

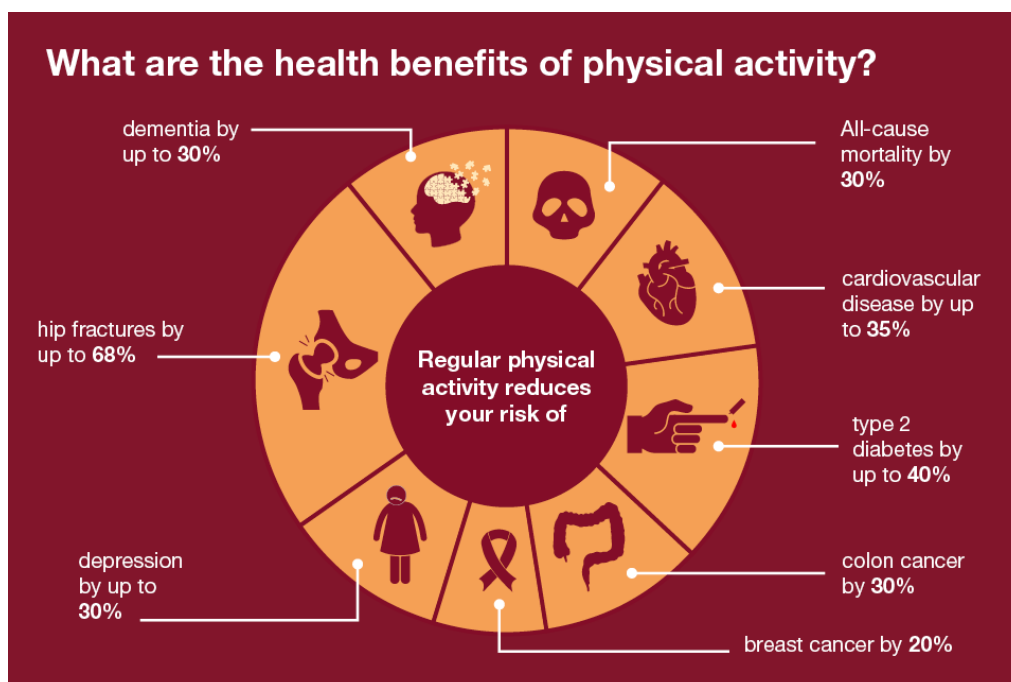
## Health and Wellbeing Board

### 1. Reference Information

Paper tracking information	
<b>Title:</b>	Whole System Approach to Physical Activity in Surrey
<b>Related Health and Wellbeing Priority:</b>	Priority One (directly) plus Priorities Two and Three
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<b>Related papers</b>	N/A

### 2. Executive summary

2.1 Increasing the number, frequency and intensity of people in Surrey being physically active can have huge health, social and economic benefits to both individuals and society.



2.2 Participation rates in Surrey are better than the national average and, thanks to collaborative working, moving in the right direction. However, around 330,000 of Surrey’s adults do not exercise enough to meet health guidelines (at least 150 minutes per week moderate intensity) and stubborn inequalities still exist with those from lower socio-economic groups, older people, those with disabilities and females all significantly less active than the average.

2.3 The new Surrey Health and Wellbeing Strategy’s aim of developing a whole system approach to physical activity provides a huge possibility to create a step change and

really move at pace and scale. It will require multi-agency buy-in, including support at the highest levels.

### 3. Recommendations

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3.1 It is recommended that the Health and Wellbeing Board:

- a) Notes the direction of travel in national Government policy in relation to sport / physical activity and the role of Active Surrey as the lead agency locally
- b) Considers the best practice examples from across the country that have developed a whole system approach to physical activity, and the policy, governance and delivery changes that made it happen. Discuss how this might best work in Surrey.
- c) Commits to supporting a whole system approach to physical activity and agree a sponsor / champion from the Health and Wellbeing Board to help take this forward

### 4. Reason for Recommendations

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4.1 Because of the many benefits it brings, physical activity should be: at the heart of all ill-health prevention and treatment; factored into all new housing/planning developments; a primary consideration when designing roads; and a keystone of schools and workplaces wellbeing programmes. To do so requires a whole systems approach which Active Surrey has been mandated to develop, with partners, in Priority 1, Area 5 of the new Health and Wellbeing Strategy. Whilst improvements in activity levels have been made over the last few years as a result of the Surrey Physical Activity Strategy, there now exists a great opportunity to move at scale and pace thanks to the new way of collaborative working as part of the Community Vision, inclusion in the Surrey Health and Wellbeing Strategy, and support at national policy level.

