

REPORT TO: Exeter Health and Wellbeing Board
Date of Meeting: 31st January 2017
Report of: Assistant Director Environment & C.E.O. Active Devon
Title: Physical Activity Priority - Developments

1. Purpose of report

- 1.1. To update the Exeter Health and Wellbeing Board on the progress towards reaching the Board's Priority 1 objective of Exeter being the most physically active city in the South West by 2018, and recommend further work to increase the amount of physical activity by citizens, and reduce inactivity and health inequality.

2. Recommendations:

- 2.1. That the Exeter Health and Wellbeing Board:
 - a. publicise Exeter being the most active city in the South West and use this to further encourage greater physical activity amongst citizens;
 - b. determine a revised priority relating to physical activity, and commit to sustaining participation amongst people who are already active and to further enhancing and accelerating greater participation in physical activity, particularly with those citizens currently inactive and fairly active, and in those specific groups where physical activity is generally lower;
 - c. alongside other key cross-partner groups in Exeter (eg Greater Exeter Strategic Sports Board, Integrated Care Exeter, Active Exeter etc), fully supports an expression of interest and a strong subsequent application to Sport England for the City of Exeter to be a Local Delivery Pilot as part of its investment strategy for tackling inactivity and improving physical activity amongst the population.

3. Reasons for the recommendations:

- 3.1. As a city, Exeter is now able to justifiably claim that it is the most physically active city in the South West, and this should be celebrated. However, this is no time to rest on our laurels as the physical and mental health benefits of a more active and less sedentary lifestyle are well known, together with the wider benefits that can be realised in other systems besides the health and social care systems, such as the criminal justice system, transportation, local economy, and environment. As a Board, we should now look to setting a further ambitious physical activity target as one of our key priorities.
- 3.2. The forthcoming Local Delivery Pilots, introduced by Sport England, give an opportunity to bolster any realisation of a revised priority and commitment.

4. Active People Survey

- 4.1. Since 2005 the only nationally recognised tool for measuring levels of physical activity participation robustly was Sport England's annual survey 'Active People', with 2016 being the last year of the survey. The Active People Survey (APS) provided the most comprehensive and authoritative picture of sports participation in England, and therefore because of its focus on organised activity, had some limitations in that it did not capture beneficial physical activity such as cycle-commuting to work or gardening. However, this has been recognised by Sport England, and since the beginning of 2016 a replacement survey known as Active

Lives has run in tandem. The two surveys have different methodologies and are therefore not directly comparable.

4.2. Within APS the two key indicators are:

- APS - 16+ adult participation in sport (measured by 1x30 minutes per week in sport);
- National Indicator 8 - 16+ adult participation in sport & active recreation (3x30 minutes per week).

4.3. APS 1x30 is measured annually by 500 surveys per local authority area, whereas NI8 is measured by 1000 survey responses over 2 years. NI8 is more statistically robust, but used less frequently by Sport England.

4.4. Exeter showed 44.0% people taking part in 1x30 APS and 28.3% in 3x30 NI8 (Appendix 1). Both are the highest attained percentages across South West cities for the most recent period to 2016, and therefore it can be claimed that Exeter is the most physically active city in the South West and the Board's Priority 1 objective has been reached one year before its target set of 2018. There is a third table measuring moderately intensive sport activity in 14 & 15 year olds, and in this table Exeter is the second most active behind Bath at 44.8% and 44.6% respectively. This last result does not alter the combined result for Exeter being the most physically active city in the South West.

4.5. There have been 10 APS annual results published, of which the current release is the last. Exeter has also shown a statistically significant increase across both indicators since APS began in 2005 – an upward trend since its inception. This shows that the 2016 result is consistent with the direction of travel throughout the term of the APS.

4.6. From Appendix 1, it can be seen that the local results for Exeter (and other local authority areas) fluctuate year on year. This is largely attributable to the relatively small sample size of 500 responses per year. Over the last 10 years, the design of the Active People Survey remained largely unchanged. It measured a wide range of sports and provided useful local data to a range of local authorities.

