

COMMUNITY OVERVIEW AND SCRUTINY PANEL – 15 SEPTEMBER 2015

SEDENTARY LIFESTYLES AND HOW THE COUNCIL CAN ENGAGE RESIDENTS INTO HEALTHIER LIFESTYLES/EXERCISE

1. PURPOSE OF REPORT

- 1.1 The Community Overview and Scrutiny Panel was tasked with considering the issue of sedentary lifestyles and how the Council can engage residents into healthier lifestyles/ exercise.
- 1.2 The purpose of this report is to; provide members with information which helps understanding of the issue of sedentary lifestyles; explore the impact that they have on the life of the individual and the New Forest community; look at what NFDC are currently doing to increase participation in physical activity and what NFDC may be able to do to going forward to tackle the issues.
- 1.3 A couple of very short videos will be shown to the Panel, one which will highlight the issue and one that will highlight the sorts of activities that people can get involved in. Service users and providers will be invited to attend the Panel to assist Members to understand the impact of the work currently being undertaken.

2. INTRODUCTION

- 2.1 A “Sedentary lifestyle” is ‘a type of lifestyle with no or irregular physical activity’, and the World Health Organisation now identifies “Inactivity” as the 4th leading cause of death worldwide.
- 2.2 The shift from physically demanding lifestyles, to ones where there are few physical challenges has occurred in just a few decades. People spend increased amounts of time in environments that limit physical activity. Work sites, schools, homes and public places are all engineered to minimise physical activity. Some examples are a significant increase in ‘screen time’ (TV’s, computers, phones); increase in ownership of personal vehicles, and a decline in manual jobs.
- 2.3 The World Health Organisation minimum recommendations for levels of activity are;
 - Under 5 year olds - 180 minutes per day.
 - 5-17 year olds – 60 minutes per day.
 - Adults (18+) - 150 minutes per week.

3. OVERVIEW

Short Video: “Designed to Move.”

- 3.1 Many of the leading causes of ill health in today’s society, such as coronary heart disease, cancer and type 2 diabetes, could be prevented if more inactive people were to become active. In the UK, the incidence of non-communicable disease which can be attributed to physical inactivity includes:
 - 10.5% of coronary heart disease cases
 - 18.7% of colon cancer cases
 - 17.9% of breast cancer cases

- 13.0% of type 2 diabetes cases
 - 16.9% of premature all-cause mortality
- 3.2 In addition to reducing premature death and the incidence of disease, participating in physical activity also has benefits for mental health, quality of life and wellbeing and maintaining independent living in older age. It can also play a key role in reducing health and social inequalities. As a result of this wide-reaching impact, physical activity has been described as the 'best buy in public health'.
 - 3.3 Physical inactivity also has a significant burden on healthcare costs and the economy. In 2006/2007 £900 million was spent in the UK on ill health related to physical inactivity. Furthermore, ill-health of working age individuals (aged 16-64 years) can cost the government between £62 and £72 billion pounds and have a total economic impact of £103 to £129 billion each year (2007 data).
 - 3.4 In July 2011 the Chief Medical Officers (CMOs) from England, Northern Ireland, Scotland and Wales launched "[Start Active Stay Active](#)", a joint report on physical activity which included guidelines for participation in physical activity across the life course. These guidelines provide recommendations on levels of physical activity which best support population level changes in health. Despite the well reported health and economic benefits of physical activity, levels of participation in the UK are currently well below the recommended levels in both children and adults; for example, fewer than 40% of men and fewer than 30% of women meeting the recommended guide lines across England, Scotland, Wales and Northern Ireland.
 - 3.5 With children and young people the recommendation is for at least 1 hour of moderate activity per day. Nationally, only 20% of children 5-15 actual achieve this recommendation. 40% are inactive.
 - 3.6 According to the "[Taking Part](#)" survey 81% of children 5-10 year old have taken part in sport outside of school in the previous 4 weeks, whilst 95 % of young people 11-15 have taken part in sport inside or outside of school in the last 4 weeks.
 - 3.7 The biggest sports for 5-10 year olds were swimming, football, cycling, walking and gymnastics, whilst skateboarding has seen an increase in participation.
 - 3.8 The biggest sports for 11-15 year olds were football, swimming, gymnastics, basketball, walking and running. Skateboarding saw an increase in participation in this age group as well.
 - 3.9 Physical activity can take many forms at different stages and times an individual's life. This can include free play, active travel, playing organised sport, or more informal versions of traditional sports, and going to the led or self led sessions at the leisure centre.

4. THE LOCAL SITUATION

- 4.1 According to Public Health England's 2015 health profile for the New Forest District, 61% of adults in the district were "Physically active", undertaking 150 minutes of moderate intensity physical activity per week (this is against a national average of 56%). According to Sport England's Local Sport Profile, 58.4% residents do take part in sport at least 30 minutes once a week (1 x 30) and 19.4% do at least 30 minutes of sport five times a week (5x30) (above the national average of 53% and 13.8% respectively).