### 5. Detail

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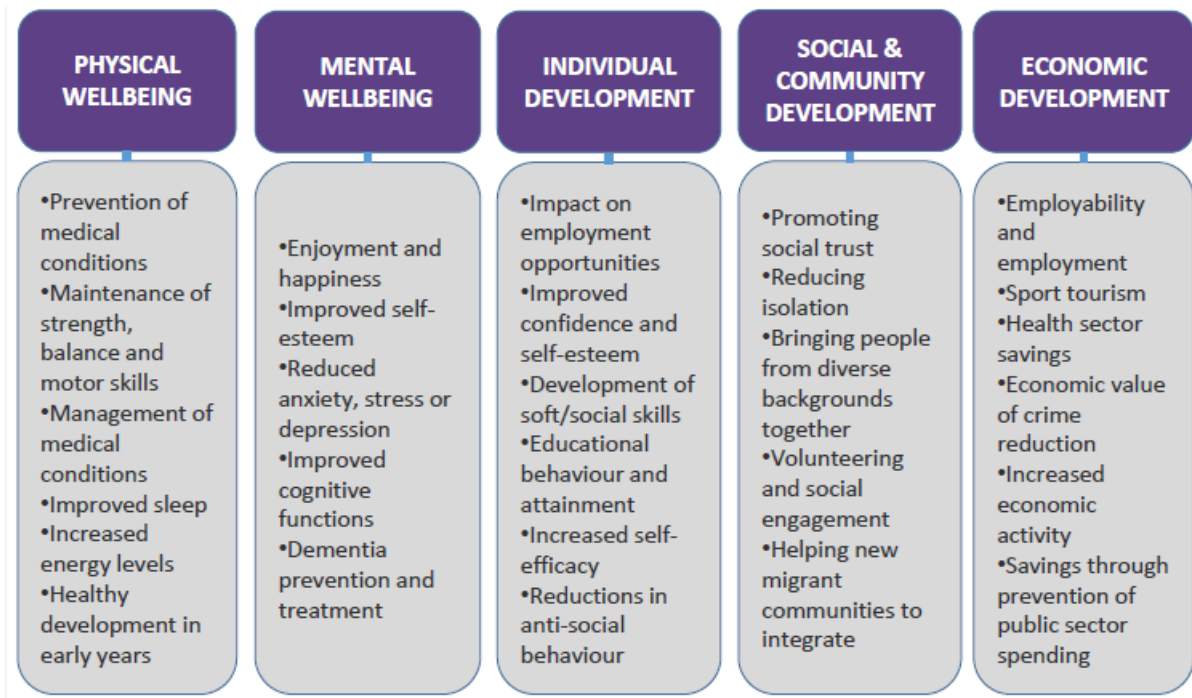
5.1 Active Surrey is the lead organisation for physical activity and sports development across Surrey. One of England's network of 43 Active Partnerships, Active Surrey is commissioned by Sport England and local partners to play a crucial role in blending Government strategic, health and economic-related objectives with the needs of local people.

5.2 Active Surrey works collaboratively with a variety of partners (including local authorities, health agencies, businesses, schools, providers and voluntary organisations) to improve the health and wellbeing of Surrey's residents by increasing physical activity levels through delivery of the Surrey Physical Activity Strategy 2015-20. The Strategy was designed to support Priority Two of the Surrey Health and Wellbeing Strategy 2013.

- The Surrey Physical Activity Strategy adopted a lifecourse approach with the aim of increasing activity levels by 1% a year and decreasing inactivity by 1% a year
- It was endorsed by Surrey's Health and Wellbeing Board and at Cabinet level by most of the Borough and District Councils, with many developing local versions as a result
- It fostered a greater sense of collaboration amongst partners, particularly those from outside the sport or leisure sphere (e.g. school nurses supported the take up of the Daily Mile in schools; Surrey Coalition became an integral partner on inclusive sport)

