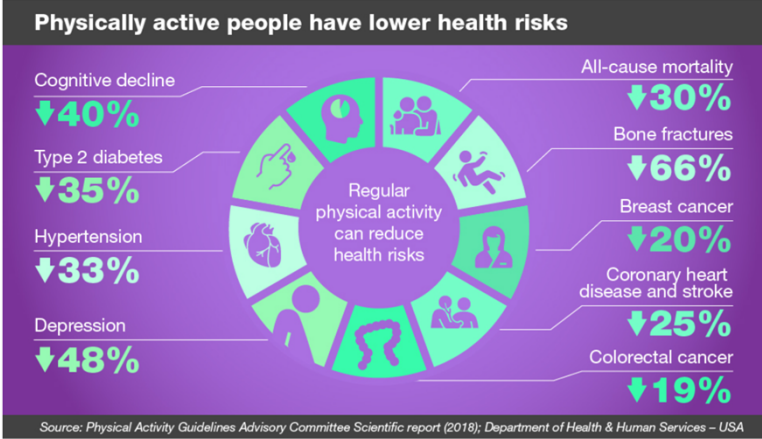


<h1>BRIEFING</h1>	TO:	Health and Wellbeing Board
	DATE:	6 th March 2024
	LEAD OFFICER	Gilly Brenner, Consultant in Public Health Chris Siddall, Head of Sport, Leisure and Strategic Partnerships Nick Wilson, Development Manager, Yorkshire Sport
	TITLE:	Strategic approach to physical activity update

Background

1.1 Physically active people have better health and wellbeing outcomes. Inactivity is distributed unequally with higher rates of inactivity in areas of deprivation, across certain demographic groups and in those with long-term health conditions. 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 the health risks associated with prematurely developing long-term conditions and would improve healthy life expectancy which contributes to wider economic benefits, such as a healthier workforce¹.



1.2 An increased focus on wider physical activity in Rotherham 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 with a broad range of stakeholders involved in visioning and developing a plan of action. This culminated in a final Big Active Conversation workshop in January 2023. From this approach an action plan was shared with Health and Wellbeing Board in March last year. The over-arching actions identified through this work are overseen by the Moving Rotherham Board, under which sits a Wider Physical Activity and Health Subgroup and a separate set of working groups under the theme of Sports, Facilities and Events. The priorities of Moving Rotherham are summarised under the themes: *Active Champions, Active Environments, Active Communities and Active Communications*.

1.3 This report summarises the range of achievements and progress over the last year and the intentions for the coming year. It should be noted that this is just a snapshot of some of the key work across partners and cannot cover the breadth or totality of the expansive work on this agenda.

Key Issues

¹ [Health matters: physical activity - prevention and management of long-term conditions - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/consultations/health-matters-physical-activity-prevention-and-management-of-long-term-conditions)

2.1 **Sport England Place Expansion Programme**

Rotherham has been recognised as a place for investment as part of the Sport England Place Expansion Programme.² The national programme includes £190m of investment allocated to be focused on an additional 80-100 places which have greatest need.

We have received feedback that our selection for this programme was based on a range of factors including low activity levels in particular areas of the borough, but also in recognition of the readiness of the Moving Rotherham Board partnership to maximise this investment opportunity. In early discussions with Sport England there was strong acknowledgement of the progress of the partnership, the strength of relationships, the strategic recognition of the importance of physical activity and its inclusion in a range of key strategies and the unique opportunity arising from physical activity being strongly embedded into the Cultural Strategy and plans for the Children's Capital of Culture programme.

