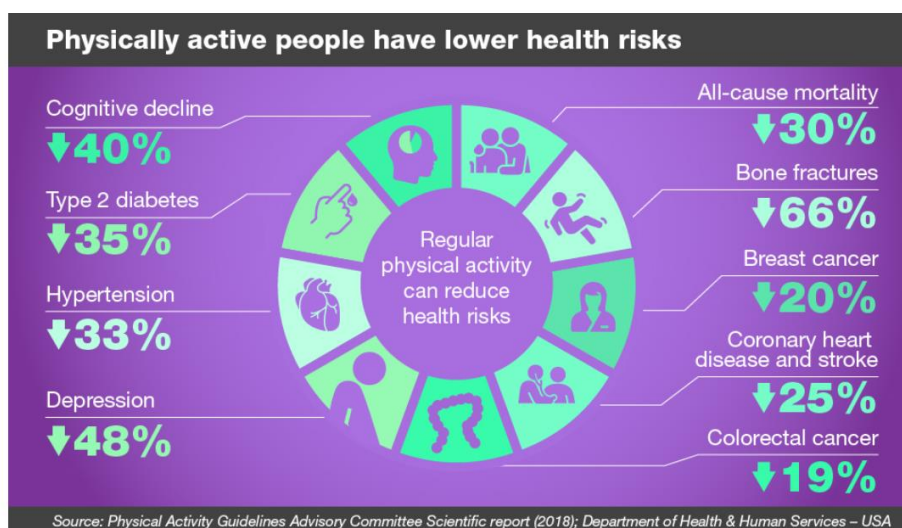


<b>BRIEFING</b>	<b>TO:</b>	Health and Wellbeing Board
	<b>DATE:</b>	29 <sup>th</sup> March 2023
	<b>LEAD OFFICER</b>	Gilly Brenner and Norsheen Akhtar
	<b>TITLE:</b>	Strategic approach to physical activity update

## Background

- 1.1** Physical activity is important because physically active people have better health and wellbeing outcomes. It is relevant to health inequalities as there are higher rates of inactivity in some demographic groups and in those with long-term health conditions, who have the most to gain. Inactivity in Rotherham is greater than the national average, with almost 1 in 3 inactive (<30 min/week). Improvements in physical activity levels across the population would reduce health risks of prematurely developing long-term conditions and improving life expectancy which contribute to wider economic benefits, such as a healthier workforce.



- 1.2** There is wide acknowledgement amongst colleagues attending the Big Active Conversation workshops and strategic leaders, including Health and Wellbeing Board members about the value of physical activity in improving health and wellbeing outcomes and reducing health inequalities. However, there is also recognition that increasing population activity levels requires a complex and coordinated response across the Rotherham system. We have been tasked to create a 'coalition of the willing' to work collaboratively actions suggested through a review supported by Yorkshire Sport.

- 1.3** This work began with the Local Authority Healthy Weight Declaration which was signed in January 2020. A strategic review of physical activity then took place in July 2021 led by Sam Keighley from Yorkshire Sport. Initial findings were presented to Health and Wellbeing Board in November 2021 and Health Select Commission in February 2022. Lots of ambitions were identified and these were then prioritised into 4 key themes:
- Normalising physical activity / building a social movement
  - Employers supporting the workforce to be active
  - Front line workers confident to talk about and signpost to physical activity
  - Strengthening social prescribing, including embedding physical activity

- 1.4** An appreciative enquiry approach was taken to ensure a broad range of stakeholders were involved in visioning and developing a plan of action. This involved an initial Big

