

## PROMOTING HEALTHY LIFESTYLES (SPORT AND PHYSICAL ACTIVITY)

<b>Committee name</b>	Families, Health and Wellbeing Select Committee
<b>Officer reporting</b>	Priscilla Simpson, Green Spaces, Sport & Culture
<b>Papers with report</b>	Appendix 1: List of programmes and activities run by the Sport and Physical Activity Team
<b>Ward</b>	All

### HEADLINES

The purpose of this report is to provide an overview of the Sport and Physical Activity Team programmes and activities in 2021 and highlight the forthcoming Hillingdon Sport and Physical Activity Strategy.

### RECOMMENDATIONS:

**That the Committee:**

- 1. Notes the current work programme of the Sport and Physical Activity Team.**
- 2. Agree to review the Sport and Physical Activity Strategy at a future date.**

### SUPPORTING INFORMATION

#### 1.Sport and Physical Activity Team Programme and Activities 2021

Hillingdon offers an excellent and wide range of sports - football, tennis, cricket, rugby and netball, as well as physical activity and recreational opportunities such as led walks, playing and exercising in the park, walking alongside waterways, cycling for sport and recreation, skate parks, outdoor gyms, as well as high standard leisure facilities operated by GLL. Residents from across the borough have access to this wide range of indoor and outdoor environments to enjoy being physically active and support their social and emotional wellbeing.

The Sport and Physical Activity Team's programme offers a wide range of places for participation, such as community halls, sport clubs, young people's centres, libraries, open spaces and parks. The team believe that by providing opportunities for everyone to participate in sport and physical activity we will be encouraging healthy lifestyles and which will in turn make Hillingdon an even more attractive place to live and work. The team will work with residents, sports clubs and specialists, National Governing Bodies for Sport, local partners and services to ensure we are providing the opportunities to participate that reflect local needs. We aim to improve participation to help to:

- Improve the quality of life by generating a sense of well-being and promoting active, healthy living for life
- Raise standards and aspirations within communities
- Create a sense of belonging and of being included
- Reduce crime and anti-social behaviour
- Build community pride

The current Sport and Physical Activity Team was established in 2017. The team is comprised of the Sport and Physical Activity Team manager and three senior Sport and Physical Activity Team officers.

Programmes and activities are overseen by the team and have been delivered through commissioning. The Sport and Physical Activity team approved programmes are listed in Appendix 1. These highlight the range of activities for residents of all ages in 2021 (some of these programmes were initially set up in 2017 and continued until 2020 when all programmes were suspended due to the pandemic).

Programmes were developed in the context of other strategic plans including the Older People's Plan; the Joint Health and Wellbeing Strategy; and the Hillingdon Obesity Strategy. Regular performance updates were provided to monitor progress against the action plans supporting these strategies. Data drawn from the Active Lives Survey and the Public Health Outcomes Framework was used in the development of the programmes.

### **Impact of Covid-19 pandemic during 2020/21**

The Active Lives Survey is a Sport England-led survey about participation in leisure and recreational activities, including sport, physical activity and culture. The overall number of respondents is around 198,000 people each year. The survey collects representative data from adults, children and young people population in England and in each local authority area in England.

The most recent Active Lives Survey data, covering the period from mid-May 2020 to mid-May 2021 showed that the Covid-19 pandemic had an unprecedented impact on activity levels throughout England. The impact has been most acute across disadvantaged groups and in areas of high deprivation.

- The Survey found that compared to 12 months earlier, there were 700,000 (-1.9%) fewer active adults and 1 million (+2%) more inactive adults between mid-May 2020 and mid-May 2021.
- While there are signs of recovery for activity levels as restrictions have eased, not all groups or demographics are affected or recovering at the same rate.
- Existing inequalities have been widened, with some groups hit much harder by the pandemic than others. This is the case for women, young people aged 16-34, over 75s, disabled people and people with long-term health conditions, and for some from Black,

Asian and other minority ethnic backgrounds. Those living in deprived areas and also those in urban areas found it harder to be active.

Active Lives Survey Data for Hillingdon in the period May 2020 – May 2021 shows that the rates for inactivity among adults is below the London average. The data is shown in the table below:

Adults (16 +)

Inactive – less than 30 minutes physical activity per week	
Hillingdon	London
37%	27%

Fairly Active – between 30 – 149 minutes physical activity per week	
Hillingdon	London
9%	12%

Active – at least 150 minutes physical activity per week	
Hillingdon	London
54%	61%

**Children and Young People (ages 5-16) Activity Data** - Participation rates show whether Children and Young People have taken part anywhere in the last week, during school hours, outside of school hours and then either indoors and outdoors (outside of school hours).

