

CABINET

Tuesday 24 May 2022

SPORTS AND ACTIVE LIFESTYLES STRATEGY 2022 - 2026

Report of the Strategic Planning Lead for Health and Wellbeing

Recommendation

It is recommended that Cabinet approves the Sports and Active Lifestyles Strategy 2022 – 2026 at Appendix 1.

Summary

The Council has been reviewing and developing a new Sports and Active Lifestyles Strategy as the current strategy ran from 2016 – 2020 and is therefore out of date.

Overall, health and wellbeing in Eastleigh is good and generally better than the England average. However, levels of obesity and inactivity are on the rise and with the pandemic causing disruptions to people's active routines, how we ensure our residents stay fit is increasingly important. Increasing and sustaining regular participation in physical activity is extremely important to overall health and can reduce the likelihood of developing a major illness, decrease the risks of obesity and generally help improve your mental health. It can also save money in the long term by significantly easing the burden of chronic disease on health and social care services.

The Sports and Active Lifestyles Strategy 2022-2026 sets out the plan for sport and active lifestyles provision in Eastleigh Borough and aligns with other regional and national strategies, such as Sports England's strategy 'Uniting the Movement'. Increasing participation levels in sport and physical activity, and in turn tackling health inequalities, is an absolute priority for Eastleigh Borough and ensuring that the Council take a targeted approach and focus efforts in these areas is essential to success. This strategy reflects the local and national agenda for sport and physical activity provision, ensuring that planning is evidence driven so that local issues and opportunities can be addressed and sustained.

Statutory Powers

Localism Act 2011

Strategic Implications

1. An active lifestyle is key to developing an effective response to the problem of inactivity within Eastleigh Borough, as physical inactivity is one of the major

risk factors causing death and ill-health, both globally and locally. Increasing physical activity has the potential to improve the physical and mental health of individuals, reduce all-cause mortality and improve life expectancy.

2. The Sports and Active Lifestyles strategy 2022 – 2026 sets out how the Council will achieve its ambition of empowering all people to be active through its 4 key aims, and which supports the Council’s corporate priority for health and wellbeing to:
 - Enable health and wellbeing;
 - Tackle health inequality and deprivation.

Introduction

3. The current Sport and Active Lifestyles Strategy was adopted in 2016 and ran until 2020. The strategic focus was on increasing participation in sport and physical activity, whilst also tackling health inequalities as a priority for the Borough. It also focused on ensuring that existing and future built facilities were maintained and enhanced to maximise their usage to support people to be active.
4. The Sports and Active Lifestyles Strategy 2016 - 2020 identified four strategic aims:
 - To increase and sustain regular participation in sport and physical activity
 - To support and develop a quality delivery structure of clubs, coaches, volunteers, officials and administrators
 - To promote a healthy lifestyle by making the case for sport and physical activity, building an evidence base and advocating the benefits
 - To protect and provide quality active environments and facilities which are accessible to local communities.
5. Significant progress has been achieved over the last four years, including some large-scale capital projects, such as Places Leisure Eastleigh, the Stoneham Lane Football Complex and the FA Parklife Project and regional hub, all of which has contributed towards positive sport and physical activity outcomes for the Borough.
6. SportWorks and HealthWorks programmes continue to offer a wide range of opportunities to improve the health and wellbeing of residents and have delivered key initiatives and campaigns to increase sport and physical activity, reduce health inequalities and improve long term health conditions. As well as programme delivery, support continues to be provided for community sports clubs and the development of key facilities. All of this has contributed towards positive sport and physical activity outcomes for Eastleigh residents and ensures people have access to the right tools to improve their health and wellbeing.

7. However, it is recognised that the Council has faced significant challenge throughout the pandemic which has disrupted many regular aspects of life, including sport and physical activity. The pandemic has also widened levels of inequalities in terms of exercise and disproportionately impacted those with the lowest activity levels. In the initial stages of national lockdown, almost 20% of each demographic group was doing 'a lot less' physical activity compared to an average week before.
8. This strategy builds on the success of the previous strategy and sets out the Council's aspirations to get more people, of all ages and backgrounds, to be more active.

