

HILLINGDON PHYSICAL ACTIVITY STRATEGY 2012 - 15

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| Cabinet Member(s) | Councillor Douglas Mills |
| Cabinet Portfolio(s) | Community, Commerce and Regeneration |
| Officer Contact(s) | Priscilla Simpson and Howard Griffin – Residents Services |
| Papers with report | Hillingdon Physical Activity Strategy (2012 – 15); Hillingdon Physical Activity Action Plan (2012 – 13) |

1. HEADLINE INFORMATION

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| Summary | <p>The Hillingdon Physical Activity Strategy and Action Plan 2012-15 set out proposals to increase physical activity rates in Hillingdon by 15% over the next three years. Over the period of the Plan the target is for 21,000 extra residents to become physically active.</p> <p>Hillingdon has already invested in first class leisure facilities and has an abundance of award-winning green and open spaces, offering excellent active lifestyle opportunities for residents. The new plan seeks to build on the investment made by the Council and the success of the 2012 Olympic Games to deliver a local partnership legacy plan to increase participation in physical activity.</p> <p>The Hillingdon Physical Activity Strategy was considered by the Health and Wellbeing Board in April 2012. The plan will contribute to and be overseen by both the Health and Wellbeing board and Strong and Active Partnership.</p> |
| Contribution to our plans and strategies | The Physical Activity Action Plan addresses local priorities and objectives set out in the draft Health and Wellbeing Strategy, and the Strong and Active Partnership Plan. The Strategy will provide a co-ordinated approach, contributing to the Older People's Plan, Disabled Persons Plan, Local Implementation Plan (Transport Strategy) and Obesity Strategy. |
| Financial Cost | There are no financial implications arising from this report as the plan is funded from within existing resources across a range of partners in Hillingdon. |
| Relevant Policy Overview Committee | Residents' & Environmental Services Policy Overview Committee |
| Ward(s) affected | All Wards |

2. RECOMMENDATION

That the Cabinet:

- 1. Approves the Physical Activity Strategy as set out in Appendix 1.**
- 2. Agrees to adopt the year 1 Action Plan for delivery of the Strategy in Appendix 2.**
- 3. Agrees that Action Plans for following years (from 2013/14) to be determined by the Deputy Chief Executive, in consultation with the Cabinet Member for Community, Commerce and Regeneration.**

Reasons for recommendation

Increasing levels of sport and physical activity in Hillingdon, particularly among groups not currently sufficiently physically active, is key to achieving an increase in overall participation and to contribute to health objectives for residents.

The plan represents a costed and proportionate approach to identified needs in Hillingdon. It has also been developed with partners to maximise use of existing resources through multi agency delivery.

The Physical Activity Strategy was considered by the shadow Health and Wellbeing Board in April 2012. The Action Plan follows on from the Strategy with detailed activities.

Alternative options considered / risk management

The Cabinet could decide not to adopt a Physical Activity Strategy. This option is not recommended as an increase in physical activity levels across the population is considered vital for improving physical and mental health and wellbeing.

Policy Overview Committee comments

None at this stage

3. INFORMATION

Supporting Information

Participation in sport and physical activity is a key ingredient to having a happy, healthy lifestyle and can protect against many chronic diseases including obesity, diabetes, cardiovascular disease and common cancers.

As well as providing an essential element to a healthy lifestyle, sport and physical activity is also recognised as having other wide reaching benefits. As well as sport for sports sake, participation develops social skills, self expression and a sense of achievement.

Hillingdon is well placed to support increases in physical activity and residents can already enjoy being active by using some of the following opportunities:-

- State of the art sports facilities available at Hillingdon Sports and Leisure Complex Botwell Green Sports and Leisure Centre.

- Using one or more of Hillingdon's award winning Green Flag parks.
- Taking part in London's first nationally accredited led walks programme.
- Making use of the best university for sport in London (Brunel).
- Have improved access at reduced prices through use of the Hillingdon First Card
- Joining one of Hillingdon's many accredited local sports clubs delivering both recreational and competitive opportunities.

The strategy brings together a wide range of partners, services and resources under one plan to maximise use of local resources and create opportunities for more residents to be more active, more often.

Many actions and activities are already underway. Residents have access to various initiatives and programmes to encourage increased participation. This includes the 'Back to Sport' programme offering adults that have dropped out of sport with opportunities to re-engage in something they used to enjoy or try something new. 'Sports Unlimited' is offering young people not currently engaged in regular activity with 6-8 week taster sessions to encourage interest in sport with exit route to regular participation. The Council's popular provision of free swimming for older people continues to attract large numbers of older residents to Hillingdon's excellent swimming facilities.