- 4.2 There are significant implications for the individual in terms of their mental and physical health and wellbeing. Evidence has shown that symptoms of an inactive lifestyle include an increased risk of cardiovascular disease, diabetes, certain cancers, obesity, anxiety, depression and dementia.
- 4.3 Public Health England HIPI indicates that if 100 % of residents took part in the recommended amount of physical activity it would annually prevent 119 deaths, including 26 new Breast Cancer cases and 21 Colorectal Cancer cases.
- 4.4 The cost of physical inactivity calculated by the British Heart Foundation to the New Forest district is £2,567,920. This is estimated to be:
- Cancer Lower GI (eg bowel cancer) £207,821
 - Breast cancer £188,440
 - Diabetes £558,556
 - Coronary Heart Disease £1,219,928
 - Cardiovascular disease (eg stroke) £393,175
- 4.5 68.6% of the New Forest adult population has excess weight. The Hampshire Healthy Weight Strategy 2015-2019 recognises the positive impact that physical activity can play in tackling the issue of excess weight in children and adults and states one of its strategic objectives is to: *Support an environment that enables people to make physical activity and healthy eating the easy choice.*
- 4.6 Indications are that physical activity drops as age increases. With an above average representation of older people to begin with and an ageing population the implications on the state of the community of increased inactivity, particularly in younger people could be catastrophic.
- 4.7 Many people acknowledge that they should be more active and there is evidence that over 50% of adults want to do more. This includes 16% of adults that are currently inactive. The largest specific activity that people would like to do more of is 'Swimming'.
- 4.8 The biggest participation activity for adults in the New Forest District was cycling, swimming, gym, keep fit classes, fitness and conditioning.
- 4.9 Physical activity participation has been linked to an increase in educational attainment and concentration levels. A 29% increase in numeracy levels could be achieved by underachieving young people taking part in sport whilst it is estimated that there is a return of £7.35 on investment for every £1 spent on sports for at risk youth through, for example, reducing antisocial behaviour.

5. UNDERSTANDING THE BARRIERS

- 5.1 There are significant barriers to being more active, some real and some perceived. It is too simplistic to attribute this behaviour to lack of time, cost or access to facilities. The barriers to participation are far more complex and arise from a range of issues including broader societal issues, infrastructure, media messages and changes to health delivery at national level.
- 5.2 We are continually working with the latest ["insight" documents](#) to understand better how to reach our target groups and encourage people to become more active.

6. WHAT IS BEING DONE TO ENCOURAGE ACTIVITY?

- 6.1 The Council is doing a lot and varied work to encourage people to become more active. Some of this is delivered directly but a lot is also delivered through and with partners. We work to reinforce the message that being physically active is a good thing and try to ensure that people have the opportunity to be active if they choose to. NFDC also run intervention schemes that aim to give people the skills and confidence to be more active.
- 6.2 The Council operate five Health and Leisure Centres and these offer the residents an accessible opportunity to start leisure activities. This is done through successfully marketing to the wider population who may be interested in making the lifestyle change but also through more targeted work with sections of the community who need extra support to make that change.
- 6.3 Acknowledging that the Council must engage with the wider sedentary population Leisure and Employment also work with a broad range of partners including voluntary sports clubs, schools, community groups, professional organisations, arts groups, play organisations, public health and the County Sports Partnership. Some work is aimed at the whole population but most work is very targeted and the outcomes are about 'quality not quantity'.
- 6.4 This section is divided into 6 areas; Play, Sport, Leisure, Health, Arts and Active Travel. The aim of this section is to inform members and provide some detail on a selection of specific projects.

- 6.4.1 **Play** –Play has a large part to contribute to a physically active lifestyle particularly within children. Evidence shows that children are engaged in active play less than previous generations with just 21% of children today regularly playing outside compared to 71% of their parents, and that this has a detrimental effect on future lifestyle behaviours and on wider social skills such problem solving and risk assessment. Leisure and Employment are supportive of schemes that are encouraging children to play and educating them and their families as to how they can interact with the natural environment around them.

One such scheme is the Blashford Lakes Wild Days Out play scheme. This is run in partnership with the Hampshire & IOW Wildlife Trust and gives young people a range of experiences and skills. These sessions are for those aged 5-7 and 8-12 and give these young people the skills, appreciation and understanding of our local environment. It gets them outside and active a lifestyle that it is hoped that they will continue as they get older as they will have acquired these lifelong skills. Last year we ran 17 Wild Days Out and engaged with 294 young people.

