



TO COUNCILLOR:

Miss A R Bond
G A Boulter

J W Boyce
J Kaufman (Chair)

Dr T K Khong
Mrs H E Loydall

Dear Councillor *et al*

I hereby **INVITE** you to attend a meeting of the **HEALTH AND WELLBEING BOARD** to be held at the **COUNCIL OFFICES, STATION ROAD, WIGSTON** on **TUESDAY, 15 AUGUST 2017** at **1.30 PM** for the transaction of the business set out in the Agenda below.

Yours faithfully

Council Offices
Wigston
03 August 2017

Mark Hall
Chief Executive

<u>ITEM NO.</u>	<u>AGENDA</u>	<u>PAGE NO'S</u>
1.	Apologies for Absence	
2.	Minutes of the Previous Meeting held on 04 April 2017	1 - 5
3.	2017 Air Quality Annual Status Report (Tony Cawthorne)	6 - 24
4.	Consultation & Endorsement of the Leicester/shire and Rutland Sport's Physical Activity & Sports Strategy 2017-2021	25 - 36
5.	HWBB Locally Identified Priorities for 2017/18	37
6.	Oadby & Wigston Priority 1 - Dementia / Mental Health	
7.	Any Other Business	
8.	Future Meetings	

Wednesday 11 October 2017 - Diabetes / Healthy Weight

Wednesday 17 January 2018 - Substance / Alcohol Misuse / Stop Smoking Services

Wednesday 11 April 2018 - Annual Health Summit

For more information, please contact:

Health and Leisure Services Manager
Oadby and Wigston Borough Council



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**MINUTES OF A MEETING OF THE HEALTH AND WELLBEING BOARD HELD AT THE
COUNCIL OFFICES, STATION ROAD, WIGSTON ON TUESDAY, 4 APRIL 2017
COMMENCING AT 1.30 PM**

<u>IN ATTENDANCE:</u>		
Chair - Councillor J Kaufman		
COUNCILLORS (3):		
G A Boulter	J W Boyce	Dr T K Khong
OFFICERS IN ATTENDANCE (4):		
Mrs A Lennox MBE K Radford	M Smith Miss M Whittingham	
OTHERS IN ATTENDANCE (11):		
Rachel Barton Dave Cliffe Ruth Day Sharon Rose	Malcolm Brown Neil Cowdrey Priti Joshi Lesley Thornton	Zaheera Chatra Sue Davies Suzanne Kirk
APOLOGIES (12):		
Inspector Michael Cawley Julia Leadbetter Ruth Mann Dr Vivek Varakantam	Helen Loydall Amy McCue Angela Bright	Stephen Glazebrook Susanne Lucas James Naylor Mike Sandys

Min Ref.	Narrative	Officer Resp.
28.	<p><u>WELCOME BY CHAIRMAN, COUNCILLOR JEFFREY KAUFMAN</u></p> <p>The Chair, Cllr Jeffrey Kaufman, welcomed attendees to the meeting.</p> <p>He confirmed this was the first formal Health & Wellbeing Board Summit, as a result of a restructure to this group last April. All attendees from the previous '3 health-focused' meetings have been invited to attend, along with other local Health Providers.</p> <p>The plan for the meeting is to begin with the 3 presentations as shown on the Agenda. This will be followed by an evaluation of what has been achieved over the last 12 months. Then a discussion on the new priorities for 2017/18.</p>	
29.	<p><u>APOLOGIES FOR ABSENCE</u></p> <p>Inspector Michael Cawley Cllr Ms K Chalk Stephen Glazebrook Julia Leadbetter Helen Loydall Susanne Lucas Ruth Mann</p>	

	<p>Amy McCue James Naylor Dr Vivek Varakantam Angela Bright Mike Sandys</p>	
30.	<p><u>MINUTES OF THE PREVIOUS MEETING HELD ON 10 JANUARY 2017</u></p> <p>Two actions were identified from the January 2017 meeting: Item: No 3: <u>Substance / Alcohol Misuse</u></p> <ol style="list-style-type: none"> 1. Ruth Day – to analyse how many people access their service from the Oadby and Wigston area. Ruth Day confirmed: individuals in treatment in the Oadby/ Wigston area currently sits at approx. 85 people. This has been as high as 126 in last 12 months. 2. Zaheera Chatra (Stop Smoking Service Manger) to forward Quit Ready promotional information Confirmation that this has been received, and the promotional information has been uploaded on the Health & Wellbeing Board's dedicated health webpage, Active Oadby Wigston. www.activeoadbywigston.org.uk/health 	
31.	<p><u>PRESENTATIONS</u></p>	
31a.	<p><u>OVERVIEW OF 'SUSTAINABILITY AND TRANSFORMATION PLANS' (STPS)</u></p> <p>Angela Bright (Chief Operating Officer West Leicestershire CCG and SRO for Integrated Teams), provided an overview of the new models of care. STP builds on the work of our Better Care Together programme.</p> <p>This plan addresses the development of local health and social care services over the next five years and have been drawn up by health and care organisations from across the area. It is clear that there is an increasing demand on the health services, particularly by individuals with a variety of long-term multiple health conditions. GPs cannot deal with multiple conditions within a 10 minute consultation. The key message is about working together jointly and collectively to meet demand. The aim is to develop a deep understand of patients and service users and think of new ways of working to manage conditions and access to services.</p> <p>Locality Leadership Teams have been set up. There is one in Oadby and Wigston lead by Dr Vivek Varakantam, it was formed in December 2016. A lead Officer and Councillor representative from OWBC will be invited to meet with the group soon, meeting date to be confirmed.</p> <p>The aim in the future is to deliver more care and support in the community than in the acute sector. Integrated Locality Teams will be responsible for joining up and coordinating the care provided by multiple professionals to patients within their defined geographical place (locality). The focus for phase 1 of the programme will be groups of patients who are considered most at risk of their care escalating into the acute setting. Three priority groups have been identified of patients who will initially benefit from</p>	SR

	<p>the Integrated Locality Team model in Leicester, Leicestershire and Rutland. Integrated Locality Teams will concentrate on the following with effect from April 2017:</p> <ul style="list-style-type: none"> • Adults with five or more long term conditions. • Adults whose acute care costs are predicted to be three times the average over the next twelve months. • People with a frailty marker regardless of age (impaired function) <p>Full presentation can be accessed at Appendix 1. Other supporting documentation can be accessed at Appendix 1a, b, c, d and e.</p>	
<p>31b.</p>	<p><u>ANNUAL REPORT 2016 - DIRECTORY OF PUBLIC HEALTH</u></p> <p>Mike Sandy's, Director of Public Health, provided an overview of the 2016 Annual Report. This included the health of the county population and an overview of workplace health. He discussed the current Health Profiles across the Oadby and Wigston; the positive element is that Oadby and Wigston do not have many 'Reds', and although we continue to be Red rating for Diabetes, Leicestershire has been Red for Diabetes for a number of years. Full presentation can be accessed at Appendix 2.</p> <p>There are a number of Amber indicators for Oadby and Wigston, Homelessness and GCSE results for example (see slide 3 & 4), which Mike confirmed need monitoring, but are not major priorities.</p> <p>Oadby and Wigston was identified as being in the Top 10 performance in the Country for 2016 for 'Infant mortality' and 2nd best for 'Killed & seriously injured on roads' which is positive (see slide 5). Slide 6 shows another positive as the borough does not feature in the bottom 10 performance indicators in the country for 2016.</p>	
<p>31c.</p>	<p><u>LEICESTERSHIRE JOINT HEALTH & WELLBEING STRATEGY</u></p> <p>Mike Sandy's, Director of Public Health provided an overview of the Joint Health and Wellbeing Strategy. The key aim is collaboration, to get as much from the Leicestershire pound as possible, jointly.</p> <p>An outcome based approach is key. Mike confirmed five key areas:</p> <ol style="list-style-type: none"> 1. The people of Leicestershire are able to take responsibility for their own health and wellbeing 2. The gap between health outcomes for different people and places has reduced 3. Children and young people in Leicestershire are safe and living in families where they can achieve their potential and have good health and wellbeing 4. People plan ahead to age well and stay healthy and older people feel they have a good quality of life 5. People know how to take care of the mental health and wellbeing of themselves and their family <p>Mike is in the process of producing a delivery plan, a draft of which will be available at the end of April. Mike to forward draft plan when available.</p>	<p>MS</p>