This plan will maximise the impact of these programmes and others by developing a co-ordinated approach with a number of local agencies. The first year action plan as set out in Appendix 2 details actions under the following headings. The intention is to review the targets and achievements set for this year to inform an increase in targets for Year 2 and 3.

- **Develop a sports programme for adults and older people**
- **Develop a sports programme for children and young people**
- **Set up Active Travel plans and develop an Active Hillingdon Walking Plan**
- **Show an increase in cycling and walking**
- **Recruit volunteers and support local club networks**
- **Review the support facilities for people with disabilities in partnership with DASH**
- **Set up care pathways with primary care and Public Health**
- **Develop the Change4Life campaign to encourage residents of all ages to participate in physical activity and achieve the recommendation of 150 minutes a week**

Governance of the plan and achievement of targets will be co-ordinated by a steering group of local partners actively involved in delivery of the actions. Progress will be reported quarterly through a range of measures set up by contributing stakeholders to the LSP via the Strong and Active Partnership.

Financial Implications

The Physical Activity Action Plan is funded from within existing base line budgets across a range of partners in Hillingdon. The Council's contribution to these budgets reflects the Council's recent investment in promoting sport and physical activity, specifically:

- Capital investment in new and enhanced leisure facilities including the Hillingdon Sports & Leisure Complex, Botwell Green Sports & Leisure Centre and Highgrove Pool
- Revenue budget for implementing the obesity strategy through sport and exercise (£80k per year) (approved by Cabinet and Council in February 2011)

- Revenue budget for gold bursaries for talented athletes (£20k per year) (approved by Cabinet and Council in February 2012)
- Revenue budget for free swimming for people over 65 (£15k per year) (approved by Cabinet and Council in February 2012)

In addition, there is external funding used to deliver the action plan from Transport for London, Sport England and Local Strategic Partners own budgets. Where opportunities arise (subject to normal approval process) external funding will be sought to deliver specific initiatives. In addition, opportunities will be sought to identify funding to sustain activities that are currently delivered through time-limited external funding.

All Council expenditure on delivering the action plan will be subject to the Council's internal controls on approval of expenditure.

4. EFFECT ON RESIDENTS, SERVICE USERS & COMMUNITIES

What will be the effect of the recommendation?

The strategy provides an opportunity to have a positive impact on lifestyle choices residents make and embed participation in sport and active recreation as part of daily life. Through better partnership working, residents will have access to an enhanced range of local opportunities that local agencies will help shape and deliver.

A co-ordinated approach will provide residents with greater opportunity to participate at whatever level they choose. Whether that is simply for fun, improved health and fitness, or at a competitive level, the strategy will seek to provide residents with the opportunity to achieve whatever personal goals and ambitions they may have.

Partnership working between agencies to promote participation in sport and physical activity will also contribute to overcoming challenges of inactive and sedentary lifestyles, improving the health and wellbeing of Hillingdon residents.

Consultation Carried Out or Required

Extensive consultation with statutory and voluntary partners for the Physical Activity Strategy was carried out in February 2012. Partners included: schools, the voluntary sector, NHS, Brunel University, Uxbridge College and various Council teams. The Action Plan has been drafted in consultation with these partners.

On-going consultation with residents and partners will take place over the next three years through focus groups, residents' surveys, non-user surveys and through the Physical Activity Action Plan steering group.

5. CORPORATE IMPLICATIONS

Corporate Finance

Corporate Finance has reviewed this report and concurs with the financial implications set out above, noting that both the Council and partners hold budgets to support implementation of the Physical Activity Strategy.

Legal

It is worth bringing to Cabinet's attention the relevant provisions of section 29 of The Equality Act 2010, which came into force on 1st October 2012. This extends the ban on age discrimination to cover the provision of services, public functions and association unless covered by an exception (amongst others aged based concessionary services) from the ban as set out in The Equality Act 2010 (Age Exceptions) Order 2012, or that the provider can show good reason [objectively justifiable] for the differential treatment. That is to say if it is a proportionate means of achieving a legitimate aim.

Under the Council's Constitution the Cabinet has the appropriate powers to agree the recommendation proposed at the outset of this report. Further, by virtue of Section 1 of the Localism Act 2011 which makes provision for 'a general power of competence' for local authorities in England. The 'power' gives local authorities the power to do anything an individual can do unless specifically prohibited by law. This includes the power to act in the interest of their communities.

6. BACKGROUND PAPERS

NIL