



HEALTH AND WELLBEING BOARD: 16 MARCH 2017

REPORT OF THE DIRECTOR OF PUBLIC HEALTH

SPORT ENGLAND LOCAL DELIVERY PILOT BID

Purpose of report

1. The purpose of this report is to outline the emerging Leicestershire bid to be a Sport England Local Delivery Pilot site and to seek support from the Health and Wellbeing board for the bid.

Link to the local Health and Care System

2. If successful, the Local Delivery Pilot bid will support the delivery of the Health and Wellbeing Strategy and the Sustainability and Transformation Plan (STP) by providing a substantial investment in walking programmes contributing to the prevention and treatment of ill-health. It will contribute to the Leicestershire Local Transport Plan (LTP3) through the promotion of walking as a sustainable means of transport.

Recommendation

3. The Health and Wellbeing Board is asked to support the bid and initial expression of interest.

Policy Framework and Previous Decisions

4. The proposal is consistent with the Government's physical activity strategy (Sporting Future) and Sport England's physical activity strategy (Towards an Active Nation), the Department for Transport's Cycling and Walking strategy and Public Health England's physical activity strategy Everybody Active Every Day).

Background

5. Sport England is inviting bids for 10 local areas to become Local Delivery Pilots to help test what works to get the most inactive people to be more active. Sport England investment will total £130million over 4 years in these 10 areas.
6. The Local Delivery Pilots will test new approaches to help get those most inactive people to be more active and to explore the barriers that exist to people being more physically active. Sport England wants the local offers to be based on a 'whole systems approach' and to focus on outcomes for people in their own communities (i.e. geographical communities) and communities of interest (e.g. people who share the same health conditions). Outcomes should align with the 5 government

outcomes of physical wellbeing, mental wellbeing, individual development, social and community development and economic prosperity. Sport England wants the approaches to be transformational and to be grounded in behaviour change theory.

Proposals/Options

7. Prior to the announcement of the Local Delivery Pilots, work had already begun to develop a whole-systems focus on walking in Leicestershire as a way of helping inactive people become active and achieve co-benefits associated with this: walking for health and fitness to improve physical and mental wellbeing, walking as a form of sustainable travel and thus reducing traffic congestion and improving air quality and walking as a social activity, reducing isolation and building community cohesion.
8. With 26% of people in Leicestershire doing less than 30 minutes of activity per week, there is substantial scope to target this segment of the population, reduce the proportion of inactive people and, in doing so, improve the overall health and wellbeing of our population.
9. The bid will focus on getting more people walking. Walking has been shown to be the most achievable, accessible and affordable form of physical activity for inactive people to take up and has been shown to be the gateway to other, more varied forms of physical activity. Leicestershire has a track record of training volunteers to become walk leaders and in developing community activators to motivate and mentor people in their own communities to walk more. There is substantial experience in promoting walking as a sustainable form of travel through the County Council 'Choose How You Move' programme and there is an extensive network of green assets in our country parks and rights of way that are freely accessible for people to use.
10. This is not simply a walking programme. The bid will develop a comprehensive approach to all types of walking on a scale that has not been done before in the UK. The bid will promote innovation by developing a digital platform that will bring together information on all walking opportunities available locally (a 'walking.com'). The platform will record walking activity data populated by individuals (manually or automatically through e.g. wearable devices such as fitbits), groups (e.g. Ramblers, Age UK, Macmillan etc) and organisations (e.g. district leisure services) using open data institute standards. This is an innovative approach to using data to motivate people to be more active and to monitor people's activity so that we can demonstrate the impact of the programme.
11. A multi-disciplinary collaboration to take the bid forward is led by Public Health including colleagues across Leicestershire County Council, District Councils, Leicester-Shire and Rutland Sport, the University of Loughborough (National Centre for Sports and Exercise Medicine, British Heart Foundation National Centre and NIHR Biomedical Research Centre), East Leicestershire and Rutland and West Leicestershire CCGs and Voluntary Action Leicester. This collaboration builds on a track record of working together to deliver on projects including 'Get Healthy Get Into Sport', Walking Away from Diabetes and the FaME falls prevention programme.

12. The bid will be seeking funding from Sport England in the region of £13-15m to support walking programme delivery, volunteer training, website/digital platform development and capital investments in walking infrastructure.
13. An outline of the project, described using a logic model, can be found at Appendix 1.

Consultation/Patient and Public Involvement

14. There is substantial insight from residents from a range of walking and other programmes regarding barriers and facilitators to being more active and attitudes to walking for health, utility and leisure. This insight has been used to form the basis of the project idea.

Resource Implications

15. The bid does not require matched funding. It would, though, require in-kind commitment in terms of person time to develop the project further, should the bid get through to the next stage.

Timetable for Decisions

16. The expression of interest is due in by 5pm on the 31 March 2017. The decision on progress to stage 2 will be made by May 2017. Further details regarding dates are not yet available.