	Active Conversation in July 2022, further workshops in October 2022 and a final workshop in January 2023. From this approach the appended action plan has been developed to capture the key priority actions. The process has been very successful with more than 200 individuals involved to date.
<b>Key Issues</b>	
<b>2.1</b>	<p>As part of the appreciative enquiry approach, several common themes were identified as being important for success:</p> <ul style="list-style-type: none"> <li>• Accessibility and inclusivity - awareness of culture/ethnicity, financial, location, breadth, gender, disabilities, age</li> <li>• Choice - working with communities, co-designing to fit needs - activity opportunities easy to find, eg website finder search</li> <li>• Imagery - representative, inclusive</li> </ul>
<b>2.2</b>	<p>There has been lots of enthusiasm from partners across a range of organisations and sectors. Working groups are beginning to be established to deliver key priority actions with named leads. The process of developing detail to the action plan has begun and deliverables are being identified, as well as opportunities for monitoring and evaluation.</p>
<b>2.3</b>	<p>The over-arching actions identified through this work will be overseen by the Moving Rotherham Board, through the Wider Physical Activity and Health Subgroup. These actions all fall under the existing priorities of Moving Rotherham: Active Champions, Active Environments, Active Communities and Active Communications.</p>
<b>2.4</b>	<p>Wider delivery of physical activity agenda has continued during this process and additionality already happened as a result of networking and motivations from the Big Active events, including for example:</p> <ul style="list-style-type: none"> <li>• Community engagement through the Better Health service consultation</li> <li>• Community engagement through healthy lifestyles consultation</li> <li>• Moving in Nature funding supported ongoing community work in local parks</li> <li>• Funding allocated to local community groups to set up physical activity projects and sustain this through action planning</li> <li>• A local group has been created to support the delivery of Opening Schools Facilities grants which target key schools with deprivation and higher % free school meals to open facilities for community use.</li> </ul>
<b>Key Actions and Relevant Timelines</b>	
<b>3.1</b>	Moving Rotherham Board to meet in May with subgroup meetings in late April.
<b>3.2</b>	<p>Key actions to be delivered in the short/medium-term:</p> <ul style="list-style-type: none"> <li>• Greater information will be available through commissioned expansion to the Rotherhive website beyond mental health remit</li> <li>• Developing an activity finder hosted on Rotherhive for all sport/leisure and voluntary sector to use to actively signpost to different audiences</li> <li>• “Make Space for Us” research findings to influence Greasbrough active space</li> <li>• Ongoing work in schools e.g ModeShift Stars, Creating Active Schools</li> <li>• Opening School Facilities Fund to continue with more schools for year 2</li> <li>• Women’s Euro legacy programme</li> <li>• Development plans for Rother Valley and Thrybergh</li> </ul>

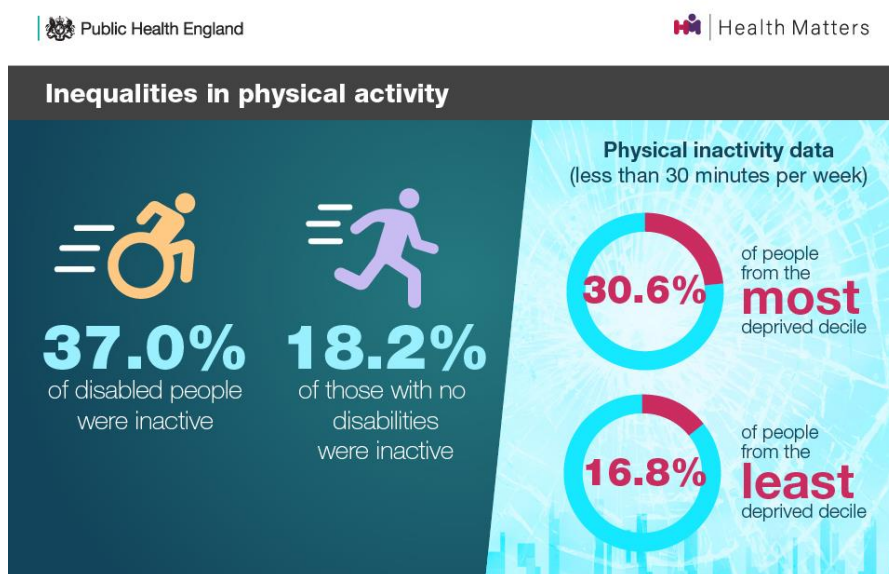
- Funding expected through Youth Justice Sports Fund just announced
- Funding from ICB to support personalisation agenda through specific online physical activity videos.
- Working with care home providers to support training around embedding physical activity opportunities for residents and staff
- Together Fund projects to tackle inequalities funding given locally through sport England
- Developing physical activity conference for schools
- Developing a data dashboard to monitor physical activity levels, inequalities and monitoring progress

## Implications for Health Inequalities

**4.1** Tackling inactivity will have a direct impact on tackling health inequalities. Those who are the least active are more likely to be from demographic groups who experience the greatest inequalities in health, such as those with disabilities, or living in more deprived communities.

Regular physical activity provides a range of physical and mental health, and social benefits, many of which are increasing issues for individuals, communities and society. These include:

- reducing the risk of many long-term conditions
- helping manage existing conditions
- ensuring good musculoskeletal health and reducing risk of falls
- developing and maintaining physical and mental function and independence
- supporting social inclusion and reducing loneliness
- helping maintain a healthy weight
- reducing inequalities for people with long-term conditions



From: [Health matters: physical activity - prevention and management of long-term conditions - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/health-matters-physical-activity-prevention-and-management-of-long-term-conditions)

## Recommendations

- 5.1** That members of the Health and Wellbeing Board note the update in this report and are welcome to suggest nominations for the Moving Rotherham Board.
- 5.2** That members of the Health and Wellbeing Board encourage and enable their workforce to support delivery of the identified actions in the plan.

