

Fit for Life – An Active Living Strategy

May 2014

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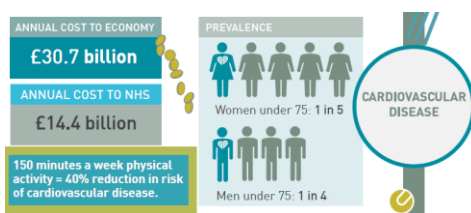
Vision

- » To get more people, more active, more often, leading to improved health and wellbeing and the creation of stronger, safer communities for all
- » “Lack of activity destroys the good condition of every human being while movement and methodical physical exercise save it and preserve it”

Plato

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Evidence Base



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Strategy contributes to addressing:

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

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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

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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
- » Reduced rates of childhood and adult unhealthy weight through increased activity levels among young people and targeted programmes at those with most need
- » Promoting active workplaces to improve employees' health & wellbeing and enhance productivity.
- » 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

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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

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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

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The strategy has 4 key themes

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

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Priority Groups

- » 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 (children and adults)
- » Those with long term health conditions
- » Those with disabilities

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Procurement

- » Strategy provides steer for procurement in terms of built facilities, but leaves flexibility for dialogue – more detail/evidence base in built facilities strategy to shape discussions
- » Strategy to be attached to ISOS documents with contractors asked to detail how they will support the delivery of it. They will be scored their response.

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Consultation to shape draft:

- » Stakeholder workshop - July 2013
- » Meetings with health sector partners and stakeholders (Clinical Commissioning Group (Operational Leadership Team), People Directorate Senior Management Team, Health and Wellbeing Board and Cllrs Simon Allen and David Dixon) – July/August 2013
- » Street survey of 1000 people – November 2013
- » Economic and Community Development Policy Development and Scrutiny Panel December 2014
- » Survey of sports clubs – December 2013/January 2014
- » Focus groups/interviews with underrepresented groups – February 2014
- » Stakeholder input in draft strategy under headings – February 2014
- » Stakeholder workshop – March 2014

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Proposed consultation on draft

- » Electronic consultation with partners, stakeholders and the public over the web
- » Bath City conference and other key local area meetings
- » Economic and Community Development Policy Development and Scrutiny Panel – May 2014
- » Final adoption July 2014
- » There will also be consultation as part of the procurement process where the detail of the built facility plans will be refined and consulted upon

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