

Get Active

Bath and North East Somerset

A Strategy for Physical Activity and Sport
in Bath and North East Somerset 2010 to 2013



**Bath & North East
Somerset Council**

NHS
**Bath and
North East Somerset**

Working together for health & wellbeing



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The Get Active Vision

The overarching vision for Get Active B&NES, agreed by all partners and delivery organisations is: **To get more people, more active, more often, leading to improved health and wellbeing and the creation of stronger, safer communities for all**

1 Background

In 2005, 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 by at least 1% per year
- create a platform on which a wide range of partners can join together
- raise awareness of the role that Sport and Active Lifestyles can play
- raise sporting standards at grass roots level to increase representation at county, regional, national and international level

Since 2005, there has been much progress resulting in increases in participation. This refreshed strategy has been produced to further strengthen and continue the work that has been done to date with partner organisations.

A wide range of organisations are involved in the delivery of sport and physical activity. Key organisations from the public, private, voluntary and education sectors have been involved in developing the vision, objectives and delivery structure for this strategy. We would like to acknowledge the contributions of all those who have participated in helping to develop the strategy.

2 Purpose of this document

This document provides a new and updated vision, uniting all the agencies that play a part in planning or delivering sport and physical activity for people in Bath and North East Somerset. It also defines the roles of different organisations so that the priorities of each organisation are clear. Finally, it aims to clarify the place of sport and physical activity in relation to priorities within national plans, regional plans and the Sustainable Community Strategy.

It is intended to achieve the following:

- For funding organisations that may be commissioning projects: this document will act as a tool for setting priorities for funding and assessing the range of potential providers who can deliver on those priorities
- For delivery organisations that will be working directly with local people: this document will guide their work and provide a context for their own local plans and work programmes. It will also help them to understand the priorities for funding and how they might gain access to those funds.

3 Why Physical Activity and Sport? Rationale and context

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)
- 22.5% of the population of B&NES are taking part in sport or active recreation 3 times per week (Sport England Active People Survey, National Indicator 8 data)
- 40.4% of adults are participating in no physical activity at all (Sport England Active People Survey, National Indicator 8 data)
- 92.2% of children are physically active compared to 91.8% regionally and 90.0% nationally (APHO and Department of Health data)

It is clear that increasing the amount of exercise and activity people undertake will achieve many benefits for employers, the economy, and the health of the communities in B&NES.

National research has shown that increased levels of physical activity will have a major positive impact on health. It:

- can reduce the risk of major diseases, including coronary heart disease (CHD), hypertension, type 2 diabetes, chronic kidney disease and some cancers
- can reduce the risk of stroke

- protects against cancers of the colon, breast (post-menopause) and endometrium
- reduces the risk of and helps manage musculoskeletal health conditions, including osteoporosis, back pain and osteoarthritis
- reduces the risk of depression and promotes many other positive mental health benefits, including reducing state and trait anxiety
- improves physical self-perceptions and self-esteem
- has been found to be just as effective in the treatment of mental ill health as anti-depressant drugs and psychotherapy
- can increase functional capacities in older adults therefore preventing falls and increasing independence

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 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 in 2015.

4 Creating a legacy from the 2012 Olympic and Paralympic Games

During the timeframe of this Strategy, the UK will stage the biggest cultural and sporting event this country has ever seen. The 2012 Olympic and Paralympic Games bring an exciting opportunity for a range of opportunities for communities in Bath and North East Somerset.

The Games represent far more than simply a sporting competition in the summer of 2012. They involve culture, tourism and the visitor economy, business opportunities and lasting opportunities to improve the health and well being of local communities. There is already a strong infrastructure for supporting and developing opportunities from the Games, with a local sub regional working group looking at legacy.

Most importantly, Bath has been selected as the host city for the GB Paralympic Team for a series of preparation camps, using the University of Bath as their pre-Games base. There will be multi-sport camps in 2010 and 2011, with the elite athletes moving in during 2012 in the months leading up to the Games. This presents a unique opportunity to leave a lasting legacy for disability sport in the area.

The Games will help to:

- inspire people of all ages and abilities to participate more in physical activity and sport, bringing them health and well being benefits
- achieve economic benefits brought about by increased tourism, profile and interest in the country in the years and months leading up to the Games
- increase membership of clubs and sporting organisations as the demand rises for activity and opportunities in different sports
- ensure the pathways are in place to enable talented young athletes to reach their goals of attending future Olympic and World events

This strategy document sets the framework for a legacy plan for Bath and North East Somerset to maximise the opportunities that the London 2012 Games offer.

