

Democratic Services

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Date: 21st May 2014

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**To: All Members of the Economic and Community Development Policy
Development and Scrutiny Panel**

Councillor Robin Moss
Councillor Cherry Beath
Councillor Patrick Anketell-Jones
Councillor Brian Simmons
Councillor Andrew Furse
Councillor Geoff Ward
Councillor Dave Laming
Councillor David Martin

Chief Executive and other appropriate officers
Press and Public

Dear Member

**Economic and Community Development Policy Development and Scrutiny Panel:
Thursday, 29th May, 2014**

You are invited to attend a meeting of the **Economic and Community Development Policy Development and Scrutiny Panel**, to be held on **Thursday, 29th May, 2014 at 1.30 pm** in the **River Suite, Riverside, Keynsham. BS31 1LA.**

Members of the Panel are reminded that the Keynsham Leisure Centre site visit will take place at 1pm on the same day.

The agenda is set out overleaf.

Yours sincerely

Jack Latkovic
for Chief Executive

If you need to access this agenda or any of the supporting reports in an alternative accessible format please contact Democratic Services or the relevant report author whose details are listed at the end of each report.

This Agenda and all accompanying reports are printed on recycled paper

NOTES:

- 1. Inspection of Papers:** Any person wishing to inspect minutes, reports, or a list of the background papers relating to any item on this Agenda should contact Jack Latkovic who is available by telephoning Bath 01225 394452 or by calling at the Riverside Offices Keynsham (during normal office hours).
- 2. Public Speaking at Meetings:** The Council has a scheme to encourage the public to make their views known at meetings. They may make a statement relevant to what the meeting has power to do. They may also present a petition or a deputation on behalf of a group. Advance notice is required not less than two full working days before the meeting (this means that for meetings held on Wednesdays notice must be received in Democratic Services by 4.30pm the previous Friday)

The public may also ask a question to which a written answer will be given. Questions must be submitted in writing to Democratic Services at least two full working days in advance of the meeting (this means that for meetings held on Wednesdays, notice must be received in Democratic Services by 4.30pm the previous Friday). If an answer cannot be prepared in time for the meeting it will be sent out within five days afterwards. Further details of the scheme can be obtained by contacting Jack Latkovic as above.

- 3. Details of Decisions taken at this meeting** can be found in the minutes which will be published as soon as possible after the meeting, and also circulated with the agenda for the next meeting. In the meantime details can be obtained by contacting Jack Latkovic as above.

Appendices to reports are available for inspection as follows:-

Public Access points - Riverside - Keynsham, Guildhall - Bath, Hollies - Midsomer Norton, and Bath Central, Keynsham and Midsomer Norton public libraries.

For Councillors and Officers papers may be inspected via Political Group Research Assistants and Group Rooms/Members' Rooms.

- 4. Attendance Register:** Members should sign the Register which will be circulated at the meeting.
- 5. THE APPENDED SUPPORTING DOCUMENTS ARE IDENTIFIED BY AGENDA ITEM NUMBER.**
- 6. Emergency Evacuation Procedure**

When the continuous alarm sounds, you must evacuate the building by one of the designated exits and proceed to the named assembly point. The designated exits are sign-posted.

Arrangements are in place for the safe evacuation of disabled people.

**Economic and Community Development Policy Development and Scrutiny Panel -
Thursday, 29th May, 2014**

at 1.30 pm in the River Suite, Riverside, Keynsham. BS31 1LA

A G E N D A

1. WELCOME AND INTRODUCTIONS

2. EMERGENCY EVACUATION PROCEDURE

The Chair will draw attention to the emergency evacuation procedure as set out under Note 6.

3. APOLOGIES FOR ABSENCE AND SUBSTITUTIONS

4. DECLARATIONS OF INTEREST

At this point in the meeting declarations of interest are received from Members in any of the agenda items under consideration at the meeting. Members are asked to indicate:

(a) The agenda item number in which they have an interest to declare.

(b) The nature of their interest.

(c) Whether their interest is **a disclosable pecuniary interest** or an **other interest**,
(as defined in Part 2, A and B of the Code of Conduct and Rules for Registration of Interests)

Any Member who needs to clarify any matters relating to the declaration of interests is recommended to seek advice from the Council's Monitoring Officer or a member of his staff before the meeting to expedite dealing with the item during the meeting.

5. TO ANNOUNCE ANY URGENT BUSINESS AGREED BY THE CHAIRMAN

The Chairman will allow discussion on the site visit of Keynsham Leisure Centre parking spaces for disabled and also on River Safety.

The Chairman indicated that he will allow no longer than one hour for debate on these issues.

6. ITEMS FROM THE PUBLIC OR COUNCILLORS - TO RECEIVE DEPUTATIONS, STATEMENTS, PETITIONS OR QUESTIONS RELATING TO THE BUSINESS OF

THIS MEETING

At the time of publication no notifications had been received.

7. MINUTES (Pages 7 - 22)

8. CABINET MEMBER UPDATE (10 MINUTES)

The Cabinet Member will update the panel on any relevant issues. Panel members may ask questions

9. B&NES ECONOMIC STRATEGY REVIEW : UPDATE REPORT (30 MINUTES)
(Pages 23 - 32)

The Panel is asked to:

- Note the current position in relation to the Review of the Economic Strategy and the timetable for its report to Cabinet
- Note the overall framework for Economic Strategy Review and provide feedback on the proposed priorities and objectives.

10. YOUNG PEOPLE'S SUBSTANCE MISUSE SERVICES - PROJECT 28 (20 MINUTES)
(Pages 33 - 38)

This is a briefing paper on the work of Project 28 (the local young people's substance misuse service) as requested by members of the Economic and Community Development PDS Panel.

Members are asked to note the good work carried out by Project 28 and the very successful outcomes it achieves for young people in Bath and North East Somerset.

11. GREEN JOBS IN B&NES UPDATE (20 MINUTES) (Pages 39 - 46)

This is to update the Economic and Community Development PDS Panel on the potential for 'green' jobs in B&NES, on work underway to exploit those opportunities and to safeguard relevant existing local businesses and jobs.

The Panel are asked to note the update.

12. FIT FOR LIFE STRATEGY (PREVIOUSLY KNOWN AS LEISURE STRATEGY) (15 MINUTES) (Pages 47 - 108)

The strategy sets out the priorities for Bath and North East Somerset for physical activity which have been determined using existing provision, consultation, research, other strategies and plans and emerging trends and issues. The strategy shows the

Council's commitment to improving opportunities to get more people active and healthy and enable greater involvement from all sectors to develop services which promote and facilitate an active lifestyle for all our residents.

A key function of the strategy is to form the basis for a procurement process for a new leisure contract, which is outlined in the built facility section of the strategy.

The PDS Panel are asked to comment and approve the draft 'Fit for Life' strategy for further public consultation.

13. PANEL WORKPLAN (Pages 109 - 112)

This report presents the latest workplan for the Panel (Appendix 1).

The Committee Administrator for this meeting is Jack Latkovic who can be contacted on 01225 394452.

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BATH AND NORTH EAST SOMERSET

ECONOMIC AND COMMUNITY DEVELOPMENT POLICY DEVELOPMENT AND SCRUTINY PANEL

Thursday, 13th March, 2014

Present:- Councillors Robin Moss (Chair), Cherry Beath (Vice-Chair), Patrick Anketell-Jones, Brian Simmons, Andrew Furse, Geoff Ward, Dave Laming and David Martin

62 WELCOME AND INTRODUCTIONS

The Chairman welcomed everyone to the meeting.

63 EMERGENCY EVACUATION PROCEDURE

The Chairman drew attention to the emergency evacuation procedure.

64 APOLOGIES FOR ABSENCE AND SUBSTITUTIONS

Councillor Ben Stevens (Cabinet Member for Sustainable Development) sent his apologies for this meeting.

65 DECLARATIONS OF INTEREST

There were none.

66 TO ANNOUNCE ANY URGENT BUSINESS AGREED BY THE CHAIRMAN

The Chairman informed the meeting that, not so long ago, he circulated an email to the rest of the Panel informing them that he would allow a discussion on River Safety. A reason for having River Safety under Urgent Business was due to the tragic incident that happened a few weeks ago, where a young man drowned in the river. The Chairman also said that Councillor Dave Laming had informed him about an incident that happened over the weekend, where a young girl and her father fell in, and, fortunately, they managed to get themselves out of the river.

The Chairman reminded the meeting that the Panel had received a report and presentation in November 2011 about the River Safety, which included a focus on a need for safety ropes on the side of the river and repairs needed on safety ladders coming out of the river. The report from November 2011 suggested that the safety ladders needed to be painted clearly so the public who would fall in the river could see them.

The Chairman expressed his concerns that those safety measures, as suggested in the report and presentation on November 2011, did not appear to have been put into place.

The Chairman suggested that the Panel should receive a report, from the relevant Cabinet Member and officers, on what had happened in regard of implementation of the safety measures recommended in November 2011 report.

The Chairman requested that the report should have detailed information on how decisions/recommendations from the November 2011 report had been put into action, and if they had not been put in action, the reason for that.

Councillor David Dixon, Cabinet Member for Neighbourhoods, commented that the Council has been working with the police, the fire service, the Environment Agency and the Canal and River Trust on a list of work that has to be done, and the next meeting between the Council and all of these agencies is scheduled for 24th March. Councillor Dixon said that he could not reveal all information at this point due to on-going investigation. Councillor Dixon also said that he would be quite keen to share findings of that meeting on 24th March and also an action plan. Councillor Dixon concluded by saying that the Panel should understand that the role of the Council was to bring all agencies together for multi-agency discussion on the River Safety.

The Chairman requested that findings of that meeting on 24th March be circulated to the Panel as soon as possible and also to be included in the report for May 2014 meeting of the Panel. The Chairman also suggested that relevant partners from the Responsible Authorities should be invited at the next meeting and participate in questions and answers session. The Chairman also requested that Councillor Dave Laming be included in those multi-agency discussions, in his capacity as Member Champion for the River and also as Member of this Panel. The Chairman added that Councillor Laming has had many years of operational experience around the river and that he would feel comfortable if Councillor Laming would be invited and involved in those discussions.

Members of the Panel welcomed requests made by the Chairman.

Councillor Laming said that he could not see, or find, evidence that any of the recommendations from the November 2011 report had been carried out.

The Chairman concluded this matter by asking the Panel to agree with his recommendations, as above. The Panel unanimously agreed.

It was **RESOLVED** to:

- 1) Invite all of the relevant Responsible Authorities to come along at the next meeting and participate in questions and answers session;
- 2) Request that an action plan, as soon as it is available, be circulated to all Panel Members;
- 3) Receive a report for May meeting of the Panel which should include an action plan from November 2011 report showing timescales, responsibilities and financial accountabilities;

- 4) Strongly advise that Councillor Dave Laming should be included in the operational group that would be looking into the progress on the River Safety, as Member Champion for The River and also as a Member of this Panel.

67 ITEMS FROM THE PUBLIC OR COUNCILLORS - TO RECEIVE DEPUTATIONS, STATEMENTS, PETITIONS OR QUESTIONS RELATING TO THE BUSINESS OF THIS MEETING

The Chairman informed the Panel that two speakers had registered to speak at the meeting.

Nicolette Boater would address the Panel just before 'B&NES Economic Strategy Review: Update Report'.

The Chairman invited Susan Charles to address the Panel at this point.

Susan Charles informed the Panel that she and the Chairman of the Panel had visited Keynsham Leisure Centre in regards of (quote) 'the lack of specified disabled parking for users of the Keynsham Leisure Centre, which was removed in 2007 and with no suitable alternative being offered' (quote finished).

The Chairman confirmed that he had visited the site in question. The Chairman said that, following a visit, he could not understand why no suitable alternative had been offered to the public.

Councillor David Dixon reminded the Panel that this was an officer decision, and it would not be appropriate for Members of the Panel to influence decisions made at that level.

The Chairman commented that this was also an issue concerning the Council's legal obligation to facilitate access to public buildings, which was a matter for scrutiny.

The Panel felt that the best way forward would be to pay a site visit to the Keynsham Leisure Centre and investigate specified disabled parking spaces for users of the centre.

The Panel also agreed to have the next meeting in Keynsham in order to accommodate a site visit just before the meeting.

It was **RESOLVED** to:

- 1) Set a site visit to Keynsham Leisure Centre in order to investigate specified disabled parking spaces for users of the centre.
- 2) Set the site visit time at 1pm (exact meeting place to be communicated to all invitees).
- 3) Invite the whole Panel, Councillor David Dixon (Cabinet Member for Neighbourhoods), relevant officers (including Matthew Smith – Divisional

Director for Environmental Services), Susan Charles and Jenny Shrubsall for the site visit.

- 4) Start the next meeting of the Panel right after the site visit, at around 1.30pm, with the meeting venue somewhere in Keynsham.
- 5) Instruct Democratic Services Officer to look for alternative date of the meeting considering that European Elections were set for 22nd May 2014.

68 MINUTES

The Panel confirmed the minutes of the previous meeting as a true record and they were duly signed by the Chairman.

69 CABINET MEMBERS' UPDATES (10 MINUTES)

The Chairman informed the meeting that the Panel received written updates from Councillor Ben Stevens (Cabinet Member for Sustainable Development) and Councillor David Dixon (Cabinet Member for Neighbourhoods).

Cabinet Member updates are attached to these minutes.

Councillor Beath said that the Big Belly bins had been seen by some to not give the message about the importance of recycling, however she was aware that these bins enabled less waste going into Land Fill, and asked Cllr Dixon to outline the recycling process..

Councillor Dixon replied that all of the waste goes to the mechanical biological treatment plant in Avounmouth, out of which only 5% of goes to the landfill. Councillor Dixon added that Wi-Fi connection points would be included in thirty (30) new bins.

Councillor Beath asked about visual feedback from the public on Big Belly bins.

Councillor Dixon responded that there had been a lot less litter since Big Belly bins were in use.

Councillor Furse praised Councillor Dixon with Capital programme initiatives/projects and asked if the Council would have officers in place to drive these schemes.

Councillor Dixon replied that the Council would have officers in place for all of these schemes. Councillor Dixon also said that he would prefer to invest more into these projects, for example new facilities for skaters, rather than spending money on project management.

Councillor Ward felt that Big Belly bins become filthy after some use and asked about the cleaning process for the bins. Councillor Ward also said that food recycling in the city centre was a massive problem, mainly from traders.

Councillor Dixon responded that the bins were looked after and officers were using anti-bacterial wipes to wipe the top and inside of bins. Councillor Dixon also said

that the Council would be rolling out food waste recycling at recycling centres and also rolling out food waste to trade operators.

The Panel, along with Councillor David Dixon, thanked Sue Dicks for her huge contribution as Community Safety Manager over the past five years, and the support she has given to this Panel in particular. Sue would be leaving the Council at the end of April, having successfully managed our partnership during a period of huge change, including the introduction of PCCs and Government funding reductions. Sue Dicks would leave behind a robust framework of partnership working which “mainstreams” community safety across all our services and partners as well as a long list of projects which would continue to benefit local people.

70 AVON AND SOMERSET POLICE - NEW OPERATING MODEL (20 MINUTES)

The Chairman invited Chief Superintendent Geoff Spicer to introduce the report.

The Panel made the following points:

Members of the Panel welcomed the report and also an assurance that numbers of officers on streets would not reduce as initially thought. The Panel also praised an initiative for a new custody suite.

Members of the Panel suggested that this message from the Police should be communicated to the public by means of road shows or some sort of contributors/stakeholders open sessions. The public would be worried with closures of two stations (Manvers Street and Radstock) and they would need to get a proper explanation why this would be happening and what the new arrangements would be.

Members of the Panel felt that there would be a need for some sort of parking for Police Officers, and also some sort of changing facilities close to the city centre.

The Panel questioned an idea of using Council’s ‘One Stop Shop’ as a possible replacement for Manvers Street station, especially because the ‘One Stop Shop’ is closed at 5pm on workdays (4.30pm on Fridays). The Panel also asked if the Keynsham Police Station would stay open.

Chief Superintendent Geoff Spicer responded that the Manvers Street Station had not been open 24hours a day for some time now and that the Keynsham Police Station had been closed for 18 months.

The Panel commented that the public would want an increase in police presence on streets once the Manvers Street Station is closed.

Peter Duppa-Miller addressed the Panel as the Secretary of the B&NES Local Councils Association and as the Chairman of the Radstock Sector Police and Parishes Forum.

Peter Duppa-Miller said that, following on from the requirements of the Crime and Disorder Act 1998, the Town and Parish Councils in North East Somerset were most

willing and eager to support the new Operating Model in any and every way that they could.

The intention to align the new Operating Model with the emerging “Connecting Communities” programme was very warmly welcomed.

The Chairman said that this report would start a number of conversations. The Chairman fully understood the re-evaluation of resources although the main discussions would be around new custody suites and also on closures of two stations – Manvers Street and Radstock.

It was **RESOLVED** to note the report and to receive a further update at one of the future meetings and also to organise an additional Panel meeting if the level of public concern made it appropriate.

71 HERITAGE SERVICES MUSEUMS' VISITORS 2013 (20 MINUTES)

The Chairman invited Stephen Bird (Head of Heritage Services) to give a presentation to the Panel.

Stephen Bird highlighted the following points in his presentation:

- Fashion Museum
- Victoria Art Gallery
- Roman Baths performance in 2013
- Graph showing Roman Baths visitors, per month
- Graph showing Roman Bath visitors for period 1973-2013
- Association of Leading Visitor Attractions
- Performance of UK visitor attractions in 2013
- Reasons for record visitor numbers in 2013: national factors
- Reasons for record visitor numbers in 2013: local factors
- Accolades so far for Bath
- Things that influence the business
- Unpredictables
- Predictables
- Quality benchmarking
- Financial benchmarking
- Visitors from China
- Graph showing non-English audio guide use at the Roman Bath in 2006
- Graph showing non-English audio guide use at the Roman Bath in 2013
- Increase in basket price against December 2003
- Issues of concern: wear and tear
- Issues of concern: congestion
- Graph showing crowding at Roman Baths
- Stonehenge

A full copy of the presentation is available on the Minute Book in Democratic Services.

The Panel highlighted the following points:

Councillor Laming felt that the river should be recognised as another significant tourist attraction to the city.

Councillor Furse commented that he was pleased with the figures though he had slight concerns on the quality of visits.