	Full presentation can be accessed at Appendix 3.	
32.	<u>WORKSHOPS</u>	
32a.	<p><u>WORKSHOP 1 - UPDATE ON 2016/17 HWBB PRIORITIES (ACHIEVEMENTS / OUTCOMES)</u></p> <p>Attendees were split into the three health priority themed groups, in order to identify key achievements from the last 12 months. At the end of the discussion each group lead fed back to the whole group on key achievements, in addition to identifying possible challenges going forwards.</p> <p>Summary of findings from all three groups can be found in Appendix 4.</p>	
32b.	<p><u>WORKSHOP 2 - DISCUSSION ON HEALTH PRIORITIES FOR 2017/18</u></p> <p>Attendees split into three working groups to discuss their organisation's priorities for 2017/18, whilst being mindful of the Red and Amber rated health issues identified in Mike Sandys' presentation. All groups were given access to the 2016 Health Profile documentation.</p> <p>At the end of the discussion each group lead fed back to the whole group on their identified priorities for 2017/18, together with the support required from the HWBB and its partner organisations.</p> <p>One of the borough's key priorities continues to be Diabetes, however it was noted that the increase in numbers may be down to an improved identification process in place by GPs and health professionals.</p> <p>Summary of findings from all three groups can be found in Appendix 5.</p> <p>One key area identified by the Oadby and Wigston HWBB during 2016/17 was the need to help Public Health reduce the number of admissions to hospital. All will be aware of last winter's crisis experienced at many hospitals, including Leicester, where low-risk patients were clogging up A&E departments. We aim to do this by helping to educate local people to seek help early rather than late; as a first point of contact by using the 111 helpline; using the Walk in Centres; or taking advice from their local pharmacist. As well as supporting people to avoid ill health through prevention, intervention e.g. promotion of healthy lifestyles. It was noted that we all should be working towards encouraging a healthier community, where communities and individuals help themselves.</p> <p>In addition, and in preparation for next winter, the HWBB aims to encourage more residents to take up the free flu jab and other preventative measures by using a range of communication methods to get the message out.</p> <p>The final 2017/18 HWBB priorities will be confirmed once all data has been fully analysed.</p>	JK/AL
33.	<u>FUTURE MEETING DATES (TO BE CONFIRMED)</u>	

	The next meeting of the O&W HWBB will be in July 2017, however all dates will be confirmed to core group members and partner organisations after the OWBC AGM in May 2017.	
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THE MEETING CLOSED AT 3.45 PM



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CHAIR

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TUESDAY, 15 AUGUST 2017

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Annual Air Quality Status Report 2017

Tony Cawthorne
Environmental Health Officer

Objectives

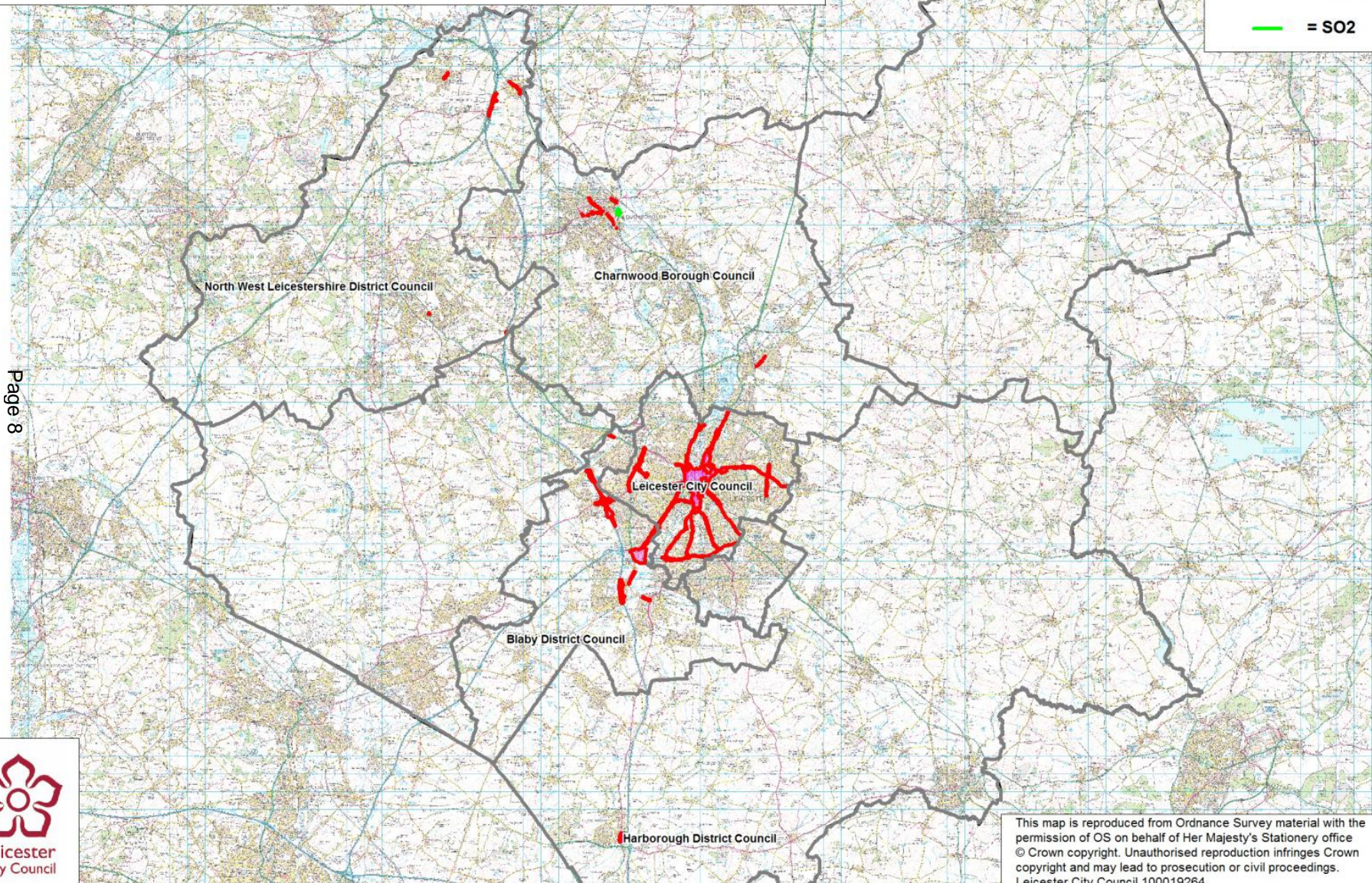
- To bring to your attention the Annual Status Report 2017
- Explain what is meant by Air Quality and an overview of Air Quality in Leicestershire
- Explain the causes and effects of Air Quality
- What Oadby and Wigston Borough Council is doing about Air Quality
- Receive your comments and observations

Leicestershire Air Quality Management Areas 2016

Site Key:

— = NO2

— = SO2



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Leicester
City Council

This map is reproduced from Ordnance Survey material with the permission of OS on behalf of Her Majesty's Stationery office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Leicester City Council 100019264

Annual Status Report 2017

- The report is a statutory requirement
- The reports are always done for the previous year.
- The report follows a template provided by DEFRA using a guidance manual : Air Quality Management Technical Guidance LAQM.TG(09)
- The report used the data gathered throughout the year 2016.
- The data set has been completed and cannot be changed.

- DEFRA requires the Council to involve and advise the local community on the findings of the report.
- Issues raised will be looked at and may affect the actions taken by the Council in addressing Air Quality issues.

www.defra.gov.uk

Part IV of the Environment Act 1995
Environment (Northern Ireland) Order 2002 Part III

Local Air Quality Management

Technical Guidance LAQM.TG(09)

February 2009



What do we mean by Air Quality?

- The air that we breath may contain pollutants which can have a negative effect on our health
- Pollutants we are interested in are:
 - Particulate Matter- PM
 - Nitrous oxides –NO_x
 - Sulpher -S
- Where the pollution is significant an Air Quality Management Area shall be declared
- NO_x sampling is undertaken across the Borough using diffusion tubes

NOx Passive Diffusion Tubes



National Air Quality Objectives

Pollutant	Air Quality Objective	
	Concentration	Measured as
Nitrogen Dioxide (NO ₂)	200 µg/m ³ not to be exceeded more than 18 times a year	1-hour mean
	40 µg/m ³	Annual mean
Particulate Matter (PM ₁₀)	50 µg/m ³ , not to be exceeded more than 35 times a year	24-hour mean
	40 µg/m ³	Annual mean
Sulphur Dioxide (SO ₂)	350 µg/m ³ , not to be exceeded more than 24 times a year	1-hour mean
	125 µg/m ³ , not to be exceeded more than 3 times a year	24-hour mean
	266 µg/m ³ , not to be exceeded more than 35 times a year	15-minute mean

□ The units are in microgrammes of pollutant per cubic metre of air (µg/m³).

