children (Health & Wellbeing Survey for Doncaster 2015)

Primary School

- Only 33% of boys and 26% of girls responded that they did physical activity on five days or more in the week before the survey.
- Only 8% of pupils responded that they did physical activity for an hour or more that caused them to get out of breath and/or sweaty on at least 5 days in the week before the survey. (This is the national recommendations for children).

Secondary School

- Only 38% of boys and 20% of girls responded that they did physical activity on five days or more in the week before the survey.
- Only 8% of pupils responded that they did physical activity that caused them to get out of breath and/or sweaty for an hour or more on at least 5 days in the week before the survey.

Health data

In Doncaster, circa 234,721 people or 77.6% classify themselves as in 'very good' or 'good' health (Census, 2011). This is worse than the regional figure for Yorkshire and the Humber of 80.0% and also below the England average of (81.4%). There is therefore significant scope to use sport and physical activity as a vehicle to improve health in Doncaster.

This is reinforced on the other end of the spectrum with those who class themselves as being in 'bad' or 'very bad' health. In Doncaster this figure is 21,993 (7.3%) which is higher than both the regional average of 6.0% and the national average of 5.4%.

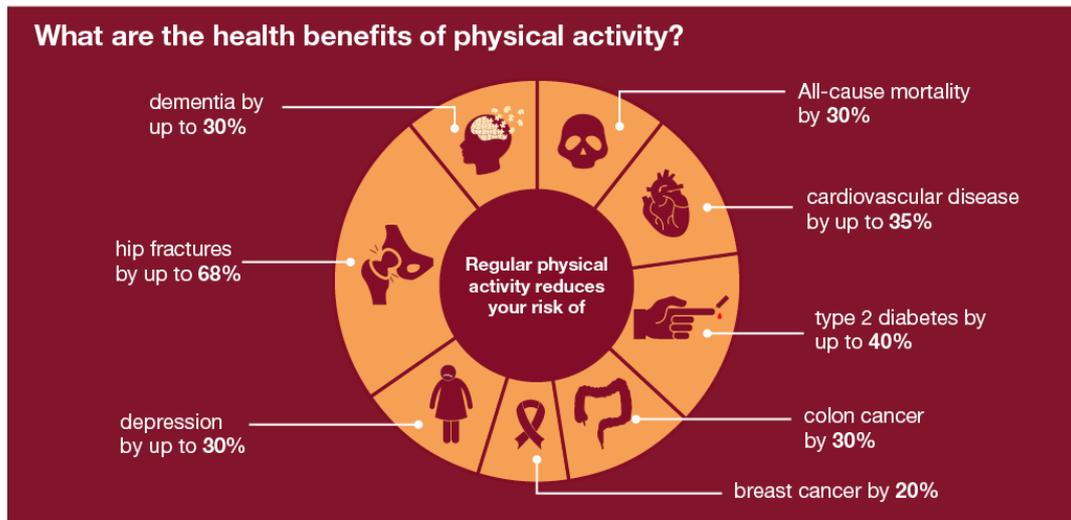
The statistics for Doncaster evidencing the level of overweight or obese adults are a further cause for concern. Doncaster's (2015) Public Health England Profile identifies a 30.4% obesity rate amongst adults which is significantly worse than the England average.

In terms of childhood obesity, over a third (34%) of 10/11 year olds leave primary school classified as overweight or obese, which is a similar rate to the national levels (NCMP 2014/2015).

Doncaster's (2015) Public Health England profile has outlined that the health of people in Doncaster is varied compared with the England average. Deprivation is higher than average and about 23.8% (13,500) children live in poverty. Life expectancy for both men and women is lower than the England average. All Life expectancy is 9.8 years lower for men and 7.0 years lower for women in the most deprived areas Of Doncaster than in the least deprived areas.

Doncaster's ageing population 65+ is projected to increase by 34% with an additional 19,100 people aged 65 years and over by 2030. This projected growth in population poses significant challenges both in terms of health and social care. It is widely acknowledged that having a more active population will reduce and delay the need for support interventions enabling individuals to live longer independent lives

Physical Activity and Sport can have a significant impact on all the above. Regularly being championed that "if exercise were a pill it would be one of the most cost-effective drugs ever invented" Although a bold statement the evidence does indicate this would be the case. Becoming more physically active will reduce the risk of the following by:



Even with the low levels of participation previously mentioned the direct value of saving to the health profession is £20 million per year and associated benefits of participation adds an additional £112.5m of benefits. However the lack of inactivity could be attributed to an additional 24,000 GP visits per year.