- 6.4.2 **Sport** – Sports Clubs provide social hubs to encourage regular participation. Largely volunteer led organisation they provide expertise to help encourage more people to take up sport. Over 25% of local residents are Sports Club members and over 8% of adult residents actively volunteer at a local sports club. Many clubs link with schools, voluntary groups and more informal opportunities to participate. However, recognising that not every participant wishes to join a sports club, the service has helped to establish sports sessions that are regular but less formal groups.

"Ping!" is an Olympic Legacy scheme linked to the documentary 'Ping- Never Too Old for Gold' the project looks to engage older population in to activity through the sport of table tennis. As a result of the scheme a growing number of older people are enjoying the social and physical benefits of table tennis.

Local groups have been set up to encourage people to get together regularly and these local groups have also taken part in a competition organised by Waterside Table Tennis Club. The oldest competitor at this event was a 94 year women from Fawley.

- 6.4.3 **Leisure** - According to the Active People survey the most top 5 most popular physical activities for New Forest residents are 'Cycling', 'Swimming', 'Gym', 'Keepfit' and 'Fitness and Conditioning', whilst Swimming is the specific sport that people want to do more of the most. Our Health and Leisure centres therefore play a key role in providing opportunities for local residents to be active and provide the facilities that people identify that they would like to do more of. Leisure and Employment are engaging with interventional schemes to try and encourage more people to take up the opportunity to participate schemes such as **Sportivate**:

Leisure services have run a number of projects through the Sportivate scheme that aim to get people in to regular activity. Using the insight information available and connecting with the national #ThisGirlCan campaign a unique scheme was created with New Forest Health and Leisure Centres to get more young people in the age group 16-25 active. 668 people took part in the scheme with 480 residents continuing regular visits when the scheme finished.

- 6.4.4 **Health**—Increasing the activity levels among adults who are significantly inactive will produce the greatest reduction in chronic disease. Therefore targeted work on those that struggle to participate in activity for a variety of reasons by working in partnership with other health professionals can have a major impact on the health of the community

Walking for Health is England's largest network of health walk schemes, helping people across the country lead a more active lifestyle improving the mental and physical well-being of thousands of people. These are led walks led by volunteer walk leaders and are between 10-90 minutes in length. Walking for Health is a partnership between McMillan and The Ramblers and is aimed at improving the health especially for those with long term health conditions such as cancer and so there are a range of shorter walks to allow people to participate.

New Forest District Council has coordinated the establishment of a Health Walks programme in the New Forest and worked with partners in the National Park, Hampshire County Council and Public Health to fund a Healthy Walks Coordinator who is based at Community First New Forest one day a week. This coordinator ensures the administration, monitoring and evaluation of the scheme is done. In 2014 the New Forest Health Walks scheme had 105 walks with 230 walkers achieving 1194 walk hours and saw 19 volunteer trained as walks leaders 18 of which also had Dementia Awareness training.

- 6.4.5 **Arts** - Leisure and Employment services support a range of forest based arts organisations and they can, and do, engage with residents that would not seek "activity". Forest Forge works in partnership with various homes and trusts to deliver projects to older residents such as "Breaking the Fall" which is a falls prevention programme of work.

- 6.4.6 **Active Travel** - Incorporate physical activity into daily lives is one of the best ways to ensure a sustained participation in activity. By replacing time spent in journeys by car with physically active forms of travel such as walking and cycling, physical activity becomes embedded in participants' daily routines. Active Travel helps reduced stress levels and aerobic physical activity, like

walking to work, had an anti-depressant effect. More active workers have fewer days absent through sickness and are more productive whilst at work. As well as working to ensure that the necessary infrastructure in place to assist those wishing to commute through active travel means NFDC are also supporting a number of behaviour interventions and supporting those that wish to take up this option. One practical way that employers may help is through the Bicycle Purchase Scheme.

As part of the Bicycle Purchase Scheme NFDC employees are eligible for a financial loan for a bicycle (plus associated equipment). As part of the cycle loan NFDC have negotiated a discount at a number of retailers within the district; however the purchase of bicycles and equipment is not restricted to these retail outlets.

7. THE IMPACT

- 7.1 To assist Members with understanding this area of work and the impact it can have, the Panel have some invited guests including a leisure centre customer and community partners who will be available to answer any questions that members may have. Officers invite members to discuss the impact current programmes are having on our community with officers and invited guests

Short Video – “Do More Be More”