Monitoring Locations

DT1	Uplands Road / Junction A6
DT3	Shackerdale Road / Aylestone Lane
DT5	Victoria Court, A6
DT6	Glen Rd, A6
DT7	Leicester Rd, Wigston
DT9	Church Nook / Bullhead Street
DT10	Magna Road /Blaby Road
DT11	Canal Street / Station Road

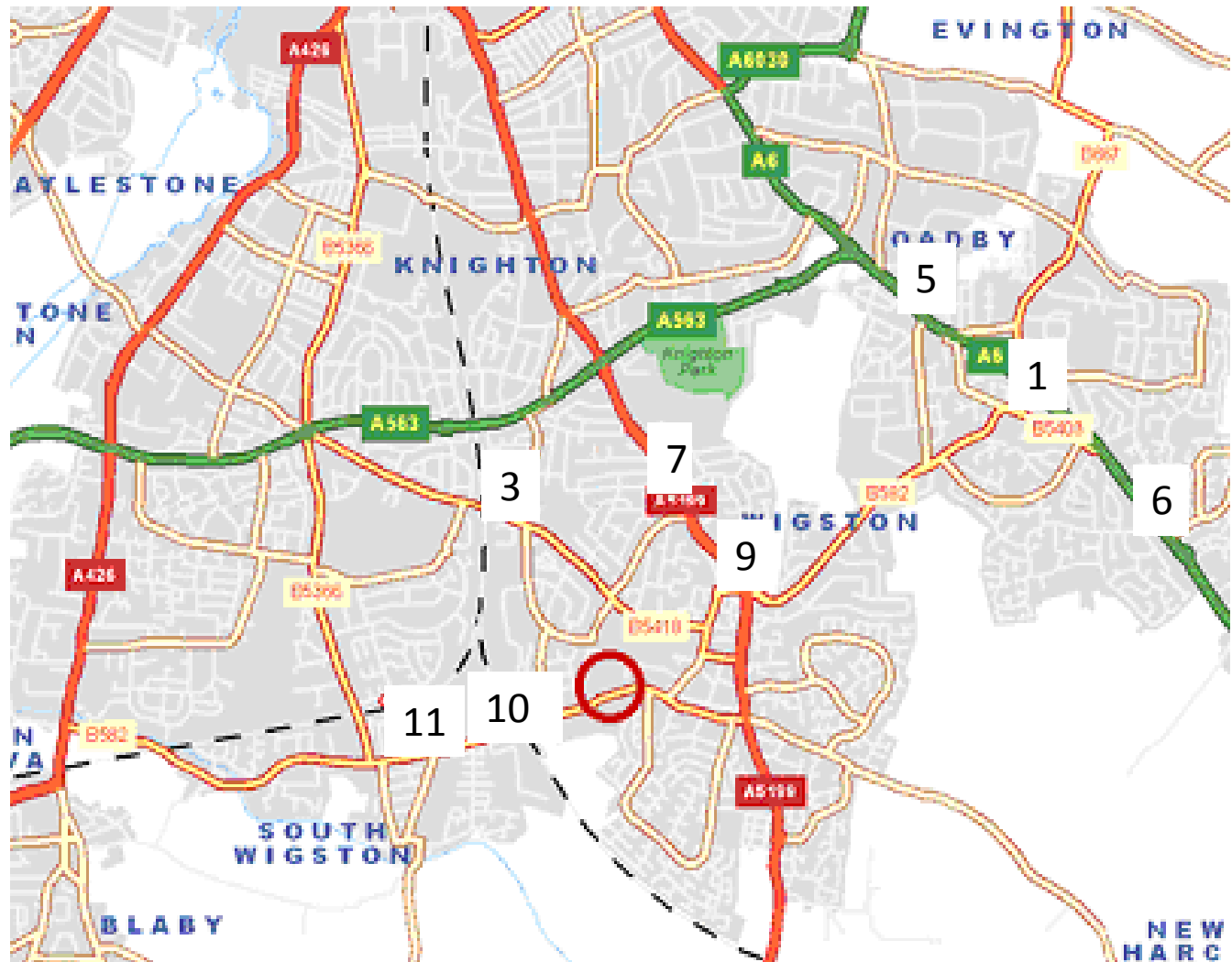
Details of Non-Automatic Monitoring Sites

Site ID	Site Name	Site Type	X OS Grid Ref	Y OS Grid Ref	Pollutants Monitored	In AQMA?	Distance to Relevant Exposure (m) ⁽¹⁾	Distance to kerb of nearest road (m) ⁽²⁾	Tube collocated with a Continuous Analyser?	Height (m)
DT1	Uplands Road/A6	Kerbside	463208	299913	NO2	NO	12.7	3.8	NO	2.2
DT3	Shackerdale Road	Kerbside	459448	299747	NO2	NO	13.4	1.42	NO	2.36
DT5	Victoria Court AQMS	Kerbside	461856	301027	NO2	NO	14	0.8	NO	2.2
DT6	Glen Road A6	Kerbside	463208	299913	NO2	NO	12.5	5	NO	2.2
DT7	Leicester Road, Wigston	Kerbside	460541	299722	NO2	NO	4	3.16	NO	2.17
DT9	St. Wistans Church / Bull Head Street	Kerbside	460881	299075	NO2	NO	25	1.55	NO	2.34
DT10	Magna Road / Station Road	Kerbside	459337	298464	NO2	NO	7.4	1.63	NO	2.4
DT11	Canal Street / Blaby Road	Kerbside	459.12	298376	NO2	NO	1.6	0.82	NO	2.35

The map indicates the approximate position of the NO₂ diffusion tube

- 1 - Uplands Road / A6
- 2 - Council Offices*
- 3 - Shackerdale Road
- 4 - 141 Blaby Road*
- 5 - Victoria Court
- 6 - Glen Road, A6 7 - Leicester Road, Wigston
- 8 - Oadby Road, Wigston*
- 9 - Church Nook / Bullhead Street
- 10 - Magna Road / Station Road
- 11 - Canal Street / Blaby Road
- 12 - Tigers Road*

*Monitoring ceased in June 2013



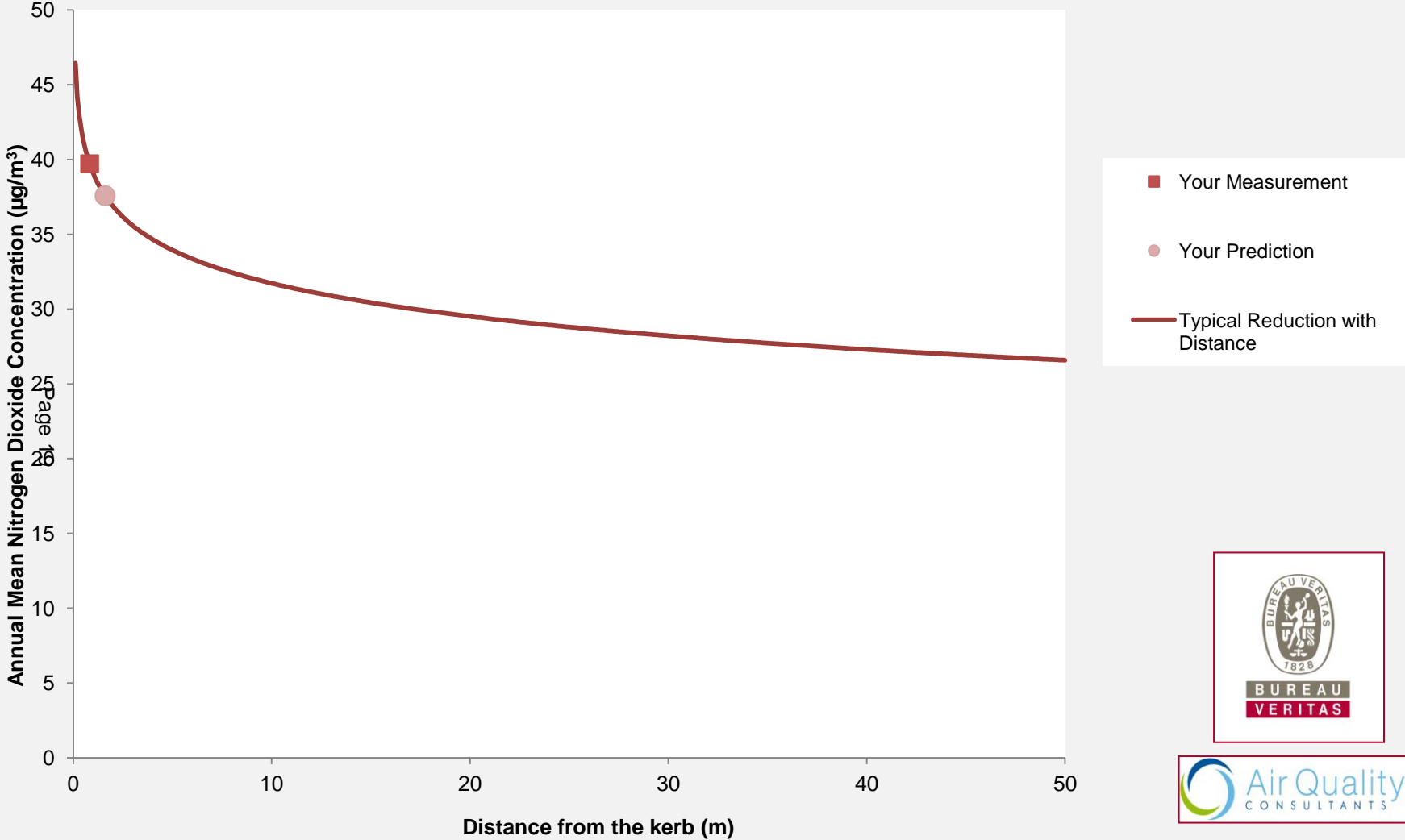
Full Monthly Diffusion Tube Results for 2016