Active Lives Survey Data for Hillingdon in the period May 2020 – May 2021 shows that rates for activity outside of school hours for children and young people were similar to the London average, however active play and informal activity is below the London average. The data is shown in the table below:

Outside of school hours once a week or more	
Hillingdon	London
91%	91%

Active Play and Informal Activity once a week or more	
Hillingdon	London
46%	60%

**Impact of the pandemic**

Following the announcement of the pandemic in March 2020, all Sport and Physical Activity Programmes were suspended. The Sport and Physical Activity team ‘re-purposed’ their roles and undertook the following:

- made welfare/wellbeing telephone calls to older residents (who normally attend the walks, dances or chair-based exercises): 238 weekly or fortnightly calls were made between April – June’20 (phone calls ended following ease of lockdown measures). 9 library staff members also assisted with the phone calls.

- Set up 'live' online Our Parks sessions which started on 4<sup>th</sup> April'20. New users continued to rise with 312 unique accounts between March – July'20.  
Five online sessions in January 2021: 167 attendances, 67 were unique users  
Couch to Fitness (delivered online by Our Parks) had 1226 Hillingdon residents attend since June'20
- Home based activities were promoted on the Council COVID Webpage 'Keeping Fit and Healthy' include: 'Our Parks'; Sport England tips to be active at home; Home workout videos; 10 minute workouts; Exercise for the over 65's;' Getting active when you find it difficult'; Move More – activities at home; Tennis at home (4-11 year olds)
- For residents living with dementia and their carers, the following non-contact programmes were set up:
  - Zoom calls: 5 weekly group Zoom meetings since April 2020 with 40 people attending each week
  - WhatsApp Group calls: 34 attend weekly group conversations; 9 from the Early Onset Dementia Group
  - Buddy emails sent to 91 residents living with dementia
  - Buddy packs delivered to 30 residents living with dementia who are not on-line and cannot attend Zoom meetings
  - Chair-based exercise and multi-sport sessions via Zoom: 8 sessions of chair based 'Mickercise' was sent to 120 residents living with dementia and also shown on zoom sessions
  - Zoom Football Reminiscence/walking football: 12-15 per session weekly since July 2020. Football reminiscence sessions continued throughout the year on Zoom.

### **Support for residents living with dementia and their carers**

The Sport and Physical Activity Team have also supported residents living with dementia and especially those who have been recently diagnosed. The range of regular activities include adapted tennis, adapted golf, walking football, chair-based exercises, singing and reminiscence, led walks, day-trips, theatre and musical events. Professional referrals are regularly made from the Hillingdon Hospital Memory Service, Admiral Nurses, the Alzheimer's Society, as well as self-referrals. The same officer has offered monthly Dementia Friendly training for residents and council staff and NHS staff for over 10 years.

Following the great success and positive outcomes from the range of social, recreational and physical activity opportunities planned and delivered for residents living with dementia and their carers, the responsible officer was recognised with a Highly Commended award at the local councils MJ Award in September 2021. Also due to the excellent efforts of the team member and her support, Hillingdon Borough has been cited by the Alzheimer's Society as a positive example in London of proactively supporting a range of venues, places and services towards achieving a Dementia Friendly Community status.

Please see Appendix 2 for a more detailed account of the work undertaken with people living with dementia.

## **2.New Sport and Physical Activity Strategy**

The last approved Sport and Physical Activity Strategy ran from 2012 – 2015. Since that time the document has not been updated however outputs and deliverables continue to be commissioned and reported on by the Sport and Physical Activity Team.

With a new portfolio lead for Sport and Physical Activity and with data signalling the significant interruption and impact of COVID-19 on residents' physical health and wellbeing, a refreshed Strategy is timely.

Hillingdon has agreed a new Joint Health and Wellbeing Strategy 2022-2025 which identifies low rates of adult physical activity and rising levels of overweight and obesity among children and adults. The Strategy also identifies a healthy environment as one of the key wider determinants of good health and wellbeing. Priorities set by the Strategy encompass giving children the best start in life, enabling people to live healthier lives, helping prevent the onset of long-term conditions, supporting people to live better and independently in older age and improving mental health. Sport and physical activity programmes have a key role to play across all of these priority areas.

A renewed look at the borough's sport and physical activity offer will be an opportunity to review previous successes of our many local sports clubs and leisure operator, GLL, as well as provide a supportive and joined up approach in delivering a broader offer to residents.

The Sport and Physical Activity Team were given approval to commission London Sport in 2019 and 2020 to undertake the following reports:

- a) The Hayes Feasibility study to establish resident use-age and opportunities for the expansion of existing cycling facilities and infrastructure at the cycle circuit at Minet and BMX track at Lake Farm Country Parks; and recommendations on how to improve recreational cycling for residents across the borough, and,
- b) an in-depth Hillingdon Insight Report highlighting data relating to who the least active residents are and where they are located in the borough; recommendations for how to engage with the least active communities, with particular interest due to the impact of COVID; an understanding of preferred activities and delivery methods for less active groups; as well as a public facing locality map identifying facilities (built and open, green space) and programme location.