Key areas of success since March 2023

2.2 **Active Champions**

- The Women's Euro legacy programme has provided events across Rotherham with 368 hours of volunteer time contributed.
- Training has been provided to social prescribers / link workers to increase awareness of benefits of physical activity and confidence to signpost and support patients into opportunities. Specific new social prescribing offers which include physical activity have been commissioned, including for carers and those with mental health conditions.
- A new Sport and Physical Activity subgroup for Rotherham Children's Capital of Culture has met with wide engagement from a range of partners to support delivery of physical activity opportunities as part of this exciting cultural community programme.
- As part of his Year of Active Travel and the Mayor's Challenge, the South Yorkshire Mayor has been visiting and championing physical activity opportunities across the region. This included Rotherham Parkrun at Clifton Park on 10th February at which there were 266 participants and 25 volunteers.

2.3 **Active Environments**

- Uplift festival in the Town Centre at Easter brought in 4,750 attendees with people taking part in skateboarding as well as watching professional displays and getting involved in other associated arts activities.
- Rotherham 10K took place from Clifton Park in May with the biggest ever involvement of children and young people with over 500 taking part in the fun run.
- Rotherham Show had over 90,000 visits across the weekend and included a Moving Rotherham zone with participation from families in football, cricket, and exercise classes as well as information, engagement and give aways with a range of partners including RUCT and Places Leisure.
- The Opening School Facilities Fund has continued, with £100K funding supporting additional community activities via Rotherham school premises.
- Sport England have recently awarded £480K for solar panels to improve sustainability and reduce costs of the swimming pool at Rotherham Leisure Centre
- Maltby Leisure Centre has been chosen by Swim England as a Water Polo Talent Centre, one of only 5 nationally, to identify new talent in young people aged under 14 years and under 16 years old.

² <https://www.sportengland.org/news-and-inspiration/place-partnerships-expanded-help-those-greatest-need>

- Aston Leisure Centre was a finalist in the Association for Public Service Excellence (APSE) 'most improved leisure centre' in the country.
- Places Leisure continue to offer free swim and gym passes to looked after children.
- Herringthorpe Stadium has seen a 25% increase in footfall since reopening after refurbishment.
- Match-funding has recently been identified to enable PlayZone facilities, supported by Football Foundation, UK Shared Prosperity Fund, and third-party organisation to create 3 new multi-use sports facilities outdoors in areas with highest inequalities.
- British Orienteering have secured funding to map 2 new parks / woodlands in Rotherham and will host at least 2 events during Easter and Summer this year.
- Active Travel Fund improvements to Broom Road are now complete and Sheffield Road improvements are nearing completion.
- Funding from Department for Transport's Transforming Cities Fund has enabled completion of a high quality, direct cycle route between the A633 Manvers Way and Wath town centre, allowing residents and workers easy access between the key employment sites of Manvers and Wath-upon-Dearne, via Manvers Way.

2.4 Active Communities

- Over 650 Bikeability training places for children delivered to date since Apr 23, including at SEND schools.
- More than 1,500 visits to the Journey Matters Bike Hub since Apr 23, with over 130 bikes loaned, over 400 bikes checked and over 360 bike training sessions.
- An e-bike pool is now available to staff at Riverside House, enabling booking of bikes for local work-related journeys thereby helping to reduce Council carbon emissions and increase physical activity opportunities.
- The Rotherham Healthwave (new provider of tier 2 weight management services) has provided a new offer for weight management, including physical activity sessions and cooking / healthy eating support. Rotherham United Community Trust are hosting a range of physical activity sessions which are very well attended.
- Additional provision for those now motivated to continue physical activity is in place through a range of additional RUCT sessions, including Active Through Football based in communities.
- Training has been delivered to care home activity coordinators around embedding physical activity opportunities for residents and staff.
- 26 primary schools are working with Modeshift Stars to gain (7) or improve (19) their accreditation for their active travel plans, including 11 new schools joining this year and with over 220 sessions delivered in schools since April 2023.

2.5 Active Communications

- The Rotherhive website now includes a 'moving more' section³ with information available to Rotherham residents on the benefits of physical activity, how to get involved in physical activity locally, including a local activity finder.
- The Say Yes prevention campaign was launched at Rotherham Show with Say Yes to moving more, and conversations with residents about their current levels of activity, activity preferences and any barriers to moving more.