<b>5.3</b>	That members of the Health and Wellbeing Board continue to identify opportunities to incorporate physical activity into organisational and borough strategic plans and delivery.
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## Appendix 1

### MOVING ROTHERHAM - WIDER PHYSICAL ACTIVITY AND HEALTH SUBGROUP ACTION PLAN



This workplan aligns the 4 priorities as previously defined by the Moving Rotherham Board: Active Champions, Active Communities, Active Environments and Active Communications with the 4 priorities identified as part of the strategic physical activity review. Further actions (not included here) are led by the Sports, Facilities and Events Subgroup which also contribute to the overarching Moving Rotherham priorities.

*People in Rotherham are proud to live in and contribute to stronger, thriving communities by engaging with physical activity or sport.*  
Moving Rotherham will:  
plan, promote and co-ordinate programmes that encourage physical activity or sport to be an everyday part of people's lives.

<b>Moving Rotherham priority</b>	<b>ACTIVE CHAMPIONS</b> <i>Develop skills and knowledge in relation to physical activity across all organisations and services, so that conversations with local people about being active happen as often as possible.</i>	<b>ACTIVE ENVIRONMENTS</b> <i>Help create environments that enable physical activity, whether this is outdoors in green spaces, town centres and local streets, or within schools, colleges and workplaces.</i>	<b>ACTIVE COMMUNITIES</b> <i>Bringing people together through physical activity has huge potential in helping local communities thrive and become vibrant places to live.</i>	<b>ACTIVE COMMUNICATIONS</b> <i>A Rotherham-wide 'social movement' campaign and communications plan, helping to make being active in Rotherham something that everybody does, whether this is taking a few extra steps to open the door to a carer, or running a marathon, and everything in between!</i>
<b>Wider Physical Activity and Health priority</b>	Strengthening social prescribing, including embedding physical activity	Employers supporting the workforce to be active.	Normalising physical activity / building a social movement	Front line workers confident to talk about and signpost to physical activity

Ref	Action	Timescale						Lead (support)	Output / Success measure	Notes
		2023/4				2024/ 2025	2025+			
		Q1	Q2	Q3	Q4					
A	Active Champions									
1	Embedding physical activity into social prescribing									
1.1	Physical activity options are readily available for social prescribers to support people to access. These are person centred and appropriate for a range of needs and preferences.				X			Kaley Drury / Barry Knowles	Number of people supported into a physical activity	
1.2	Embedding the benefits of physical activity for mental and physical wellbeing into conversations to enable signposting and support from the full range of social prescribing/link worker roles	X				X		Norsheen Akhtar	Survey to understand the knowledge and awareness and confidence of front-line workers around physical activity	
1.3	Creative commissioning to facilitate activity – move towards longer-term commissioning bringing stability to provision, including community hubs as active places and some NHS resources transferred to activity providers.							Becky Woolley / Jo Martin / Kate Tuffnell	Further consideration of longer-term commissioning  Importance of physical activity to be included into ICB plans and strategies	Further development required around this ambition but captured here as an important priority identified by Big Active Conversation workshops.
2	Promoting physical activity through community champions									
2.1	Wider voluntary sector MECC training to support volunteers and workforce to signpost and promote physical activity.	X	X			X		Phill Spencer	Number of people trained in MECC	
3	Promoting physical activity through workplace champions									
3.1	South Yorkshire-based workforce training package developed through ICB and YSF. Looking at clinical pathways and signposting opportunities.		X					YSF – Katy Stockdale / Norsheen Akhtar	Rotherham receive training package for dissemination	



Ref	Action	Timescale						Lead (support)	Output / Success measure	Notes
		2023/4				2024/	2025+			
		Q1	Q2	Q3	Q4	2025				
3.2	Care Home staff training to embed physical activity into daily provision for residents and wider opportunities eg care home Olympic event		X					Phill Spencer / Norsheen Akhtar	Number of care homes trained	Initial meeting to discuss proposals/what support required scheduled for March.
3.3	Physical activity clinical champions training - physical activity training for healthcare professionals available.				X	X	X	Nicola Corrigan (OHID)	Number of health care professionals trained in MECC	Training already available, to be more widely promoted.
<b>4</b>	<b>Monitoring progress of strategic physical activity work</b>									
4.1	Develop a dashboard to monitor physical activity levels in the borough and achievement of action plan		X					Lorna Quinn / Norsheen Akhtar	Dashboard developed and reported to Wider Physical Activity and Health Subgroup	
4.2	Wider Physical Activity and Health Subgroup oversees implementation of action plan	X	X	X	X	X	X	Gilly Brenner / Norsheen Akhtar	Quarterly Wider Physical Activity and Health Subgroup meetings track progress	
<b>B</b>	<b>Active Environments</b>									
<b>1</b>	<b>Employers supporting the workforce to be active</b>									
1.1	Employers encourage staff to take a break and walk, walking meetings, lunchtime group walks then lunch away from desks, include being active in regular away days.				X	X	X	Workplace champions and senior managers	Staff surveys shows senior staff actively demonstrating good practice and people feel encouraged to be active	Ongoing, annual monitoring
1.2	Ensuring physical activity promoted through BeWell@work scheme	X			X	X	X	Colin Ellis	Number of BeWell@work workplaces choosing a focus on physical activity	Ongoing, annual monitoring