Stephen Bird replied that Heritage Services had been investing in tourist attractions all the time and that visitors' feedback had been collected on a monthly basis. Stephen Bird also said that Heritage Services had been looking into the best solution to reduce congestion at heritage sites.

Councillor Anketell-Jones asked about cultural tourism. Stephen Bird replied that 66% of people coming to Britain were here because of heritage and culture. Stephen Bird also said that Heritage Services had been working closely with Bath Tourism Plus to build on what Bath can offer to tourists coming to see heritage sites.

Councillor Martin asked about the economic 'pull' on heritage sites and also on nationalities that were visiting the sites.

Stephen Bird responded that the economic 'pull' for last year was around £107m. Heritage Services would know which audio guides (which language) had been in use most of the time but that would not necessarily give a true picture about nationalities visiting the sites (i.e. Spanish language is spoken in many countries).

It was **RESOLVED** to note the presentation and report.

72 LICENSING AND COMMUNITY SAFETY (20 MINUTES)

The Chairman invited Cathryn Humphries and Sue Dicks (Community Safety manager) to give a presentation to the Panel.

Cathryn Humphries and Sue Dicks highlighted the following points in the presentation:

- Our role as a licensing authority
- Work with partners
- Chart showing how many organisations are involved
- Next steps in 2014

A full copy of the presentation is available on the Minute Book in Democratic Services.

The Panel highlighted the following points:

Councillor Martin asked if the Council, and other relevant agencies, have been working with universities in Bath.

Sue Dicks described how 'Student Watch' was set up, a scheme created between the Council and two universities. There were 10-15 volunteers from both universities and the best way of passing the message, in terms of alcohol safety, was by talking directly to students.

Councillor Ward commented that this would be an interesting area of work, especially when considering that many organisations shown on the chart in presentation were not statutory. Councillor Ward asked what would have to be done to improve this area even further.

Sue Dicks replied that the best way forward would be to speak and listen to the community. The best example where the community had their say was in Midsomer Norton, with the Community Alcohol Partnership scheme.

Councillor Anketell-Jones asked what would be an impact on involving Public Health into licensing.

Alan Bartlett (Public Protection Team Leader) responded that currently there were four objectives for licensing, and Public Health was not one of them, though that would have to be looked at as soon as possible.

The Chairman commented that national legislation had been limiting what Local Authorities could, or couldn't, do in this area. However, recently, some authorities did use some initiatives to involve Public Health into licensing.

Cathryn Humphries commented that she would be quite keen to work with Public Health Consultants and involve Public Health with licensing.

The Chairman welcomed that Licensing Services have been making a step forward by addressing what the Council can do to prevent alcohol harm rather than explaining what the Council cannot do, as had been the case in the past.

It was **RESOLVED** to note the report and presentation and for the Panel to receive a further update in near future.

73 B&NES ECONOMIC STRATEGY REVIEW : UPDATE REPORT (20 MINUTES)

The Chairman invited Nicolette Boater to read out her statement to the Panel.

The Chairman invited John Cox (Business Support and Development Manager) to introduce the report.

The Chairman disagreed with the geographical spread in the External Partnership Group. The Chairman commented that only universities from Bath had been included in the group, though Radstock College had been omitted, as well as some other organisations from North East Somerset. The Chairman felt that the External Partnership Group (EPG) seemed to be Bath-centric.

Councillor Furse commented that the EPG should have representatives from the technology sector.

Councillor Martin commented that sustainability element of economy would have to be included in the strategy, with particular link with climate change.

John Cox responded that issues about a sustainability element of the strategy had been discussed and the relevant officer would be looking into it.

Councillor Ward commented that the Strategy would need to support entrepreneurship in order to support employment of young people.

Councillor Laming commented that the River Corridor was not included in the EPG, and highlighted economic importance of the river to the region.

Councillor Anketell-Jones asked if the Local Enterprise Partnership Strategy and B&NES Economic Strategy had been aligned, to which John Cox replied that they were.

It was **RESOLVED** to note report/update and for officer to take on board comments made during the debate.

74 ALCOHOL HARM REDUCTION SCRUTINY INQUIRY DAY - CABINET MEMBERS' RESPONSES (15 MINUTES)

The Chairman invited Liz Richardson (Policy Development and Scrutiny Lead Officer) to take the Panel through the responses, which were within the Panel's remit, from the relevant Cabinet Members.

Members of the Panel debated responses from the relevant Cabinet Members and felt that strong emphasis should be placed on the recommendation 6.a., which read: 'Refresh the B&NES licensing policy to acknowledge prevention of alcohol harm with such inclusions as: Incorporate health into licensing policy at a local level.'

The Panel felt that Licensing Services have been making a step forward by addressing what the Council can do to prevent alcohol harm rather than explaining, as it was the case in the past, what the Council cannot do.

It was **RESOLVED** to note responses from the relevant Cabinet Members with strong emphasis on the recommendation 6.a. - 'Refresh the B&NES licensing policy to acknowledge prevention of alcohol harm with such inclusions as: Incorporate health into licensing policy at a local level.'

It was also **RESOLVED** that the Panel requested an update in six months from the Police and Crime Commissioner's office on the Community Safety aspect of recommendations in the response table (recommendations 9 and 10).

75 PANEL WORKPLAN

It was **RESOLVED** to note the Workplan with the following additions:

- River Safety update – May 2014
- Avon and Somerset Police: New Operating Model update – tbc in 2014
- Economic Strategy – May 2014
- Tourism in North East Somerset – the Chairman would discuss this at the PDS Chairs meeting

The meeting ended at 4.45 pm

Chair(person)

Date Confirmed and Signed

Prepared by Democratic Services

Cabinet Member update for the Economic and Community Development PDS Panel on 13th March
Councillor David Dixon (Cabinet Member for Neighbourhoods)

- Food waste recycling – expansion to flats & schools programmed to begin w/c 5th May. Phased approach of 10 sites at a time for MRC's. DCLG funded vehicle and start-up costs.
- Big Belly bins – 30 more ordered. Intention is half in city and half in towns. Significant improvements in street cleanliness are obvious as a result of those installed in the city.
- Allotments – Administration will be streamlined from May, when enquiries will be handled by Council Connect and more electronic transactions will be possible. Delivery of new allotment plots in areas of demand has proved difficult. Officers are rethinking and will come forward with revised proposals in April.
- Bereavement Services – New waiting room with refreshments planned to be opened at the Top Chapel in April.
- Licensing Policy and Street Trading Policy - next steps. Both policy consultations to be run in tandem – dates now agreed with Dem Services for SMT/Informal Cabinet/Consultation (process to include Bath City Conference)/Licensing Committee/Cabinet/Council. Policies to be in place by Nov 14 - 3 month consultation to be built in. Councillors will have opportunity to input.
- River Safety – following the recent fatality, a meeting held with all RAs and ROSPA. It is not appropriate to comment at this stage. Action plan to be devised once various authorities are in a position to input.
- Capital programme - agreed for 2014/15 includes - new skate park at RVP, new facility for skaters in the East of Bath, new aerial walkway at the Great Dell, improvements to play areas and a designated BBQ area in RVP.
- The Chairman's Community Awards

The most successful event yet was held on 4th February and saw 113 nominations in 7 categories, including Young Volunteer of the year, Good Neighbour of the Year, and the Business in the Community award and Volunteer of the Year. The event- held at the Guildhall- celebrates the contribution volunteer make in our community. Next in the volunteering year will be our Community Challenge events which will see 200 days pledged to local projects from our partnership including Council, Curo, local business and the Student Unions. We have also signed up to www.neighbourly.com which acts as an online broker between volunteers and local projects.

- Midsomer Norton Community Alcohol Partnership

Since October 2012, the Street Marshalls established through this scheme have dealt with 408 incidents. The scheme has received a national award for outstanding contribution. The next step is to get "Purple Flag" accreditation, as in Bath and the Town Council is funding this.

- Safe Places scheme

Following the first “community safety zone” in 2010 in Radstock, this scheme was launched on 7th February. It encourages shops, cafes and businesses in Bath to sign up to provide vulnerable people with recognisable safe places for them to seek advice, reassurance and help. They help people with learning difficulties get out and about in their community with the reassurance that there is help available should they need to deal with difficult situations. Businesses can register with the scheme and display a Safe Place logo in their window so they can be easily identified.

- A Thank You

I am sure you will all join in thanking Sue Dicks for her huge contribution as Safer Communities Manager over the past 5 years, and the support she has given to this Panel in particular. Sue is leaving the Council at the end of April, having successfully managed our partnership during a period of huge change, including the introduction of PCCs and Government funding reductions. She will leave behind a robust framework of partnership working which “mainstreams” community safety across all our services and partners as well as a long list of projects which will continue to benefit local people.

E&CD PD&S PANEL UPDATE FOR BEN STEVENS

March 2014

EMPLOYMENT & SKILLS

- Successful completion of Employment & Skills Section 106 provisions on BWR phase 1 including the establishment of 10 apprenticeships
- Keynsham Town Centre Redevelopment – on track to achieve outcomes on apprenticeships (3) and work placements for care leavers (2) under Recruitment & Training Plan with main contractor
- Employment & Skills Section 106 Agreement formalised with Bovis Homes in relation to redevelopment of Purnell Paulton factory site
- 16 new apprenticeship starts in B&NES Council since April 2013 and on course to achieve year-end target of 20 new starts
- Inaugural Manufacturing Forum held at Norton Radstock College
- Green Skills Academy event to be held at Norton Radstock College on the 26/03/2014
- Somerdale S106 signed with 20 apprenticeship and 80 work experience placements embedded.
- Fashion Museum was successful in securing funds from the Creative Skills programme to employ a 6 month graduate placement.
- £135k Small Business loans fund soon to be launched in Radstock & Westfield, delivered by Quartet.

BUSINESS SUPPORT

- Since April 2013 250+ businesses have received individual support through the Council's SLA's with Cool Ventures and Low Carbon SW.
- In the year to date the Worklessness Team have assisted 49 people into employment (from their target groups – long term 12months+ unemployed and vulnerable care leavers)
- We are currently testing the new Invest in Bath website. This will be launched at the end of March.. Covering the B&NES area it will serve as a front door for businesses seeking information on business support services, new investment opportunities and links to a range of business facing Council services.
- The first B&NES Hackday will be held on the 23rd and 24th March at the Guild Co Working Hub. Over 50 software designers and developers from across the authority area have registered to compete and develop a smartphone friendly application that will be of benefit to the entire

community. Additionally a prize pot sponsorship of £2,000 has been donated from local private sector businesses.

- We are working closely with the Events Team to raise private sector sponsorship when a major international sporting event comes to Bath and North East Somerset. The first weekend in September will not only showcase Bath in the international media but will inspire a number of community sport and active lifestyle events across the authority.
- We have been working with Environmental Services to coordinate the response to the Government's proposed Flood Support Scheme which will commence on 1st April. We have contacted a number of businesses in the authority area which have been effected by the recent flooding to outline the assistance that will become available to them shortly.
- We have commenced our Business Visits Programme to organisations in Keynsham who may be effected by the Riverside re development and those who are located in the Enterprise Area.

REGENERATION: Bath City Riverside Enterprise Area

- The Bath City Riverside Enterprise Area Masterplan will be a coordinated vision and delivery strategy for the West of England LEP's priority employment area within Bath. Following two stakeholder workshops, public consultation on the Masterplan will launch at the Bath City Conference on 30 April 2014 and will run for one month. The Masterplan will be finalised based on the responses of the public and discussion with Members, with the aim that in summer it will be approved by B&NES as interim planning policy on the same basis as the MOD Concept Statements.
- The Masterplan will include a Vision Report including a River Corridor Strategy and Spatial Strategy setting out clear principles around design, land use, ecology, landscape, key pedestrian and cycle routes, and enhancing the World Heritage Site setting based on the UNESCO Core Values.
- Discussions are ongoing with a number of developers to bring forward new development in line with B&NES Economic Strategy, Core Strategy and emerging Enterprise Area Masterplan – the economy is turning a corner and Bath will attract significant investment in development over the next few years.
- Innovation Quay (on Bath Quays North and South) could become one of the most exciting developments in the country, improving the economy of the city through delivering significant new employment space including creative workspace, new innovation space, a stunning new bridge and residential accommodation. The Bath Quays Waterside flood conveyance and public realm scheme will set the scene for this exciting development with a stunning series of stepped public spaces between Churchill Bridge and Green Park.

- New development will also be coming forward at Bath Western Riverside East/Green Park, Manvers Street and within Twerton/Newbridge Riverside.
- Roman Baths awarded a Round 2 £372,500 Heritage Lottery Fund grant to display and provide step-free access to the Beau Street Hoard;
- Fashion Museum secured two grant awards:
 - o Arts Council England Strategic Support Fund – £57,550 towards preparing a Forward Plan for the museum;
 - o Designation Development Fund – £90,000 over 2014/15 and 2015/16 to document and put in the public domain important collections and archives.

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Bath & North East Somerset Council	
MEETING	Economic & Community Development Policy Development & Scrutiny Panel
MEETING DATE:	29 th May 2014
TITLE:	B&NES Economic Strategy Review : Update Report
WARD:	All
AN OPEN PUBLIC ITEM	
<p>List of attachments to this report:</p> <p>Appendix 1 : Economic Strategy Review Framework</p> <p>Appendix 2 : Cross Cutting Core Values – Equity & Sustainability</p> <p>Appendix 3 : Project Programme</p>	

1 THE ISSUE

- 1.1 At its January meeting the Panel received a report on the Review being undertaken of the Economic Strategy for B&NES, originally published in 2010. The review feeds into the work of the Public Services Board which is supporting the closer integration of key strategies to deliver sustainable communities.
- 1.2 The review also provides an opportunity to take into account major changes in the economy over the past 3 years and the way public and private sector services are now provided. The aim is to broaden the scope of the Strategy to reflect these changes and in particular to include objectives that deliver wellbeing and reduce inequalities as well as growth in key employment sectors.
- 1.3 This report provides an update on the current position in relation to the Review and the timetable for its completion and report to Cabinet.

2 RECOMMENDATION

The Panel is asked to :

- 2.1 Note the current position in relation to the Review of the Economic Strategy and the timetable for its report to Cabinet
- 2.2 Note the overall framework for Economic Strategy Review and provide feedback on the proposed priorities and objectives.

3 RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

- 3.1 It is currently proposed to manage the review of the Economic Strategy within existing Council resources.

4 STATUTORY CONSIDERATIONS AND BASIS FOR PROPOSAL

4.1 The Economic Strategy is not a statutory function of the Council. However it is a key document which :

- Supports the Council's vision of an area with lively active communities, unique places and beautiful surroundings, where everyone fulfils their potential.
- Supports the objectives underpinning this vision, which are to promote independence and positive lives for everyone, create neighbourhoods where people are proud to live and building a stronger economy.
- Provides a context & rationale for bids to lever in external funding

5 THE REPORT

5.1 The present B&NES Economic Strategy was produced in 2010 and contained a commitment to carry out a Review in 2013/14. The context for the Review is the work of the Public Services Board in promoting a co-ordinated approach to local services, and supporting the closer integration of key strategies to deliver sustainable communities.

5.2 Whilst the overall aims of the Strategy remain valid there is a need as part of the Review to :

- Widen its scope to embrace the whole economy and ensure that the impact and potential of the wider Visitor and Cultural sectors and their contribution to the quality of "place" are fully understood.
- Put wellbeing at the heart of the outcomes it seeks to deliver
- Take into account significant changes both locally and nationally including :
 - The socio economic impacts of the 2008 recession, changes to the Welfare System and Universal Credit, the increase in the age of retirement and the raising of participation age.
 - The changes to external partnership relations with the demise of the Regional Development Agencies and Business Links and the creation of Local Enterprise Partnerships (LEP's).

5.3 Since the report to the Panel in March further work has been carried out in conjunction with a cross-service Officer Group and an external Economic Partnership Group. This work has established an overall framework for the Review which has :

- Three key Themes
- Two cross-cutting Core Values
- Nine Priorities underpinning a number of objectives

5.4 The framework has sought to address points raised by the Panel at previous meetings including :

- Addressing sustainability and health & wellbeing issues and the potential for growth in the Low Carbon sector
- The inclusion of housing as well as employment delivery

- The need to increase employment in N. E. Somerset
- Developing a dialogue with business to understand their needs with a focus on supporting SME's
- Ensuring that the contribution of Arts & Culture to the local economy and the need to collaborate with the areas two Universities were incorporated

5.5 The Panel will be provided with a presentation on the latest position on progress with the Economic Strategy Review. As background to this the attached appendices set out :

- Appendix 1 : the framework for the Economic Strategy Review
- Appendix 2 : the aims and priorities under the two cross-cutting Core Values
- Appendix 3 : the programme for reporting to Cabinet on the Strategy Review

6 RATIONALE

6.1 It is accepted that the present Economic Strategy now needs to be reviewed to address the whole economy, the present socio economic and social inequalities / disparities and overall health and wellbeing as part of a “place” based approach.

7 OTHER OPTIONS CONSIDERED

7.1 None

8 CONSULTATION

8.1 The review of the B&NES Economic Strategy is being undertaken in conjunction with a cross service officer team from the Council and is being guided by an external Economic Partnership Group.

8.2 The Review has been reported to the Health & Wellbeing Board, the Environmental Sustainability Partnership, the Somer Valley Partnership, the Keynsham Development Advisory Group and the Public Services Board.

9 RISK MANAGEMENT

9.1 Not applicable

Contact person	John Wilkinson 01225 396593
Background papers	B&NES Economic Strategy 2010 – 2026 http://www.bathnes.gov.uk/sites/default/files/sitedocuments/Business/EconomicEnterpriseandBusinessDevelopment/economic_strategy1.pdf
Please contact the report author if you need to access this report in an alternative format	

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Vision

Our Vision is Bath and North East Somerset will be internationally renowned as a “beautifully inventive” entrepreneurial 21st century place with a strong social purpose and a spirit of wellbeing, where everyone is invited to think big – a ‘connected’ area ready to create an extraordinary legacy for future generations



Economic Strategy

Theme

People

Place

Business

Priority

Employment
&
Skills

Leisure
&
Culture

Successful
City

Sustainable
Urban & Rural
Communities

Vibrant
Market
Towns

Housing

Business
Growth
&
Investment

New
Business
Space

Business
Support

Making Bath & North East Somerset - *The place to live, work & visit*

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CROSS CUTTING CORE VALUES

Equity & Sustainability

Give all residents the opportunity to take part in B&NES economic success, which will create fairer life chances, ensure a healthy standard of living for all, and enable people to stay healthy

Create fairer life chances through fair employment and good work for all

Ensure a healthy standard of living for all

Focus on preventative spend to tackle the social and health problems which prevent people from realising their potential

Businesses and residents are reducing their energy and waste costs and preparing for the future climate. This increases competitiveness and creates work for environmental businesses which grow and move to the area, bringing green jobs. Use of local food and energy is increasing economic resilience and a circular economy is developing, where waste is a valuable resource.