4.7. Board Members can access further local data for Exeter (including latent demand, demographics etc) via the local sport profile tool below:

<http://localsportprofile.sportengland.org/Profiles.aspx>

5. Active Lives

5.1. The Active Lives Survey (ALS) is the successor to APS, and has been running in tandem with APS since November 2015, with the results of the survey only just being published last week.

5.2. However, as patterns of telephone and technology use continue to change and Sport England start to embed their 2017-21 strategy 'Towards an Active Nation' – it was deemed timely to measure engagement with sport and physical activity in a new way.

5.3. Leading research company IPSOS-MORI carry out the Active Lives Survey for Sport England. Like Active People, it measures the number of people aged 16 and over who take part in sport and physical activity by demographic group, where people live and activity type.

- 5.4. With the introduction of Active Lives, it will be possible to measure some of the Key Performance Indicators (KPI) identified for the sector in the Government's strategy 'Sporting Future' and provide a more nuanced understanding of behaviour.
- 5.5. Active Lives is designed to be as flexible as possible to support a wide range of measures:
 - Overall engagement with Sport and Physical Activity (KPI 1)
 - Inactivity (KPI 2)
 - Spectating (KPI 9)
- 5.6. Volunteering information will be available at the next data point (KPIs 7 and 8).
- 5.7. Please follow the link below to view the Active Lives report, which has embedded links to local authority results covering England.
<http://www.sportengland.org/media/11498/active-lives-survey-yr-1-report.pdf>
- 5.8. In terms of overall engagement with sport and physical activity, Exeter does very well, being the third city in England behind Oxford and Cambridge to have the highest percentage of adults (aged 16+) who have taken part in sport and physical activity at least twice in the last 28 days (KPI 1), and the third city behind Oxford and Cambridge to have the highest percentage of adults (16+) participating in sport and physical activity (including gardening) of 150 minutes or more per week.

6. Local Delivery Pilots

- 6.1. At the start of January, Exeter hosted Joel Brookfield, Strategic Lead, Sport England for a 2 day visit, meeting officers and Cllr. Phil Bialyk from the City Council as well as meeting with members of this Board and the Strategic Sports Board, together with a briefing on Get Active Exeter and the work of Exeter City Football in the Community Trust, hosted by Board Member Julian Tagg. Joel was able to discuss the Local Delivery Pilot in general terms.
- 6.2. It is clear that these pilots will be deliberately focused on the whole place, not just the sporting infrastructure, and the broader involvement of partners from beyond the sports sector as part of any partnership is expected.
- 6.3. Any partnership should have strong and focused leadership, clear roles and responsibilities, and an ability to make key decisions; it is likely that Exeter's existing infrastructure and governance arrangements, both with the Exeter Health & Wellbeing Board and the Strategic Sports Board, place it in a good position in this regard. A further strength will be the links with other key initiatives including Integrated Care in Exeter, Exeter City Futures, together with the potential synergy with initiatives such as Sugar Smart Exeter, and bodies such as Exeter Community Forum and Exeter Community Safety Partnership.
- 6.4. Sport England expect any expression of interest to be clear about the outcomes sought for the place and the role that sport and physical activity can play not only in the health system, but other systems. The approach needs to be collaborative, open and led by the needs of the local place, which should not necessarily be confined to local authority boundaries but encompass the geographical place – such as 'Greater Exeter', which includes growth around the City.
- 6.5. The approach adopted is expected to see current providers of sport and physical activity working differently together and for that supply chain to broaden and potentially reshape itself. Innovation in the application of new technology, smart use

of data, and social media all designed to encourage the many out of inactivity into active lifestyles as the norm, are likely to feature in any pilot.

6.6. Members from this Board are attending Sport England workshops in February, when more will be learnt. Initially, this Board should alert the Active Exeter group, and other key groups it feels necessary, to the importance of the forthcoming Local Delivery Pilot application process and thus the likely need for its urgent input and contribution towards developing a strong expression of interest.

7. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults, community safety and the environment?

7.1. The physical activity initiatives developed through Get Active Exeter have recognised health inequalities and sought to reduce these; the Local Delivery Pilots will also seek to achieve this reduction.

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