Strategic Review

9. The Sports and Active Lifestyles Strategy 2022-2026 is supported by a strategic assessment which aimed to examine the population of Eastleigh Borough, their health and how active its residents are by using national, regional and local data.
10. The purpose of the assessment was to better understand physical inactivity in Eastleigh Borough and determine the extent to which the population in the Borough is inactive. The assessment draws from a range of data sources and considers:
 - (a) Existing examples of good practice and sources of data and insight.
 - (b) Trends in physical inactivity, approaches, and underlying causes.
 - (c) Who may be more likely to be inactive and why.
 - (d) What facilities and activities are currently in Eastleigh.
 - (e) What residents and partners want from a Sports and Active Lifestyles Strategy.
11. This information has then been used to help evidence and inform Eastleigh Borough Council's new Sports and Active Lifestyles Strategy, with the aim to encourage more people to be active.
12. Some key data from the strategic review shows that:
 - Eastleigh Borough had a population of 138,351 in 2021, which is set to grow to 146,833 by 2026.
 - Male and female life expectancy at birth in Eastleigh was 81.8 and 83.2 in 2019 compared to England which was 79.7 and 83.2.
 - In 2019/ 20, 63.8% adults (18+) were classified as overweight or obese in Eastleigh compared to 62.8% in England.
 - In 2019/ 20, 68.1% of adults were physically active in Eastleigh compared to 66.4% in England.
 - In Eastleigh, it was estimated that in 2017 the prevalence of common mental disorders (aged 16+) was 13.5 people per 100 population. This is much better compared to the England rate at 16.9 per 100.
 - 20.3% of children in year R are overweight or obese (3 years data combined - 2017/18 - 2019/20).

- Eastleigh is one of the 20% least deprived district authorities in England, with a slight increase in the percentage of neighbourhoods experiencing worse than UK average deprivation 11.7% (2015) to 13% (2019).
- 81% of disabled adults want to do more activity than they currently do
- 75% of women want to be more active.
- 69% of people with a long-term health condition would like to be more active.

Engagement and Consultation

13. As well as using quantitative data to inform the objectives within the Strategy, the Council also created the Sports and Active Lifestyles Strategy survey which went live on 2nd September 2021 and closed on 30th September 2021.
14. The consultation sought views from members of the public, agencies, businesses, and community organisations on how important physical activity is to them and what opportunities there are to increase participation in sport and physical activity in Eastleigh. There was also separate engagement with key partners and providers to understand what their priorities for sport and activity are and what role they can play in tackling inactivity.
15. A total of 133 people responded to the survey and results are recorded within the strategic assessment. Some of the key responses are recorded below:
 - Over half of people were satisfied or very satisfied with opportunities to participate in sport and physical activity in Eastleigh.
 - Approximately 44% of people felt that more affordable prices would support them to become more physically active.
 - 29% of people want sports and physical activity opportunities at more convenient times.
 - Approximately 25% of people would like to feel safer when exercising in public.
 - 24% of people would like more opportunities to be physically active with others.
 - 18% of people in Eastleigh do not feel confident taking part in physical activity.
 - The most popular physical activity people participate in is walking, with 79% of people stating they walk to keep active.
 - Almost 31% of people take part in fitness and exercise to keep active
 - 30% of people cycle, 20% of people swim and 18% people like to run to keep active.
 - 36% of people stated they would like to see more fitness related activities in the Borough.
 - There was a high percentage of people who did not know about what provision is on offer in Eastleigh.
 - Approximately 53% of people felt there are good quality facilities in Eastleigh.

16. The Strategy was presented to the Policy and Performance Scrutiny Panel on 6th December 2022 where it was discussed as part of early engagement. Feedback and comments from the meeting were recorded and have been considered along with the development of the Strategy below.
17. The Strategy was also discussed at a number of partnership meetings, including the Eastleigh Health and Wellbeing Board (on 28th September 2021) and Sports and Physical Activity Alliance meeting (on 13th December 2021) to ascertain views from key stakeholders during the development of the Strategy.
18. Finally, the proposed aims and objectives of the Strategy were discussed with Local Area Managers on 16th March 2022 to understand their views on the objectives of the Strategy and get a steer from managers on the core themes the Strategy should reflect to allow for a targeted approach in their respective patches.

