

Active Together & Leicestershire County Council

Let's Get Moving: Place(s) Led Physical Activity Action Plan Guidance Document

2022/23



**Active Together and Leicestershire County Council
Place Led Physical Activity Action Plan Guidance Document
2022/23**

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1) Introduction

The purpose of this document is to support localities to develop a Place Led Physical Activity Plan which aligns to the priorities and principles for delivery of physical activity set out by Leicestershire County Council Public Health Department. It ensures that the strategic changes that have and will take place locally are reflected in the physical activity offer in Leicestershire. It will outline the next phase on offer for the people of Leicestershire to help them to move more and improve their health and well-being in 2022-23.

Both nationally and locally a number of strategies, policies and programmes have outlined recommendations and priorities for physical activity moving forward. A few to consider and ensure alignment and correlation with are: Active Together Partnership Physical Activity Framework, Leicestershire JSNA (Obesity: Physical Activity, Healthy Weight and Nutrition Chapter), Leicestershire Healthy Weight Strategy, Leicestershire Integrated Lifestyle Service, CMO Guidelines and Sport England/Public Health England/the Royal College of General Practitioners/Faculty of Sport and Exercise Medicine Moving Medicine Programmes.

In the previous two years, delivery has been impacted by the COVID-19 pandemic and whilst we do need to continue to monitor the implications of the virus, we need to support the sector with its recovery and use physical activity to support communities to rebuild, develop wider social and economic benefits and improve the physical and mental wellbeing of individuals. We need to continue to build on our learnings from our responses to the pandemic, consider what our offer is moving forward but also how we ensure public health messages are reaching our sport and physical activity communities.

The focus for 2022-23 will be to develop physical activity pathways that ensure there is a more varied physical activity offer which Leicestershire residents can access at the right level at the right time. We need to consider further how we offer physical activity, ensuring we have a balance of face to face, digital / virtual and self-help options. We need to further focus our resources where they have the greatest impact, as well as, supporting individuals and communities to help themselves to become more active. There will need to be a balance between programme delivery and systems shaping to ensure a whole systems approach is taken. Given the current environment, we will also need to ensure that we are dynamic and innovative so that we are able to respond quickly and flexibly to both national and local circumstances.

Working together we can utilise this place-led approach to ensure we support;

- Our children & young people receive the best start in life
- People to stay healthy and well throughout their life
- Older people to age well in later years to live longer better

2) Priority Investment Areas and Principles of Working

This area of work aligns to the overall Active Together Partnership Physical Activity Framework. This framework sets out the behaviours and ways of working alongside priority areas for investment.

The diagram below looks at how Public Health Funding should be utilised to align to the framework, setting out that as well as the local delivery offer, there should be a focus on officers undertaking transformation work. For example;

- to support the self-care approach time will need to be spent developing a digital physical activity offer and identifying and supporting community champions.
- In order to deliver the right opportunity to participants, officer time will need to be spent to develop relationships and undertake consultation with the community.
- Communities will also be able to support our vision of increasing physical activity through their assets, therefore new interventions may not be required, instead time will be spent to map and promote existing opportunities.
- Equally to undertake a whole systems approach to physical activity, time will need to be spent developing relationships with wider partners and embedding physical activity into their policy and programmes.
- We also need to demonstrate that what we are doing is working and again time will need to be spent undertaking appropriate levels of monitoring and evaluation.

These are the 'invisible' benefits which may not necessarily be captured within an action plan outlining interventions. Therefore localities should be prepared to talk about how they will be supporting this transformational work in their assessment presentations. However, if funding is allocated to supporting these areas then this will need to be accounted for within the action plan.

Key	
	Framework
	Public Health Funding

Vision: Leicestershire, Leicester and Rutland: a place where physical activity is part of daily life, leading to people living healthier and happy lives.

Values

- **Inclusive**
- **Innovative**
- **Inspiring**
- **Inquisitive**

Localities will be required to demonstrate how they will implement these values.

Outcomes

- **More People**
- **Better Health**
- **Stronger Communities**

Localities will be required to implement a Monitoring, Evaluation and Learning Framework across their interventions and transformation work.

Localities will be required to support the annual residents survey.

Principles

Localities will be required to demonstrate how they will implement these principles.

Be Dynamic

- We need to ensure that we are able to be responsive to opportunities when they arise to continue to embed physical activity into wider agendas.