[illegible]



Ref	Action	Timescale					Lead (support)	Output / Success measure	Notes
		2023/4				2024/ 2025			
		Q1	Q2	Q3	Q4				
3.1	Promotion of Modeshift stars to schools and supporting them to create travel plans.		x				Laurie Butler	Number of schools signed up for Modeshifts stars. Number of meetings with schools to start active travel plans	25 schools already signed up and working on active travel.
3.2	Developing Rotherham Council commuting information to promote and support active travel options eg bike rental, cycle to work scheme and maps		X				Amie Marshall	Commuting information easily accessible and promoted to all RMBC staff	
3.3	Promotion of facilities and recreation for walking and cycle routes			X	X		Graeme Barker	Up-to-date cycle and walking routes available via Rotherhive website	
<b>C</b>	<b>Active Communities</b>								
<b>1</b>	<b>Normalising physical activity in schools</b>								
1.1	Create/renew Rotherham Schools Physical Activity Network / Conference				X		David Walker/ Alex Ogden (YSF)	Conference to be held in Rotherham for Rotherham schools	
1.2	Provide opportunities to be physically active across the curriculum and deliver high quality P.E and out-of-hours activities		X				David Walker	Audit of school physical activity and school surveys show increase in physical activity levels in children and young people	
<b>2</b>	<b>Normalising physical activity in health settings and provision</b>								
2.1	Videos commissioned and created for online use for patients with long-term conditions as part of personalisation work		X	X			Jo Martin / Becky Woolley / Norsheen Aktar	Physical activity videos on Rotherhive and Rotherham health app	

Ref	Action	Timescale						Lead (support)	Output / Success measure	Notes
		2023/4				2024/ 2025	2025+			
		Q1	Q2	Q3	Q4					
2.2	TRFT Healthy Hospital Programme to champion physical activity for health throughout the Trust.	Xa		Xb					Mike Smith	a) All Healthy Hospital Programme staff feel confident in advising and signposting in relation to physical activity for health by May 2023. b) Trust staff feel confident in advising and/or signposting in relation to physical activity for health by October 2023.
3	Normalising physical activity through events or provision									
3.1	Working with local communities to sustain their projects through training and support with policies and process etc.	X	X	X	X				Chris Ng (YSF) / VAR	Number of projects delivering physical activity increases
3.2	Support local communities with funding for setting up and maintaining local physical activity projects.	X	X	X	X				Chris Ng (YSF)	Number of projects funded for physical activity programmes
D	Active Communications									
1	Moving Rotherham communication plan									
1.1	Develop a yearly comms plan including social media campaign and broadening reach a wider audience.			X					Aidan Melville / Julian Pratt / Norsheen Akhtar	Increase presence of #movingrotherham on social media

Ref	Action	Timescale						Lead (support)	Output / Success measure	Notes
		2023/4				2024/ 2025	2025+			
		Q1	Q2	Q3	Q4					
2	Facilitate effective signposting to physical activity opportunities									
2.1	Develop and produce an online Rotherham activity finder which will be up-to-date and everyone can contribute to and access				X			Becky Woolley / Julian Pratt / Norsheen Akhtar	Activity finder to be added on to Rotherhive physical activity page and kept up-to-date	Discussions started to scope, plan and deliver this via Rotherhive expansion and YSF, whilst mindful of links and role of Gismo
3	Facilitate networking and collaboration between physical activity champions									
3.1	Investigate opportunities for hosting Rotherham online network for routine sharing of things resources.			X				Norsheen Akhtar / Glennis Leathwood	Network developed for Rotherham physical activity champions	
3.2	Annual networking event for Moving Rotherham showcasing what has been achieved and bringing partners together to celebrate.			X				Norsheen Akhtar	Annual celebration event	1 year on from the Big Active Conversation event