Conclusion

17. A successful bid to Sport England would lead to improvements in population health, contributing to the Health and Well Being Strategy and the STP. The bids aims are:
 - To make walking a more desirable, easier choice for health, leisure and daily transportation, creating opportunities to do this on a scale not seen before in the UK
 - To have a measurable population impact on inequalities in health, wellbeing and economic prosperity
 - To transform the way that people find out about walking opportunities and transform how they are motivated to walk more.

Officer to Contact

Mike Sandys, Director of Public Health
 Tel 0116 305 4239
 Email: mike.sandys@leics.gov.uk

Elizabeth Orton, Consultant in Public Health
 Telephone: 0116 30 55347
 Email: elizabeth.orton@leics.gov.uk

List of Appendices

Logic Model

Relevant Impact AssessmentsEquality and Human Rights Implications

18. Will be considered as part of the bidding process

Crime and Disorder Implications

19. Not applicable

Environmental Implications

20. Not applicable

Partnership Working and associated issues

21. If successful, partnership working across NHS, Local Government, voluntary and community sector and other partners will be crucial in order to have a system-wide approach and outcomes as described above and to ensure the programme is sustainable after Sport England funding has ended.

Risk Assessment

22. Not applicable

Vision: to make walking a more desirable, easier choice for health, leisure and daily transportation, creating opportunities to do this on a scale not seen before in the UK using enabling digital infrastructure

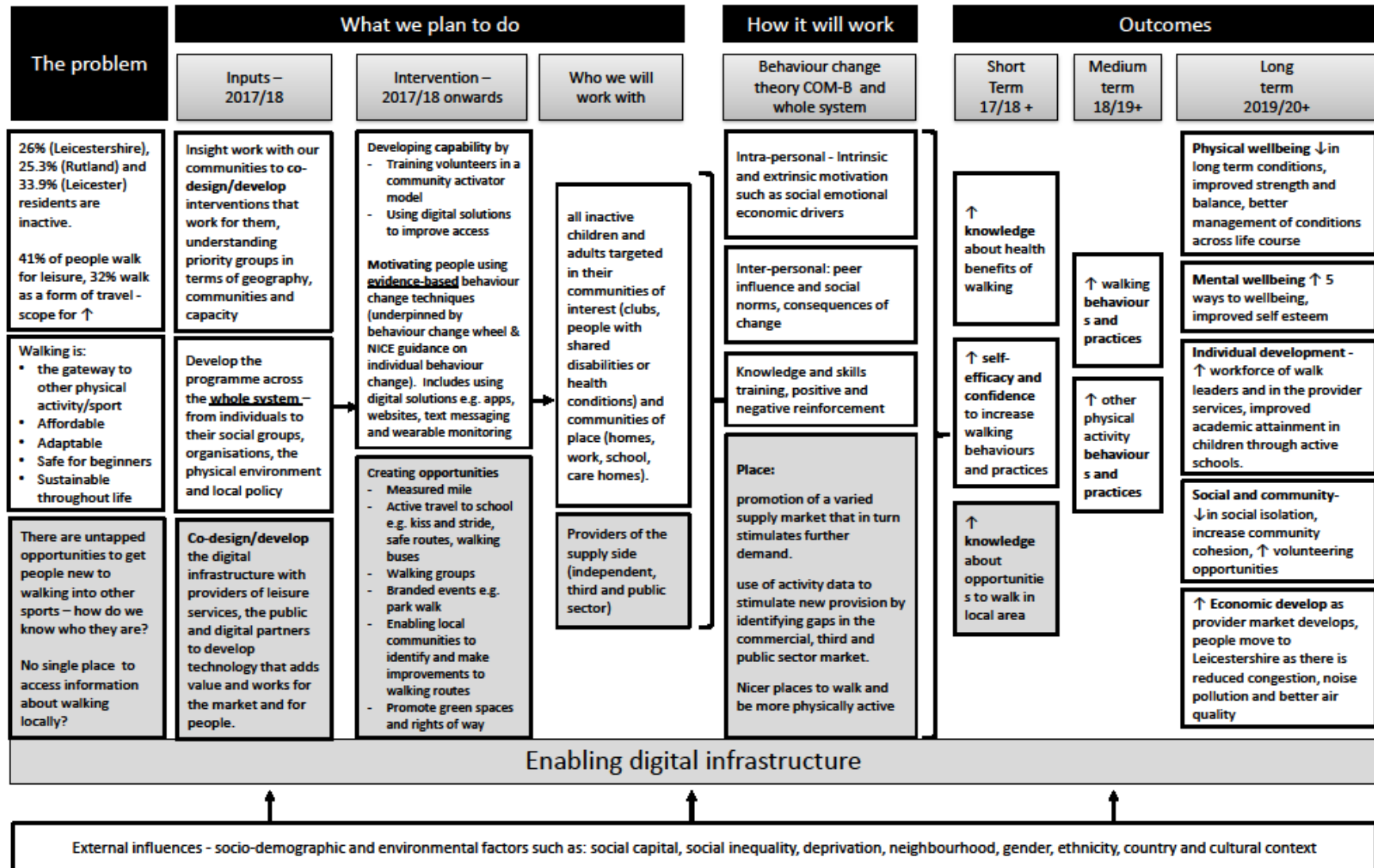


Figure 1

This page is intentionally left blank