Site ID	NO ₂ Mean Concentrations (µg/m ³)														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Mean		
	Raw Data	Bias Adjusted (0.77) and Annualised ⁽¹⁾	Distance Corrected to Nearest Exposure ⁽²⁾												
DT1	54.2	42.5	45.1	34.9	37.1	35.1	41.6	38.7	39.6	35.9	51.1	49.8	42.13	32.44	27.4
DT3	52.9	53.1	52.5		40.5	36.3	39.8	36.7	42.6	40	54.8	57.9	46.10	35.50	30.3
DT5	<u>61.8</u>	49.2	49.4	47.6	36.2	36.5	31.7	33.6	41	34.8	58.2	<u>63.2</u>	45.27	34.86	27.0
DT6	48.1	44.1	50.2	43.2	37.4	32.8	29.2	28.7	33.1	33.7	38.4	47.4	38.86	29.92	26.5
DT7	42.5	45.5	41.1	35.4	32.6	32.3	27.5	30	34.9	39	47.1	44.3	37.68	29.02	28.6
DT9	31	38.6	37	30.5	27.8	27.2	24.4	24.7	30.7	32.7	40.9	45.3	32.57	25.08	22.9
DT10	25.8	37.9	44.4		35.3	35.1	26.8	34.5	30.8	40.1	44.1	30.6	35.04	26.98	25.7
DT11	59.5	58.1	<u>61.5</u>	55.3	41.7	53.8	41.2	40	46.1	54.8	59.6	47.4	51.58	39.72	37.6

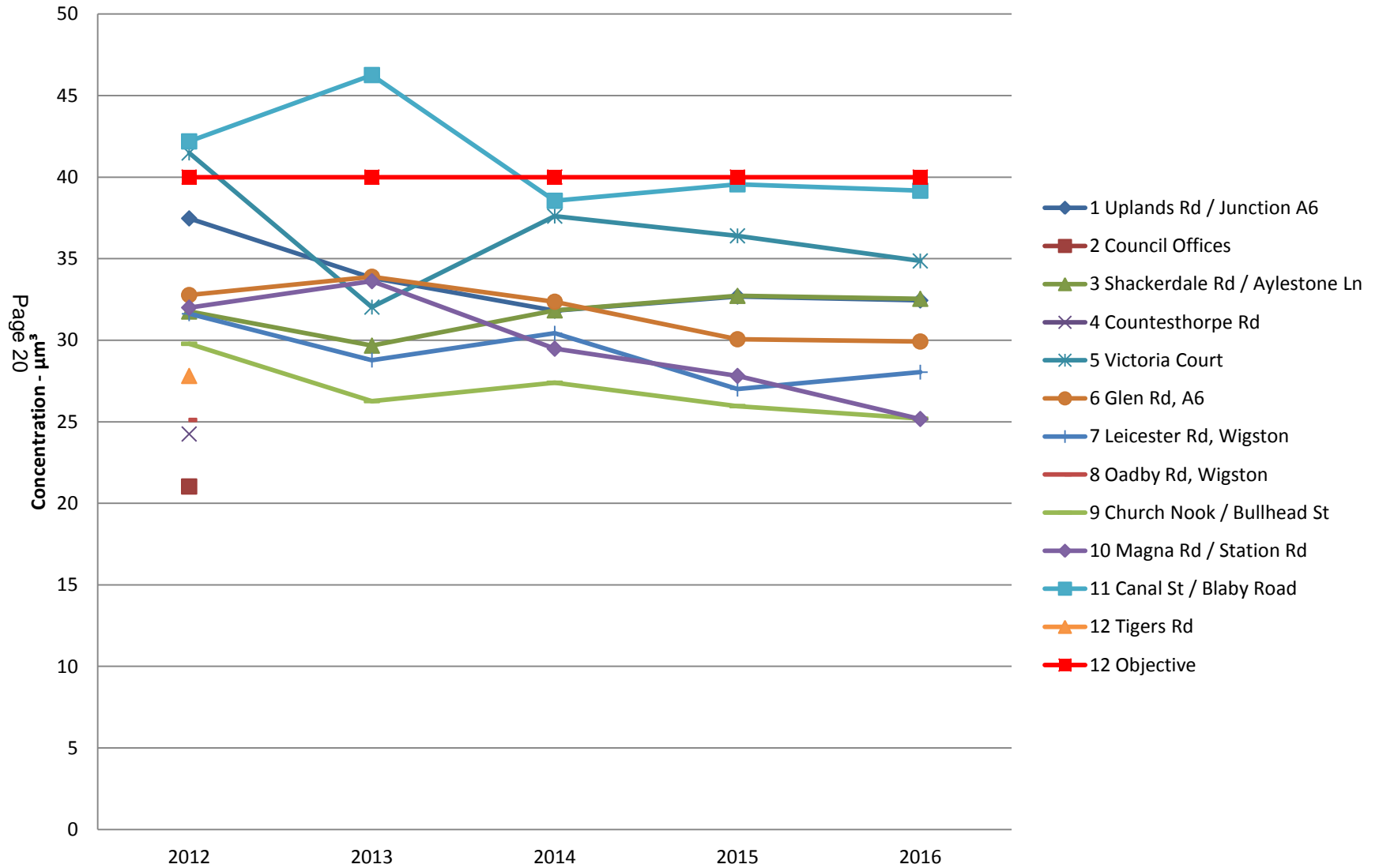
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x National bias adjustment factor used

Expected Reduction in Annual Mean Nitrogen Dioxide Concentration with Distance from the Kerb



Last 5 Years Annual Mean Nitrogen Dioxide Diffusion Tube data (Bias Adjusted)



The Future

- Additional monitoring :
 - Aylestone Lane at Railway Bridge and West Avenue Junctions
 - Blaby Road detailed monitoring through 8 additional diffusion tubes between Magna Road and Saffron Road
 - Air Quality Monitoring Station to be put in place near Canal Street – Through Section 106 monies from the Former Premier Drum Development

Blaby Road new diffusion tube monitoring locations

9. Vicarage, Blaby Road
10. 45 Blaby Road
11. 50a Blaby Road
12. 11 Canal Street
13. Canal Street / Station Road
14. 4 Station Road
15. Health Centre, Blaby Road
16. 141 Leicester Road
17. 2 Lansdown Grove
18. Magna Road / Station Road



Aylestone Road/ Shakerdale Road Junctions additional Monitoring

- 6. Shakerdale Road /Aylestone Lane
- 7. 259 Aylestone Lane
- 8. 225 Aylestone Lane



Tony Cawthorne

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any comments or feedback please

Email:

Enviromental.Health@oadby-wigston.gov.uk



Oadby & Wigston

BOROUGH COUNCIL

Oadby and Wigston Health & Wellbeing Board

Date of Meeting|: Tuesday 15 August 2017
Title of Report: Leicester-Shire and Rutland Sport Strategy for Physical Activity 2017-21
Report Author: Avril Lennox

1. Purpose of briefing note

- 1.1 This briefing note is to inform Members, Officers and Health colleagues about the work we, as the Oadby and Wigston locality, have done in partnership with Leicester- Shire and Rutland Sport (LRS) to set the strategic framework for physical activity and sport.

2. Recommendations

- 2.1 That Members, Officers and Health colleagues note the key priorities within the framework and endorse the strategy.

3. Background

- 3.1 LRS is the County Sport Partnership for Leicestershire, Leicester and Rutland. They are the local network and support team for sport, physical activity and wellbeing opportunities across the city and county. Their focus is to ensure national resources have local reach. They work in partnership to inspire generations to start, stay and succeed in sport and physical activity.
- 3.2 County Sports Partnerships, like LRS, have been set up across the country by Sport England to act as the delivery system for the development of sport and physical activity at a county level, working across the sporting landscape, actively supporting partners to increase participation in sport and physical activity.
- 3.3 Oadby and Wigston has worked in partnership with LRS over many years, drawing down funding and utilising their networks and expertise for the benefit of local residents.