Enable existing businesses and residents to “green” by reducing their energy use and adapting to the future climate

Support sustainable businesses and the Low Carbon & Environmental Goods & Services (LCEGS) sector

Increase local food production & consumption to raise the local multiplier effect, creates income & job growth and enhances cultural offer

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Timetable

MEETING	W/C 13/5	W/C 19/5	W/C 26/5	W/C 02/6	W/C 09/6	W/C 16/6	W/C 23/6	W/C 30/6	W/C 07/7	W/C 14/7
Economic Partnership Group	■									
E&CD PD&S Panel			■							
Circulation of draft Strategy					■					
Officer Working Group						■				
Informal Cabinet						■				
Economic Partnership Group								■		
Cabinet Report Dispatched									■	
Cabinet Meeting										■

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Bath & North East Somerset Council	
MEETING/ DECISION MAKER:	Economic and Community Development Policy Development & Scrutiny Panel Committee
MEETING/ DECISION DATE:	29th May 2014
TITLE:	Young People’s Substance Misuse Services – Project 28
WARD:	All
AN OPEN PUBLIC ITEM	
List of attachments to this report: None	

1 THE ISSUE

1.1 This is a briefing paper on the work of Project 28 (the local young people’s substance misuse service) as requested by members of the Economic and Community Development PDS Panel.

2 RECOMMENDATION

2.1 Members are asked to note the good work carried out by Project 28 and the very successful outcomes it achieves for young people in Bath and North East Somerset.

3 RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

3.1 Project 28 is funded through Council resources with a small contribution from the Police and Crime Commissioner.

4 STATUTORY CONSIDERATIONS AND BASIS FOR PROPOSAL

4.1 The Government’s Drug Strategy (2010) and subsequent Review (2012) states that the focus for all activity with young people who misuse substances should be preventing the escalation of use and harm, including stopping young people from becoming drug or alcohol dependent adults. For those very few young people who develop dependency, the aim is to become drug or alcohol free.

- 4.2 Although young people rarely develop a dependency, the Strategy recognises that for some young people, drug and alcohol misuse can have a major adverse impact on their education, health, family relationships and long-term chances in life. As a result, the needs of young people who misuse substances can be wide-ranging and substance misuse services are expected to work closely and collaboratively with other agencies to provide young people comprehensive packages of care, as early as possible.
- 4.3 The Strategy also notes that patterns of drug use amongst young people are changing. Encouragingly rates of alcohol and drug use have fallen amongst young people by around a third in the last decade. Cannabis and alcohol are the most commonly used substances (and this is the case locally), and there is continued evidence that young people are using new psychoactive substances, also known as 'legal highs'.
- 4.4 Young people's substance misuse services in Bath and North East Somerset have been commissioned to address young people's needs as outlined in the Drugs Strategy (2010).

5 THE REPORT

- 5.1 Project 28 commissioned by the People and Communities, Children's Service.
- 5.2 The current contract is delivered by DHI (Developing Health and Independence) and runs to 31st March 2016. Work is underway to review the existing service specification; this will include a detailed needs analysis which will inform the next commissioning cycle (2016-2019).
- 5.3 The overall aim of Project 28 is to enable young people to address their substance misuse issues and live healthier lives.
- 5.4 Project 28 offers an open access, centre based service with outreach. It operates from 28 Southgate Street.
- 5.5 Its staff team consists of 1 full-time manager, 2.8 keyworkers, 1 transition worker and 1 full-time equivalent alcohol worker.
- 5.6 The team delivers the following services:

(a) Specialist treatment

The staff team is able to deliver a range of interventions including psychosocial interventions, specialist harm reduction, motivational interviewing, family work and family therapy.

These interventions are delivered to young people by key workers as part of a care planned approach.

The young people needs are often very complex and, in addition to their substance misuse, many face a whole range of other difficulties such as family relationship breakdown, unsettled housing situations, educational challenges, financial problems and even sexual exploitation. To address such wide ranging issues effectively, keyworkers have to work very closely with other agencies to develop multi-agency plans for young people.

In the 12 months to 31st December 13, 141 young people received specialist treatment.

(b) Daily drop-in (Monday – Friday 1-4pm, with extended opening on Tuesday to 7pm)

The drop-in service is very well used and enables the staff team to work with young people, individually and in groups, responding to a wide range of issues such as drugs, alcohol, sexual health and healthy living. The drop-in also allows any young person who is seeking help to be seen very quickly. There are no long waits for a service.

(c) Diversionary activities

Young people in specialist treatment are able to access a range of diversionary activities including; the music room, 'gym, swim and sauna' passes, zumba, 5-a-side football, boxing and fishing.

(d) Group Work

A services users' group meets monthly to involve young people in the design and delivery of the service and there is also a regular young carers' group which supports young people living with substance misusing parents or relatives (between 8 and 12 young people attend)

(e) Targeted Outreach

Staff deliver street based outreach sessions right across Bath and North East Somerset. These sessions are targeted at 'hotspots' as identified at anti-social behaviour meetings. Outreach work is also carried out at the Hub in Midsomer Norton and in Youth Centres in rural areas. In the last quarter (Jan – March 2014), the outreach team engaged 254 young people. When time allows, staff also run educational workshops in schools and colleges to provide harm reduction information and advice and to raise awareness of the project. In the last quarter, 454 young people attended workshops.

(f) Training for the children workforce

Staff also deliver regular drugs awareness training to the children's workforce, (46 professionals last quarter).

(g) Transitions Work

The project employs a dedicated worker to assist young people to make a smooth transition to adult services when they reach 18.

5.7 Data collected through the National Drug Treatment Monitoring System (NDTMS) shows that Project 28's approach achieves really good results.

2012-13 figures show 32 out of 61 young people (52%) left treatment at Project 28 drug free and in total 59 out of 61 young people (97%) either left drug free or as an occasional user (i.e. their use had reduced).

The data for 2013-14 which, at the time of writing, is only available for the first three quarters of the year, suggests this success continues, with 54 out of 55

young people (98%) leaving treatment drug free or as an occasional user. This compares to a national figure of 79%.

5.8 The positive outcomes highlighted above are also very much supported by feedback from young people, parents and professionals. Below are some recent comments from young people.

'I think the gym passes help me to stop thinking about cannabis and lets me get energy out and chill out it makes me feel like I am doing something in my day rather than smoking weed' (young person aged 15)

'Meeting Project 28 makes me think healthy' (young person aged 16)

'When I am at project I don't think about smoking weed cus you're not allowed to' (young person aged 14)

5.9 Drink Think

Over the years Project 28 has also been involved in a number of research projects and innovations which have attracted funding from outside the Local Authority. One such project is Drink/Think which aims to address the harms associated with binge drinking via the use of an alcohol screening and brief intervention tool aimed at young people.

The tool enables professionals to identify a young person who may be at risk from their alcohol use, using a simple screening question and then supports them to have a conversation with young people about the risks/harms associated with their drinking. Young people are then invited to make a plan to reduce these risks.

The Drink/Think project currently employs 2 part-time workers who train local professionals to use the intervention, as well as offer some specialist treatment services to young people who misuse alcohol.

Evidence gathered so far indicates the tool works well and can change young people's drinking behaviour. In the last year 255 young people have been screened for risky alcohol use, 157 have received a brief intervention and 105 report they have either reduced the amount of units drunk per week or frequency of drinking episodes.

Work is currently underway with Bristol University to undertake more research into the tools effectiveness and to consider how to mainstream its use across local services.

6 RATIONALE

Not applicable.

7 OTHER OPTIONS CONSIDERED

None

8 CONSULTATION

This paper is for information rather than consultation

9 RISK MANAGEMENT

A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.

Contact person	<i>Rosie Dill 01225 477820</i>
Background papers	<i>None</i>
Please contact the report author if you need to access this report in an alternative format	

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Bath & North East Somerset Council		
MEETING/ DECISION MAKER:	Economic & Community Development Policy Development & Scrutiny Panel	
MEETING/ DECISION DATE:	29th May 2014	EXECUTIVE FORWARD PLAN REFERENCE:
TITLE:	Green Jobs in B&NES Update	
WARD:	All	
AN OPEN PUBLIC ITEM		
List of attachments to this report: Appendix 1: Green Skills Academy, Targets and performance table		

1 THE ISSUE

To update the Economic and Community Development PDS Panel on the potential for ‘green’ jobs in B&NES, on work underway to exploit those opportunities and to safeguard relevant existing local businesses and jobs.

2 RECOMMENDATION

2.1 That the Panel note the update.

3 RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

3.1 There are no direct resource implications for the Council arising from the report. This work will be undertaken within existing resources and there will be no additional financial impact. Any exception to this will require managing of a budget to absorb these costs or a potential further decision in line with the council’s budgetary processes.

4 STATUTORY CONSIDERATIONS AND BASIS FOR PROPOSAL

The Council action outlined in the report, either underway or planned, should lead to the creation of jobs across a range from building trades, through to design and consultancy and so would contribute to the Council's equalities agenda.

5 THE REPORT

5.1. **What is a 'green' job?:** The most commonly accepted definition of a 'green' job is one created in one of a range of businesses in the Low Carbon Environmental Goods and Services sector (LCEGS). The obvious businesses included are those in energy efficiency, such as home energy retrofitting (building trades, micro-renewable installation, plumbing etc) and renewable energy generation. However, it is now becoming more widely understood that the economic opportunities of the shift to a low carbon and environmentally sustainable economy exist for many other business and commercial activities, such as engineering companies supplying components for offshore wind and wave. In addition, existing businesses of all types need to be planning to meet the increasing challenges of rising resource and energy costs and climatic disruption. Greening of these businesses will in turn increase demand for the products and services of the LCEGS and the growth of 'green' jobs.

5.2. **Strategic importance for West of England LEP:** Research and analysis led by Bath and North East Somerset Council, on behalf of the West of England local authorities in 2011, into the low carbon economic opportunities for the West of England recommended a "green and grow" model to ensure on-going competitiveness of the area's overall economy. This work has been taken up by the Low Carbon Sector Group of the West of England Local Enterprise Partnership (LEP), which has developed a draft Low Carbon Economic Strategy to inform the LEP's work and ensure the area maximises green job potential. It's important to note that in the midst of the economic downturn the LCEGS sector has consistently posted growth above 4.5%pa nationally.

5.3. Guided by the draft Low Carbon Economic Strategy, the LEP has submitted the following proposed projects for investment in the **West of England LEP's Strategic Economic Plan:**

5.3.1. Solar Region; UK Tidal Blade Facility; Retrofitting existing housing and businesses; Payment for Ecosystem Services Support; West of England Circular Economy Business Support Services; Increasing Business Resource Efficiency; Bristol Channel Tidal Energy Test Bed (feasibility)

5.3.2. These projects are predicted to deliver 1841 new green jobs in the West of England from 2015-2021, of which 1775 are expected to come from a rapid acceleration in the home energy efficiency retrofitting market. Retrofitting has been recognised as being capable of delivering growth and jobs quickly and at scale, with development of renewable energy likely to deliver jobs over the longer term. Retrofitting technologies are low risk, involving known technology with fast completion time-scales - typically days or weeks - leading to high turn-over and job potential.

5.4 **B&NES Economic Strategy:** The emerging review of the Economic Strategy includes Sustainability as a cross cutting theme and a priority called ‘Sustainable Urban & Rural Communities’. This covers: work to enable existing businesses to go green, reducing their resource costs in the future and increasing demand for local LCEGS products and services; support for the development of LCEGS businesses locally; the emerging B&NES Food Strategy and action plan, which will aim to increase local production and consumption and the consequent health, environmental and economic benefits.

5.4. **B&NES retrofitting scheme and job creation potential:** In 2012 B&NES commissioned a Green Deal Scoping Study to identify how the Council and its partners could support local retrofit delivery. The research suggested that if the retrofitting market develops at a rate that would be sufficient to meet national carbon reduction targets, it could create an additional market value to B&NES of £10-20 million a year, above current home refurbishment activity. The government estimates that the Green Deal alone could create an additional 40,000 jobs nationally in the insulation sector alone. Pro rata, that would be about 120 additional jobs in B&NES just from the Green Deal, which is potentially only a small part of the overall retrofit market.

5.5. The consultants also highlighted that strong local action would help to prevent all of this additional business being picked up by big national operators, rather than local small, medium and micro-businesses, so that existing local jobs and businesses are safeguarded as well as new local jobs created.

5.6. In considering the green jobs potential locally, it is important to note the dependency of market growth in home retrofitting and renewable energy on national policy stability – it isn’t just down to what we can do at a local level.

5.7. **B&NES Energy@Home Scheme:** The Energy@Home scheme, which is now at an advanced stage of development, has been designed to ensure maximum local economic benefit and jobs by stimulating the local retrofitting market and requiring our delivery partners to support and utilise local installers – to ‘Think Local’.

- **Developing the Local Retrofitting Market:** At present, few local trades are qualified or have the appropriate accreditation to take on this work. Our business engagement work has found that the current slow uptake of retrofitting, including the Green Deal, means that local trades are reluctant to invest in the necessary training and accreditation. The B&NES Energy@Home scheme, which will launch its first phase this summer, will attempt to tackle this issue through creating local demand for retrofitting and support for local businesses.
- **Demonstrating demand:** We have recently secured just over £700,000 from the Department of Energy and Climate Change’s (DECC) Green Deal Communities Local Authority Fund, which will be used to provide top-up grants, via the B&NES Energy@Home Scheme, to local householders to remove or reduce any up-front retrofitting costs and thus incentivise the local market.

- **Providing skills and market access:** In addition to incentivising the market, a further £104,000 of the DECC funding will be used to help local trades become accredited, to develop a specialist training course for heritage buildings and to set up a local installer network to coordinate and support these businesses to access the local market – building on the work already underway in the Green Skills Academy project (see 5.8).

5.8. **Green Skills Academy:** In 2011 the B&NES Local Area Performance Reward Grant awarded £80k to the B&NES Learning Partnership to pump prime a Green Skills Academy (GSA) between Norton Radstock College and the City of Bath College. The grant provided funds to install a set of renewable energy and solar thermal ‘rigs’, sustainable building materials workshop, eco house and associated products/ tooling. Over 3 years, the GSA aimed to train 200 trades’ people: 150 16-18 year olds, 10 apprentices and 50 unemployed people with 10 progressing to trades-based training programmes. These targets were met in part, but have not been met in full yet due to the lack of market demand already noted in 5.7 (see Appendix 1). The Colleges will be involved in the Energy@Home scheme and will benefit from the boost to local demand that it aims to deliver and making it easier to interest local businesses in diversifying their range to cover the more retrofitting measures through extra training. The additional DECC funding will enable more work to support businesses to do this.

5.9 **Renewable Energy:** Whilst retrofitting provides the best opportunity for quick jobs growth, renewable energy development will also provide opportunities. There is little data for the West of England so far on the exact number of jobs that will be created through the growth of the renewable energy market. However Regen SW, the regional renewable energy agency, estimates job creation potential of 24,000 jobs if the 19TWh renewable energy target for the South West is met, and suggests a significant proportion of these will be in the West of England, where many of SW’s engineering companies and environmental consultancies and services exist, including several in B&NES. The £1m allocated in this year’s Council budget for Green Investment and Jobs will contribute to B&NES’s ability to take its share of these new jobs in the future.

5.10 The Council’s approach to date to renewable energy has always been centred upon the economic and community co-benefits it can bring, in addition to reducing carbon emissions. The Government’s recent Community Energy Strategy (2014) cited B&NES as an exemplar in supporting community energy, for our work with **Bath & West Community Energy (BWCE)**. BWCE is a not for profit social enterprise with local shareholders that contributes a portion of its revenue to a local Community Energy Fund.

5.11 BWCE estimates that £1m investment in projects developed via their community model would yield about £500k for the Community Energy Fund over 20 years, but that the knock-on economic benefits would be greater. BWCE estimates that the combination of returns accruing to community share-holders (c 7% per annum) and the reduction in local fuel bills from the locally produced energy amounts to about £8million extra circulating in the local economy over a 25 year period. BWCE are committed to using as much local labour as possible in order to help create local green jobs as the business grows.

5.12 BWCE’s ability to work with local companies as sub-contractors depends on having a skilled local workforce. The Green Skills Academy has a role to play here, and so the work planned under Energy@Home to increase skills, some of

which relate directly to renewable energy, will support the development of the local renewable energy market. How many of the projected West of England renewable energy jobs come to B&NES will depend to some extent on how proactive we are in terms of both skills development and local project stimulation through the investment or other renewable energy project development.

- 5.13 **Working in partnership:** we have worked with and will continue to work with key partners and agencies to help in the effort to bring green jobs to B&NES, especially in the retrofitting and renewable energy areas. These include: The West of England Local Economic Partnership Skills team; Regen SW; Low Carbon South West; Federation of Master Builders; Federation of Small Businesses and the National Trust.

6 RATIONALE

- 6.1 This report is being brought in order to brief panel members on the current range of opportunities that exist to create green jobs in B&NES and to update them on the actions being taken to exploit those opportunities.

7 OTHER OPTIONS CONSIDERED

- 7.1 None.

8 CONSULTATION

- 8.1 The Strategic Director for Resources, the S152 Officer and the Monitoring Officer have been consulted in the preparation of this report.

9 RISK MANAGEMENT

- 9.1 A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.

