

TITLE OF REPORT: **Physical Activity Strategy 2022 - 2032**

REPORT OF: **Alice Wiseman, Director of Public Health**

Purpose of the Report

1. To ask Cabinet to agree the new Physical Activity Strategy for Gateshead and to recommend that Council adopt the Strategy as part of its policy framework.

Background

2. Gateshead experiences a wide range of health inequalities. Preventable, yet life-changing conditions, like obesity and diabetes are increasing. Levels of physical activity in adults living in Gateshead are lower than the national average and levels of inactivity are higher.
3. There is overwhelming evidence that regular physical activity is good for physical and mental health and wellbeing and prevents long term health conditions such as heart and lung diseases, diabetes, cancers and obesity.
4. Regular physical activity also contributes to a range of wider social, environmental and economic benefits.
5. The Physical Activity Strategy supports the delivery of the Thrive strategic approach and the Health and Wellbeing Strategy.
6. It provides a framework to get Gateshead moving, working towards a vision of making Gateshead a borough where every resident has access to a range of appropriate and affordable opportunities for physical activity that become part of their everyday life and improve health and wellbeing.

Proposals

7. Cabinet approval of the Physical Activity Strategy for Gateshead is sought prior to seeking Council approval.

Recommendations

8. It is recommended that Cabinet endorses the Physical Activity Strategy and requests Council to approve the strategy as part of the Council's policy framework

For the following reasons:

- (i) To support implementation of the Health and Wellbeing Strategy and ensure that the Council is well placed to respond to the health and wellbeing needs of the borough, alongside taking action to tackle increasing health inequalities within Gateshead.
- (ii) To contribute to a wide range of range of individual, social, economic and environmental benefits which result from increased levels of physical activity.

Policy Context

1. Making Gateshead a Place Where Everyone Thrives sets the strategic direction for the Council, redressing the imbalance of inequality, championing fairness and social justice.
2. This approach has shaped development of the Health and Wellbeing Strategy for Gateshead.
3. The Physical Activity Strategy will help deliver the vision for health and wellbeing in Gateshead.



Background

4. Nationally, 1 in 3 (34%) and almost 1 in 2 (42%) women are not active enough for good health. Adults in Gateshead have lower rates of physical activity and higher rates of inactivity than the average for England. Preventable, yet life-changing conditions, like obesity and diabetes are increasing.
5. There is overwhelming evidence that regular physical activity is good for physical and mental health and wellbeing and prevents long term health conditions such as heart and lung diseases, diabetes, cancers and obesity.
6. Regular physical activity also contributes to a range of wider individual, social, environmental and economic benefits including:

- improved learning and attainment for individuals
 - improving community links, levels of cohesion and social capital
 - reducing road congestion and air pollution through increased active travel.
 - significant cost savings to health (in primary and secondary care) and social care.
7. It has been estimated that for every £1 spent on sport and physical activity in England generates almost £4 in return across health and wellbeing, stronger communities and the economy.
 8. The Physical Activity Strategy is intended to support the Council and partners in promoting, planning and facilitating physical activity by setting out a strategic framework encompassing vision, mission, objectives, opportunities and outcomes.
 9. The mission, set out in the Physical Activity Strategy is ‘to work with our communities and partners, to get Gateshead moving. We want to make Gateshead a borough where every resident has access to a range of appropriate and affordable opportunities for physical activity that become part of their everyday life and improve health and wellbeing.’
 10. The strategy is underpinned by five values and guiding principles:
 - **Partnership** - working collaboratively across sectors and communities, bringing together experience, expertise, resources and enthusiasm. We need everyone to make it their mission to get Gateshead moving.
 - **Inclusion** - reflecting diverse voices and lived experience in our work. Treating all ideas and everyone’s challenges and circumstances with respect.
 - **Innovation** - exploring new ways of working to find creative solutions.
 - **Proportionate universalism** balancing universal and targeted provision in a way that’s proportionate to level of need - focusing most on engaging the least active and those who face the greatest barriers to being active.
 - **People-centred** - putting people, their needs and the barriers they face at the heart of our plans. Delivering services in and with communities.
 11. Informed by national policy and positive practice including the UK Chief Medical Officers' Physical Activity Guidelines (2019) and Sport England’s Uniting the Movement Strategy (2021), Gateshead’s Physical Activity Strategy is structured under five key objectives:

- **Recover, reinvent and thrive** – we will learn from the pandemic to become a stronger and fairer borough, where no-one is less active because of who they are or where they live.
- **Creating a positive experience for children and young people** - we want our children and young people to enjoy being physically active and build foundations for a long, healthy and active life.
- **Living well and ageing well** - we will strengthen the connection between physical activity and health and wellbeing throughout every stage of life.
- **Supporting communities** - physical activity brings people together and helps makes better places to live. We will work with communities and partners to support people be more active where they live, particularly targeting where inequalities are greatest and recognising that every community is different.
- **Creating active environments** - we want to make it easier for people in Gateshead to be active in the space around them and contribute to the reduction of carbon emissions.

12. Key opportunities and outcomes are set out under each strategic objective.
13. The strategy emphasises the importance of taking a place based and whole-system approach which considers the changes required, at all the layers in the system, to tackle inactivity, includes changes to policy, the physical environment, organisations and institutions, the social environment, as well as to individuals themselves.
14. This approach also recognises that physical activity levels are closely related to the wider determinants of health (the conditions into which people are born, live and work) and that it is important to shift to a person-centred, bottom-up approach, whilst looking at the whole system from a community perspective. By working together to gain local knowledge and insight and make best use of the resources available locally, we can better meet the unique needs of people in one place.
15. Councils have a central role in championing physical activity; particularly in relation to supporting active environments. They are ideally placed to bringing everything together by connecting diverse Government objectives and service areas including planning, active travel schemes, parks and playgrounds, allotments and sports and leisure facilities.
16. A copy of the Gateshead Physical Activity Strategy 2022-32 is included at Appendix 2.

Consultation

17. The Portfolio holders for Culture, Sport and Leisure and Health and Wellbeing have been consulted.
18. Consultation has taken place through the Council's consultation portal.
19. Feedback has also been invited from local physical activity/sports organisations and clubs.

Alternative Options

20. The alternative is to not produce a strategy and operate without a clear set of shared policy objectives against which decisions on priorities and resources can be made and outcomes for people assessed.

Implications of Recommended Option

21. Resources:

- a) **Financial Implications** – the Strategic Director, Resources and Digital confirms there are no financial implications arising directly from this report. Any financial implications will be brought to Cabinet at a later date if required.
- b) **Human Resources Implications** – there are no direct HR implications resulting from this report. Any direct HR implications will be brought to Cabinet at a later date.
- c) **Property Implications** - there are no direct property issues resulting from this report. Any direct property implications will be brought to Cabinet at a later date.

22. Risk Management Implication -

There are no risk management implications resulting directly from this report. A future report will detail, if necessary, options for further service review and the risk of non-compliance with statutory duties.

23. Equality and Diversity Implications –

The strategy identifies some groups with protected characteristics who experience inequalities in levels of physical activity. The strategy will have a positive impact on the health and wellbeing of these groups and communities as it will support targeting of resources and opportunities where barriers to participating in physical activity are greatest. An integrated impact assessment has been carried out to identify potential implications and impacts

related to protected characteristics identified in the Equality Act 2010. This is attached at Appendix 3.

24. Crime and Disorder Implications –

It is important for places to be/feel safe for the users.

Some evidence suggests that sport participation reduces the crime rate for both property and person-related crimes and anti-social behaviour.

25. Health Implications –

The Physical Activity Strategy will contribute to the achievement of improving health and wellbeing outcomes for local people and aim to reduce inequalities within Gateshead.

26. Climate Emergency and Sustainability Implications -

The Physical Activity Strategy supports active travel and will therefore support the borough's transition to net zero.

27. Human Rights Implications -

There are no human rights implications arising from this report

28. Ward Implications -

All wards within the borough are covered by the Physical Activity Strategy.