Be Brave

- Willingness to develop programmes beyond their traditional “locality footprint” and develop larger scale programmes with one or more partners, in order to increase programme reach and maximise use of local resources

Learn from Everything

- Evidence based approaches, recommended by NICE or Public Health England should be used and be implemented using best practice guidelines where available, or where the programme is innovative and breaking new ground, is supported by an adequate evaluation programme to demonstrate how it can achieve its intended outcomes.
- Behaviour change principles should be embedded within the design, delivery and messaging of our interventions.
- An understanding of people and place should be developed to understand what interventions are required.
- Customer insight & consultation should be utilised to support the development and delivery of interventions.
- Consistent monitoring and evaluation and learning should be undertaken, aligning the agreed countywide approach.
- Localities will be required to support the annual residents survey.

Work as a System

- Influencing wider agendas to ensure physical activity and sport is seen as a significant contributor to wider policy.
- Development of new partnerships (especially non-traditional sport & physical activity partners) to ensure we are finding new ways to reach our inactive audience
- Partners utilising physical activity to meet their aims, objectives and outcomes.
- Interventions should be based on multi agency identified need and complimentary programmes of delivery.
- Physical Activity embedded into wider policy:
 - Across Local Authority Departments (e.g. planning, health & wellbeing, housing)
 - External organisation policy
 - School Policies

Ways of Working

As well as programme delivery, localities need to consider how we support systems change by implementing the following ways of working. Localities will be required to demonstrate how they will implement these ways of working.

Connecting and Collaborating

- Understanding who we need to influence and where we need to influence in order to get physical activity embedded into wider policy.
- Developing a joined up consistent offer across the localities and with centrally led Active Together / Public Health Programmes
- Developing consistent messaging so that the system is talking about physical activity in a similar way.
- The principle of ‘making every contact count’ should be embedded into local delivery and opportunities sought to utilise across wider partnerships.
- Upskilling of individuals to deliver against public health priorities.

Putting People and Place First

- Work with those who are able to support us to reach our targeted audiences, and not just be a Local Authority and School Physical Activity Team delivery approach
- Understanding the customer should be at the heart of workforce delivery.
- Use a range of platforms and methods to promote opportunities for people to get active or stay active.
- Ensure marcomms messages are effective and based on behaviour insights and training to target an inactive audience.
- Provide platforms to support the notion of self-help.
- Ensuring that we have an appropriate and well trained workforce to target the inactive.
- Localities will be required to support the annual residents survey.

Thinking Long Term

- Focus on officers undertaking transformational work rather than delivering traditional programmes.
- Building local capacity and sustainability.
- Develop a mixed model approach of delivery to be able to provide an appropriate offer in the right place at the right time and at the right level.
- Programmes should be designed to be sustainable.
- Upskilling of communities / partners to ensure the sustainability of programmes.

Reducing Inequality

- Focus on moving the inactive to active and supporting targeted population groups.
- Tackling the inequalities we’ve long seen in physical activity. Providing opportunities to people and communities that have traditionally been left behind, and helping to remove the barriers to activity.
- Programmes should target unmet local need, identified through appropriate mechanisms.
- Funding allocated and plans developed on a needs basis.

Priorities

Public Health funding should primarily be utilised to/for supporting the following areas. Localities will be required to demonstrate how they are utilising funding for this purpose. Key interventions / programmes will be outlined further in the document.

People

- Moving the Inactive to Active:

- Get **inactive** residents to doing something (we need to consider how the wider sport & physical activity offer will then support those doing something to reach the CMO guidelines)
- Ensuring that we are delivering **universal services** at a scale which is proportional to need
- Having the **right offer at the right time in the right place** for the individual
- Specialist Programmes
 - Focus on those who are **mildly frail**, have **multi-morbidities** and are on a trajectory to having **long term conditions**
 - Pilot **higher level specialist interventions** to allow funding to be levered in from wider health bodies such as CCG's, continuing to build on our existing platforms to add on new opportunities.
- Build Local Capacity
 - **Supporting others** to champion, deliver and promote physical activity within in place and settings they work, live and support.

Place

- Ensuring that we are utilising an **asset-based community development** approach, including a community based delivery model and community empowering approach
- Development of **Place-Led Plans that have a multi-agency approach**

Partnerships

- Work as a System
 - Ensure there is **joint up thinking and working** between sectors such as NHS, Transport, Social Care, Planning, Environmental Health, VCS etc

3) Intervention / Programme Priorities

Below outlines specific programmes that are expected to be delivered and how they support the priorities within the wider Active Together Physical Activity Framework.