Contact person	<i>Jane Wildblood , 01225 477685</i>
Background papers	<i>List here any background papers not included with this report, and where/how they are available for inspection.</i>
Please contact the report author if you need to access this report in an alternative format	

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ECD PDS Panel, 29th May 2014

Green Jobs in B&NES Update

Appendix 1: Green Skills Academy: Targets and performance

	Yr1: 2012/13	Yr2: 2013/14	Yr3: 2014/15
Delivery of training to unemployed people			
	Target: 20	Target: 40	
	Actual: 23	Actual: 25	
Upskilling for SME people			
	Target: 66	Target: 66	Target: 66
	Actual: 2	Actual: 1	Actual:
Delivery of training to 16-18 year olds			
	Target: 150	Target: 150	Target: 150
	Actual: 34	Actual: 166	Actual:
Apprenticeships engaged in training			
	Target: 10	Target: 10	Target: 10
	Actual: 13	Actual: 59	Actual:

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Bath & North East Somerset Council	
MEETING/ DECISION MAKER:	Economic and Community Development Policy Development and Scrutiny Panel
MEETING/ DECISION DATE:	29 May 2014
TITLE:	'Fit for Life'
WARD:	All
AN OPEN PUBLIC ITEM	
List of attachments to this report:	
Draft 'Fit for Life' Strategy & Consultation questionnaire	

1 THE ISSUE

- 1.1 The strategy sets out the priorities for Bath and North East Somerset for physical activity which have been determined using existing provision, consultation, research, other strategies and plans and emerging trends and issues. The strategy shows the Council's commitment to improving opportunities to get more people active and healthy and enable greater involvement from all sectors to develop services which promote and facilitate an active lifestyle for all our residents.
- 1.2 A key function of the strategy is to form the basis for a procurement process for a new leisure contract, which is outlined in the built facility section of the strategy.

2 RECOMMENDATION

- 2.1 The PDS Panel are asked to comment and approve the draft 'Fit for Life' strategy for further public consultation.

3 RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

- 3.1 The Council will contribute financially to the delivery of the Fit for Life Strategy from existing resources (both across various Council departments and from the ring-fenced Public Health budgets).. The Council will consider the appropriate use of any new funding it secures to support delivery of the recommendations in the strategy.
- 3.2 Due to the cross cutting nature of this strategy its successful delivery will rely upon the funding and resources identified within supporting strategies (listed

below) and a commitment to pool budgets or align resources from supporting strategies for implementation of this strategy:

- Healthy Weight Strategy
- Transport plan
- Green infrastructure strategy
- Children and young people's plan
- Play strategy
- Built facilities and playing pitches strategy
- CCG strategic plan

3.3 The strategy seeks to influence the work and use of resources of other partners and coordinate work within the sector in order to secure additional budget to deliver the outcomes.

3.4 In relation to the built facilities strategy, feasibility studies have been completed for Leisure Centres which have identified potential invest to save projects by demonstrating proof of concept of these proposals. Detailed final solutions for these projects will be refined and developed through the current procurement process for the new contract. The procurement is a separate exercise to the strategy and as such a formal decision process will be followed for any budget requests that arise from it.

3.5 The strategy is designed to encourage more people to be physically active.

3.6 The strategy will help to:

- (1) **Boost the economy** through reducing sickness absence and worklessness
- (2) Meet the Council's new responsibilities in meeting the outcomes identified in the Public Health, NHS and Social Care Outcomes Framework – for example reducing falls in over 65s, tackling obesity, reducing mortality from cardiovascular disease and increasing the use of outdoor space
- (3) **Improve travel flow and air quality** – in encouraging more physically active travel
- (4) **Reduce demand on health and social care services** – through creating opportunities for people to live full and independent lives
- (5) **Increase the use of existing facilities and maximising use of outdoor space** – for example increasing use of existing community facilities (e.g schools), parks and open spaces to encourage people to be more active
- (6) **Empowering communities** - connecting with communities to improve health and wellbeing
- (7) **Reduce health inequalities** - Getting people of all ages and backgrounds to participate in leisure and sports activities can improve social cohesion and help reduce antisocial behavior. statutory

4 CONSIDERATIONS AND BASIS FOR PROPOSAL

4.1 Public Health and Inequalities

5 THE REPORT

- 5.1 Physical activity should be an important part of everyone's lives. We want more people to get active, to fully achieve this the Council needs to provide efficient and effective services in partnership with a range of partners and stakeholders.
- 5.2 This strategy presents to Councillors, staff, partners and stakeholders the priorities for Physical Activity up to 2017. It links directly to the Joint Health and Wellbeing Strategy, providing more detail on how the Council is working to deliver on the active living aspects of the 3 identified themes.
- 5.3 The need for this strategy is increasingly important at this time when finances are very limited; whilst the needs, expectations and aspirations of our customers and partners are increasing.
- 5.4 The strategy makes the case for physical activity by making reference to a number of national and local statistics, by referring to the extensive evidence base for the benefits of activity and by making use of the joint strategic needs assessment to understand the key local issues.

Why Leisure?

5.5 The Cost of Inactivity

This cost currently stands at an estimated £2.8 million per year in Bath and North East Somerset – We know from the 'Active People' survey that only 27% of adults are doing enough physical activity to benefit their health which compares well with national level of 22%. 43.7% of adults are doing little or no activity.

5.6 The Health Benefits

Exercise has been described as a 'wonder drug' or 'magic pill' which, if used in the right measures can:-

- reduce the risk of heart disease by 40 per cent;
- lower the risk of stroke by 27 per cent;
- reduce the incidence of diabetes by almost half;
- reduce the risk of recurrent breast cancer by almost half;
- lower the risk of colon cancer by over 60 per cent; and
- decrease depression as effectively as some drugs

'The scientific evidence is compelling. Physical activity not only contributes to wellbeing, but is also essential for good health. People who are physically active reduce their risk of developing major chronic diseases by up to 50%, and the risk of premature death by about 20% - 30%.' Chief Medical Officer, Department of Health, 2004

Evidence shows that the health impact of inactivity in terms of coronary heart disease, for example, is comparable to that of smoking, and almost as great as that of high cholesterol levels.

On average, an inactive person spends 38% more days in hospital than an active person, and has 5.5% more family physician visits, 13% more specialist services and 12% more nurse visits than an active individual.

5.7 School Achievement

Youngsters who are active have numeracy scores, on average, 8% higher than non-participants

5.8 Halting the rise in Obesity

In Bath and North East Somerset it is estimated that £45.8 million was spent by the NHS in 2010 on disease related to overweight and obesity, set to rise to £49 million in 2015. We know that in B&NES 21.5% of adults are obese, *30.6% of children in year 6 and 25.9% of children in reception (compared to 22.6% nationally) are an unhealthy weight.*

5.9 Health Inequality

There is a life expectancy gap of 6.3 years for men and 3.5 years for women between the wards at either ends of the spectrum.

5.10 Social Engagement

Leisure activities are not just about helping the population to become healthier. They help bring communities together and help people to feel engaged in and part of their local community. They can help to reduce social isolation for older people and can offer families opportunities to engage with one another across generations.

The Strategy

5.11 The strategy sets out the priorities for Bath and North East Somerset which are determined using existing provision, consultation, research, other strategies and plans and emerging trends and issues.

5.12 It recognises the significant health and wellbeing benefits that physical activity can deliver and seeks to find ways to make physical activity more central to people's lives making explicit links to the Health and Wellbeing Strategy.

5.13 The strategy also considers the contribution sport and physical activity can make to the economy of the area, how it can help to enhance place and communities through bringing people together and reducing social isolation and how it can contribute to improving the environment and deliver against the sustainability agenda.

5.14 It shows the Council's commitment to improving opportunities to get more people active and healthy and enable greater involvement from all sectors to develop services which promote and facilitate an active lifestyle for all our residents.

5.15 The draft strategy has emerged following extensive research and consultation with partners and stakeholders including a 1000 count street survey and a number of focus groups run with those groups within the population that have lower levels of physical activity.

5.16 The vision for the strategy is:

To get more people, more active, more often, leading to improved health and wellbeing and the creation of stronger, safer communities for all.

5.17 Based on this information the strategy seeks to address the following challenges that face the Authority:

- Ageing population
- Rising obesity levels
- Health inequalities
- High prevalence of depression
- Worklessness
- Complex families
- Anti-Social behaviour

5.18 By 2017 we want more people to

- Be Active ... for healthier lifestyles
- Be Greener ... for a better and sustainable environment
- Be Outdoors ... to enjoy the natural environment
- Be Involved ... to make a positive difference
- Be together ... to have fun and enjoy being active

5.19 The strategy has 4 key themes

- (1) Active Lifestyles
- (2) Active Travel
- (3) Active Design
- (4) Active Environments (Facilities and outdoor space)

5.20 Active Lifestyles is about increasing opportunities for everyday activity, sport, recreation and treating ill health for all ages and abilities across the locality. To develop and support activities that start where people are, are fun and sociable and help to build and strengthen communities.

5.21 Active Travel is about encouraging walking and cycling as a means of getting to school, work and getting around as part of everyday life.

5.22 Active Design is about developing planning policy and practice which supports an increase in physical activity and facilitates positive wellbeing for all residents.

5.23 Active Environments is about maintaining and improving the standard and safety of our parks, play and leisure facilities, green spaces and access to the natural environment in order to encourage their use by local residents and visitors.

5.24 There are 12 principles that underpin the development of the final stages of the strategy, these are outlined below.

- (1) Involves partners across all sectors and levels working together.

- (2) Has strong leadership – at the regional, local and community level, giving people the motivation and enthusiasm to embrace change.
- (3) Build from the bottom up – create an asset based community development approach
- (4) Measures are sustained, strategic and long-lasting
- (5) Provides the right environment. A cross-sector commitment is required to providing the right physical environment for people
- (6) Create opportunities which are fun, tailored and inclusive
- (7) Targets the least active thereby helping to reduce health inequalities
- (8) Stresses the non-health benefits of activity (economic and social)
- (9) Celebrates the work of local champions who drive and facilitate a huge variety of local activity opportunities
- (10) Uses new technology to better connect and engage with people
- (11) Builds on the evidence base
- (12) Recognises and tackles the barriers that prevent people being active

5.25 A final period of consultation is now required. It is proposed to undertake this during April and May to test the assumptions and priorities set out in the draft strategy ahead of final adoption in June or July. This would involve an electronic consultation with partners, stakeholders and the public over the web, making use of the Bath City conference and other key meetings and seeking the input of the Health and Wellbeing Board and Economic and Community Development Policy Development and Scrutiny Panel.

6 RATIONALE

6.1 The draft strategy has emerged following extensive research. The authority now wishes to undertake a final period of consultation to use this framework to develop the draft into a final document by testing the assumptions and priorities set out in the draft.

7 OTHER OPTIONS CONSIDERED

7.1 The draft strategy has emerged following extensive research and consultation which considered a wide range of options.

8 CONSULTATION

8.1 Strategic Management Team, Section 151 Officer, Cabinet member for Neighbourhoods, Cabinet Member for Wellbeing, Health and Wellbeing Board, Divisional Director for Environmental Services, general public, focus groups of those who are less physically active, a wide range of partners and stakeholders for physical activity.

9 RISK MANAGEMENT

9.1 A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.

Contact person	<i>Marc Higgins x6423, Jaeelah Ingram x4073</i>
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Background papers	
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Please contact the report author if you need to access this report in an alternative format	
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**'Fit for Life' - A strategy to get more people, more
active, more often**

March 2014

Bath and North East Somerset Council

Draft - Version 7

“Lack of activity destroys the good condition of every human being while movement and methodical physical exercise save it and preserve it”

Plato

Foreword

Introducing the Fit for Life strategy

Physical activity should be an important part of everyone's lives. We want more people to get active and to achieve this the Council needs to provide efficient and effective services in partnership with a range of partners and stakeholders.

This strategy presents to Councillors, staff, partners and stakeholders the priorities for Physical Activity up to 2017.

This strategy is increasingly important at this time when finances are very limited; whilst the needs, expectations and aspirations of our customers and partners are increasing. It recognises the significant health and wellbeing benefits that physical activity can deliver and seeks ways to make physical activity more central to people's lives making explicit links to the Health and Wellbeing Strategy.

The strategy also demonstrates the contribution sport and physical activity can make to the economy of Bath and North East Somerset, how they contribute to a sense of place and community through bringing people together and reducing social isolation in addition to contributing creating a sustainable environment.

It shows the Council's commitment to improving opportunities to get more people active and healthy and enable greater involvement from all sectors to develop services which promote and facilitate an active lifestyle for all our residents. This will be achieved by ensuring sustainable, high quality sport and physical activity infrastructure and opportunities are provided to enable residents to live active lives.

Particular attention will be given to encouraging those who are inactive to take up regular participation in sport or active recreation, including amongst those living in deprived areas or disadvantaged circumstances (including disabled people) and women, helping to reduce the significant health inequalities that exist within the district.

A significant amount of consultation has been undertaken to shape this draft and further consultation will take place to create the final document to ensure that this document reflects local need and has the full engagement of the range of partners needed to deliver on this agenda.

Vision

The overarching vision for 'Fit for Life', agreed by all partners and delivery organisations is:

*To get **more people, more active, more often**, in a safe, sustainable environment leading to improved health and wellbeing for all.*

This strategy is also driven by the Public Service Board Vision which is:

Bath and North East Somerset will be internationally renowned as a beautifully inventive and entrepreneurial 21st century place with a strong social purpose and a spirit of wellbeing, where everyone is invited to think big – a 'connected' area ready to create an extraordinary legacy for future generations

David Dixon

Executive Summary

The strategy sets out the priorities for Bath and North East Somerset which are determined using existing provision, consultation, research, other strategies and plans and emerging trends and issues.

It recognises the significant health and wellbeing benefits that physical activity can deliver and seeks to find ways to make physical activity more central to people's lives making explicit links to the Health and Wellbeing Strategy.

The strategy also considers the contribution sport and physical activity can make to the economy of the area, how they can help to enhance place and communities through bringing people together and reducing social isolation and how they can contribute to improving the environment and support the sustainability agenda

It shows the Council's commitment to improving opportunities to get more people active and healthy and enable greater involvement from all sectors to develop services which promote and facilitate an active lifestyle for all our residents.

The draft strategy has emerged following extensive research and consultation with partners and stakeholders including a 1000 count street survey and a number of focus groups run with those groups within the population that have lower levels of physical activity.

The strategy makes the case for physical activity by making reference to a number of national and local statistics, by referring to the extensive evidence base for the benefits of activity and by making use of the joint strategic needs assessment to understand the key local issues.

Based on this information the strategy seeks to address the following challenges that face the Authority:

- Ageing population
- Rising obesity levels
- Health inequalities
- High prevalence of depression
- Worklessness
- Complex families
- Anti-Social behaviour

By 2017 we want more people to

- **Be Active ... for healthier lifestyles**
- **Be Greener ... for a better and sustainable environment**
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- **Be Involved ... to make a positive difference**
- **Be Together ... to have fun and enjoy being active**

The strategy has 4 key themes

- Active Lifestyles
- Active Travel
- Active Design
- Active Environments (Facilities and outdoor space)

Active Lifestyles is about increasing opportunities for everyday activity, sport, recreation and preventing and treating ill health for all ages and abilities across the locality. To develop and support activities that start where people are, are fun and sociable and help to build and strengthen communities

Active Travel is about encouraging walking and cycling as a means of getting to school, work and getting around as part of everyday life.

Active Design is about developing planning policy and practice which supports an increase in physical activity and facilitates positive wellbeing for all residents.

Active Environments is about maintaining and improving the standard and safety of our parks, play and leisure facilities, green spaces and access to the natural environment in order to encourage their use by local residents and visitors.

We now wish to undertake a final period of consultation to use this framework to develop the draft into a final document by testing the assumptions and priorities set out in the draft under these headings

Background – progress made – the Get Active Strategy

In 2008, the first Get Active Vision was produced. Its purpose was to: create a framework to increase physical activity levels in Bath and North East Somerset and to create a platform on which a wide range of partners could join together raise awareness of the role that Sport and Active Lifestyles can play in improving and the health and wellbeing of local residents.

Since 2008, there has been much progress resulting in increased levels of participation from 22.5% for 2006/8 period (Active People Survey 2/3 NI8 data, data is aggregated over a 2 year period to enhance sample size) to 27.2% for the 2011/2013 period (Active People 6/7 NI8 data).

This refreshed strategy has been produced to further develop the work that has been done with partner organisations. It seeks to reinvigorate and build on the 'Get Active Partnership' that was created as part of the previous strategy and played an important role in bringing partners together.

The role of this strategy is to support and improve the health and wellbeing of the population by ensuring sustainable, high quality sport and physical activity infrastructure and opportunities to enable residents to live active lives, helping to prevent ill health, reduce social isolation and maintain independence for longer.

Principles underpinning the strategy

- (1) Involves partners across all sectors and levels working together.
- (2) Has strong leadership – at the regional, local and community level, giving people the motivation and enthusiasm to embrace change.
- (3) Build from the bottom up – create an asset based community development approach
- (4) Measures are sustained, strategic and long-lasting
- (5) Provides the right environment. A cross-sector commitment is required to providing the right physical environment for people
- (6) Create opportunities which are fun, tailored and inclusive
- (7) Targets the least active thereby helping to reduce health inequalities
- (8) Stresses the non-health benefits of activity (economic and social)
- (9) Celebrates the work of local champions who drive and facilitate a huge variety of local activity opportunities
- (10) Uses new technology to better engage and connect with people
- (11) Builds on the evidence base
- (12) Recognises and tackles the barriers that prevent people being active

Why do we need a strategy?

What are the issues? - National and Regional Context

'The scientific evidence is compelling. Physical activity not only contributes to wellbeing, but is also essential for good health. People who are physically active reduce their risk of developing major chronic diseases by up to 50%, and the risk of premature death by about 20% - 30%. Chief Medical Officer, Department of Health, 2004

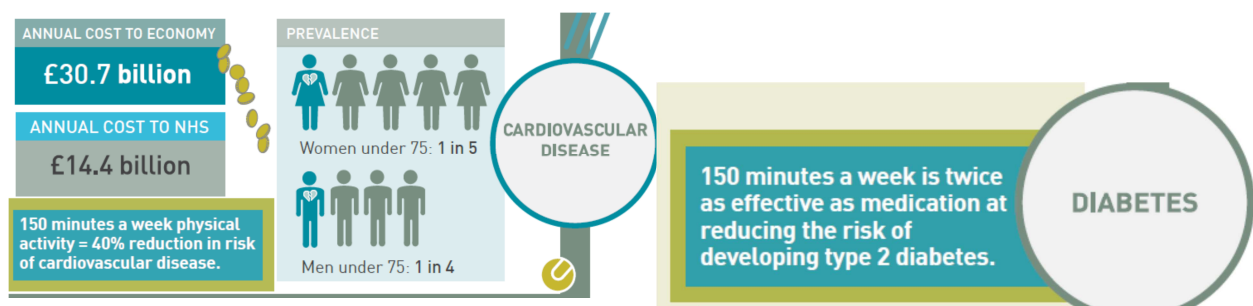
Exercise has been described as a 'wonder drug' or 'magic pill' which, if used in the right measures can:

- Reduce the risk of heart disease by 40 per cent
- Lower the risk of stroke by 27 per cent
- Reduce the incidence of diabetes by almost half
- Reduce the risk of recurrent breast cancer by almost half
- Lower the risk of colon cancer by over 60 per cent
- Decrease depression as effectively as Prozac

Around 60% of adult men, 72% of adult women and 68% and 76% of boys and girls (respectively) aged 2–15 do not meet the UK Chief Medical Officers' [physical activity recommendations](#). These include:

- a lifetime approach
- an emphasis on daily activity
- recognition of the importance of vigorous-intensity activity
- advocating a combination of moderate and vigorous-intensity activity
- new guidelines on combatting sedentary behaviour.