4. Strategy Consultation

- 4.1 Leicester-Shire and Rutland Sport has consulted widely with key partners in order to produce their new 2017 – 21 Strategy. This includes all county-wide Local Authorities, Local Sports Alliances, School Sports partnerships, as well as a range of groups and individuals.
- 4.2 This strategy aims to act as an effective way of demonstrating local strategic direction and intentions, based on feedback received. The strategy therefore provides a framework for local action and acts to support local and national funding bids to support the delivery of the vision, outcomes and ambitions identified.
- 4.3 The Oadby & Wigston Borough Council Leisure Team confirms its endorsement of the strategy, which we will use to shape our work across the borough, to increase participation rates and improve the health and wellbeing of local residents.

5. Timescales:

- 5.1 LRS intends to gain final adoption of the Strategy at the Leicester-Shire and Rutland Sport Board meeting on 6 October 2017, with a formal strategy launch on 2 November 2017 at the LRS Conference. In the meantime LRS aims to engage local key Members, Officers and colleagues in endorsing the LRS partnership-wide strategy.



**LEICESTER-SHIRE
& RUTLAND SPORT**
PHYSICAL ACTIVITY & WELLBEING

PHYSICAL ACTIVITY & SPORT STRATEGY 2017-2021



LRS ONE VISION

Leicestershire, Leicester and Rutland the most
physically active and sporting place in England



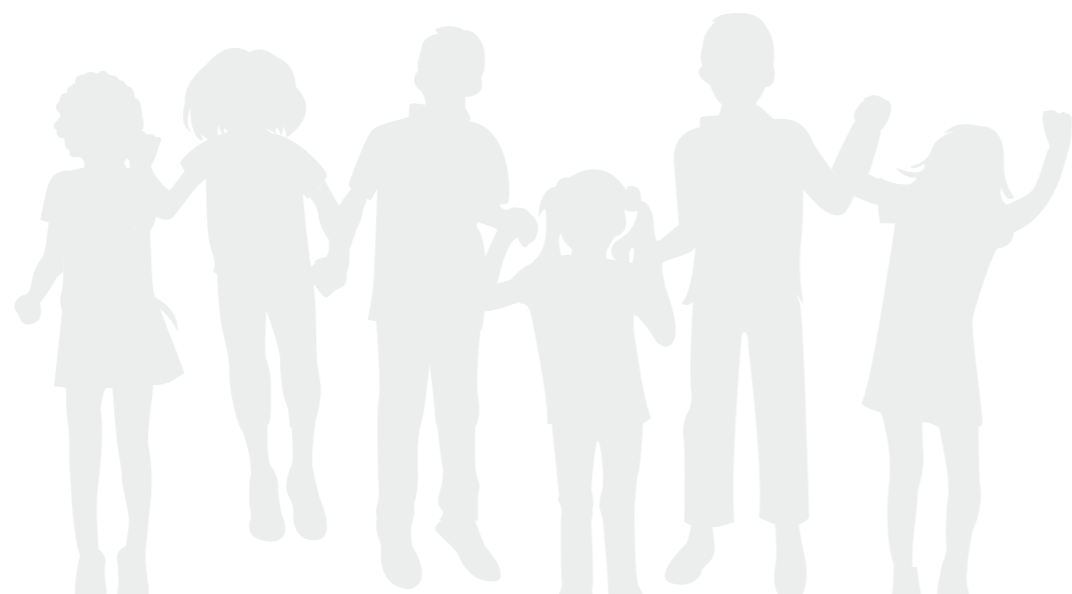
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National and Local Perspective	8
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Guiding Principles & Measuring Success	11
Our Actions ...what we need to do by 2021	12

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“If a medication existed which had a similar effect to physical activity, it would be regarded as a ‘wonder drug’ or a ‘miracle cure’”

Sir Liam Donaldson, former Chief Medical Officer of England



WELCOME

Leicester-Shire and Rutland Sport (LRS) is a partnership of the local authorities of Leicestershire, Leicester and Rutland (LLR) working together with amongst others, schools, National Governing Bodies of Sport, clubs, coaches and volunteers. We have a shared commitment to enrich the lives of the residents of LLR by:

- Getting more people taking part in physical activity and sport.
- Improving our citizen’s physical and mental well-being.
- Developing our paid and unpaid workforce.
- Creating a strong voice for physical activity and sport.
- Building a physical activity and sport environment that is safe, fair and customer focused.

Why is this important?

We know that the benefits of physical activity and sport are far reaching and can positively change the lives of people of all ages and backgrounds across LLR.

There is compelling evidence to show that:

- Physically active children and young people are more likely to do better academically.¹
- An active population drives a stronger economy² and has a positive effect on employability.
- As recognised in the Government strategy for sport an active lifestyle has been shown to maintain and improve physical health and mental wellbeing.
- Active workplaces are more productive.³
- Physical activity and sport can provide a positive environment for young people and so helps to reduce crime and anti-social behaviour.
- Those who play sport and are active are healthier, happier and more likely to be successful in academic and professional life.⁴

This is why our long-term vision has to be ambitious. **We want to be the most active place in England, building a healthy and vibrant future for our communities.** If we achieve this, we will have been able to contribute to, transforming physical and mental wellbeing outcomes in the sub region, supporting a stronger economy, and helping individuals and communities to achieve their potential in life. Despite the compelling evidence of the benefits not enough people across Leicestershire, Leicester and Rutland have developed a sustainable physical activity and sport habit.

We need to think and act differently. We need to consider whole system approaches to tackling inactivity. Where there is good practice we need to look to embed it and scale it and we need to re-define and broaden the range of organisations we will work with to reach new audiences. Together we are up for that challenge.



Andy Reed, OBE
Chairman



Bill Cullen
Vice Chairman

Sources

1. Department of Health, 2014, Moving More, Living More: Olympic and Paralympic Games Legacy
2. UK Active estimates that just a 1% reduction in the rates of inactivity each year for five years would save the UK around £1.2 billion (UK Active, [2014])
3. Physical activity programmes in the workplace have resulted in reductions of absenteeism between 30% and 50%. [Davis, Adrian, Jones, Marcus [2007]]
4. CASE: The Culture and Sport Evidence Programme, 2015. ‘A review of the Social Impacts of Culture and Sport by Peter Taylor, Larissa Davies, Peter Wells, Jan Gilbertson and William Tayleur’

PHYSICAL ACTIVITY & SPORT STRATEGY 2017-2021

VISION



Leicestershire, Leicester and Rutland the most physically active and sporting place in England.

AMBITIONS

GET ACTIVE
Everyone, of all ages, has the opportunity to start participating in physical activity and sport.

ACTIVE PLACES
Facilities, playing pitches and informal spaces, that encourage physical activity and sport are high quality and accessible.

STAY ACTIVE
Support people to develop a resilient physical activity and sport habit to ensure lifelong participation.

ACTIVE ECONOMY
Promote LLR as a premier, high performing location for undertaking the business of physical activity and sport.

FOUNDATIONS

WELL LED
Creating a culture where collaboration, good governance, effective leadership and sustainability is the norm.

SKILLED AND REPRESENTATIVE WORKFORCE
Developing a skilled, motivated and fit for purpose workforce (paid and voluntary) that is representative of our communities.

INSIGHT DRIVEN
An understanding of people and place is at the heart of decision making.

EFFECTIVE MARKETING AND COMMUNICATIONS
Positively influence people's attitudes and behaviours towards being active and ensure information is accessible.

OUTCOMES

BETTER HEALTH
Improved physical and mental wellbeing especially for our most inactive people.

MORE PEOPLE
Regularly taking part in physical activity and sport.

STRONGER COMMUNITIES
Achieving more through physical activity and sport.

GUIDING PRINCIPLES
SAFE • FAIR • CUSTOMER FOCUSED



INTRODUCTION

The LRS Strategy sets a long-term vision for physical activity and sport across LLR that encompasses everything from supporting the least active residents to build activity into their everyday lives, through to the development of future Olympians, Paralympians and World Champions.

The strategy provides a framework for action by partners working across LLR. It needs local authorities and Local Sport Alliances working closely with public sector bodies including health, sports clubs (professional and voluntary), National Governing Bodies of Sport (NGBs) and the education, voluntary and private sectors, working alongside communities across the sub region. This is not just a strategy for the LRS core team and Board, but for all our partners. Many of these organisations will already be involved in supporting physical activity and sport, others may not but through their work they have knowledge, reach, and expertise that can contribute. **Achieving the vision and outcomes for physical activity and sport cannot be achieved alone. Everyone has a role to play** in bringing it to life to help realise our collective ambitions.