Localities should outline within their commissioning plan how they propose to support the delivery of these programmes. Localities should also ensure where possible there is join up with Active Together / Public Health led county programmes and consider development of a consistent offer across all areas. Localities should demonstrate how they will respond to a mixed model approach in their action plans e.g. face to face sessions, virtual / digital sessions. Localities should be able to respond flexibly to delivery models as and when required.

Community Pathway

Priorities		
People <ul style="list-style-type: none"> Working Across the Lifecourse Strengthen Our Workforce 	Place <ul style="list-style-type: none"> A Place Based Approach to Delivery An Active Environment 	Partnerships <ul style="list-style-type: none"> Working As A System Extending and Strengthening Our Network
Area	Delivery Priorities	Active Together Support
<ul style="list-style-type: none"> 2022/23 will see further development of the Physical Activity Pathway's into the Integrated Lifestyle Service, which will see the transformation of some existing services which there is a requirement for localities to support. Districts will need to be able to respond flexibly to this approach next year and will need to consider how they will align their physical activity offer (including an online / digital offer) to this moving forward, with a key role being managing the triaging of residents and ensuring the access the most appropriate service. Districts should also consider the capacity required at a local level to provide a service to triage physical activity referrals and ensure that residents are supported to access an appropriate service. 		
Specialist Physical Activity Programmes (Level 4)	Targeted programmes for those that need level 4 programmes (for chronic and limiting medical conditions). Priority will be given to: <ul style="list-style-type: none"> Back Pain Cardio Pulmonary Cancer Diabetes & Obesity Falls (Steady Steps through CCG funding) 	Central support for: <ul style="list-style-type: none"> Development of the electronic pathway Development of County Specification Training and CPD Collation of monitoring & evaluation Network groups Production of standard resources Awareness raising (health professionals) Online information

	A service specification will be developed for all Level 4 programmes.	
Physical Activity Supported Programme (Level 3)	<p>Targeted programme for those who are inactive and have a medical condition, or who are on a step down from a level 4 programme.</p> <ul style="list-style-type: none"> • Generic Supported Programme (Currently the Exercise Referral Programme) • Steady Steps Plus <p>A service specification will be developed for all Level 3 programmes.</p>	<p>Central support for:</p> <ul style="list-style-type: none"> • Development of the electronic pathway • Development of County Specification • Training and CPD • Collation of monitoring & evaluation • Network groups • Production of standard resources • Awareness raising (health professionals) • Online information
Targeted Interventions, Community / Setting Based Interventions (Level 2)	<p>Targeted programmes based on local need, aimed at the inactive audience.</p> <ul style="list-style-type: none"> • Place Based • Setting Based <p>Consideration should be given as to how you could support targeted groups;</p> <ul style="list-style-type: none"> • Armed Forces (linked to the Armed Forces Covenant) • Asylum Seekers • Care Leavers • CFWS Supported Families <p><i>Localities should also demonstrate how the wider sport and physical activity offer (outside of public health funding will support this).</i></p>	<p>Delivery of:</p> <ul style="list-style-type: none"> • Wellbeing at Work • Twilight Games / Tots • Active Tots Programme • Active Medicine
Population Interventions, Brief Advice, Signposting, Self-Help (Level 1)	Core offer targeting the inactive population and to support an increase in participation due to self-help:	Central support for:

	<p><i>Work will take place over the next year to ensure there is a consistent offer of the below in all localities. This section may not be all intervention delivery but a heavy focus on officer time supporting the upskilling the workforce, community consultation and promotion of opportunities.</i></p> <ul style="list-style-type: none"> • Delivery and / or promotion of a comprehensive walking, running, cycling and green gyms / outdoor space programme (central support provided). Walking & Running Action Plans have been developed. • Delivery and / or promotion of Active Travel • Delivery and promotions of the countywide campaigns; Physical Activity Narrative (see separate action), This Girl Can, We Are Undefeatable (central support provided) • Promotion of national and local campaigns linked to Public Health priorities (central support provided) • Development of a comprehensive online digital / virtual and self-help offer (central support provided) • Embed physical activity into wider policy and programmes 	<ul style="list-style-type: none"> • Support to develop a consistent offer for walking / running / cycling / outdoor space offer • Run / Walk Activator support • Central coordination for campaigns: production of central resources, campaign calendar, marketing packs, LRS Insight Hub • Production of a digital physical activity offer which can be replicated on LSA / Local Authority pages. Link of digital physical activity offer to wider health websites e.g. First Contact +
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	<ul style="list-style-type: none"> • Community consultation / asset mapping • Upskilling the Workforce (central support for Twilight Games and Early Years) utilising the Making Every Contact Count / Healthy Conversations processes. • Promotion of physical activity CPD opportunities. <p><i>Localities should also demonstrate how the wider sport and physical activity offer (outside public health funding will support this), especially around the sustainability of supporting inactive residents to remain active.</i></p>	<ul style="list-style-type: none"> • Delivery of workforce CPD: Early Years Training and Conference, Twilight Games Training, Workplace Health Champions and Conference, PHE Clinical Champion Training, Behaviour Change Training, Physical Activity Network, Healthy Conversations Training.
Physical Activity Narrative	<p>LLR wide campaign promoting physical activity to residents:</p> <ul style="list-style-type: none"> • Identify a Lead Officer. This officer will be the primary lead for your localised Implementation plan (see below) and driving the overall campaign. • Develop a communication Pathway between The Physical Activity team and wider council Marcomms teams. • Implement Physical Activity Narrative as a standing agenda item within all LSA meetings. • Embed the Physical Activity Narrative 	<p>Central Support for:</p> <ul style="list-style-type: none"> • Centralised production Assets. • Centralised led marketing campaign (online & offline) • Development of resources / supporters hub to support localities to embed the programme at a local level • Link officer support

	<p>imagery and messaging within your LSA website.</p> <ul style="list-style-type: none"> • With Active Together support, develop local assets linked to key priorities and themes. • Develop localised action plan to embed the campaign at a local level 	
Weight Management	<p>Please note that the patients accessing Weight Management programme will be referred into the physical activity pathway where they will access activity which is appropriate to them.</p> <p>Group Support is required for;</p> <ul style="list-style-type: none"> • Adults • Mens • Learning Disability • Children & Young People (& Families) 	<p>Central Support for;</p> <ul style="list-style-type: none"> • Development of standard resources for patients & presentations for sessions • Standardisation of content for sessions

School Pathway

Priorities		
<p>People</p> <ul style="list-style-type: none"> • Working Across the Lifecourse • Strengthen Our Workforce 	<p>Place</p> <ul style="list-style-type: none"> • A Place Based Approach to Delivery • An Active Environment 	<p>Partnerships</p> <ul style="list-style-type: none"> • Working As A System • Extending and Strengthening Our Network
Area	Delivery Priorities	Active Together Support
<ul style="list-style-type: none"> • Dedicated funding to deliver a Whole School Approach to Physical Education, School Sport, Physical Activity and Health & Wellbeing. SSPAN's should work together to ensure that a consistent (delivery and branded) offer is presented to schools across Leicestershire, with recognition of Leicestershire County Council as the funder. • There should be a clear distinction between the 3 days SGO role and the 2 days supported through the public health funding 		

<ul style="list-style-type: none"> The offer should reach both primary and secondary schools. Consideration needs to be given to ensure that the above offer is extended to the Special School Network. 		
<p>Targeted Interventions, Community / Setting Based Interventions (Level 2)</p>	<ul style="list-style-type: none"> Development and delivery of a Fundamental Movement Programme at identified schools. <p>SSPAN's will be required to follow the format included within the delivery plan.</p> <ul style="list-style-type: none"> Development and delivery of a targeted interventions for inactive boys and inactive girls (inactive pupils should be identified through baseline data) at identified schools. <p>SSPAN's will be required to follow the format included within the delivery plan.</p> <ul style="list-style-type: none"> Promote LCC Healthy Schools Programme to the network, providing advice and support to schools on the physical activity component. Support Schools to improve the wellbeing of their staff, through engagement with the Wellbeing At Work programme. Develop and deliver programmes / 	<ul style="list-style-type: none"> Working with Public Health to develop a core component specification for a fundamental programme Work with LCC PH to integrate the WSA PA model into the LCC Healthy Schools Model Delivery of Wellbeing@Work Programme