Staying physically active is one of the best ways to maintain the ability to perform activities of daily living and improve overall quality of life (British Heart Foundation).



Costs

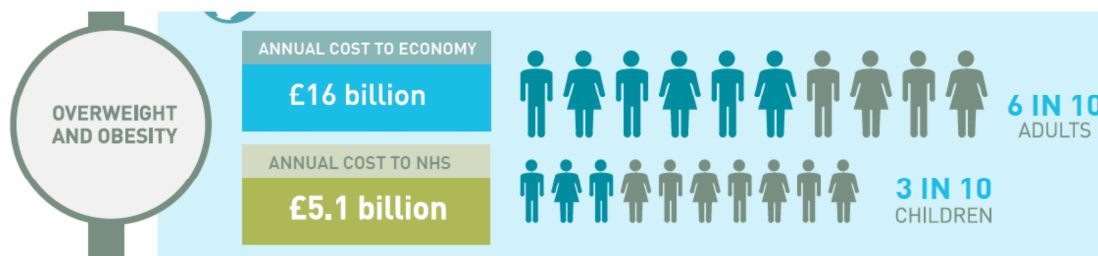
In Bath and North East Somerset it is estimated that £45.8 million will be spent by the NHS in 2010 on disease related to overweight and obesity, set to rise to £49 million by 2015.

The cost of inactivity in B&NES is estimated at £15m.

The cost to the NHS for treating CHD, stroke, obesity and other health problems caused by physical inactivity is high and places an enormous financial burden on the Health

Service. The cost of physical inactivity in England –including direct costs of treatment for the major lifestyle related disease, and the indirect costs caused through sickness absence – has been estimated at £8.2 billion a year.

In England, the costs of lost productivity from sickness absence and premature death have been estimated at £6.5 billion per year ([Start active, stay active](#)). Physical activity programmes at work have been found to reduce absenteeism by up to 20%: physically active workers take 27% fewer sick days.



PHYSICAL INACTIVITY CAUSES DISEASE AND COSTS THE NHS HUNDREDS OF MILLIONS EVERY YEAR



WHILST USAIN BOLT RUNS 100 METRES (9.58 SECONDS), THE NHS SPENDS AROUND £10,000 ON TACKLING PREVENTABLE ILL HEALTH

The cost to the NHS in 9.58 seconds for five mental/physical illnesses

Obesity	1	£1,548
Diabetes	2	£2,740
Cardiovascular Disease	3	£4,370
Depression and Anxiety Disorders	4	£880
Dementia	5	£571
		Total £10,109

The scale of the problem in B&NES

The importance of exercise and physical activity and the need for an updated strategy is now greater than ever:

Most adults over the age of 35 are now overweight (APHO and Department of Health data)

- 23.6% of adults are obese (APHO and Department of Health data)
- 48% of adults are inactive (Sport England Active People Survey)
- Only 21% of the population nationally are taking part in sport or active recreation 3 times per week (Sport England Active People Survey)

In Bath and North East Somerset (B&NES), the local picture mirrors this national picture in many ways. Local health profiles show that:

- 21.5% of adults are obese, compared to 23.2% regionally and 23.6% nationally (APHO and Department of Health data) 10.6% of children in reception are obese, compared with 9.6% nationally and 8.9% regionally: a worrying trend for the future (APHO and Department of Health)

Government Recommendations on activity levels

The national recommendations on [physical activity](#) for everyone are:

- Aim to be active daily. Over a week, activity should add up to at least 150 minutes of moderate-intensity activity in bouts of 10 minutes or more. This could be achieved by doing a 30-minute session at least 5 days a week. Undertake physical activity to improve muscle strength on at least 2 days a week. Minimise the amount of time spent being sedentary for long periods.
- To lose weight: most people may need to do 45–60 minutes of moderate-intensity activity a day, particularly if they do not reduce their energy intake².
- People who have been obese and have lost weight may need to do 60–90 minutes of activity a day to avoid regaining weight.

There is also age specific advice as follows:

UNDER 5s

Who are capable of walking unaided should be physically active daily for at least **180 minutes** (3 hours), spread throughout the day. Physical activity should be encouraged from birth, particularly through floor-based play and water-based activities in safe environments.

5-18 YEAR OLDS

Should engage in moderate to vigorous intensity physical activity for at least **60 minutes** and up to several hours every day. Vigorous intensity activities, including those that strengthen muscle and bone, should be incorporated at least 3 days a week.

19-64 YEAR OLDS

Should aim to be active daily. Activity should total **150 minutes** (2.5 hours) of moderate intensity activity per week or **75 minutes** vigorous intensity activity or a combination of both. Adults should also undertake physical activity to improve muscle strength on at least 2 days a week.

65+ YEAR OLDS

Should aim to be active daily. Activity should total at least **150 minutes** (2.5 hours) of moderate activity per week. Active older people could achieve comparable benefits from **75 minutes** of vigorous intensity activity per week or a combination of both.

Older adults should also undertake physical activity to improve muscle strength on at least 2 days a week.

Older adults at risk of falls should incorporate physical activity to improve balance and co-ordination on at least 2 days a week.

It is important that people of all ages minimise the amount of time spent being sedentary for extended periods.

Stakeholder and Partner consultation

A stakeholder day was held in July 2013 to look at priority groups and key areas for the strategy to consider. A wide range of partners attended with representation from services across the Council, Governing Bodies of Sport, Sport England, local Town Councils, leisure providers and the County Sports Partnership. Further to this consultation meetings were held with the Clinical Commissioning Group (Operational Leadership Team), People Directorate Senior Management Team, Health and Wellbeing Board and Cllrs Simon Allen and David Dixon who are the relevant Cabinet members for this area of work.

This work led to the following:

Priority groups for increasing participation in Sport and Active Lifestyles

- Ethnic Minorities
- 14-18 year olds (particularly females) – this is the age where levels of activity start to drop
- Middle aged men
- Families
- Those experiencing health inequalities
- Older People
- Those who are carrying excess weight in both children and adults
- Those with long term health conditions
- Those with disabilities

Areas for the strategy to address

- Increasing Participation in all areas
- Targeted Health intervention schemes
- Tackling obesity – including pre surgery weight loss
- Increasing participation in active lifestyles (walking, cycling, swimming) and sport
- Providing education on healthy living
- Outreach programmes, not just focused around facilities, making the best use of the free facilities and environment such as parks and open spaces
- Promoting active travel and creating links with the transport strategy
- Taking a view on the quality, quantity and accessibility of facilities
- Ensuring clear governance for delivery of the strategy

What does the community tell us?

The Council commissioned a street survey of 1000 people in November 2013 to understand local people's views on physical activity to help shape the strategy.

B&NES street survey headline findings

Nationally, 61% feel regular activity is very important with a further third (34%) viewing it as important. Similar to the respondents in the Bath & NE Somerset area with 62% stating very important and a further 35%

Although 97% state regular activity is either very important or important, slightly under a half state they are **not** undertaking as much activity as they would like to (46%). Women are currently less satisfied than men with the amount of activity they are currently doing.

For those who do undertake regular physical activity 43% state they use a leisure centre or health club. Bath Sports and Leisure Centre was the most popular of this sample. The most popular form of independent activity is walking/jogging in the streets/parks (84%), followed by gardening at 16%.

Slightly under half (47%) of the sample would like to undertake more physical activity than they currently are. Female respondents show a higher desire to take part in more activity/exercise than men and those age 55+ are the least likely to take part in more activity.

The main reason given for wanting to take part in more activity/exercise is to improve/maintain health at 59% lower than the national benchmark of 64%, followed by improve/maintain body tone/shape (22%), which is higher than the national benchmark of 15%

Of those who would like to do more activity but don't, the main barrier preventing them from doing so is the lack of time due to work pressure at 54% (nationally 47%), followed by lack of time due to home pressures at 22% (nationally 5%). Lack of motivation is a higher barrier in this area than nationally at 11% (nationally 2%).

Of those who do not want to do more physical activity the main reason given as to why not is 'do enough/no need' (50%), followed by 'just don't want to' (13%), and 'not enough time due to work' (12%).

Only 15% is either very likely or quite likely to increase their activity in the near future, considerably lower than the national benchmark of 38%.

The key importance factors to be addressed according to respondents were availability of time at 55% and direct costs at 40% stating either very important or important, followed by accessible and good quality facilities at 26%.

The sample as a whole shows 43% would consider using Bath & NE Somerset Council leisure facilities. The main reasons they don't currently use any of Bath & NE Somerset Council's leisure centre's/facilities, were 'no time' 20%, slightly higher than the national average at 18%, followed by 'cost' at 17% (nationally 22%) and happy where I am 8% (nationally 4%).

According to the respondents, the main factor that Bath & NE Somerset Council could introduce to encourage more usage, would be to lower costs 59%,(nationally 65%), followed by better range of facilities at 39% and improved facilities also at 39%

The most popular place to gain information regarding sport and leisure is to go to the council website (43%) followed by visiting another website (36%)

Cycling

The majority of the sample does not cycle and do not want to (55%). Of those that do 27% overall do so for leisure purposes, a further 16% do not currently but would like to.

50% of those who do cycle do so alone, a further third with friend and a third with family. Men are more likely to cycle alone but women are more likely to cycle with family. This would also explain why women prefer off road (45%) and men prefer road cycling (51%) although men are also using cycling for travel purposes more than women.

Parks & Green Space

Overall 87% have visited a park or green space in the last 12 months. A third of those who have visited a park or green space have done so at least once a week with a further 28% once a month. The introduction of outdoor gym equipment would definitely be used by 20% and 27% would try although 53% would definitely not use.

Focus Groups

This consultation was carried out by Leisure-net as a follow up to the Community Survey completed in November 2013. This survey was designed to investigate attitudes and behaviour around physical activity and exercise in general and more specifically to find out what certain target groups in the area think about the facilities provided by Bath & NE Somerset Council, and what would encourage them to use their leisure facilities and outreach programmes in the future. The focus group and stakeholders interviews in this report were designed to drill deeper into some of the issues coming out of the research and to provide some more qualitative data.

Groups/interviews held

The following groups/interviews were held over a three week period targeting key groups across different areas geographically;

- Focus group in Bath – middle aged inactive men
- Focus group in Bath – people with disabilities
- Focus group in Bath – Warm water Group – WWISE
- Focus group in Southside – young mothers with pre-school children
- Focus group in Keynsham – 65 plus and people with disabilities
- Interview in Southside – Nick Laffen – Re-generate – Community worker in Southside
- Interview in Bath – Cordelia Johnney – Trustee of Percy Community Centre and Organiser of the Bath Steel Band

Key Themes

Several cross cutting themes came out of the consultation.

1. Most inactive people know they need to be more active and say they want to be

The issue is not one of education but of motivation.

2. Recognition of individuals responsibility

Most people recognise that whilst the council and others can make it easier for them to be active, in the end it is their own decision to start, and their own motivation that will keep them going.

3. But that groups/friends help motivate

Opportunities to do activity with others is crucial to keeping things going. Most people know that group/family/peer activities are more fun and motivational than individual activities.

4. Outdoor spaces/environment an opportunity

Bath and its environs have extensive open spaces which offer great opportunities for encouraging physical activity. The parks, riversides and surrounding countryside could be better utilised and schemes such as marked walks and bike rides, fit trails and led health walks/rides are all seen as attractive activities.

5. Club base is strong at both recreational and elite level

The area has a very strong base of clubs operating at all levels and with strong community links. Several groups identified their local sports clubs as being ideal opportunities for local physical activity opportunities to be developed. Some clubs could do more to be more open and inclusive it was felt.

6. Awareness of what is already happening could be better

Quite often groups came up with ideas that someone else knew was already happening, so perhaps there is an issue of improving awareness of what is already happening as an easy first step to improving activity opportunities.

7. Local facilities perceived generally to be adequate to good with friendly, supportive staff and management

The local leisure centres were generally viewed positively, although both Bath and Keynsham were seen as being a bit tired and “not as good as they used to be”. The staff and management were viewed positively though.

8. Feeling that the council could engage better and more consistently

There was a view from several of the target groups that the council could engage with them on a better and more regular basis. Some expressed the opinion that this sort of consultation only happened when it had to happen, and a more formal on-going way of engaging was needed. However others within the disability groups for example felt that the council officers they worked with were excellent and really tried to make a difference.

Sports Club Consultation

We have also consulted local sports clubs as part of the playing pitch strategy process to understand what their key issues are. The majority of clubs are keen to increase the number of members they have and are looking for support to do this. They have highlighted the following:

- The need for greater access to floodlit training
- The need for better/improved facilities
- The need to reduce the costs of sport to participants
- Support in accessing grants
- The need to develop more coaches
- The need to find more volunteers
- The cost of hiring/using facilities
- The lack of funds within the club to make the improvements needed

The challenges that we are looking to address with this strategy

- **Ageing population** - With increasing age, the profile of disease and cause of death changes, with increased prevalence of physical and mental frailty during the years and months prior to death. Physical activity can help to increase mobility reduce the risk of falls, reduce social isolation and help maintain independence for longer
- **Rising obesity levels.** Physical activity along with a healthy diet is key to reversing the worrying trends in this area
- **Health inequalities** – Physical activity is key to reducing these inequalities, our research has shown that the most deprived areas with the lowest life expectancy are also the least active
- **High prevalence of depression** – Exercise has been shown to alleviate depression and is recommended by NICE guidance to be provided alongside talking therapies and medication as a treatment option to patients.
- **Worklessness** - Sport and physical activity can provide volunteering opportunities, training, new skills, improved confidence and a route to employment.
- **Complex families** - The government believes that there are 220 families in B&NES experiencing a range of complex needs including children known to social services, mental health problems and domestic violence. Leisure and physical activity programmes would help improve health, self-esteem and better connect these families to their communities.
- **Anti-Social behaviour** - 7 out of 10 teenagers believe that anti-social behaviour happens because young people are bored. Sport and physical activity can provide diversionary activities, help to reduce social isolation and be a positive force in bringing communities together to help reduce this problem.

We will also support local economic growth by:

- Adding to the area's attraction to inward investment/business expansion through provision of modern, attractive built and natural facilities and opportunities to take part;
- Events such as half-marathons, sporting festivals and competitions boosting the visitor economy;
- Active workplace schemes improving employee health & wellbeing and productivity;
- An expansion of sports-related businesses and jobs within a growing sector in Bath & NE Somerset valued at approximately £19 million per annum;
- Provision of employment, training and volunteer opportunities to enhance individuals' skills and employability.



Addressing Health and Wellbeing Strategy Priorities

The Council's health and wellbeing strategy has outlined the key priorities that the Council needs to address to improve the health of its population. Sport and physical activity can make a significant contribution to this agenda. This contribution is outlined below under the headings listed in the strategy.

Helping people to stay healthy

- Ensuring the provision of programmes aimed at the prevention of ill-health, the promotion of wellbeing and the reduction of health inequalities, with specific targeted programmes such as Passport to Health which will address those with the highest need
- Supporting the health and wellbeing of families with complex needs by providing access to leisure opportunities, training and skill development programmes and access to targeted health programmes to reduce the health inequalities they experience
- Reduced rates of childhood and adult unhealthy weight through increased activity levels among young people and targeted programmes at those with most need
- Create Healthy and sustainable places – providing fit for purpose leisure facilities with investment as identified through this strategy aimed at attracting new types of customers and increasing participation levels
- Promoting active workplaces to improve employees' health & wellbeing and enhance productivity.

Improving the quality of people's lives

- Reduced rates of mental ill health through targeted exercise on prescription programmes
- To support people to take a greater ownership of their own health and wellbeing through increased physical activity and the provision of educational material
- Supporting older people to live independently for longer through improved and targeted programming and interventions to increase activity levels delivering health and mobility benefits

Creating fairer life chances

- Reduction in health inequalities through targeted programmes in the areas of highest need
- To engage the groups who have low levels of activity and those not currently taking part in sport
- Improve Skills and employment through training, development and volunteer opportunities
- Increased resilience of people and communities including action on loneliness through community engagement in sport and physical activity

Key Themes

Active Lifestyles

This section covers the following areas of activity

EVERYDAY ACTIVITY

Everyday activities are those which necessitate physical activity including:

- Housework
- Gardening
- DIY
- Taking the stairs
- Occupational activities including active and manual work

The population is aging, we think there will be over **2.5x** as many people aged 80+ by 2026 compared with 1981

ACTIVE RECREATION

This refers to unstructured activity that individuals freely pursue in their leisure time for a sense of enjoyment that also benefits their physical, social and emotional well-being including:

- Exercise
- Active Play
- Dance
- Walking as a leisure pursuit
- Cycling as a leisure pursuit

SPORTING ACTIVITIES AND EVENTS

'All forms of physical activity which through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels'*** including:

- Sport Walking
- Regular cycling (more than 30mins a week)
- Swimming
- Exercise and fitness training
- Structured competitive activity
- Individual pursuits
- Informal sport

This section is about increasing opportunities for everyday activity, sport and recreation and preventing as well as treating ill health for all ages and abilities across the locality. We will seek to develop and support activities that start where people are, are fun and sociable and help to build and strengthen communities.

B&NES as an area benefits from some outstanding natural environment, with Bath in the unique position of being the only City in the world to achieve world heritage site status. This strategy is keen to exploit the natural environment as a resource to encourage more people to be active. Indeed the City is built on a history of recreation and leisure rather than industry or trade, with it being considered a leisure destination akin to an outdoor hotel through its history.