This strategy needs to be **future focused** with action reflecting changes in society – there is a growing and ageing population, people's perception is that they are increasingly time poor and this is contributing towards more sedentary lifestyles. Helping people to prioritise physical activity and sport across all stages of their lives is important.

This strategy argues that achieving our ambitions is not just about doing the same things more efficiently; it argues that a **step change is required** to maximise the positive benefits to our populations health and wellbeing, the economy, and to communities across LLR. Whole systems approaches are needed to embed different ways of working at scale. Our vision, developed with our partners, is about driving the positive change required to become the most active place in England that improves lives of people across LLR.




ACHIEVEMENTS OVER THE LAST FOUR YEARS

Alongside our partners, we can be proud of the progress made since 2013. The following are some key headlines. Together we have:

Invested **£578,000**  to recruit 47 Graduate Trainees (Legacy Makers)

Increased physical activity levels, with **26,000** more adults now meeting the Chief Medical Officer  (CMO) guidelines

AWARDED £198,800 to 429 young athletes through the Go Gold talented athlete programme 

Reduced inactivity levels with nearly **12,000** fewer adults classed as inactive (as of 2015)

Secured

£3,933,288 

public health investment into local sport and physical activity commissioning plans generated over 4.6 million attendances

Generated over **274,600** users visits  to the LRS website with over **2 million** page views

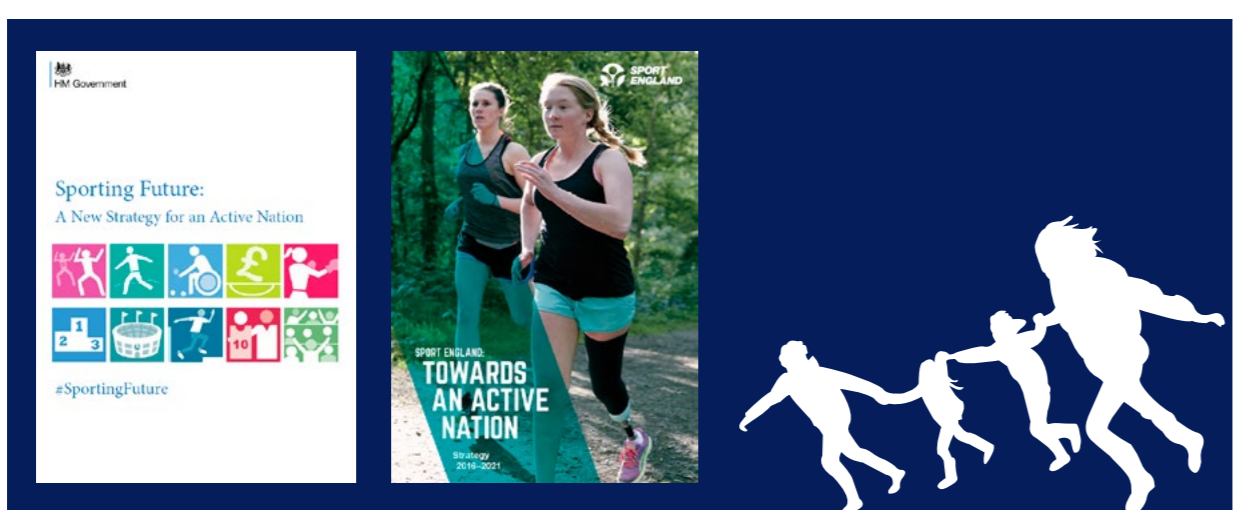
Increased participation in sport, with more than **13,000** adults (16+) taking part at least once a week for 30 minutes

16,869 young people competed in the level 3 School Games programme, of whom **1,610** were disabled young athletes 

Secured **£3,013,211**  from external sources to support the development of local clubs and organisations

£642,354 invested to deliver Sportivate projects attracting **£378,389** of partner funding resulting in 14,570 attendances

NATIONAL AND LOCAL PERSPECTIVE



Whilst there are challenges ahead, [including economic, social and technological], we do have a very clear sense of direction from the Government Strategy for Sport with its focus on the outcomes that can be achieved through physical activity and sport.

It is important to consider Sport England's vision that everyone in England, regardless of age, background or level of ability, feels able to engage in physical activity and physical activity sport. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone - meets their needs, treats them as individuals and values them as customers when developing local policy.

This means that locally we need to consider:

- Physical activity and sports contribution to five broader outcomes, (beyond sport for sports sake): physical wellbeing; mental wellbeing; individual development; social and community development and economic development.
- Ensuring approaches to physical activity and sport are built around behaviour change and the principles of behavioural science, insight and customer focus.
- Tackling inactivity and prioritising demographic groups who are currently under-represented in physical activity and sport.
- Helping those who currently have a resilient physical activity or sport habit to stay that way and to encourage the sector to work with them do this more efficiently and at lower public subsidy.
- Working with a wider range of existing and new partners, who can help reach target audiences and share mutual objectives.

Additionally, there needs to be a strong alignment to the priorities outlined in other local strategies. Examples of these include; Health and Wellbeing Strategies, Sustainability and Transformation Plans and Community Development Plans for LLR.

Our aspiration is for the priorities in this strategy to reflect and be reflected by our partner organisations as corporate priorities, ensuring this is not just a top down strategy but one that has local reach.

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Where are we locally?

over **540,000** people are physically active in LLR

59% of adults want to do more physical activity – this includes **28%** of people currently inactive

There is a higher than national average population growth (**5%**) projected (2014 to 2020)

over **39%** of adults in LLR do not meet CMO guidelines

206,100 adults across LLR are physically inactive
A further **108,500** adults across LLR are not active enough for good health

Only **21%** of boys and **16%** of girls meet recommended guidelines for physical activity

Overall, White (British and other) participate more than Black and Ethnic Minority groups

75% of 5-7 year olds do not meet recommended guidelines for physical activity. This increases as children get older

16% gap in participation levels between the highest and lowest socio-economic groups

More than **9%** difference in participation levels between males and females

15.4% of disabled people participated in sport at least once a week - less than the national average

CONSULTATION HEADLINES

From our consultation with partners, some key themes and challenges have emerged to be addressed through this strategy. Some of the key messages that we have heard are that this strategy must:

Build on real positives, considering how we can adopt a whole systems approach to embed what works at scale.

Achieve the **balance between a universal and targeted approach and address inclusivity and inequalities**. It will be important for investment to focus in areas where there will be the greatest health and social benefits.

Public sector partners have a **leadership role to support residents and communities to maximise the power of physical activity and sport to create health and social outcomes**.

Not lose sight of the important role that clubs, coaches, volunteers and NGBs and the role they play in supporting existing participants.

Partners told us that;

- Early years and engagement in schools
- Workplaces
- Paid and voluntary workforce are all areas where we can make a difference at scale.

Recognise that the contribution of physical activity and sport goes beyond just health and social care, and that we must **continue to work to influence other sectors**.

Acknowledge the **financial realities of the public sector**, and endeavour to ensure resources are used intelligently.

Redefine and broaden the range of organisations we work with to reach new audiences.

Don't lose sight of **local priorities**, and reflect different needs in different parts of LLR.

Recognise that **implementation is key** and we need to put in place appropriate structures and plans to deliver our collective aspirations.

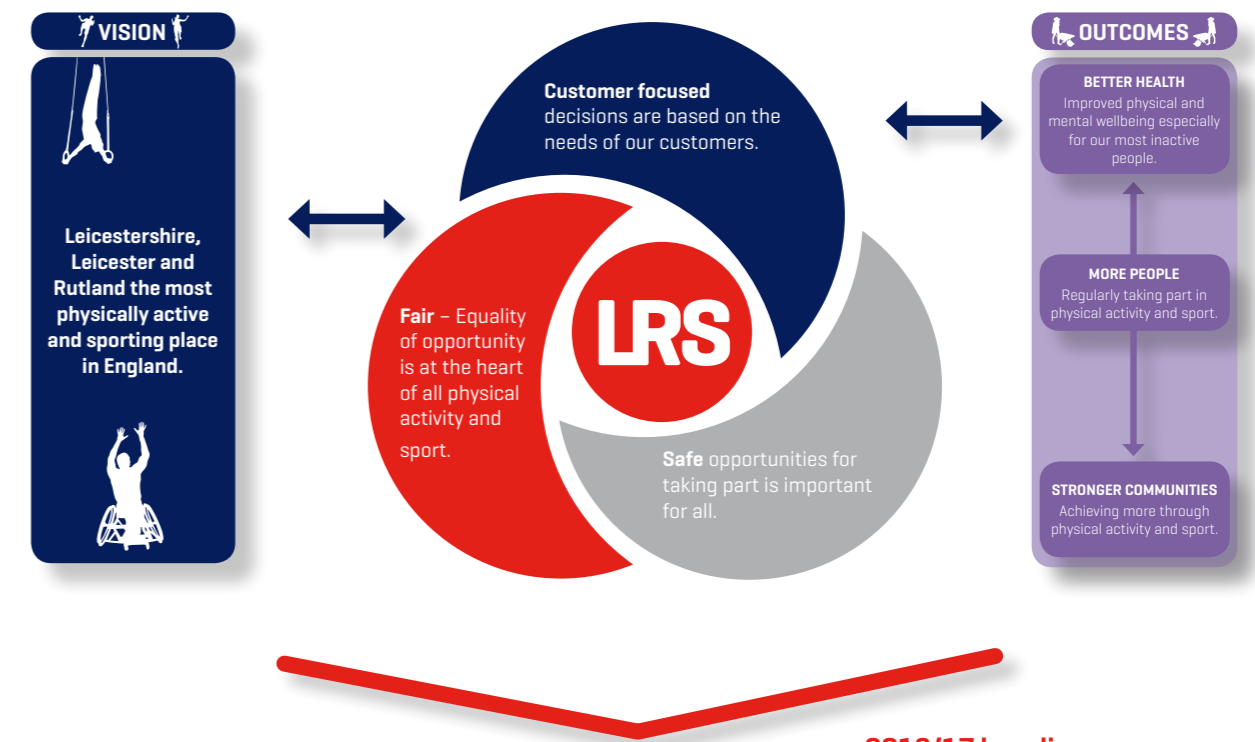
Understand the needs of customers (and non-customers) better.