Current Resources

Our open and green space could play an important and crucial role in increasing physical activity of our population DMBC and parish council jointly manage 20 parks with in excess of 400 acres of land. Currently 17.1% of adults utilise green space for exercise and health reasons this is lower than the regional but similar to the national figures of 19.4% and 17.9% respectively.

We all recognise that the financial climate that we now work and the threat to non-statutory services, challenges the position of sport and physical activity in Doncaster.

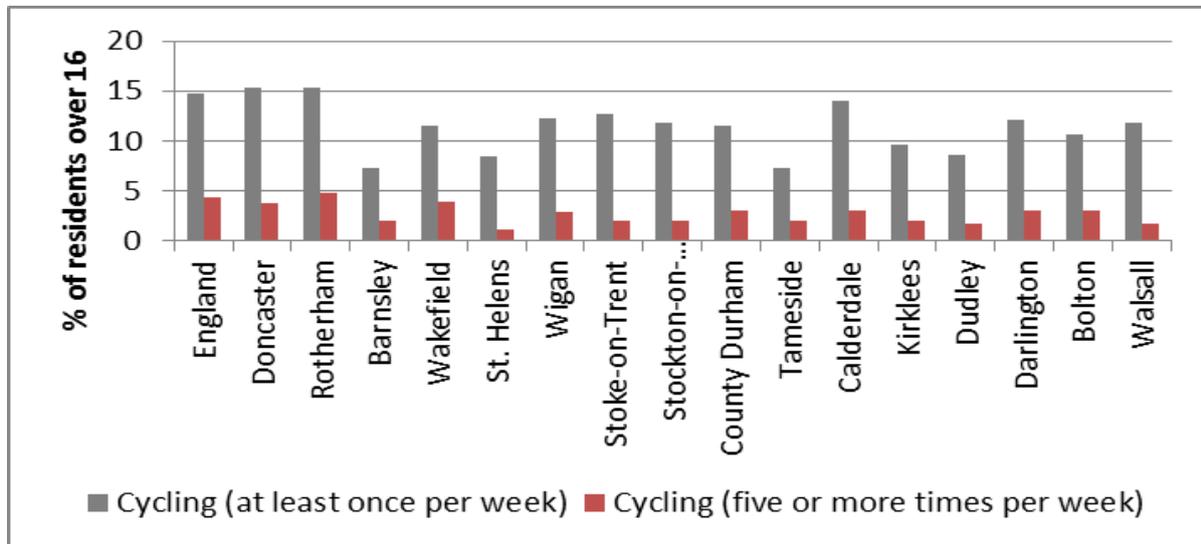
This is most evident when we review our current stock of DMBC owned leisure facilities. In 2016, Dearne Valley Leisure Centre will be our youngest facility being 10 years old with the Dome over 23 years and remaining facilities being between 40 - 55 years old. Investment to maintain the facilities has not kept pace projected to be £5.5m behind recommended spend by 2019.

Doncaster has a strong ethos of volunteering in sport across the borough which is not to be underestimated with a direct worth £54.4m as well as social, mental health and community benefits (sport England economic impact assessment). This sector is little supported and fragmented when compared to other voluntary sectors.

We are also starting to identify dramatic changes in what were previously core sports for instance swimming the country's most popular sport with over 2.5 million people taking part weekly has seen 144,200 fewer people taking to the pool in the last six months and 390,700 in the last year. The long term trend is also very concerning, with 729,000 people

stopping swimming in the last decade as measured by Sport England’s Active People Survey.

But at the same time there has been a dramatic growth in sports and activity such as cycling, high-intensity Pilates and yoga. In the case of cycling we do have the high levels of once a week participation but lower levels of five or more times participation per week(see graph below).



Increasing these low levels may prove difficult due to Doncaster’s current network of cycle ways particularly on road. Currently Doncaster has– 31km of shared and segregated cycles ways on the road, 28km Greenways/off road, and 40km of Trans Pennine Trail which is set against a road network of 1700km in the borough. Is this a good ratio? If not what is?

The revolution in personal technology which enables you to map your activity is also changing the way people access and engaged in sport and physical activity. No longer do we need to be competing at the same time in the same place but are now able to measure progress at the click of a button and compete against friends online.