The small size of the City of Bath makes is a much more walkable proposition that many other places and this should be exploited both for residents and tourists with readily available walking routes highlighting the strong heritage of the city in the way that many other European cities do. In partnership with the more infrastructure and commuter led approach of the Transport Strategy the opportunities for walking any cycling as a leisure pursuit should be considered as an important part of building healthy lifestyles.

Outside Bath access to the natural environment and green/open space is good with a wide range of opportunities for people to be active on their doorstep, encouraging and supporting this is central to the strategy.

Sport plays a key part in the culture of B&NES, with Bath Rugby and Bath City Football clubs prominent forces in the city and the world class training facilities and athlete's resident at the University of Bath. There is a strong culture of sports clubs in the area with well above average membership levels and a large volunteer workforce providing a myriad of sporting and physical activity opportunities. The newly built cycle circuit at Odd Down Playing Fields has helped to fuel increases in the number of cyclists in the area as well as providing a good example of partnership working between local agencies to drive participation levels up. Building on and learning from this partnership approach will be key to ensuring the future of local sports clubs within this challenging financial climate where pooling of resources and multi activity sites are likely to prove more viable than multiple small groups and single use small sites.

THE AVERAGE SPORTS CLUB HAS
20 VOLUNTEERS.
OF THE **23.7%** OF ADULTS IN
ENGLAND WHO VOLUNTEER
1 IN **5** VOLUNTEER IN SPORTS
AND RECREATION.

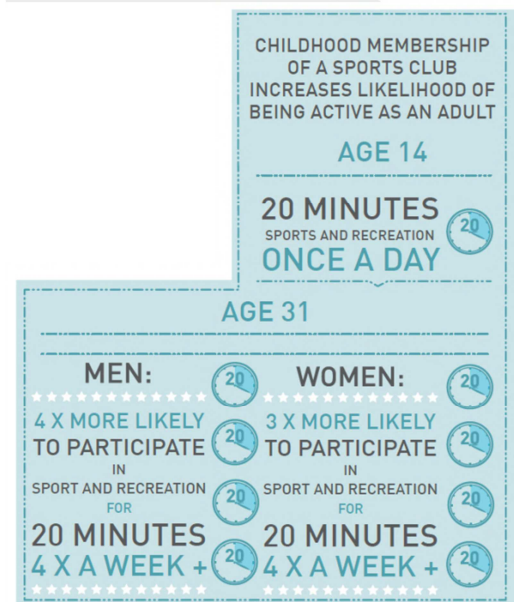
Children and young people:

What do we know:

- Need a variety of inspiring, challenging formal and informal play provision for different age groups and abilities
- Experience a range of barriers in using provision including the need to feel safe from bullying

**7 OUT OF 10 TEENAGERS
BELIEVE ANTISOCIAL
BEHAVIOUR OCCURS BECAUSE
YOUNG PEOPLE ARE BORED**

- Children from lower socioeconomic groups and some black and minority ethnic groups do less sport and exercise than those from higher socioeconomic groups
- Physical activity positively effects cognition in children. Being physically active releases hormones, neurotransmitters and a protein responsible for learning, memory and higher thinking.
- Sport and recreation can also lead to increased self-esteem and the development of motivation and determination.
- Children are most active at primary school age with activity levels dropping with age, particularly at 14-18 and especially in girls
- Childhood membership of a sports club increases likelihood of being active as an adult. Those active for 20 minutes per day at age 14 are 4 time more likely to be active for 20 minutes 4 times per week as a man and 3 time more likely as a woman at age 31



Information from the Schools Health Education Unit (SHEU) survey conducted in B&NES schools:

- Most children say that they enjoy physical activities
- At Primary School around 50% of our pupils walk to school, this drops to 40% at Secondary School
- Physical activity has to compete with activities such as watching TV, playing computer games, the internet, meeting friends, homework, playing musical instruments, listening to music etc. and so has to be engaging and fun
- Just over 80% of young people say they watched TV, DVD's or videos on the day prior to the survey
- 93% of our Primary School children own a bicycle

1/3 Children



are an unhealthy weight at year 6 (age 10/11)

We will know we have made a difference if:

- The SHEU survey shows activity levels increasing
- We reduce the drop off in activity levels at 14-18 years

What we will do:

- Work to promote the benefits of physical activity and encouraging participation
- Ensure high-level strategic policy planning for children and young people supports the physical activity agenda and makes links to this strategy

- Support a Play strategy refresh to ensure opportunities exist for formal and informal play
- Support the delivery of cycle training and awareness programmes for families
- Continue to ensure that the SHEU survey is commissioned bi annually to understand needs, barriers and interests of children and young people
- Promote physically active and sustainable travel
- Commission targeted weight management programmes that are informed by the National Child Weighing and Measuring Programme data

What we will do in partnership:

- Continue to support schools to encourage healthy lifestyles and physical activity opportunities and to provide good quality information on these subjects
- Increase campaigns which promote walking/cycling to school
- Ensuring young people can access an hour of Moderate to Vigorous Physical Activity during the school day.
- Work to ensure that informal and formal physical activity sessions for children and young people (including play) are led by staff or volunteers who have achieved the relevant sector standards or qualifications for working with children. This includes the requirements for child protection, health and safety, equality and diversity.
- Support schools to provide community access to their facilities and to make links to sports clubs in their local community to raise awareness and encourage families to be more active
- Support a PE & School Sport Continuous Professional Development Programme for teachers & Adults to support high quality learning
- Increase access to competition in schools
- Provide Disability Sports Programmes in our schools
- Offer Leadership through Sport opportunities through our schools
- Provide opportunities for those who are talented towards excellence
- Work to develop School to Community Sporting Pathways programmes including developing capacity/ range of opportunities for junior participation in community settings
- Deliver Swimming programmes to increase the number of children who leave primary school able to swim 25m
- Engage children with Creative Movement through our schools and deliver the Dance Umbrella event to encourage participation
- Work to develop effective strategies for maintaining PA adherence in the key transition points for young people

Adults

What we know:

- The main barriers to increasing participation are cost, transport and time but these barriers will be greater for vulnerable groups

- Although adult participation in leisure is above the national average, more provision is wanted by all age groups and there are areas of specific need
- Being physically active helps lowers the risk of heart disease, stroke, certain cancers and helps reduce stress & depression
- The majority of our local clubs would like to increase the number of members they have, but are experiencing a range of challenges in doing this from lack of facilities, to lack of volunteers and coaches and increasingly challenging funding issues
- 80% of employers value volunteering on a CV and 9 in 10 employers believe that volunteering can have a positive effect on career progression. The average sports club has 20 volunteers. Of the 23.7% of adults in England who volunteer 1 in 5 volunteer in sports and recreation.-Coaching

We will know we have made a difference if:

KPI's measured by Sport England's Active people survey are as follows (National figure in brackets):

Performance measure	Active People Survey 4	Active People Survey 5	Active People Survey 6
3 x 30 sport – At least 3 sessions x 30 minutes, moderate intensity sport per week	16.9% (16.5%)	20.0% (16.3%)	18.3% (17.3%)
KPI 1 – At least 3 days x 30 minutes, moderate intensity participation (sport and recreational walking and cycling) per week	23.7% (22.1%)	26.0% (21.8%)	27.9% (22.9%)
KPI 2 – At least 1 hour of volunteering to support sport per week	* (*)	18.1% (13.6%)	* (14.0%)
KPI 3 – Member of a sports club	25.8% (23.9%)	27.0% (23.3%)	29.5% (22.8%)
KPI 4 – Received sports tuition or coaching	22.9% (17.5%)	23.1% (16.2%)	23.6% (16.8%)
KPI 5 – Taken part in organised competitive sport	18.7% (14.4%)	17.8% (14.3%)	* (14.4%)

* Data unavailable, question not asked or insufficient sample size

- Club membership stays at its current high level
- The inequality between the most active and least active areas narrows
- Participation increases amongst our priority groups
- Increased the number of school to club links
- Increased number of young leaders being trained
- Increased number of competitions and competitors taking part in schools

- Reduced health inequalities in areas of greater need, through a range of health referral and physical activity programmes, focussing on those at risk of developing chronic health conditions
- Increase in numbers of people physically active

What we will do:

- Continue to support the B&NES Inclusive Sport and Physical Activity partnership to improve opportunities and access to sport and physical activity for those with disabilities
- Deliver events aimed at engaging new people, promoting positive messages and providing education about sport and physical activity
- Seek to ensure that any major events that take place in the area provide a legacy of increased participation as an agreed and planned objective of the event, as well as enhancing the visitor economy and making links to the arts/culture sector where relevant
- Ensure that any future river strategy seeks to make an assessment of need for sport and recreation activities both on and alongside the river
- Demonstrable growth in the sports of football, rugby, cricket and cycling, as a result of investment in Odd Down
- Improved opportunities for those persons not in employment, education or training to access training and volunteer opportunities within sport and physical activity
- Increase opportunities for sustainable living which promote activity, such as community food growing and green gyms
- Promote everyday cycling including promoting community cycling clubs
- Promote activities which are family centred activities
- Develop an integrated healthy lifestyles service which promote the use of both indoor/outdoor space across the life course
- Ensure a range of weight management services are on offer adults who carry excess weight
- Offer interventions which are whole family/carer centred and combine play with exercise.
- Promote activities which are holistic and combine improved mental wellbeing and exercise
- Increase number of walking and cycling interventions - (linking routes with opportunities in social settings as rest points)
- Develop arts/cultural landmarks on walk routes which promote reminiscence learning

What we will do in partnership:

- Seek funding and deliver programmes that raise participation in physical activity in the most deprived areas

- Continue to work with the School Sport Partnership to ensure high quality sport and physical activity opportunities within schools
- Ensure engaging inactive target groups through our built facility assets are a key consideration for the new leisure contract
- Make council owned facilities more inviting/less threatening to people not used to active sport and recreation
- Promote independence for older people in transition through structured exercise in a range of community settings
- Promote activities which encourage people to re-engage with sport
- Increase access to and participation in sustainable sport and physical activity programmes in community settings (e.g. green gym)
- Improve access to local sports clubs and leagues and competitions working closely with Wesport and the National Governing Bodies of Sport
- Increase access to elite squads and athlete support schemes

Active Environments

Built Facilities

The majority of the Council owned stock of facilities was built in the 1970's and like much of the country's leisure estate, is ageing and in need of modernisation and investment to ensure it is fit for purpose to meet the needs of the local population. These facilities also need to ensure that they can be financially viable to ensure their long term future and this needs to take into account lifecycle costs and realistic repair and maintenance costs to ensure that there is no repeat of the current problem.

Bath is unusual in its low levels of private sector leisure provision, however there is a larger than usual contribution made to the offering by Private Schools and the University of Bath, although it must be recognised that public provision is not the core business of these facilities and so access is restricted.

The area has some very good examples of dual use leisure provision on state school sites using a differing models of delivery and encouraging and supporting community access to school facilities is seen as a much more realistic proposition than the large scale development of new facilities.

What we know:

- 25.9% are active 3 times per week (Active People Survey 2012/13 Q2 data) compared to the national figure of 23.7%
- There are significant pockets of deprivation with B&NES and that these areas have the lowest levels of physical activity, Culverhay Sports Centre is very well located to lead the work on narrowing the inequalities in Bath
- Our key leisure facilities play a significant role in leisure provision receiving over 1.1 million visits per year
- The facilities are in need of investment to improve the customer experience and sustain and increase participation levels.
- Detailed condition survey reports have been carried out on the leisure centres showing that there is a significant backlog of maintenance and repairs that needs to be addressed and highlights the current poor condition and unattractive nature of the facilities
- Visits to our leisure centres have dropped and recovered in recent years due to a variety of factors and are currently at the same level as they were in 2006, to improve the health of the area we need to make a step change in these levels
- There is an undersupply of fitness suite stations in the area, perhaps due to an absence of the larger private sector health clubs commonly found in comparable locations
- A number of sports halls have been built within Bath and North East Somerset on school sites in recent years leading to an oversupply of this type of facility
- There is a lack of dedicated swimming teaching space within the area

- There is significant latent demand for both swimming and health and fitness in the area
- Fitness suites, studio space and swimming pools deliver far greater participation numbers than sports halls and squash courts
- The current leisure centre in Keynsham in an area that has been assigned for redevelopment. Should the centre remain in its current location it would compromise the redevelopment impacting on the effectiveness of the scheme. The building is also reaching the end of its useful life and this combined its location means that refurbishment is not a cost effective option
- There is a shortage of 3G astro turf pitches within Bath, leaving pitch-based sports like football less resilient in periods of wet weather and limiting opportunities for teams to train.
- The Norton Radstock area currently has 2 primary leisure facilities – Writhlington Sports Centre and South Wansdyke Leisure Centre, the area would be best served by these facilities working together rather than in competition
- Our leisure centres employ a large number of people and offer apprenticeships and training, ensuring policies that seek to benefit local residents will make a contribution to the Council's economic strategy

We will know we have made a difference if:

- Increase in number of users and visits across the sites
- Increase in members and users from our priority groups
- Increased number of children and young people using the sites
- Members and users show increased activity levels
- Successful delivery of exercise as a form of treatment for ill health schemes through our facilities
- Jobs, training opportunities and apprenticeships are aimed at B&NES residents
- New leisure centre delivered in Keynsham and investment secured for other sites to modernise

What will we do: (Conclusions drawn from the Council's Built Facilities Strategy, a thorough assessment of local needs evidence which can be found at appendix 3):

- Investment is required in the key leisure facilities in the three major population centres of Bath, Keynsham and Midsomer Norton where the majority of facility visits take place to ensure they are fit for purpose and meeting local need
- Change the focus for Culverhay Sports Centre towards concessionary access and programmes that reflect the interests of its local community
- Continue to operate Chew Valley School as a community leisure facility
- Complete the planned improvements at Odd Down Playing Fields ensuring its place as a key community leisure site
- These changes need to provide a more modern facility stock that will be more attractive to the public to help increase participation and customer

satisfaction and provide opportunities to attract new people to the facilities

- Ensure that improvements are made on an 'invest to save' basis with clear business cases that demonstrate financial viability to secure the long term future of these facilities.
- Ensure that new and remodelled facilities are designed to be inclusive and that users and potential users are consulted on final design as part of the procurement process
- Ensure improvements consider all possibilities for reduction of the carbon footprint of these sites
- That the proposals form the basis for the procurement of a new leisure contract for the Council. The procurement process will allow the Council to draw on the expertise that exists within the market place for delivering improvements to leisure, helping to refine proposals and allowing a transfer of risk from the Council to a contractor for delivery of the schemes

What we will do in partnership:

- Bath Sports Centre requires significant remodelling to make most effective use of the space available. As the flagship site these changes should seek appeal to a wide range of people and seek to provide facilities that will appeal to a wider audience and look to engage young people in positive activities
- There is potential to create closer links between the indoor activities of the Sports Centre and the outdoor activities that take place on the Recreation Ground. Positive initial discussions have taken place about developing a more coordinated 'Hub' type approach to operation and enhancement of facilities and these should continue to be explored with a view to increasing participation.
- The current Leisure Centre in Keynsham should be replaced with a new build facility in the town centre to complement the facilities that have been developed on the Wellsway School site. This should include a teaching pool to address the lack of this type of space within the area.
- Continue to work with Wellsway School to develop their facilities to complement the offer of a new build. Aspirations on this site include the development of a community entrance, parking and dedicated community changing for the leisure facilities as well as indoor tennis and further development of the existing offer.
- To ensure the Norton Radstock area has a coordinated leisure provision the possibility of asset transfer to the Writhlington Sports Trust should be pursued. This local sports trust has charitable status, a strong track record of community sports delivery and is well placed to coordinate the activities of not only Writhlington Sports Centre and South Wansdyke Leisure centre, but also the Gullock Tynning Skate park and adventure play area and nearby Paulton Swimming Pool. This will ensure a coordinated and strategic approach is taken to the management and development of these facilities, creating a 'Community Hub' as a whole as well as meeting the localism agenda.

- Deliver improvements at Lansdown Playing fields in partnership with local schools and clubs to enhance the user experience and drive greater participation recognising the key strategic nature of this site for sports provision

Outdoor facilities and the natural environment

What we know:

- The B&NES area benefits from a unique and in places, outstanding natural environment, parks and green spaces. There are exceptional leisure and recreational opportunities available through this invaluable asset for developing and supporting healthy, happy and vibrant local communities
- The strong positive links between our mental and physical health and levels of contact with natural and green spaces are well documented.
- Access to green spaces is associated with a decrease in health complaints such as high blood pressure and high cholesterol, improved mental health and reduced stress levels.
- People living closer to green spaces are shown to be more physically active and less likely to be overweight or obese.
- Parks and green spaces contribute to all aspects of health and well-being including increasing levels of physical activity which would alleviate pressures on the NHS
- Simply being outside in a green space can promote mental well-being, relieve stress, overcome isolation, improve social cohesion and alleviate physical problems so that fewer working days are lost to ill health
- Living near parks, woodland or other open spaces helps to reduce health inequalities, regardless of social class.¹
- In urban areas people are more likely to rate their health as good if there is a safe and pleasant green space in their neighbourhood: an increase from 48% to 58%.²
- 60% of interviewees thought pleasant local green spaces would improve their overall physical health, 48% thought it could improve their mental health, and 46% thought it would make them feel better about their relationships with family and friends.³
- 91% of people believe that public parks and open spaces improve quality of life.⁴
- In a survey of 5831 respondents, 79% agreed with the statement: “Parks and open spaces help me stay fit and healthy”. Only 4.5% of respondents disagreed with the statement.⁵
- Parks and green space facilities provide easily accessible recreational opportunities, which are usually free. A brisk walk every day, in your local park, can reduce the risk of heart attacks by 50%, strokes by 50%, diabetes by 50%, fracture of the femur by 30%, colon cancer by 30%, breast cancer by 30% and Alzheimer’s by 25%.⁶

¹ Mitchell, R & Popham, F. (2008). Effect of exposure to natural environment on health inequalities: an observational population study. *The Lancet*. 372(9650), pp.1655-1660

² The Scottish Government. (2009). *Scotland’s People, Annual Report: results from 2007-2008*, Scottish Household Survey

³ CAFE Space. (2010). *Community Green: Using local spaces to tackle inequality and improve health*

⁴ CAFE. (2009). *Future Health: Sustainable places for health and well-being*

⁵ GreenSpace. (2010). *GreenSTAT visitor survey system*

⁶ Bird, W. (2002). *Green Space and our Health*; paper to London Greenspace conference

- Green exercise has important implications for public and environmental health. Evidence suggests that participants in exercise programmes based in outdoor green environments are more likely to continue with their programme than if it is based within a gym or leisure centre.⁷

We will know we have made a difference if:

- Usage of our parks and green spaces and natural environment increases
- We are able to protect our parks and green spaces against development

What will we do:

- Update the playing pitch and green space strategies
- This will help to ensure there is a good supply of resilient, well-managed, maintained and fit for purpose green spaces and playing pitches that meet the needs of the community they serve as well as safeguard against the loss of open space and recreational facilities
- Support the implementation of these strategies once complete
- Promote greater usage of our parks, green spaces and natural environment and seek to improve partnership working in this area
- Provide spaces and play areas that stimulate children and challenge them.
- Seek to influence the proposed river strategy to ensure physical activity opportunities are promoted through this document
- Create more opportunities for people to access sport and physical activity on their doorstep (own community), particularly utilising a parks and open spaces
- Ensure pitches and green space offer opportunities for whole family engagement and sustainable activities
- Maximise on opportunities for integrating walking and cycling routes with art and culture and world heritage sites
- Promote and offer holistic and family centred activities (playing facilities with community gardens/growing schemes)

What we will do in partnership

- Support the Heritage Lottery Fund bid to improve Sydney Gardens with a view to increasing usage
- Support the 'Setting of Bath Landscape' Heritage Lottery Fund bid and promote physical activity opportunities through this
- Support primary schools to provide suitable & accessible sports facilities for (particularly small / rural schools)

⁷ British Military Fitness. (2001). Paper to UPF conference; Parks What's the use?