Future proof what we do, by focusing on ways of working effectively together.

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GUIDING PRINCIPLES & MEASURING SUCCESS

Our Guiding Principles will underpin all our work in delivering the priorities of this strategy. Our success in achieving our vision and outcomes will be measured against progress against the headline indicators, stated towards the bottom of this page*



Indicator	2016/17 baseline information for LLR
Increase in the percentage of people [16+] physically active [150 mins each week]	63.3% ¹
Decrease in the percentage of people physically inactive [less than 30 mins each week]	24.1% ¹
Increase in the percentage of active young people [60 mins per day]	14.9% ²
Increase in the percentage of adults utilising outdoor space for exercise/health reasons	20.8% ³
Increase in the sector GVA for Leicestershire, Leicester and Rutland	£513m ⁴
Increase in the number of people volunteering in sport at least twice in the last year	TBC
Net investment [physical activity and sport] into LLR from external funders	TBC
Increased levels of social trust in local communities ⁴	TBC
Percentage of the population reporting positive perceived self-efficacy ⁴	TBC

*We will explore creating a population and deprivation standardised composite measure, based on England wide information, to determine a national ranking
 1 Source: 2017 Active Lives Survey. 2 Source: Public Health Outcomes Framework. 3 Source: Leicester, Leicestershire Economic Partnership
 4 Active Lives Survey: Information will be available from 2018/19

OUR PRIORITIES FOR ACTION ... WHAT WE NEED TO DO BY 2021

In this section we outline the key priorities that require multiple and cross partner working to bring this strategy to life. The section begins to address both what needs to be delivered (the Ambitions), and how we plan to deliver on these priorities (the Foundations).

LRS and partner organisations will:

AMBITION 1: GET ACTIVE

Everyone, of all ages, has the opportunity to start participating in physical activity and sport.	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
1.1 Embed physical activity and literacy into Early Years settings.	✓	✓	
1.2 Ensure all education settings deliver on a whole systems approach to physical education, physical activity and sport.	✓	✓	✓
1.3 Develop a targeted approach to raise physical activity levels in low participating groups.	✓	✓	✓
1.4 Develop referral pathways to enable entry into appropriate physical activity and sport opportunities.	✓	✓	
1.5 Develop and deliver relevant targeted physical activity and sport campaigns to reduce inactivity and increase participation.	✓	✓	
Call for Action			
This strategy needs both existing and new partners to take action to deliver this ambition. We would anticipate the following taking a proactive leadership role: Local authorities, Public Health teams, School Sport and Physical Activity Networks, Local Sport Alliances, Sport England, Further and Higher Education, Voluntary and Charitable Sector partners.			

“The ‘Get Healthy, Get into Sport’ project is a great example of building our insight and the evidence of ‘what works’ to get inactive people, more active. Changing and sustaining behaviour change requires a deep understanding of the motivations of individuals”
 Directors of Public Health, Leicestershire County Council and Leicester City Council



AMBITION 2: STAY ACTIVE

Support people to develop a resilient physical activity and sport habit to ensure lifelong participation.	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
2.1 Ensure there is a network of effective and sustainable clubs and organisations, which cover a diverse range of physical activity and sport opportunities to meet the needs of local communities.	✓	✓	✓
2.2 Ensure there are opportunities and pathways in place for all people of any ability, to achieve through physical activity and sport.	✓		
2.3 Work with national and local organisations including public/private/voluntary sector partners, maximising a whole market approach, to develop, promote and deliver a universal physical activity and sport offer.	✓	✓	
2.4 Encourage everyone to embed regular, informal physical activity and sport opportunities into their daily family lives.	✓	✓	
Call for Action			
This strategy needs both existing and new partners to take action to deliver this ambition. We would anticipate the following taking a proactive leadership role: Local authorities, Local Sport Alliances, School Sport and Physical Activity Networks, Local Sport Alliances, Sport England, Further and Higher Education, Leisure Providers, Community Sports Clubs and organisations, Professional Sports Clubs.			

“Celebrating and inspiring older people, through The Twilight Games, is an example of how we need to work differently, with a wider range of partners to ensure that older people are supported to improve their health and well-being through physical activity and sport”

Care Home Manager



AMBITION 3: ACTIVE PLACES

Facilities, playing pitches and informal spaces, that encourage physical activity and sport, are high quality and accessible.	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
3.1 Ensuring physical activity and sport is a priority within the planning system, utilising the Active Design principles for new developments.	✓		✓
3.2 Secure investment into both our traditional and non-traditional facilities, formal and informal spaces, based on strategic need, for physical activity and sport. [For example from Section 106, CIL and Lottery funds.]	✓		✓
3.3 Realise the potential that schools and colleges can offer their communities through high quality accessible facilities.	✓		✓
3.4 Promote the use of formal and informal local community facilities and open spaces for physical activity and sport, supporting a more active everyday lifestyle.	✓	✓	✓
3.5 Ensure the current network of local sport facilities are maintained to a high standard and have a diverse and inclusive approach to their programming.			✓
3.6 Increase the levels of active travel [e.g cycling and walking] therefore integrating physical activity into daily lives.		✓	✓
3.7 Promote active communities, encouraging stakeholders across the voluntary and public sector to use physical activity and sport to strengthen neighbourhoods and to support communities to work together.	✓		✓
Call for Action			
This strategy needs both existing and new partners to take action to deliver this ambition. We would anticipate the following taking a proactive leadership role: Local authorities, Sport England, NGBs, Workplaces, Voluntary sector and Charitable sector land management agencies.			

“We need to work together to create local environments that support active living if we are to change the behaviour of our communities of the future”

Portfolio Holder for Sport



AMBITION 4: ACTIVE ECONOMY

Promote LLR as a premier, high performing location for undertaking the business of physical activity and sport	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
4.1 Deliver the ambitions of the Leicester and Leicestershire Sport & Physical Activity Sector Growth Plan with a particular focus on: a. Developing a coherent plan to attract and develop sport events [and conferences] of national and international standing. b. Promote Leicester and Leicestershire as England’s ‘County and City’ capital of sport, a premier location to attract sport and physical activity business investment and tourism. c. Capitalising on the global reputation and knowledge base for physical activity and sport within our universities.	✓ ✓ ✓		✓ ✓
4.2 For the strategy partners to take a lead in increasing the physical activity levels of their own workforces, and champion a sub region wide focus on active workplaces. To successfully evidence the positive economic impact of such approaches.		✓	✓
4.3 Support a network of sport businesses [Small and Medium Enterprises] to increase profitability and productivity.	✓		✓
Call for Action			
This strategy needs both existing and new partners to take action to deliver this ambition. We would anticipate the following taking a proactive leadership role: Local authorities, Leicester and Leicestershire Economic Partnership, Sport England, professional sports clubs, commercial sector.			