This all adds to the complex mix of activity and choices that people are able to make when engaging in sport and physical activity

Action

As outlined above there are a number of issues we (DMBC) and partners need to face if we are to re position physical activity and sport as a key tool to improve the health and wellbeing of our population across all agendas health, education and economic.

There is extensive research that indicates that a more active population is happier healthier and more productive. That young people life chances are improved and their ability to achieve in both their education, work and personal lives is greatly increased by being active.

People who are active also are also less of a burden on the public purse and have the ability to invest personal capital into our communities.

Therefore, any future development and investment in physical activity and sport needs to improve levels of participation and “Get Doncaster Moving” It is crucial that the future offer is varied and entices / motivates people to visit and take part as well as supporting good habits to establish a life of activity.

We need to build relationships to develop shared aspirations and a collective vision for action that leads to a wide offer of physical activity, leisure and sport. We want to look at opportunities to ensure that there are consistent messages, advice and a supportive environment to enable residents to lead active lives.

How do we deliver this change?

To deliver this significant change DMBC with partners is undertaking a systematic review of the delivery and provision of physical activity and sport. This review will :-

- increase awareness of what the sport and physical activity sector can contribute to wider outcomes
- develop the sport and physical activity sector’s ability to engage as a strategic partner
- through shared knowledge and learning develop interventions and services that are shaped locally to deliver outcomes that support partners’ priorities
- improve the prominence and recognition that physical activity and sport has to improve the lives of Doncaster residents

This review will consist of a number of elements:-



Current work

This work will ensure that we have fully aligned strategies and policies adopted by all partners at the highest level which will improve our approach to the development of sport and physical activity across the Borough. Once adopted these key pieces of work will place Doncaster at the forefront of Physical Activity and Sport provision, enabling a step change to developing an active population to “Get Doncaster Moving”

Currently with partners we have commissioned the following:

Stakeholder & Commissioning Project

DMBC & South Yorkshire Sport have co commissioned Liam Hughes to undertake a commissioning project working closely to the CLOA (Chief Culture and Leisure Officers Association) methodology. This will aim to build stronger relationships with other partners and stakeholders, and enable commissioners and key decision makers to better understand how physical activity and sport can support their agendas as well as enable delivery agencies better understand the commissioners’ needs and requirements. The key objectives of this piece of work include:-

- Insight into Doncaster’s key decision makers and commissioners on how physical activity and sport can support their key priorities and objectives and meet mutual outcomes for the benefit of all our residents.
- Identification of Doncaster’s strengths and challenges in relation to positioning physical activity and sport to shape Doncaster as an aspiring place to live.
- Develop shared aspirations and have a collective vision for action of a wide offer for physical activity, leisure and sport.
- Create a live delivery framework that is consistent with the findings of relevant policies and strategies that incorporate the recommendations of the recent leisure facilities review.

Review of Doncaster Active Partnership

As part of the systematic review of physical activity and sport, DMBC are working with South Yorkshire Sport to critically review Doncaster Active Partnership (DAP). This is Doncaster’s strategic sport and physical activity partnership and the review will ensure its membership and governance are fit for purpose to drive forward the recommendations made by the elements of the review.

Physical Activity and Sports Strategy

The process will review current strategy to ensure it is fit for purpose and aligned to meet current national and the new strategies produced by the systematic review. This will be completed May 2017

The systematic review will commit Doncaster to truly developing a strategic approach to positions sport and physical activity to “Get Doncaster Moving” so that it is valued by key local stakeholders and embed in their strategies and business plans ensuring that it positively impacts on the well-being of our population

Leisure Facility Review

DMBC in partnership with South Yorkshire Sport and Sport England have commissioned FMG consulting to undertake a review of Doncaster’s current indoor leisure facility stock. This review has produced a facility strategy including options for consideration of future investment of leisure facilities.

Playing Pitch Strategy

DMBC is in the process of developing its Local Plan to guide future development across the Borough. This initial work has recognised the importance of joining this up with other strategies to ensure sport and physical activity is at the forefront of developments.

A playing pitch strategy is currently being commissioned with financial and technical support from Sport England. This strategy once complete will enable DMBC and partners to make an informed decision for future investment of our pitches including, football cricket, rugby, hockey pitches and bowling greens. This work will take between 12-14 months and is anticipated to be completed February 2018.

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