	<p>interventions / processes which support the transition of pupils from school based activity into community based activity.</p>	
<p>Population Interventions, Brief Advice, Signposting, Self-Help (Level 1)</p>	<ul style="list-style-type: none"> • Active Travel SSPAN's will be required to follow the format included within the delivery plan. • Daily Boost SSPAN's will be required to follow the format included within the delivery plan. • Workforce Development <ul style="list-style-type: none"> ○ Promote physical activity CPD opportunities to the network. ○ Promote LCC Healthy Schools CPD opportunities to the network. ○ Ensure public health priorities / interventions are promoted at the summer SSPAN conference ○ Provide Health & Wellbeing Leadership opportunities for Children & Young People 	<ul style="list-style-type: none"> • Representation on the CYP Partnership Active Travel Group • Links with LCC re, Safe & Sustainable Travel Officer • LCC officer to present at a minimum of 1 SSPAN forum per year • Central resources • Early Years CPD Programme (with links to Healthy Tots Programme) • Development of PA module for Healthy Schools Programme • SSPAN network / Head-teachers Advocacy Group • Health & Wellbeing Conference • Level 5/6 Training Course

	<ul style="list-style-type: none"> • Online / Self Care Offer <ul style="list-style-type: none"> ○ Promote public health and LRS health physical activity messages / opportunities via SSPAN website / newsletters / social media. ○ Promote community based programmes to support transition of pupils into community based programmes. ○ Promotion of national and local campaigns linked to Public Health priorities (including Active Together – see separate action). ○ Development of a comprehensive online digital / virtual and self-help offer to support mixed model delivery. • Advocacy: <ul style="list-style-type: none"> ○ SSPAN's should work with their schools to advocate physical activity and embed the whole schools approach. 	<ul style="list-style-type: none"> • Website / Insight Hub • Central Support for Campaigns • Central support for promotional material.
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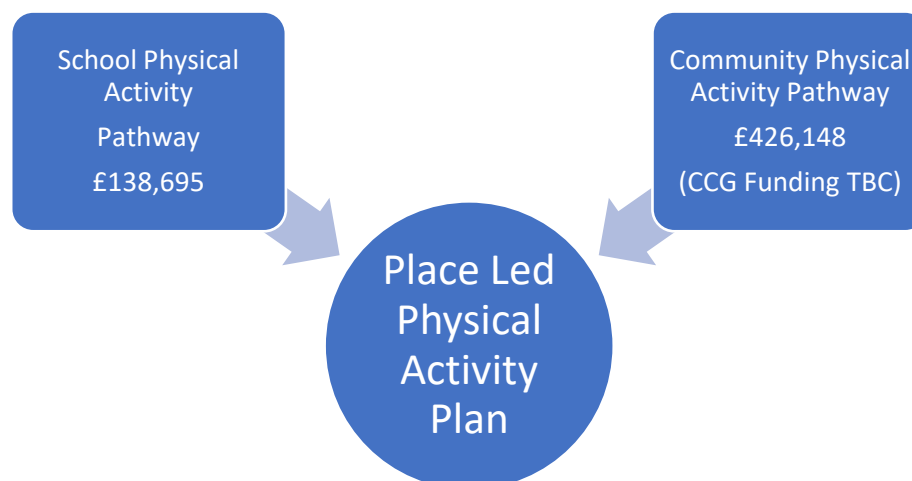
	<ul style="list-style-type: none"> ○ SSPAN's should conduct and audit to track progress of schools against the whole school approach. ○ Support schools to embed physical activity into wider policy and programmes 	
Physical Activity Narrative	<p>LLR wide campaign promoting physical activity to residents:</p> <ul style="list-style-type: none"> ● Identify a Lead Officer. This officer will be the primary lead for your localised Implementation plan (see below) and driving the overall campaign. ● Develop a communication pathway between The Physical Activity team and wider council Marcomms teams. ● Implement Physical Activity Narrative as a standing agenda item within all LSA meetings. ● Embed the Physical Activity Narrative imagery and messaging within your LSA website. ● With Active Together support, develop local assets linked to key priorities and themes. ● Develop localised action plan to embed the campaign at a local level 	<p>Central Support for:</p> <ul style="list-style-type: none"> ● Centralised production Assets. ● Centralised led marketing campaign (online & offline) ● Development of resources / supporters hub to support localities to embed the programme at a local level ● Link officer support

Active Together will also provide additional support to the priority investment areas and ways of working. Examples of these, but not limited to, are;