These reports have explored how best to measure the social and economic value of the physical activity and sports programmes and linking into possible savings across Social Care and the NHS through early intervention, which in turn can address key indicators identified in the Health and Wellbeing Strategy and the new Sport and Physical Activity Strategy.

Using this information will help to shape our Strategy which targets our resources to achieve maximum benefit in improving the health and wellbeing of our residents. A strategic approach to increase physical activity will help to tackle childhood and adult obesity, rising mental health needs, and help to mitigate the impact of COVID-19.

## **Strategy Development**

The services of London Sport were employed to assist the Sport and Physical Activity Team to use the recent work to complete a final Strategy document.

London Sport are supported by Sport England and the Mayor of London, and work in partnership with London's Local Authorities and a host of agencies to support less active communities. Their vision is to make London the most physically active city in the world.

The process to draft the Strategy will include the following:

- Coordination / theming of all existing evidence
- Internal consultation workshops to coordinate strategic direction and secure joint ownership of strategic objectives
- Draft strategy development and internal testing workshops
- Action plan framework development
- Final strategy by end of 2022

The action plan will inform the priorities and targets for the Sport and Physical Activity team to address inactivity rates across all age groups as well as improve access to traditional and non-traditional facilities for sport, physical activity and leisure. The plan will also seek to engage and embed other council departments priorities to ensure that a wide reaching scale of delivery is offered to residents.

## **Implications on related Council policies**

A role of the Select Committees is to make recommendations on service changes and improvements to the Cabinet who are responsible for the Council's policy and direction.

## **How this report benefits Hillingdon residents**

Sport and physical activity has a big role to play in improving the physical and mental health of residents of all ages. Active Lives Survey data shows that Hillingdon has higher rates of inactive residents (especially adults) compared to the London average and which has been compounded by the pandemic. Opportunities to support the physical and emotional wellbeing of residents through enhanced programmes of accessible and affordable sport and physical activity will be a cross departmental priority within the Council and NHS in Hillingdon.

## **Financial Implications**

The Sports & Physical Activity Team have commissioned an external consultant to assist in developing a sports strategy to reflect the changing needs of our communities. The Team identified the budget to meet the £15k cost from budgets available in 2020/21 from underspends from the impact of the pandemic.

The team will work with Finance once the strategy is completed to match available funding to the proposals drawn from the strategy.

## Legal Implications

None.

## BACKGROUND PAPERS

Appendix 1

### [2021 Sport and Physical Activity Programmes and Outputs](#)

Appendix 2: Background to Dementia programmes and activities set up by the Sport and Physical Activity Team

Since 2015 The London Borough of Hillingdon in partnership with the local Alzheimer Society has led the Hillingdon Dementia Action Alliance which aims to make Hillingdon a Dementia Friendly Community. In 2018, Hillingdon was awarded the status of a dementia friendly community. As part of this initiative The Sport and Physical Activity Team lead on driving the action to make Hillingdon dementia friendly. This involves ensuring that local services and leisure activities are accessible and enjoyable by residents living with dementia. So far we have ensured that all of our libraries are dementia friendly and currently have 10 dementia groups running as well as our Tovertafel (magic Table offer). As well as offering dementia friendly activities we have ensured that wider activities are also dementia inclusive such as the activities for Healthy Heart Month. In leisure we have a variety of activities on offer including dementia friendly tennis, golf, walking tennis and boccia. We have also done extensive work with local heritage and culture offering dedicated tours to residents living with dementia at the Bunker, Cranford Park and Eastcote House Gardens. We ensure that residents are able to take part in Borough wide initiatives such as 'This is Me' and the poppy exhibition. Working with our theatres we have an offer of dementia friendly screenings at the Beck theatre and a daytime disco at the Compass. Recently Hillingdon has been recognised as a flagship Borough by the GLA and the Alzheimer Society for our work at promoting dementia friendly cultural activities and venues. Nine of our sites have been accredited most at excellence level under the Mayor's Dementia Friendly Venue Charter which was launched in 2021.

A further aspect of ensuring that we are a dementia friendly Borough is offering 'Dementia Friends' sessions to as many LBH staff, outside organisations and residents to raise awareness of what dementia is and how people can live well with it. The Sport and Physical Activity Team have led on this for the past ten years and for the past year have been offering monthly sessions as part of the CCG's staff induction. There are over 12,000 dementia friends in Hillingdon