



## **HEALTH OVERVIEW AND SCRUTINY COMMITTEE: 21 JANUARY 2015**

### **REPORT OF THE DIRECTOR OF PUBLIC HEALTH**

#### **SPORT AND PHYSICAL ACTIVITY IN LEICESTERSHIRE**

##### **Purpose of report**

1. The purpose of this report is to inform the Committee of the sport and physical activity plan for Leicestershire and other associated programmes commissioned by Public Health in relation to young people's physical activity.

##### **Background**

###### **Sport and Physical Activity Plan**

2. Leicestershire County Council's Plan for Sport and Physical Activity (SPA) was launched to practitioners in December 2011 and received formal approval through Leicestershire Together in March 2012.
3. The plan set out a new targeted approach which stressed that the delivery of sport and physical activity in Leicestershire:-
  - should move towards a stronger family based offer and away from separate child and adult offers;
  - should consider the balance between sport and physical activity, reflecting the revised guidance on physical activity as set out in Appendix 1 to this report;
  - should consider the 'reach' of the current offer to those sectors of the population that do not participate regularly in sport and physical activity, by having a defined percentage of the programme targeting those that are inactive.
4. District Councils were tasked with developing and delivering the plan in recognition that this is a partnership between the County and District Councils, given their responsibilities in relation to leisure services. The Plan focuses resources on those parts of the population that tend not to take up the opportunities offered more generally whilst allowing districts to join up these differing strands at a local level.

##### **Methodology**

5. The SPA plan seeks to:
  - Target those in greatest need: Rather than allocation solely on population, 40% of funding is allocated equally to each locality supporting a universal offer and 60% to those showing higher prevalence of health inequalities.
  - Meet and demonstrate need: Local priorities are established, underpinned by evidence based approaches. Each locality is required to submit a 'one stop sport

and physical activity plan'. A toolkit was developed to support the evidence base for the distribution of funding and interventions.

- Develop partnerships: A 'co-design' approach is central, the action plan is expected to demonstrate how interventions have 'join-up' between current and planned provision and multi-agency approaches to delivery. A community based offer, looking at how activities and interventions are sustained and the role of local people, is also sought.
- Develop a Family Offer: There is a life-stage approach to support a move away from a separate child and adult offer towards a stronger family based offer. This has an emphasis on working with Leicestershire's Supported (Troubled) Families.

### Adult physical activity

6. There is a wide range of activities and opportunities that are available across districts in Leicestershire. Appendix 2 sets out a sample District Council activity plan. In total over £3million has been invested into the sport and physical activity plans from 2012-2015. Allocated funding has been pooled with other resources to secure maximum value. This process has drawn over £6million of partner funding (in cash and in kind).
7. Over 2 million attendances recorded at sessions included in the sport and physical activity plans from 2012-2014. Table 1 shows activity data across districts. Within Leicestershire we have developed an evidence based approach supporting a local delivery model that offers:
  - Targeted physical activity programmes, age and life stage appropriate, to a large and dispersed population.
  - A community based delivery model that provides services in community venues.
  - A community empowering approach, training the local community and encouraging user involvement.
  - Interventions based on multiple agencies identified need and complimentary programmes of delivery.
  - Multiple agencies approach to interventions delivered by a workforce competent in a community development approach focused on sustainability and impact.
  - A planned promotional campaign to raise awareness of the health and wider benefits of sport and physical activity.

Table 1

Locality	Attendances	Cost Per Attendance (Value for Money)	Total Participants	Male	Female	Ethnic Minority	Disability
Blaby	38,527	£8.51	10,079	4,888	4,084	721	816
Charnwood	1,364,719	£2.32	31,339	15,526	15,752	2,793	1,407
Harborough	34,767	£4.35	9,710	5,051	4,644	588	456
Hinckley & Bosworth	51,098	£6.19	12,471	4,770	5,541	338	524
Melton	30,204	£10.20	7,211	3,556	3,433	158	538
North West Leicestershire	181,860	£3.28	51,146	13,127	13,092	2,125	3,378

Oadby & Wigston	41,531	£5.50	10,530	5,508	5,022	1,404	706
Rutland	142,655	£0.66	7,054	3,673	3,438	333	1,398
<b>Countywide</b>	<b>1,885,361</b>	-	<b>139,540</b>	<b>56,099</b>	<b>55,006</b>	<b>8,460</b>	<b>9,223</b>

### **School based physical activity**

8. The district level sport and physical activity plan has activities for both children and adults delivered through the community. Additionally, Public Health commissions school based activities through the health schools programme so children develop the rights skills to enable them to be more physically active. This commissioned activity through the healthy schools programme includes the following programmes:

#### **Physical Literacy 0-5 years – Purposeful Physical Play Training for Practitioners**

9. The provision of the delivery of training for practitioners within Early Year Settings and Children Centres (including District Council staff and the County Council's Early Help and Supporting Leicestershire Families staff) on Purposeful Physical Play - this includes a Physical Activity Guide and Physical Activity Resource Cards and is provided within the context of the Leicestershire Healthy Tots Programme.  
[www.leicestershirehealthytots.org.uk](http://www.leicestershirehealthytots.org.uk)

#### **Physical literacy Pathway (0-5 years)**

10. Public Health, along with Leicester-Shire and Rutland Sport, has also funded and commissioned Loughborough University School of Sport, Exercise and Health Sciences to develop a 'Physical Literacy Pathway' for 0-5 year olds. This entailed mapping some of the physical development / activity opportunities for young children (age 0-5) and the second phase of the research aims to provide guidance regarding an 'ideal' physical literacy pathway for young children (age 0-5)

#### **Physical Literacy 5-11 years**

11. The provision of a proven and evidence based *Fundamental Movement Skills* assessment programme in selected schools, targeting reception year children –whereby identified children with additional needs are supported to develop their motor skills through the provision of a tailored intervention. The Project also includes: provision of on-going training and support to the school staff, to raise awareness of the importance of physical literacy and fundamental movement skills in the broader development of a child's health and wellbeing. This is being piloted in one primary school per District. (Seven Primary Schools are funded by Public Health and one Primary School has chosen to fund the project itself).

### **Conclusions**

12. Public Health commissions a range of physical activity programmes for both children and adults that have been effective in getting the most inactive people active.

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**List of Appendices**

Appendix 1 – National physical activity guidelines  
Appendix 2 – Sample district council activity plan  
Appendix 3 – Leicestershire and Rutland Sport Annual Report 2014

## Physical Activity Guidelines

### Pre-schoolers

- Physical activity should be encouraged from birth, particularly through floor based play and water based activities in safe environments.
- Children of pre-school age children should be physically active daily for at least 3 hours a day, spread throughout the day.
- All under 5's should minimise the amount of time spent being sedentary (being restrained or sitting) for extended periods (except time spent sleeping).

### Children and Young People

- All children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes a day and up to several hours every day
- Vigorous intensity activities, including those that strengthen muscle and bone should be incorporated at least three days a week.
- All children and young people should minimise the amount of time spent being sedentary (sitting) for extended periods.

### Adults

- Adults should 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 – one way to approach this is to do 30 minutes on at least 5 days a week.
- Alternatively comparable benefits can be achieved through 75 minutes of vigorous intensity active spread across the week or a combination of moderate and vigorous intensity activity.
- Adults should also undertake physical activity to improve muscle strength on at least two days a week
- All adults should minimise the amount of time spent sitting for extended periods

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