Strategic summary and development

19. The Sports and Active Lifestyles Strategy 2022-2026 document includes:
 - (a) An introduction and overview of the Council's commitment to address inactivity across the borough and enable more people to participate in physical activity.
 - (b) A vision to empower all people to be active.
 - (c) A list of successes from the previous strategy period.
 - (d) What we are already doing, showcasing some programmes which are currently being carried out to address inactivity, as well as developments of key facilities.
 - (e) Facts and figures which have informed the development of the Strategy.
 - (f) Challenges and opportunities.
 - (g) Summary of consultation results highlighting what residents have said.
 - (h) Strategy – how the Council will use the activities within its control to address inactivity across the borough, including aims, objectives, why this important and how we will measure success. It also reflects priorities to ensure current and future facilities are maintained, renewed and upgraded.
 - (i) List of other strategies which have supported this work.
 - (j) Delivery Plan – list of outputs which will be monitored and reviewed with the Sports and Physical Activity Alliance.
20. This Strategy, which will span from 2022 – 2026, builds on the success of the previous strategy and does not present as a complete change in direction. Increasing regular participation in sport and physical activity, developing a quality delivery structure and providing quality active environments and facilities is still important, particularly post coronavirus pandemic, and the aims and objects within this strategy reflect the Councils commitment to address this across the Borough.

21. Evidence has shown that there are groups who have been disproportionately affected by the pandemic and are less active (such as women and people with a disability). Therefore, more prominence has been given to objectives and actions around ensuring physical activity is inclusive of all groups and promotes all forms of activity, not just those which are recreational. The Strategy aligns to the 'movement agenda' recognising the need to promote opportunities to be active that are suitable to the target audience.
22. It reflects actions which build on 'place making' through existing built leisure facilities, but also draws on opportunities to further promote active lifestyles through the Borough's country parks and culture sector.
23. The Strategy will be implemented through the Sports and Physical Activity Alliance and support the sport and physical activity sector within Eastleigh Borough, to enable them to work towards agreed outcomes to achieve the biggest possible positive impact.
24. Comments from Policy and Performance Scrutiny Panel highlighted the importance of actions being realistic, consistent and achievable. The Strategy includes a list of measures of success to help monitor the effectiveness of the Strategy's implementation and impact.
25. The strategy at appendix 1 will be properly designed by the Graphic Design team, following approval at Cabinet, to ensure text size and layout is appropriate.

Financial Implications

26. The Strategy does not represent any significant funding commitments outside agreed and existing budgets. The scope of the Strategy focuses mainly on activity delivered by SportWorks and HealthWorks for which budgets have already been agreed and activity highlighted in respective service plans. The action plan will be reviewed on a regular basis to ensure any additional actions are feasible and costed.

Risk Assessment

27. The Sports and Active Lifestyles Strategy 2022-2026 is a key strategy to ensure the Council achieve the Health and Wellbeing objectives set out in the Corporate Plan 2015-2025. Not having a strategy risks the Council failing to address the emerging challenges of inactivity in the Borough and could mean opportunities to improve health outcomes for residents are missed.

Equality and Diversity Implications

28. The Equality Act is relevant to the decision in this report. Therefore, an Equality Impact Assessment has been carried out and is at appendix 2.

Climate Change and Environmental Implications

29. There are no climate or environmental implications of this report or the Strategy.

Conclusion

30. The Sports and Active Lifestyles Strategy 2022-2026 sets the strategic direction for sports and physical activity over the next 4 years and will help drive the Council's work to improve health and wellbeing and empower all people to be active.

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Appendices Attached: Appendix 1: Sports and Active Lifestyles Strategy
Appendix 2: Equality Impact Assessment

LOCAL GOVERNMENT ACT 1972 - SECTION 100D

The following is a list of documents which disclose facts or matters on which this report or an important part of it is based and have been relied upon to a material extent in the preparation of this report. This list does not include any published works or documents which would disclose exempt or confidential information.

* List Background Papers: None.