2.6 Ongoing challenges

- The greatest challenge to the transformation and delivery of the Moving Rotherham ambitions remains capacity to deliver the opportunities available. The availability of

³ <https://rotherhive.co.uk/moving-more/>

	<p>funding through the Sport England Place Expansion programme can help address this challenge.</p> <ul style="list-style-type: none"> • A further challenge is the complexity and breadth of the ambition and therefore the large number of key partners involved across the system. Though this is also an opportunity and the good working relationships developed demonstrate the breadth of delivery achieved as summarised in part above. • It is proposed that the action plan shared last year for the Wider Physical Activity and Health subgroup (Appendix 1) is now reviewed in light of the Sport England Place Expansion funding and combined into a single Moving Rotherham plan.
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Key Actions and Relevant Timelines

3.1	Sport England are facilitating a Rotherham-based 2-day Systems Leadership Training session for a range of stakeholders involved in Moving Rotherham. This is in recognition of the importance of a strong system for delivering the transformation required to increase population levels of physical activity. This is in planning for late April/early May.
3.2	Following this, further work will be done to submit a development award bid to Sport England in the first stage of the Place Expansion programme. This will support increased capacity to be able to bring together and drive the breadth of activity relevant to this agenda. As part of the preparation for this award bid, further work will be done to develop a good understanding of the data and to review and consolidate a single action plan for Moving Rotherham.

Implications for Health Inequalities

4.1	<p>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 (37% inactive compared to 18.2% with no disabilities) or living in more deprived communities (40.6% inactive in most deprived decile compared to 16.8% in least)⁴.</p> <p>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:</p> <ul style="list-style-type: none"> • 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
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Recommendations

5.1	That members of the Health and Wellbeing Board note the update in this report.
5.2	That members of the Health and Wellbeing Board note the intention to update the action plan in light of the recently announced Sport England Place Expansion funding opportunities.

⁴ [Health matters: physical activity - prevention and management of long-term conditions - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

5.3	That members of the Health and Wellbeing Board champion opportunities for physical activity across the system, recognising its value in reducing inequalities and improving health and wellbeing outcomes and continue to identify opportunities to incorporate physical activity into organisational and borough strategic plans and delivery.
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Appendix 1 – Update to action plan included, but to be reviewed in light of Sport England funding

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.

Moving Rotherham priority	ACTIVE CHAMPIONS <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>	ACTIVE ENVIRONMENTS <i>Help create environments than enable physical activity, whether this is outdoors in green spaces, town centres and local streets, or within schools, colleges and workplaces.</i>	ACTIVE COMMUNITIES <i>Bringing people together through physical activity has huge potential in helping local communities thrive and become vibrant places to live.</i>	ACTIVE COMMUNICATIONS <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>
Wider Physical Activity and Health priority	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						Notes
		2023/4				2024/	2025+	
		Q1	Q2	Q3	Q4	2025		
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			Activity tracker on RotherHive and training, plus additional commissioning has helped clarify offers.
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		Training provided to link workers in Jan 24. Evaluation of impact of training scheduled for 3m post.
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.						X	Further development required as part of Sport England bid.
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		Some MECC training delivered but wider programme planned as part of Sport England bid.
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 training delivered to link workers. PACC training in development across SY.
3.2	Care Home staff training to embed physical activity into daily provision for residents and wider opportunities eg care home Olympic event		X					Care Home support ongoing, including training to activity coordinators delivered.
3.3	Physical activity clinical champions training - physical activity training for healthcare professionals available.				X	X	X	PACC Training being reviewed by University of Sheffield team. Rotherham involved in evaluation and design.
4	Monitoring progress of strategic physical activity work							