Active Design

What we know:

Sport England and the Council believe that being active should be an intrinsic part of everyone's life pattern. The master planning of major new housing and mixed use development schemes has a vital role in providing easy access to a choice of opportunities for sport and physical activity, making new communities more active and healthy.

Active Design is an innovative set of design guidelines to promote opportunities for sport and physical activity in the design and layout of development.

The guidance promotes sport and activity through three key Active Design principles of - improving accessibility, enhancing amenity and increasing awareness.

Accessibility

Improving accessibility refers to the provision of easy, safe and convenient access to a choice of opportunities for participating in sport, active travel and physical activity for the whole community.

Amenity

Enhancing amenity involves the promotion of environmental quality in the design and layout of new sports and recreational facilities, the links to them and their relationship to other development and the wider public realm.

Awareness

Increasing awareness highlights the need for increased prominence and legibility of sports and recreation facilities and opportunities for exercise through the layout of the development.

These three key elements have been developed into a criteria based approach to be used at the master planning stage of major developments to help create environments that maximise opportunities for participation in sport and physical activity. A 'Developers Checklist' has been included in the guidance and the Council will seek evidence from developers that this has been used to inform their thinking and master planning

The criteria can be used both as a guide during the planning process, or as a critic for developments that have already been designed.

Active Design has been produced in partnership with David Lock Associates, specialists in town planning and urban design.

Active Design is about getting people active in the environment in a number of ways. These have been characterised as structured sport, exercise and recreational activities, and lifestyle activity such as active travel (that is walking and cycling). Master planning components that can contribute towards promoting physical activity and active travel have been broken down into the following broad categories:

- Everyday Activity Destinations – these are those places where people spend most of their time and which are essential to meeting people’s day to day needs. They include schools, workplaces, shops, homes and community facilities and, importantly, the linkages between them. These may be termed as Active Travel Routes which are any routes that provide safe, convenient and direct access and can be used for walking, running or cycling between different places.
- Informal Activity and Recreation – this includes sport and physical activity opportunities that might be used more spontaneously such as children’s play areas, multi use games areas, skate parks, home zones, allotments, parks and gardens and other informal parkland, natural green space and civic spaces.
- Formal Sports and Leisure Activities – these are those facilities where sport or physical activity will be the deliberate and primary purpose of the visit. This includes swimming pools, fitness clubs, formal pitches and indoor facilities used for team sports, athletics, countryside and water sports.

We will know we have made a difference if:

- New developments clearly demonstrate how this advice has been implemented
- Physical activity, sports and leisure facilities, green space and access to the natural environment are key considerations in the planning process

What we will do:

- Embed this guidance within the Council’s Core Strategy to ensure that new developments are required to demonstrate how it has been implemented to encourage physical activity
- Ensure that the place making plan and infrastructure delivery plans have taken into account the issues relating to healthy lifestyles, in particular sport and active leisure

What we will do in partnership

- Work with planners and partner organisations to make physical activity the easy option in designing spaces so that they are inviting for all.
- Ask developers to show how they have used the Developers Checklist in their thinking and master planning
- Encourage stair use by ensuring clear signage and stairwells that are well lit and decorated
- Promote ‘better street’ principles in the design of public realm to support walking and cycling
- Develop cycling and walking provision into the design of communities

Active Travel

What we know:

There is potential for increasing the number of journeys taken by bicycle. Currently, these trips make up just 2% of all journeys in Britain. Twenty percent of all trips made cover less than 1 mile – and just over half of all car journeys cover less than 5 miles ([Transport trends 2009](#)).

Although most children can cycle, only 2% of trips to school are made by bike ([Taking part: The national survey of culture, leisure and sport. Adult and child report 2009/2010](#)).

Creating an environment where people actively choose to walk and cycle as part of everyday life can have a significant impact on public health and may reduce inequalities in health. It is an essential component of a strategic approach to increasing physical activity and may be more cost-effective than other initiatives that promote exercise, sport and active leisure pursuits.

More walking and cycling also has the potential to achieve some of the Council's wider objectives, it:

- supports local businesses and promotes vibrant town centres
- provides a high-quality, appealing public realm
- reduces car travel, air pollution, carbon dioxide emissions and congestion
- reduces road danger and noise
- increases the number of people of all ages out on the streets, making public spaces seem more welcoming and providing opportunities for social interaction and children's play
- provides an opportunity for everyone, including people with impairments, to experience and enjoy the outdoor environment.

There is an extensive evidence base for effective action on active travel. The most relevant and recent review has been conducted by NICE, looking specifically at local measures to promote active transport.

We will know we have made a difference if:

- Walking and cycling amongst commuters increases

What we will do:

- Work in tandem with the Transport Strategy to ensure a joined up 'One Council' approach to active travel
- Seek to make funding bids jointly between leisure/health and transport to ensure both infrastructure (capital funding) and interventions/services (revenue funding) and delivered jointly to ensure the greatest impact
- Work collaboratively to ensure that walking and cycling are normalised modes of transport
- Set realistic but ambitious targets for walking and cycling

- Check local policies for their impact on physical activity including those relating to: air quality; community safety; disability; education; environment (including sustainability and carbon reduction); health and wellbeing; housing; land use, planning and development control; regeneration and economic development and transport
- Provide a safer, more appealing environment for walking and cycling wherever possible, including supporting traffic calming and highway design measures. This should support all groups, including people from deprived communities and people with current low levels of walking and cycling
- Provide interventions and services that support people in making the choice to walk and cycle more as a recreational activity
- Make use of the Odd Down Cycle Circuit as a safe off road venue for skill development and improving confidence in cyclists
- Support opportunities for those with disabilities

What we will do in partnership:

- Continue to support local cycling clubs to increase their membership through the partnership working with British Cycling that has successfully delivered the Cycle Circuit and its development plan
- Support active travel within schools including developing travel plans that include walking and cycling

Cross Cutting Themes

- Workforce and Volunteering
- Evidence and Evaluation
- Communications, Information and Resources

Workforce and Volunteering - Work with local employers to create healthy, active workplaces which improve the health of the working age population. Create opportunities for volunteering to successfully increase people's physical activity and promote good mental health and well-being as well as increasing the potential for employment. Sport and physical activity can provide volunteering opportunities, training, new skills, improved confidence and a route to employment to help support work on the worklessness agenda.

Evidence and Evaluation - Provide and develop clear information about the positive effects of being active, what works best for different people and different settings, and use an evidence based approach to the development of policy and practice.

Public Health England's Change4Life campaign continues to develop and implement programmes and initiatives designed to increase physical activity in families with children aged 5-11.

Communications, Information and resources

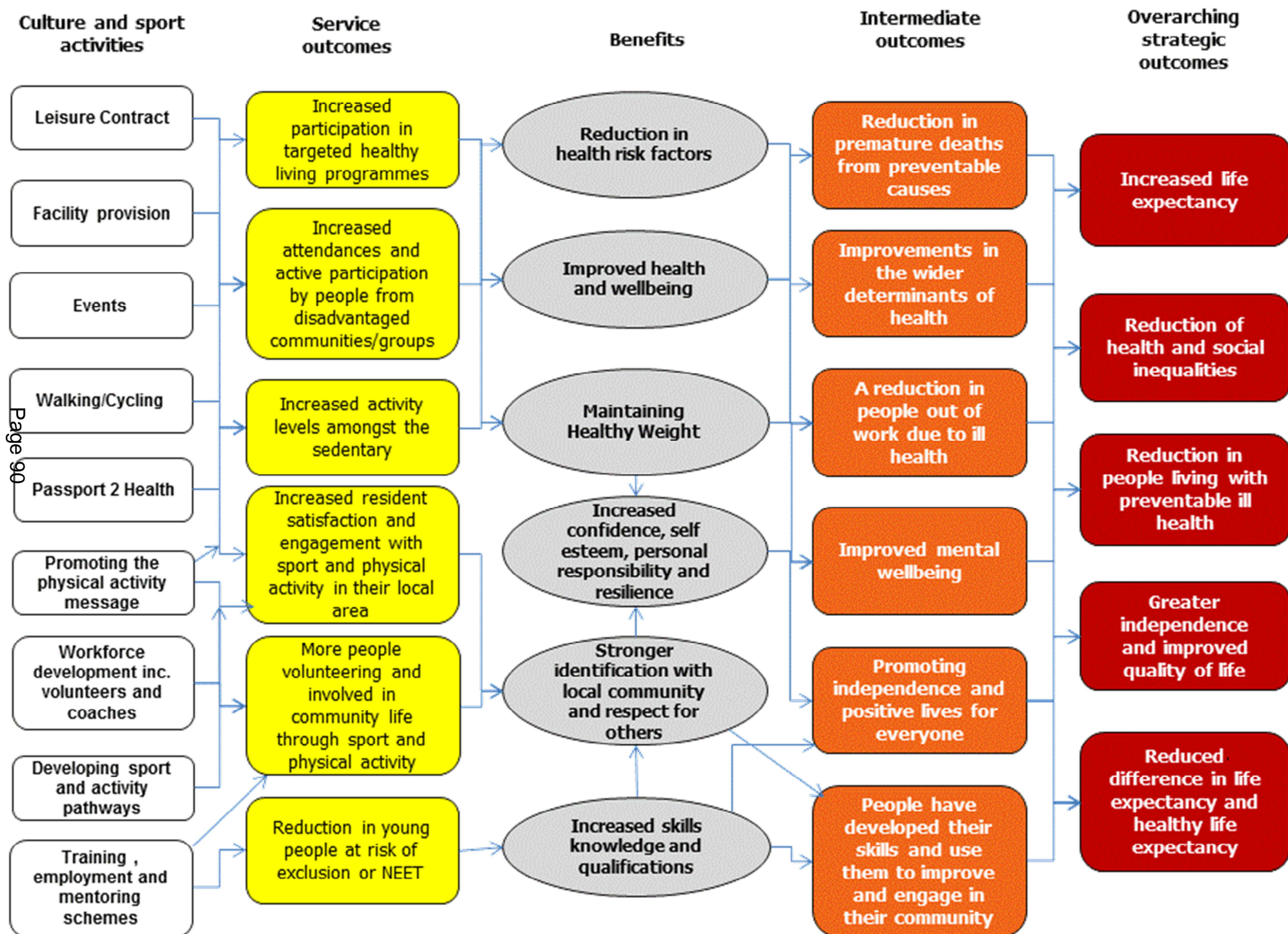
Develop and maintain easily accessible resources about what's available across Bath and North East Somerset, taking into account a wide range of interests and preferences. As part of this create a high quality digital hub for signposting and promotion with an effective online physical activity finder.

Seek to connect people with Physical Activity opportunities across the lifespan using clear and consistent, simple and value based marketing messages for physical activity making use of social marketing and information technology to support campaigns. The creation of a B&NES brand would support this aim.

Help, grow and connect a Physical Activity Network and strategic partnership to support and coordinate work in the sector.

Appendix 1

Logic diagram to show how leisure activities link to corporate outcomes



Appendix 2

Measures of success

How we will measure the outcomes of the strategy

Outcomes Framework

Corporate Priority	Service Level Outcome	Activity/Programmes	Strategy Measure
Reducing Health Inequalities and ensuring that the people most in need are supported to live full active lives.	Increased participation in targeted healthy living programmes aimed at reducing health risk factors	Passport to Health	Number exiting Passport to Health Scheme still active 3 x 30 minutes 6 months post programme, includes exercise for depression
	Increased participation in physical activity and sport for disadvantaged groups	Walking, cycling, Passport to Health, facility provision, leisure contract, BISPAA, workforce development, Developing sport and activity pathways, training, employment and mentoring schemes	Decrease the gap in activity levels between the most and least deprived wards (measured by active people) Increased participation in sport for those with a disability
	Developing opportunities for children and young people at risk from exclusion	Breakthrough	25 young people attend the breakthrough programme
	Developing opportunities for those not in education, employment or training	Get active into work	40 clients supported with training to develop their employability within the sport and physical activity sector

Corporate Priority	Service Level Outcome	Activity/Programmes	Strategy Measure
Everyone has the opportunity to enjoy a healthy lifestyle	Increased Activity levels among the sedentary	Leisure contract, walking, cycling, developing sport and activity pathways, encouraging use of the outdoor environment and green space Delivering, facilitating and supporting a programme of events to stimulate new activity and engagement, particularly families	Reduction in those exercising 0 x 30 mins per week 10,000 attending events with 30% stating they will exercise more as a result
Promoting Independence and positive Lives for Everyone	Older people are supported to live independently.	Leisure contract, walking, cycling, passport to health and targeted interventions	Increased activity levels for those aged 65+
Children and young people enjoy their childhood and are prepared for adult life.	Halt the upward trend in obesity in childhood, with specific focus on our deprived Communities	Activity participation pathways, leisure contract, events, promoting the physical activity message, School Sport Partnership initiatives, Bike It Officer, DPH Award, Active Play	Improvement in NCMP data Number of children who can now swim 25 metres
	There are activities and opportunities to help young people to make a positive difference to their lives and communities.	Breakthrough, get active into work	Training opportunities and apprenticeships for young people

Corporate Priority	Service Level Outcome	Activity/Programmes	Strategy Measure
Everyone has the opportunity to participate in sports, leisure and cultural activities.	Increased Participation in Sport and Physical Activity that benefits health	Walking, cycling, leisure contract, developing sport and activity pathways, promoting the physical activity message, facility provision, strategy/policy development, encouraging greater use of outdoor and natural environment	<p>Numbers active 3 x 30</p> <p>Numbers reaching 5 x 30</p> <p>Visits to leisure facilities</p> <p>No. of teams playing in B&NES as measured by NGB's (men's, women's, youth and disability)</p> <p>Policies in place to protect playing pitches from development</p>

Corporate Priority	Service Level Outcome	Activity/Programmes	Strategy Measure
Ease of access to public services and local amenities (High quality and sustainable facilities)	Improved and updated Bath Sports and Leisure Centre to meet the needs of the community	Leisure contract, facility provision	Investment in and on-going improvement to Bath Sports and Leisure Centre. Increased attraction of BANES for business investment/expansion.
	New Build Leisure Centre for Keynsham	Leisure contract, facility provision	New Leisure centre in Keynsham
	Redeveloped and updated facilities (Odd Down, Lansdown, South Wansdyke Sports Centre), to deliver both improved service and financial viability	Leisure contract, facility provision	Lower operating costs Increased customer satisfaction levels Life cycle costs accounted for Increased visits to the sites
	Robust Leisure contract delivering value for money and high quality service	Leisure contract	Increased number of visits High customer satisfaction levels New members not active in previous 12 months Health improvements of members £0 revenue cost to Council
	Policies in place to levy fees from developers via CIL to support facility development	Strategy/policy development	Playing pitch and built facility strategies adopted and informing Council's regulation 123 statement

Appendix 3

Evidence Base – Additional Information

In 2010, 47% of children's trips to and from primary school were made on foot, compared to 53% in 1995/97. The proportion of trips by car increased by about the same proportion. Similar patterns are seen among secondary schoolchildren, but they make fewer school trips on foot (36% in 2010) ([National travel survey: 2010](#)).

White adults are more likely than those from black and minority ethnic groups to say that they can cycle. Cycling proficiency is also linked to where people live, with those in more deprived neighbourhoods less likely to report being able to cycle ([Taking part 2011/12 quarter 3: statistical release](#)).

People living in the most deprived areas are less likely to take part in active sport than people in the least deprived areas (43.5% versus 57.2%) ([Sport overview figures](#)).

The proportion of people aged 65–74 involved in active sport has increased (from 35.3% in 2005/06 to 36.9% in 2010/11), but there has been a decrease among those aged 16–24 (from 75.8%–71.9%) ([Taking part 2011/12 quarter 3: statistical release](#)).

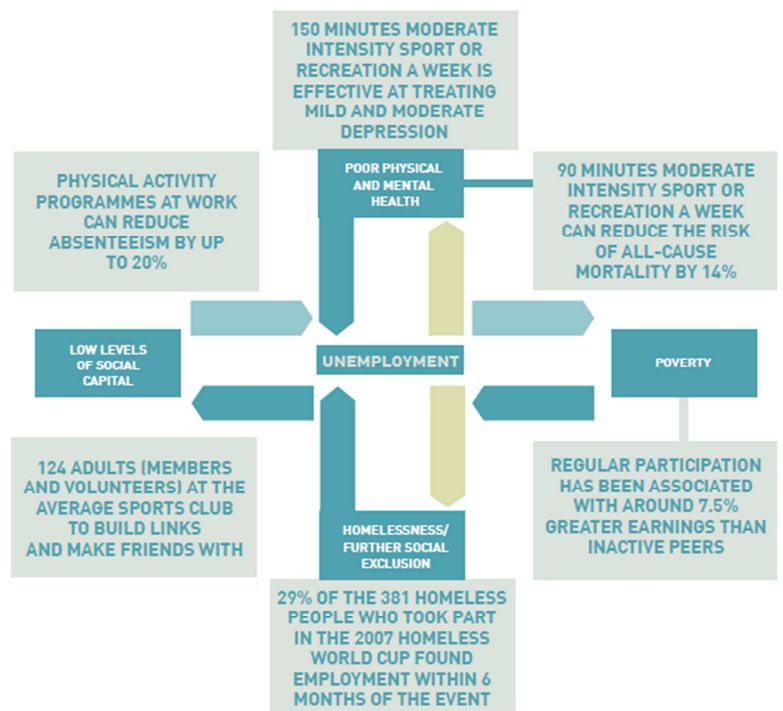
Women are less likely than men to have been involved in active sport in the last 4 weeks. Sports participation rates among women have declined (from 47.7% in 2005/06 to 45.9% in 2010/11), while rates for men have remained steady at around 60% ([Sport overview figures](#)).