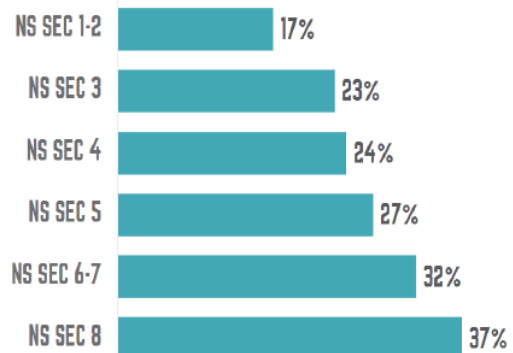
- The success of schemes such as Get Active 50+ and Otago falls prevention have seen the importance of physical activity to health partners markedly increase. It has been less successful so far in engaging planners and transport colleagues but this has started to shift this year.
- So far we have seen very positive results in the first two years with a 1.6% reduction in the total number of 'inactive' residents and shifting their habits (1.9% increase) to 'fairly active' (i.e. creating the biggest health gain)

5.3 At the same time, a shift occurred in national sports policy with the publication of the Government's 'Sporting Future', and the subsequent Sport England 'Towards an Active Nation', both of which prioritised an outcome-focused model targeting the least active.



5.4 Sport England now fully recognises the wider benefits that being active can bring. This is demonstrated by a radical shift in how they have spent their money. From 2013-17 Sport England invested £398m into national sport governing bodies (NGBs) for delivery of their activities. In the most recent four-year cycle this has dropped to £235m, freeing up £163m, most of which is now being spent on programmes/campaigns to target physical activity at the least active in society where the greatest increase in positive health outcomes will be seen.

Socio-economics (Inactivity)



5.5 The national picture of inactivity (those active for less than 30 minutes per week) is around a quarter of all adults, but when socio-economic data is included (right), it is clear that the least well off fare markedly worse. In addition, those with disabilities/long term health conditions are often twice as likely to be inactive, and females and certain ethnic groups are also significantly more inactive.

5.6 Sport England’s investment is not a panacea for all ills; at approximately £300m its annual budget is what the NHS spends in a day. However, investing a significant part of its budget is a great sign of intent to play their part in contributing to the health system and creates a fantastic opportunity to match fund local activity. For example, Active Partnerships, such as Active Surrey, have been freed up from supporting NGBs to focus on working with partners to create conditions that enable inactive people to move more.

5.7 Around £120m of Sport England’s 2017-21 funding has been awarded to local areas adopting a whole system approach to tackling physical inactivity. These 12 Local Delivery Pilots (LDPs) ranging from small towns to city regions are testing ways of breaking down barriers, joining up deliverers. One of those LDPs is in Greater Manchester, a devolved city region benefitting from sustained collaboration as a result of Greater Manchester Moving and championed by Mayor Andy Burnham and the CEOs of all the local NHS and councils. Yorkshire has also used a whole systems approach to physical activity to drive change in some of the most disadvantaged parts of the country and is now benefiting from 2 LDPs.

### The Greater Manchester Moving journey so far



5.8 As Active Surrey (mandated by the Surrey Health and Wellbeing Strategy) starts the journey to review the Surrey Physical Activity Strategy with its partners and develop a new whole systems approach for the next decade, there is a great opportunity to learn from colleagues across England – and from across other sectors – as to what works. With high-level support we can be as ambitious as possible in our aims for our residents.

## 6. Challenges

6.1 To be fully successful this needs multi-agency buy in at the highest level.

6.2 Physical activity can support so many other workstreams that a number of champions at all levels will be needed to represent the sector at strategy and planning meetings.

## 7. Timescale and delivery plan

7.1 Consultation work with partners will start before the end of the year with the main thrust of activity in early 2020. An event showcasing the work of the Essex LDP – and what

lessons Surrey can learn – is due to be held in the next six months to kick-start system thinking.

## **8. How is this being communicated?**

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8.1 The desire to develop a whole systems approach was announced at the Moving Surrey Forward conference in April 2019 with around 180 stakeholders. Further initial conversations have been held with the Surrey Senior Leisure Officers Group and a number of colleagues in Surrey County Council public health.

## **9. Next steps**

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- It is proposed to follow the six-phase approach advocated by Public Health England in its whole systems approach to obesity paper
- The first step is to agree a process for engaging senior leaders followed by wider stakeholders, then system mapping and action planning workshops
- The Health and Wellbeing Board will be updated again in 2020 on progress

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