The Olympic and Paralympic values will underpin the implementation of the whole strategy:

Olympic Values

- Respect
- Friendship
- Excellence

Paralympic Values

- Courage
- Determination
- Inspiration
- Equality

5 Our targets and key outcomes

This strategy, our targets and key outcomes are closely linked to the themes contained in the Local Area Agreement (LAA) for B&NES. Many are drawn from the following national and regional targets:

- national indicators for the NHS (“Vital Signs”)
- the set of National Indicators that Local Authorities are required to report on
- the Strategic Framework Ambitions for Improving Health in the South West

Outcome	Indicator	Jointly responsible for	Contributing to
Stronger Communities	NI 6 – Participation in regular volunteering		→
Safer Communities	NI 47 – People killed or seriously injured in Road Traffic Accidents		→
	NI 48 – Children killed or seriously injured in Road Traffic Accidents		→
Children and Young People	NI 55 & VS 16 – Obesity among Primary Aged Children in reception Year	→	
	NI 56 & VS 17 – Obesity among primary aged children in year 6	→	
	NI 57 – Children and young people's participation in high-quality PE and sport	→	
	NI 110 – Positive activities for young people		→
	W4 – Halt the upward trend in obesity in childhood, with specific focus on our deprived communities by 2015 (at year 6, base line 13.4%)	→	
Health and Well Being	NI 8 – Increase the % of population active 3 times per week	→	
	NI 11 – To increase participation in an engagement in the Arts – includes dance and relates to sport		→
	NI 119 – Self reported measure of people's overall health and wellbeing		→
	NI 120 – Reducing all age all cause mortality		→
	NI 121 – Mortality rate from all circulatory diseases at ages under 75		→
	W1 – Reduce health inequalities by 20% by 2015		→
	W2 – Increasing average life expectancy by 1 year for both men and women by 2015	→	
	SHA Target – Raise levels of exercise in the population in the South West to 50% in men and 40% in women by 2013	→	
	B&NES Target – Reduce the % of the population doing no activity (as measured by the Active People survey) to 45% by 2015		
Environmental sustainability	NI 175 – Access to services and facilities by public transport, walking and cycling		→
	NI 198 – Active travel: support the Joint Local Transport Plan objective of 26% increase in cycling and walk to school initiatives		→

Key:

National Indicators

NHS Vital Signs

World Class Commissioning Outcomes

Strategic Health Authority target

B&NES target

6 Themes and Work Areas

We will organise the work in the following themes:



For each of the themes and work areas, we have identified potential groups of people that might benefit from projects. This has been described using Sport England’s market segmentation, which analyses the English adult population (18+) according to sports participation, motivations and barriers to doing more sport. There are 19 sporting segments and full details of their profiles can be found at http://www.sportengland.org/research/market_segmentation.aspx

We will use both local intelligence and market segmentation tools to prioritise our work and identify those areas of greatest need throughout the work areas below.

The work areas under each of the theme headings are described on the following pages

6.1 From Inactive to Active: Fit to Live

We will support people to become physically active, particularly focussing on those who are currently inactive, and:

- have been identified as being in need of intervention through a health screening programme
- are families in communities of high health need
- have health problems which restrict their movement
- have disabilities which restrict their participation
- are the least likely to participate:
 - For adults, according to Sport England's Market Segmentation:
 - Segment 16: "Later Life Ladies", (alias Norma) – women aged 56-65 who are single, unemployed or retired and live in Council accommodation. They have no children at home.
 - Segment 15: "Local Old Boys" (alias Terry) – men aged 45-65, married, economically inactive or working, without children, in social groups D & E.
 - Segment 14: "older working women" (alias Brenda) – women aged 46-55, married, employed and without children
 - For young people, according to the Youth Sport Trust
 - aged 14 to 19 years, particularly post 16 years

We will do this by delivering evidenced based interventions, which will:

- promote behavioural change, in primary care, community and school settings
- increase walking, cycling and active travel
- develop and increase a family-focussed interventions
- increase the identification of people with a health risk and refer to physical activity programmes
- increase access to physical activity for those on rehabilitation programmes
- increase access to and participation in physical activity programmes in community settings
- promote informal play



6.2 From Occasional to Regular Activity: Fit to Play

We will support people to achieve the recommended levels of physical activity required to benefit their health, this is defined currently by the Department of Health as:

- for adults – 5 x 30 minutes of moderate intensity physical activity per week
- for children and young people – 1 hour of moderate intensity physical activity per day

We will provide programmes for people who are currently active, but not achieving the current recommended levels (15,000 adults in Bath & North East Somerset, according to the Active People survey – 10 % of the population) through encouraging them to become members of clubs or through more regular recreational activities with family and friends.

