

'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**
- **Be Outdoors ... to enjoy the natural environment**
- **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

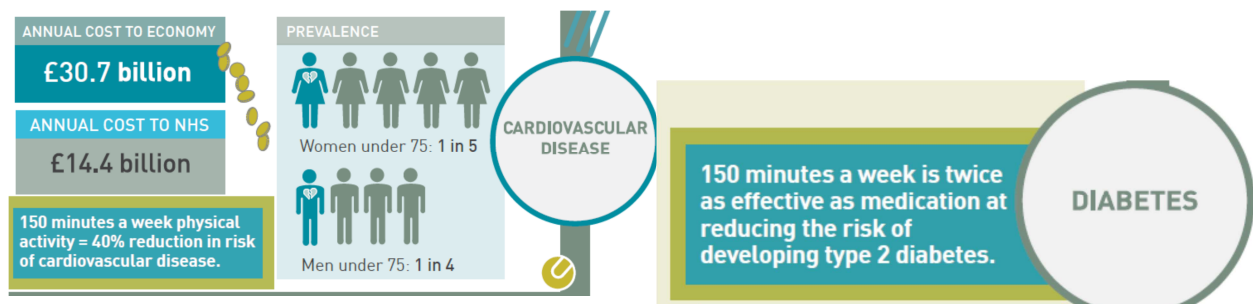
Exercise has been described as a 'wonder drug' or 'magic pill' which, if used in the right measures can:

- 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

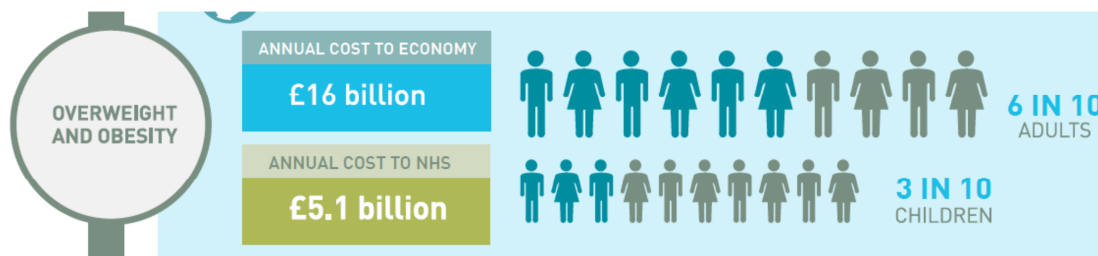
In Bath and North East Somerset it is estimated that £45.8 million will be spent by the NHS in 2010 on disease related to overweight and obesity, set to rise to £49 million by 2015.

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 it a much more walkable proposition than 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 and 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.

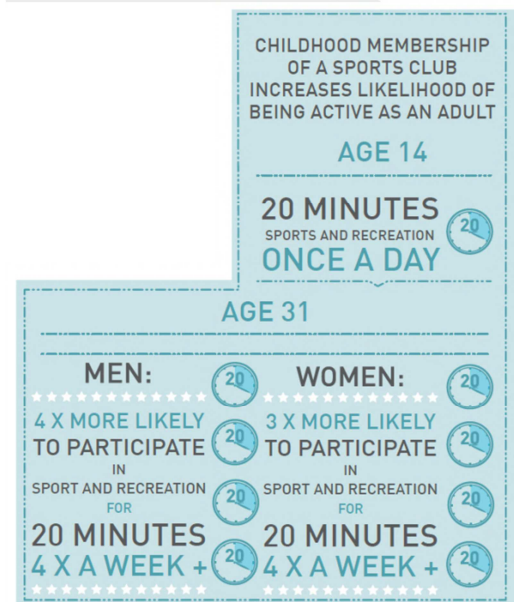
Children and young people:

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

⁴ CABE. (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

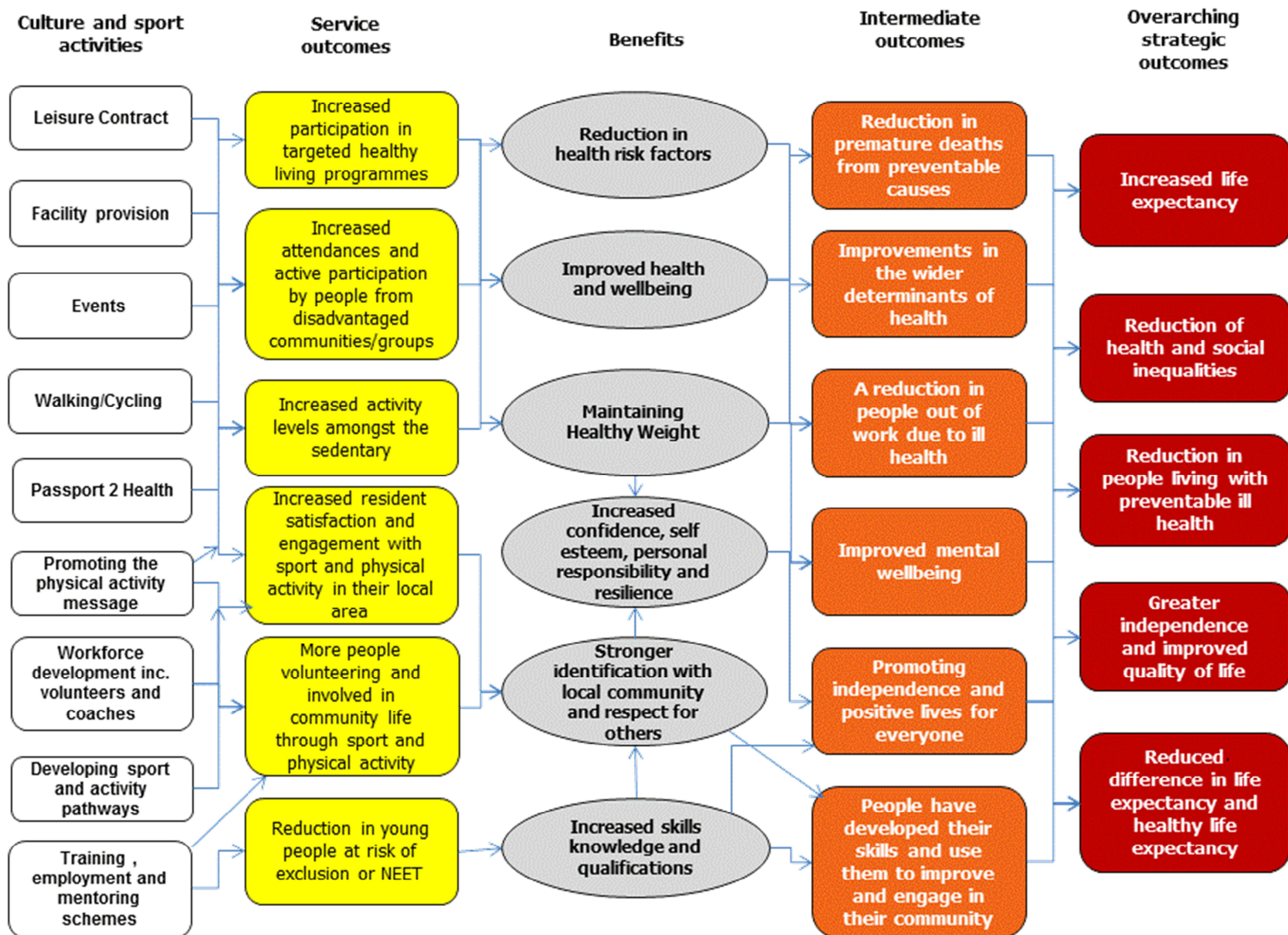
Develop and maintain easily accessible resources about what's available across Bath and North East Somerset, taking into account a wide range of interests and preferences. As part of this create a high quality digital hub for signposting and promotion with an effective online physical activity finder.

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
<p>Everyone has the opportunity to participate in sports, leisure and cultural activities.</p>	<p>Increased Participation in Sport and Physical Activity that benefits health</p>	<p>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>	<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](#)).

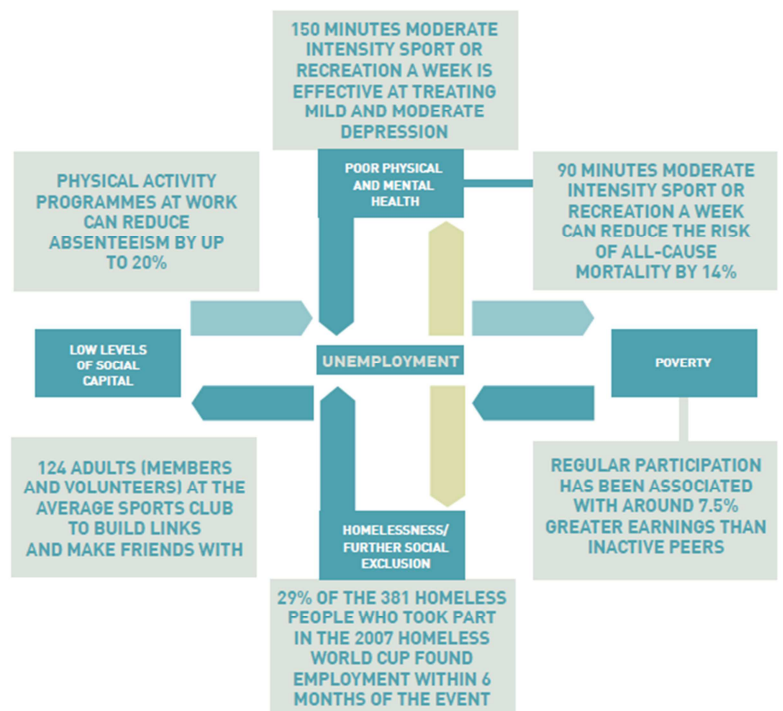
Women are less likely than men to have been involved in active sport in the last 4 weeks. Sports participation rates among women have declined (from 47.7% in 2005/06 to 45.9% in 2010/11), while rates for men have remained steady at around 60% ([Sport overview figures](#)).

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.