- Active Together representation on strategic boards and wider steering group meetings e.g. Falls, Maternal Obesity, CYP Partnership, Active Travel, Health Leads, UPB etc
- Central coordination for projects to enable a consistent offer across Leicestershire
- Development of central resources to support implementation e.g. Evaluation Framework
- Advocacy and development of joint up work with Public Health, Integrated Care System, Primary Care, Secondary Care and other key stakeholders
- Pathway Development Coordination
- Development of guidance documents e.g. Active Medicine
- Landing National Sport England Health Programmes to ensure they complement the local offer.
- Central approach to support join up to LAC's / Social Prescribing / Weight Management and other Lifestyle Services and programmes within Leicestershire County Council
- Delivery of CPD / Training Events e.g. PAN
- Ensure links with wider work e.g. Workforce Education, Digital Physical Activity Offer, LSA Websites, Physical Activity Narrative, Activity Tracker, Insight Hub
- Coordination of responses to wider opportunities identified
- Sharing of good practice, national updates etc

4) Funding

For 2022-23, funding will continue to be split into two streams; School Physical Activity Pathway and Community Physical Activity Pathway. It is hoped that this will continue to allow localities to respond flexibly to the delivery requirements and respond to new opportunities throughout the year. As well as programme delivery, consideration needs to be given of how the funding will support the implementation of systems working.



5) Performance Management, Monitoring, Evaluation and Learning

Performance management arrangements are in place to monitor individual projects providing us with the necessary demographic, financial and geographic data, alongside qualitative progress reports. It is expected that monitoring against delivery will be submitted to Active Together at six monthly and yearly intervals alongside one case-study per funding pillar for each six month period. 1:1 meetings will take place specifically between locality Local Authority lead officers and School Sport Development Managers and Active Together at least twice a year.

It is expected that localities will measure the impact of their interventions to enable us to understand what has the greatest impact on tackling inequality, increasing opportunity and widening access to physical activity. There is a tiered evaluation approach that is based on the scale and intensity of each programme. For those programmes working with a large proportion of the population, a light evaluation process is required. Whereas, programmes targeting a smaller number of participants that are more resource heavy, require a more comprehensive evaluation.

As well as monitoring and evaluation, localities will be required to embrace a learning culture to support continuous improvement and promoting and facilitating sharing amongst the partnership.

A Physical Activity Monitoring Evaluation and Learning Framework has been developed and localities will be required to adhere to these when implementing monitoring and evaluation processes.

6) Equality Impact & Human Rights Assessment

It is expected that all localities will undertake an Equality Impact & Human Rights Assessment on their locality action plan.

7) Branding Guidelines

It is expected that all localities will adhere to Branding Guidelines issued in relation to the funding they receive.

Additional work will be undertaken to align the programmes, campaigns and messaging to the Physical Activity Narrative to ensure consistency across all areas.

Localities will be expected to share examples of their promotional material to Active Together when requested to ensure alignment to the branding guidelines.

8) Grant Agreement

A grant agreement will be in place between Leicestershire County Council and Localities. Note should be taken around clauses linking to safeguarding, subsidy control, sub-recipients, funder recognition, branding, minimum operating standards etc

9) Assessment

Action Plan

All localities will be required to complete an action plan outlining how they propose to utilise the funding. The action plan is set out to reflect the funding streams for 2022/23. In addition, localities will be asked to summarise their response to the values, behaviours and ways of working. Localities will only be required to demonstrate how the Sport & Physical Activity Funding is being utilised within the funding pillar tabs. However, there will be a requirement to demonstrate any partner support you have obtained to support the delivery of elements funded with the Sport & Physical Activity Funding. In addition, to support the understanding of the wider sport & physical activity offer and how the public health funding complements this, localities will be asked to provide a summary on their local offer.

Presentations

Districts and SSPAN's will be required to deliver presentations, demonstrating the collaborative and consistent offer as well as outlining any additional local offer. The presentation will be themed around; How will public health funding support the delivery of the Physical Activity Framework; Values, Principles, Ways of Working, Priorities, Outcomes.

Following the presentation there will be a opportunity for a round the table discussion.

10) Timescales

- **Friday 25th February 2022 (12noon):** Submission of Locality Action Plans to Active Together
- **Monday 7th March 2022 (12noon – 5pm):** Assessment Panel, SportPark

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