We will particularly focus on people who:

- have been identified through intervention programmes and could be likely to give up if their motivation is not maintained
- are most likely to be moderately active, according to:
 - For adults, (according to Sport England’s Market Segmentation):
 - Segment 2: Social Team Drinkers (alias Jamie) – male, aged 18-35, single, employed or student, without children
 - Segment 4: supportive singles (alias Leanne) – female, aged 18-25, single, employed, with or without children
 - Segments 7, 8 and 9: Stay at home Mums (“Alison”); Middle income Mums (“Jackie”), and Pub League Team mates (“Kev”) – families with children, usually employed, aged 26-45
 - Segment 18: Twilight Year Gents (“Frank”) – aged 65+, married, retired, no dependents
 - For children and young people who are only participating in curriculum based physical activity

We will do this by delivering sport and physical activity opportunities, which will:

- encourage people to re-engage with sport
- increase access to local mass participation events and festivals
- increase access to and participation in sustainable sport and physical activity programmes in community settings
- increase out of school hours provision



6.3 From Recreational to Challenge: Fit to Compete

We will support people who wish to challenge themselves to achieve more than they thought possible, whether through personal challenge or sporting achievement.

We will do this for adults by:

- increasing access to programmes involving personal challenge (e.g. the half marathon, walking, cycling, gym and swim challenges)
- supporting National Governing Bodies with talent identification and development programmes, under the “excel” objective of their Whole Sport Plans
- improving access to local sports clubs and local leagues/competition

We will do this for children and young people through:

- increasing access to competition schools
- improving access to elite squads, representative teams, regional and national athlete support schemes
- establish a pathway from participation to excellence for disability sport
- teams competing from schools, FE, HE and local clubs
- supporting National Governing Bodies with talent identification and development programmes, under the “excel” objective of their Whole Sport Plans



6.4 Promotion and Marketing

We will develop a communications plan, which will involve much greater use of local intelligence and the market segmentation information to identify suitable marketing strategies that would appeal to the lowest participating groups (Later Life Ladies (Norma), Local Old Boys (Terry), Older Working Women (Brenda)). These are discussed in detail in the social profiles which can be found at http://www.sportengland.org/research/market_segmentation.aspx. The partnership will draw on marketing and intelligence expertise and will examine the reasons why people do not participate – anxieties, phobias, childhood experiences of sport as negative.

The 2012 Games will provide a unique opportunity to highlight the benefits of physical activity and sport, and create unprecedented demand for a variety of activities. The wealth of opportunities available needs to be promoted so that everyone is aware of where and how they can take part, and who to contact. The Get Active Partnership will be responsible for ensuring that lines of communication are clear and that the public are aware of what opportunities are available from different organisations.

The communication plan will:

- promote the use of the Change4Life and Start4Life campaigns, plus other national campaigns that may emerge over the next three to five years (www.change4life.co.uk)
- Improve communication between the partners and sharing good practice
- Increase the use of high profile athletes from the area as role models, plus the use of other people as role models depending on the target audience
- improve consistency of key messages
- Promote local opportunities

It is essential that all partners work together on marketing and communication, to prevent duplication or potentially confusing messages being received by the public. A joint approach will enable different organisations to share in the success of the Get Active Partnership and ensure that the contribution of all is recognised.



6.5 A Solid Infrastructure

We will focus on putting in place all the factors that are necessary to support the three main themes. These include:

Effective monitoring and evaluation: we will work with partners to agree a performance measurement system as well as accurate baseline measures so that progress can be measured. We will also utilise the potential for developing research projects with the University of Bath and others.

An effective workforce: we will work with partners to develop coaches, officials, administrators, club personnel, volunteers and leaders (all ages).

High quality, accessible, appropriate facilities: we will work with partners to increase access to both the existing world class and local community facilities. Working with National Governing Bodies of sport and leisure providers we will work to deliver the recommendations set out in our Playing Pitch and Built Facilities Strategies, this work will also be supported by the Planning Obligations Supplementary Planning Document.