8. FUTURE WORK

- 8.1 The Leisure and Employment service will continue to engage with our partners across the district including those in play, sports clubs, health and leisure facilities, voluntary organisation and other health professionals, amongst others and have identified future areas of work. These will be delivered within the current work programmes and budgets. Some of the work may also be cross portfolios.
- 8.2 The Panel are asked to consider whether they support the work the Council is doing to reduce the impact of inactivity and whether they support the areas of work indicated as the most effective ways of achieving the outcomes of creating healthier communities.
- 8.3 **Training** - Leisure services will offer training workshops for volunteers across the district to ensure that they have the skills, confidence and competence to deliver a series of safe, efficient and effective physical activity schemes including Volunteer Walk Leader training and Leadership in Running Fitness scheme.
- 8.4 **Activity Referrals** - Expanding our current Exercise Referral scheme to increase the offer for those that are not being active enough. Through working with health partners and motivational interviewing our Active Lifestyle staff will offer the client a choice of activities to become active and use technology to help them stay motivated through the programme. The Leisure and Employment service would also explore the expansion of the Junior Referral scheme.
- 8.5 **Project Wild Thing** - Explore ways to engage with the “Project Wild Thing” that encourages more children to play outside. This includes linking with the National Park Authority and the Hampshire IOW Wildlife Trust to promote this scheme.

- 8.6 **Increase the number or led walks and promote the variety of self-led walks -** Look to increase the regularity of led walks to offer residents the opportunity to engage in a walk at least once a week. New walks are developed in targeted areas. A collection of self led health walks in the communities across the district is being produced.
- 8.7 **Workplace wellness and Fit for Future -** The service is staying aware of ongoing discussions and is ready to contribute to the findings and actions that accompany them.
- 8.8 **Active travel reward scheme -** A scheme to incentivise and reward residents who use active travel is being developed through the Brand New Forest Loyalty card. It is intended to utilise technology record participants travel and allow them to cash in the rewards at local businesses including our health and leisure centres who will also both promote and monitor the project.
- 8.9 **Promotion and Marketing -** Using the array of “insight” information to explore how to better promote “activity” to those not engaged. This includes using real people in our marketing material and delivering the message in new ways.
- 8.10 **Engaging with Technology -** Increasingly technology is used by those engaged in activity and the Leisure and Employment services are looking to explore how to use it to entice others in to being active. Linking with the ASA we are looking at the opportunity to use new technologies to improve the swimming experience. Leisure and Employment are also exploring the development of a geo-caching scheme to encourage families to experience the outdoors.
- 8.11 **Active Travel -** Link with partners to champion the need to provide and improved the infrastructure around the district whilst implementing a series of interventions such as cycle workshops and training groups to engender a behaviour change.
- 8.12 **Open Space –** Engage with other officers to ensure the retention of current open space and maximisation of the use of the green open space within the district, especially in the built up communities, ensuring that they contribute to the wider activity needs of the community.
- 8.13 **Health & Wellbeing Board –** New Forest District Council will continue to convene the New Forest Health & Wellbeing Board providing strategic leadership across the district with an action plan taking account of the local Clinical Commissioning Group priorities and Hampshire County Council health priorities which include ensuring “healthy weight in adults and children and increasing physical activity”. NFDC has developed a New Forest Healthy Weights Implementation Group which will look supporting the Hampshire Healthy Weight Strategy objectives. Objective 1 is to “*Support an environment that enables people to make physical activity and healthy eating the easy choice*” through prioritising the need to “develop public health aspects of the planning process of major development and local development plans” to “provide and promote accessible outdoor spaces, including footpaths, open spaces and green spaces” as well as increasing the opportunity for active travel through walking and cycling routes
- 8.14 **New Forest Sport & Physical Activity Alliance –** NFDC convene a cross agency group of officers to ensure coordinated delivery of programmes to tackle the issue of inactivity to maximise resources and provide an increase return on investment.

9. EQUALITY & DIVERSITY IMPLICATIONS

- 9.1 There are no specific Equality and Diversity implications although the target groups for increasing activity do include those groups which may be marginalised in society or alienated from activity and often include targeted work in engaging with under-represented groups such as women, disabled groups or ethnic minorities.

10. ENVIRONMENTAL IMPLICATIONS

- 10.1 There are no specific environmental implications within this report however the increase of active travel would align with the sustainable transport and green agenda that NFDC and the NPA, among others, are currently pursuing.

11. CRIME & DISORDER IMPLICATIONS

- 11.1 There are no specific crime and disorder functions as a result of this report but as indicated the wider social implication of increasing physical activity and using sport to engage with certain groups within the community can have a positive impact on some of the targets within the crime and disorder portfolio.

12. FINANCIAL IMPLICATIONS

- 12.1 There are no specific financial implications with this report, however, the return on investment of increasing physical activity would be cost effective for the district in terms of savings in the medium to long term.

13. RECOMMENDATIONS

- 13.1 That the Panel supports the Council's work in engaging individuals and families in our communities to lead more active lifestyles and continue to support targeted intervention with groups that are inactive; and
- 13.2 That the Panel supports the extent of current provision and comments on the possible direction of future work.

For more information please contact

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