Ref	Action	Timescale						Notes
		2023/4				2024/	2025+	
		Q1	Q2	Q3	Q4	2025		
4.1	Develop a dashboard to monitor physical activity levels in the borough and achievement of action plan		X					Current dashboard to be reviewed in line with new action plan for Sport England bid.
4.2	Wider Physical Activity and Health Subgroup oversees implementation of action plan	X	X	X	X	X	X	Good engagement from partners in the subgroup.
B	Active Environments							
1	Employers supporting the workforce to be active							
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	Wider workforce to be considered in Sport England action plan review.
1.2	Ensuring physical activity promoted through BeWell@work scheme	X			X	X	X	Review of bewell@work scheme submissions to understand impact on activity levels being undertaken.
1.3	Developing ways of improving and promoting leisure offers to Rotherham workforces.	X						Wider workforce to be considered in Sport England action plan review.
1.4	Training for workplaces around the benefits of supporting employees' physical wellbeing eg school staff	X	X	X	X	X		Session already provided to PHSE leads. Wider work to be considered in Sport England action plan review.
2	Safer, open green and blue spaces							
2.1	Ongoing development of Rother Valley and Thrybergh Country Parks	X	X	X	X	X		Development plans continue though rising costs have necessitated reviews.
2.2	Promotion of Rotherham's open, green and blue space and ideas for use eg maps and routes and walk leader opportunities		X	X				Consider wider opportunities under action plan review.
2.3	Conduct perception studies on use of outdoor space - by different demographics eg gender, ethnicity, age.		X					Combine Better Health and other engagement findings in action plan review.
2.4	Improvements to Rotherham sports facilities led through Sports, Activity and Events subgroup.				X	X	X	See achievements in paper. Continued focus in action plan review.

Ref	Action	Timescale						Notes
		2023/4				2024/	2025+	
		Q1	Q2	Q3	Q4	2025		
3	Incorporating activity into travel							
3.1	Promotion of Modeshift stars to schools and supporting them to create travel plans.		X					See achievements in paper. Continued focus in action plan review.
3.2	Developing Rotherham Council commuting information to promote and support active travel options eg bike rental, cycle to work scheme and maps		X					Working group overseeing review of Council Travel Plan.
3.3	Promotion of facilities and recreation for walking and cycle routes			X	X			Increased information available on RotherHive including cycle paths map.
C	Active Communities							
1	Normalising physical activity in schools							
1.1	Create/renew Rotherham Schools Physical Activity Network / Conference				X			Ongoing. Integrate into reviewed action plan including subgroup on Children's Capital of Culture.
1.2	Provide opportunities to be physically active across the curriculum and deliver high quality P.E and out-of-hours activities		X					Ongoing. Integrate into reviewed action plan.
2	Normalising physical activity in health settings and provision							
2.1	Videos commissioned and created for online use for patients with long-term conditions as part of personalisation work		X	X				Not yet completed, but online content included in falls prevention exercise programme contract recommission specification.
2.2	TRFT Healthy Hospital Programme to champion physical activity for health throughout the Trust.	X		X				In progress, staffing changes have delayed broader implementation.
3	Normalising physical activity through events or provision							

Ref	Action	Timescale						Notes
		2023/4				2024/	2025+	
		Q1	Q2	Q3	Q4	2025		
3.1	Working with local communities to sustain their projects through training and support with policies and process etc.	X	X	X	X			Some positive project successes including Together Fund projects and Active through Football. Wider approach required in action plan review with Sport England bid capacity.
3.2	Support local communities with funding for setting up and maintaining local physical activity projects.	X	X	X	X			
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				Say Yes campaign launched but Sport England bid to increase opportunities for capacity to expand.
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			Activity provider on Rotherhive. Potential for wider roll out with increased capacity in Sport England bid.
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				Not completed. To be considered as part of Sport England bid capacity.
3.2	Annual networking event for Moving Rotherham showcasing what has been achieved and bringing partners together to celebrate.			X				Workshop planned as update on Sport England bid, action plan review and Systems Leadership training.