Built Environment: we will:

- work with the Council's Planning and Transport teams provide safe and integrated walking and cycling routes
- promote active travel
- create and enhance a network of diverse and multi functional green infrastructure
- safeguard against the loss of open space and recreational facilities

Ensuring equality: we will work with partners to ensure that under represented groups in sport and physical activity, have equal access regardless of factors such as:

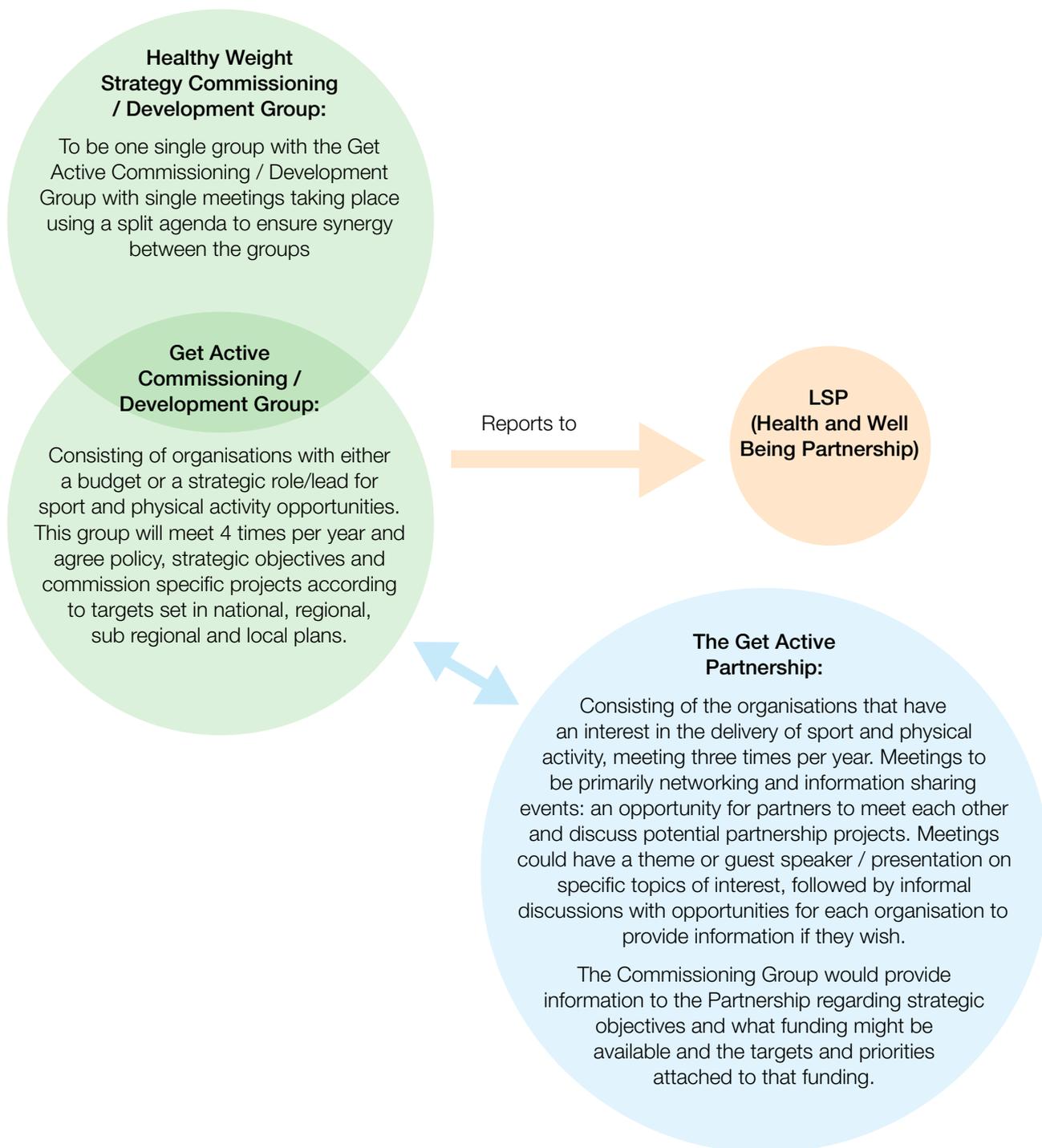
- age
- gender
- ethnicity
- poverty
- disability.

This area of work will focus on reducing inequalities and “narrowing the gap” between those most able to take part and those who encounter barriers.



7 A Governance Structure for Sport and Physical Activity in Bath and North East Somerset

The partners involved in sport and physical activity will work together through the governance structure outlined below.



For more information that supports this document please see www.bathnes.gov.uk/getactive

This leaflet about *Get Active* can be made available in a range of community languages, large print, Braille, on tape, electronic and accessible formats. Tel 01225 396429.