EDUCATION AND YOUTH PARTICIPATION IN SPORTS AND RECREATION **A+**

PHYSICAL ACTIVITY POSITIVELY EFFECTS COGNITION IN CHILDREN.

BEING PHYSICALLY ACTIVE RELEASES HORMONES, NEUROTRANSMITTERS AND A PROTEIN RESPONSIBLE FOR LEARNING, MEMORY AND HIGHER THINKING.

SPORT AND RECREATION CAN ALSO LEAD TO INCREASED SELF-ESTEEM AND THE DEVELOPMENT OF MOTIVATION AND DETERMINATION - THESE SKILLS ARE USEFUL FOR ACQUIRING NEW INFORMATION FOR PASSING EXAMS.





What does the needs assessment say?

There is a life expectancy gap of 6.3 years for men and 3.5 years for women between the wards at either ends of the spectrum – If everyone in B&NES had a similar health experience to those who suffer the least inequalities, then it may be possible to prevent 40% of premature deaths in males and 9% of premature deaths in females (over 220 deaths over a three year period).

We know that 73% of adults not getting enough physical activity to benefit their health, 43.7% of adults are doing no physical activity at all and that there are 598 deaths per year that are preventable through physical activity in B&NES

5.5% of current 16-18 year old are NEET (Not in Education, Employment or Training).

An estimated

£16,000,000

is spent on our most complex families every year

Nationally the cost of responding to incidents of anti-social behaviour is £3.4 billion per year.

The Local Picture

There are over 73,000 people in Bath and North East Somerset with at least one long term health condition. Older people in particular often live with several long term health conditions at the same time.

Within Bath and North East Somerset, approximately 18 per cent of our local population have experienced mental ill-health which includes depression and anxiety.

Our population is changing as people are living for longer. Statistical projections suggest that by 2026 people aged over 75 will represent 11 per cent of the local population, compared with 9 per cent in 2011. This will increase the demand for services that help older people to stay healthy, active and independent for as long as possible.

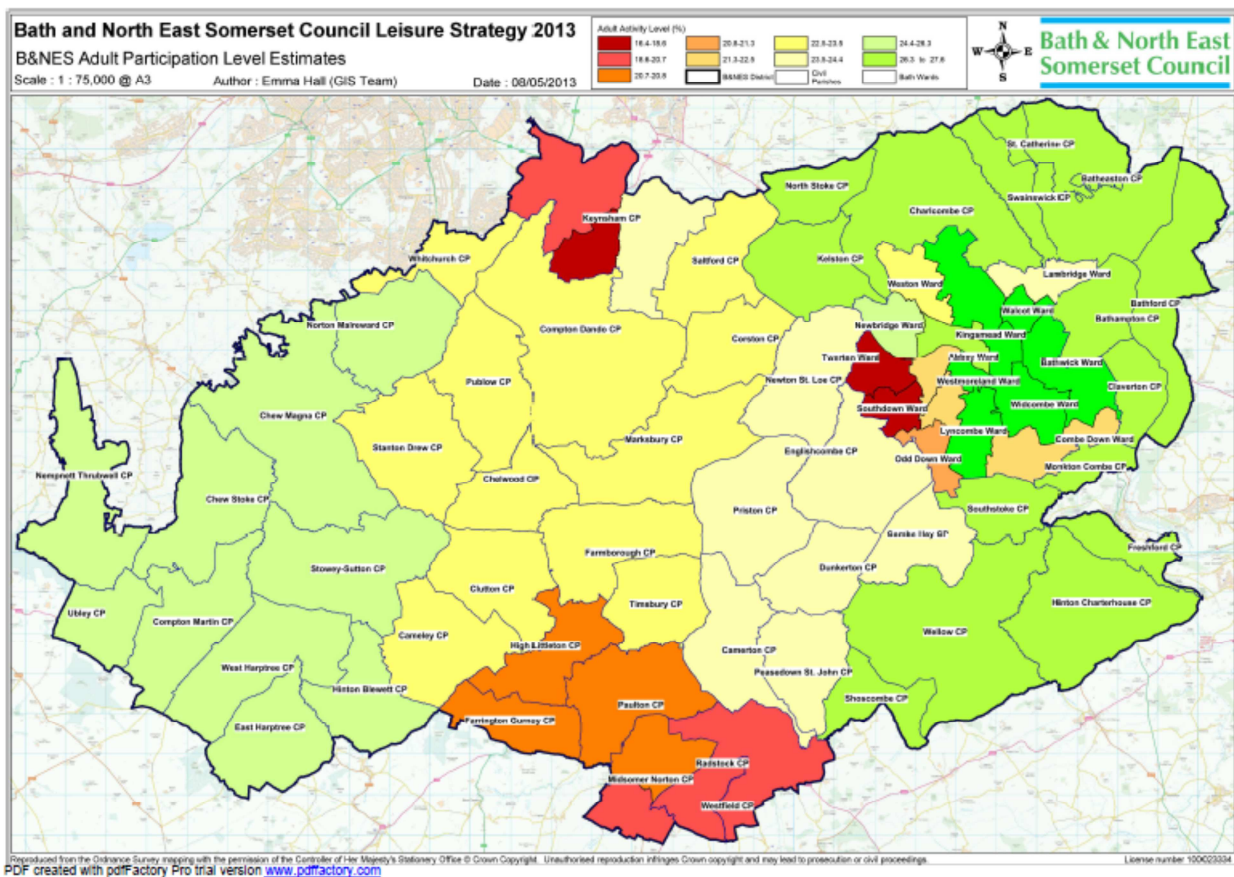
Our local surroundings and social environment play an important part in our health and wellbeing. There is a link between loneliness and isolation and a range of health and wellbeing issues such as high blood pressure, depression and heart disease, particularly amongst the aging population.

There are a number of groups which may be particularly vulnerable to social isolation and loneliness including young care-leavers, those with mental ill-health and the older population.

Activity Levels

Bath and North East Somerset is above the national average for activity levels with 25.9% of adults getting at least 3 x 30 minutes of exercise per week compared to 23.7% nationally (Active People Survey 6 data).

There are clear inequalities in how active people are depending on where they live within the area. The map shown below shows activity levels broken down by ward. The highest level is 27.6% of people active 3 x 30 minutes per week which contrasts with a mere 16.4% in the least active area. Low levels of activity overlay closely with deprivation levels suggesting that a focus for the strategy should be areas such as Twerton, Southdown and Whiteway in Bath as well as areas of Keynsham and Radstock.



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Draft Fit for Life Strategy Consultation

Bath and North East Somerset Council would like to engage with local residents, communities and providers, on its draft Fit for Life Strategy. We welcome your views on the draft Fit for Life Strategy and this short questionnaire will help us to capture these views so that they inform it's final development and delivery.

Please return completed questionnaires by Monday 2nd June 2014.

The Strategy

The draft Fit for Life Strategy sets out the Council's ambitions for improving health and wellbeing and reducing health inequalities in Bath and North East Somerset through increasing physical activity levels. It seeks to find ways to make physical activity more central to people's lives through making explicit links to the Health and Wellbeing Strategy. The strategy also considers the contribution sport and physical activity can make to the economy of the area, how they can help to enhance the area and communities through bringing people together and reducing social isolation. The strategy also seeks to make a contribution to improving the environment and supporting the sustainability agenda.

The Vision

The overarching vision for 'Fit for Life', agreed by all partners and delivery organisations is:

*To get **more people, more active, more often**, in a safe, sustainable environment leading to improved health and wellbeing for all.*

Ambitions

By 2017 we want more people to

- **Be Active** ... for healthier lifestyles
- **Be Greener** ... for a better and sustainable environment
- **Be Outdoors** ... to enjoy the natural environment
- **Be Involved** ... to make a positive difference
- **Be Together** ... to have fun and enjoy being active

Themes

The strategy has 4 key themes

Theme 1 - Active Lifestyles

Active Lifestyles is about increasing opportunities for everyday activity, sport, recreation and preventing and treating ill health for all ages and abilities across the locality. We want to develop and support activities that start where people are, are fun and sociable and help to build and strengthen communities

Theme 2 - Active Travel

Active Travel is about encouraging walking and cycling as a means of getting to school, work and getting around as part of everyday life.

Theme 3 - Active Design

Active Design is about developing planning policy and practice which supports an increase in physical activity and facilitates positive wellbeing for all residents.

Theme 4 - Active Environments (Facilities and outdoor space)

Active Environments is about maintaining and improving the standard and safety of our parks, play and leisure facilities, green spaces and access to the natural environment in order to encourage their use by local residents and visitors.

Priority Groups

Through consultation the strategy has identified the following priority groups for increasing participation in Sport and Active Lifestyles

- Ethnic Minorities
- 14-18 year olds (particularly females) – this is the age where levels of activity start to drop
- Middle aged men
- Families
- Those experiencing health inequalities
- Older People
- Those who are carrying excess weight, both children and adults
- Those with long term health conditions
- Those with disabilities

Key Issues

Consultation also highlighted the following issues that the strategy should look to address

- Increasing participation in all areas
- Targeted health intervention schemes
- Tackling obesity – including pre surgery weight loss
- Increasing participation in active lifestyles (walking, cycling, swimming) and sport
- Providing education on healthy living
- Outreach programmes, not just focused around facilities, making the best use of the free facilities and environment such as parks and open spaces
- Promoting active travel and creating links with the transport strategy
- Taking a view on whether we have enough of the right types of facilities in the right places and that these are of sufficient quality
- Ensuring clear governance for delivery of the strategy

Questionnaire

1) Is your interest in this strategy as a:

- | | |
|---|---|
| <input type="checkbox"/> Member of the public | <input type="checkbox"/> Service provider |
| <input type="checkbox"/> Business organisation | <input type="checkbox"/> Ward Councillor |
| <input type="checkbox"/> Commissioner of services | <input type="checkbox"/> Service User |
| <input type="checkbox"/> Voluntary, Community or Social Enterprise organisation | |
| <input type="checkbox"/> Other | |

If you are responding to this questionnaire on behalf of an organisation or group, please state which:

2) Is the draft Fit for Life Strategy clear and easy to understand?

- | | | |
|------------------------------|-----------------------------|-----------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
|------------------------------|-----------------------------|-----------------------------------|

If no, please explain why:

3) Is the vision for the draft strategy clear and easy to understand?

Yes No Not Sure

If no, how could we improve the vision?

4) The draft Fit for Life Strategy identifies 5 ambitions, are these the right ambitions for the strategy to focus on?

By 2017 we want more people to:

Be Active ... for healthier lifestyles

Yes No Not sure

Be Greener ... for a better and sustainable environment

Yes No Not sure

Be Outdoors ... to enjoy the natural environment

Yes No Not sure

Be Involved ... to make a positive difference

Yes No Not sure

Be Together ... to have fun and enjoy being active

Yes No Not sure

If no, what would you like to add in and why?

5) The draft Fit for Life Strategy identifies 4 themes (set out above). Are these the right themes for the strategy to focus on?

Yes No Not sure

If no, what should we focus on and why?

6) The draft Fit for Life Strategy identifies a series of priority groups. We need to ensure that the strategy focuses on key groups locally. Please list your priority groups below (where 1-highest priority)

- ... Ethnic Minorities
- ... 14-18 year olds (particularly females) – This is the age where levels of activity start to drop
- ... Middle aged men
- ... Families
- ... Those experiencing health inequalities
- ... Older People
- ... Those who are carrying excess weight, both children and adults
- ... Those with long term health conditions
- ... Those with disabilities

7) Is the number of priority groups right or should there be more or less?

- Yes
- More should be added – please list below:

- Less – which would you remove?

8) The draft Fit for Life Strategy identifies a series of key issues, are these the right key issues for the strategy to focus on?

Increasing participation in all areas

- Yes No Not sure

Targeted health intervention schemes

- Yes No Not sure

Tackling obesity – including pre surgery weight loss

- Yes No Not sure

Increasing participation in active lifestyles (walking, cycling, swimming) and sport

- Yes No Not sure

Providing education on healthy living

- Yes No Not sure

Outreach programmes, not just focused around facilities, making the best use of the free facilities and environment such as parks and open spaces

- Yes No Not sure

Promoting active travel and creating links with the transport strategy

- Yes No Not sure

Taking a view on whether we have enough of the right types of facilities in the right places and that these are of sufficient quality

Yes

No

Not sure

If no, what would you like to add and why?

9) How could we best engage with providers, members of the public and communities on the on-going development and delivery of the Fit for Life Strategy?

10) Do you have any other comments or suggestions on the draft Fit for Life Strategy or about physical activity issues more generally within B&NES?

About you

Please can you tell us some details about yourself or, if responding on behalf of an organisation, a profile of the people that you support or represent:

What is your age group?

- Under 25 25 – 34 35 – 44
 45 – 54 55+ Prefer not to say

Do you consider yourself to be a disabled person? (i.e. do you have physical or mental impairment which has a substantial long term adverse effect on your ability to carry out day to day activities?)

- Yes No Prefer not to say

Gender:

- Male Female Prefer not to say

Transgender

Is your gender different from that assigned to you at birth?

- Yes No Prefer not to say

Ethnicity:

A. White

- British Irish Eastern European
 Any other White Background (Please write in).....

B. Dual Heritage (tick all that apply)

- Black Caribbean Black African Asian
 Chinese White
 Any other Mixed Background (please write in).....

C. Asian or Asian British

- Indian Pakistani Bangladeshi
 Any other Asian background (please write in).....

D. Black or Black British

- Caribbean African
 Any other Black (please write in).....

E. Chinese or other ethnic group

- Chinese South East Asian
 Any other back ground (please write in).....

Cont. over page

F. Gypsy or Traveller

- Romany Gypsy Irish Traveller
 Any other Gypsy or Traveller group (please write in).....

G. Prefer not to say

Religion/Belief:

- No religion Christian Buddhist
 Muslim/Hindu Jewish Sikh
 Other (please write in).....
 Prefer not to say

Sexual orientation:

- Bisexual Gay Heterosexual
 Lesbian Prefer not to say

Returning your questionnaire

Please return your completed questionnaire by 2nd June 2014 to:

Marc Higgins,
Environmental Services,
Floor One,
Lewis House,
Manvers Street,
Bath,
BA1 1JG

Or by email to: fit_for_life@bathnes.gov.uk

Thank you for taking the time to provide us with your feedback.

ECONOMIC AND COMMUNITY DEVELOPMENT PDS FORWARD PLAN

This Forward Plan lists all the items coming to the Panel over the next few months.

Inevitably, some of the published information may change; Government guidance recognises that the plan is a best assessment, at the time of publication, of anticipated decision making. The online Forward Plan is updated regularly and can be seen on the Council's website at:

<http://democracy.bathnes.gov.uk/mgPlansHome.aspx?bcr=1>

The Forward Plan demonstrates the Council's commitment to openness and participation in decision making. It assists the Panel in planning their input to policy formulation and development, and in reviewing the work of the Cabinet.

Should you wish to make representations, please contact the report author or Jack Latkovic, Democratic Services (01225 394452). A formal agenda will be issued 5 clear working days before the meeting.

Agenda papers can be inspected on the Council's website and at the Guildhall (Bath), Hollies (Midsomer Norton), Riverside (Keynsham) and at Bath Central, Keynsham and Midsomer Norton public libraries.

Economic and Community Development PDS Forward Plan

Bath & North East Somerset Council

Anticipated business at future Panel meetings

Ref Date	Decision Maker/s	Title	Report Author Contact	Strategic Director Lead
ECONOMIC AND COMMUNITY DEVELOPMENT POLICY DEVELOPMENT AND SCRUTINY PANEL: 29TH MAY 2014				
6 Nov 2013	HWB			
22 May 2014	ECD PDS	B&NES Economic Strategy	John Wilkinson Tel: 01225 396593	Louise Fradd
29 May 2014	ECD PDS	Community Safety: Project 28	Sue Dicks Tel: 01225 477415	
29 May 2014	ECD PDS	Green Jobs in B&NES	Duncan Kerr	
29 th May 2014	ECD PDS	Leisure Strategy	Marc Higgins Tel: 01225 396423	
ECONOMIC AND COMMUNITY DEVELOPMENT POLICY DEVELOPMENT AND SCRUTINY PANEL: 17TH JULY 2014				
17 Jul 2014	ECD PDS	River Safety update	Cathryn Humphries Tel: 01225 477645	
17 Jul 2014	ECD PDS	Community Safety: Changes in Anti-Social Behaviour legislation	Sue Dicks Tel: 01225 477415	

Ref Date	Decision Maker/s	Title	Report Author Contact	Strategic Director Lead
17 Jul 2014	ECD PDS	World Heritage Site	Tony Crouch Tel: 01225 477584	
ECONOMIC AND COMMUNITY DEVELOPMENT POLICY DEVELOPMENT AND SCRUTINY PANEL: 25TH SEPTEMBER 2014				
25 Sep 2014	ECD PDS	Community Safety: Safe Zones	Sue Dicks Tel: 01225 477415	
25 Sep 2014	ECD PDS	Delivery of the apprenticeships scheme	Officer to be confirmed	
ECONOMIC AND COMMUNITY DEVELOPMENT POLICY DEVELOPMENT AND SCRUTINY PANEL: 20TH NOVEMBER 2014				
20 Nov 2014	ECD PDS	Connecting Families update	Paula Bromley Tel: 01225 396984	
FUTURE ITEMS				
	ECD PDS	Avon and Somerset Police - New Operating Model	Andy Thomas Tel: 01225 394322	
	ECD PDS	Magistrates		
The Forward Plan is administered by DEMOCRATIC SERVICES : Jack Latkovic 01225 394452 Democratic_Services@bathnes.gov.uk				

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