“It is vitally important that the physical activity and sport sector finds a way to demonstrate what the sector contributes to creating a thriving and vibrant economy”

Chair of the Culture Board



FOUNDATION 1: WELL LED

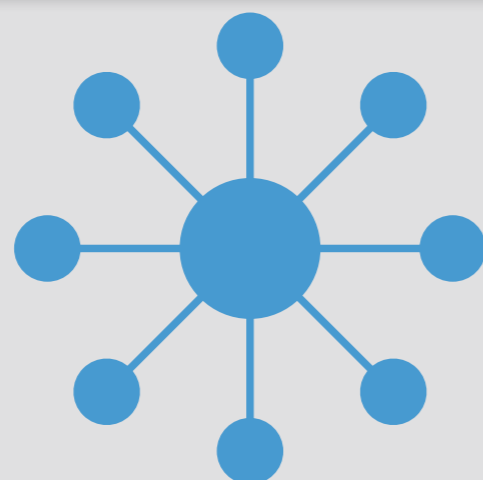
Creating a culture where collaboration, good governance, effective leadership and sustainability is the norm.	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
5.1 To broker and facilitate a broad range of relationships to ensure that we have sector leading levels of leadership, influence, collaboration and partnership working across LLR.			✓
5.2 To influence and support new and existing partners, both locally and nationally, to ensure that strategic plans and policy reflect positively the role that physical activity and sport can play to improve health and strengthen our communities.		✓	✓
5.3 That LRS and its partners embrace the Code for Sports Governance to ensure high standards of good organisational practice.			✓
5.4 Work in partnership to align existing resources to support the achievement of the three headline outcomes, and work in a coordinated way to secure external investment.	✓	✓	✓
5.5 That we become more enterprising and innovating in our approach, which will lead to greater financial sustainability and reduce our dependence on public funding.	✓	✓	✓
Call for Action			
This strategy needs both existing and new partners to take action to deliver this foundation. We would anticipate the following taking a proactive leadership role: Local authorities, Public Health teams, Sport England, School Sport and Physical Activity Networks, NGBs, Local Sport Alliances, Further and Higher Education, Leicester and Leicestershire Economic Partnership, Community Sports Clubs, Professional Sports Clubs, Voluntary and Charitable Sector partners.			

FOUNDATION 2: INSIGHT DRIVEN

An understanding of people and place is at the heart of decision making	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
6.1 Grow our partnership wide understanding and evidence base of our communities.	✓	✓	✓
6.2 Create a coherent and collaborative approach to developing and sharing insight.	✓	✓	✓
6.3 Support approaches to generate new insight to inform both business case development and the design of interventions at every stage of the physical activity and sport journey.	✓	✓	✓
6.4 Work with our partners to develop a common evaluation framework and ensure that we consistently monitor and evaluate interventions.	✓	✓	✓
6.5 Ensure that behaviour change principles are embedded within the design, delivery and messaging of our interventions.	✓	✓	✓
6.6 Make appropriate physical activity and sport data more openly available by supporting our partners to create systems and platforms that integrate with each other.	✓	✓	✓
Call for Action			
This strategy needs both existing and new partners to take action to deliver this foundation. We would anticipate the following taking a proactive leadership role: Local authorities, Public Health teams, Sport England, School Sport and Physical Activity Networks, NGBs, Local Sport Alliances, Further and Higher Education, Leicester and Leicestershire Economic Partnership, Community Sports Clubs, Professional Sports Clubs, Voluntary and Charitable Sector partners.			

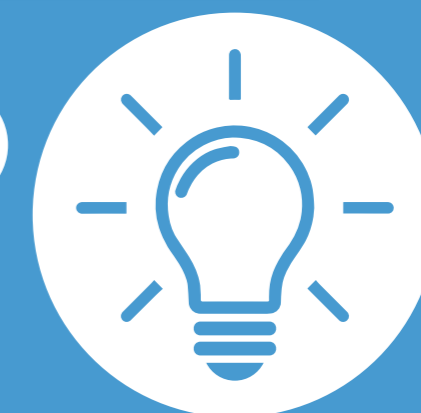
“We cannot do this on our own, we need to find better ways of making our resources go further; effective collaboration; across boundaries, is key to this”

Chair of the Cultural, Sport and Chief Officer Partnership



“It is business critical that the partners in the LRS partnership area have a deep understanding of their place and that the offer to local communities is based on the needs of the individual”

Strategic Lead, Sport England

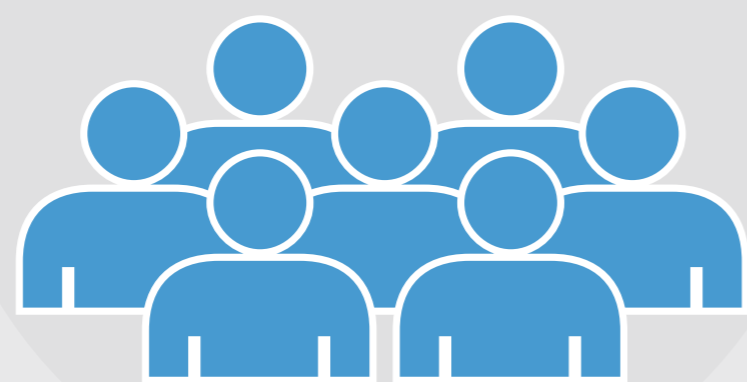


FOUNDATION 3: SKILLED AND REPRESENTATIVE WORKFORCE

Developing a skilled motivated and fit for purpose workforce (paid and voluntary) that is representative of our communities.	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
7.1 Develop a coordinated and committed approach to Traineeships, Apprenticeships, and Graduate Placements for the sector.	✓		✓
7.2 Develop a robust Continuous Professional Development programme for the physical activity and sport workforce, to ensure they provide a high quality, customer focused experience.	✓	✓	✓
7.3 Deliver consistent physical activity, sport and healthy lifestyle messages and to support the principle of 'making every contact count' with partners.	✓	✓	✓
7.4 Ensure a coordinated approach to developing coaches, activators and volunteers, in order to increase and retain the numbers actively deployed in the sector, and ensure the workforce is more representative of the local community.			✓
Call for Action			
This strategy needs both existing and new partners to take action to deliver this foundation. We would anticipate the following taking a proactive leadership role: Local authorities, Public Health teams, Sport England, School Sport and Physical Activity Networks, NGBs, Local Sport Alliances, Further and Higher Education, Leicester and Leicestershire Economic Partnership, Community Sports Clubs, Professional Sports Clubs, Voluntary and Charitable Sector partners.			

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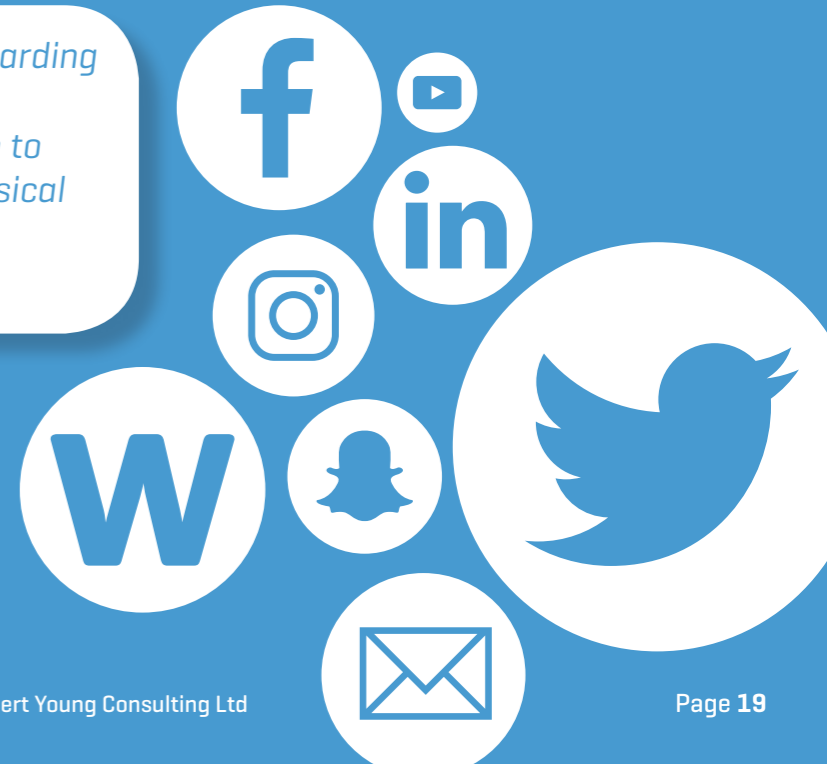
"We need more programmes that support communities, like mine, to take the lead, only then can we make a lasting difference to our children and our community"
 Take the Lead Participant



FOUNDATION 4: EFFECTIVE MARKETING AND COMMUNICATIONS

Positively influence people's attitudes and behaviours towards being active and ensure information is accessible.	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
8.1 Align to national and local physical activity and sport campaigns to maximise their impact across LLR.	✓	✓	
8.2 Use a range of platforms and methods to promote opportunities that encourage all people get active or stay active.	✓	✓	
8.3 Support delivery organisations and providers to develop more effective approaches to marketing and communications, supporting them with behavioural insights and training.	✓	✓	
8.4 Explore the development of a centralised digital hub which hosts data for formal and informal physical activity and sport opportunities across LLR.	✓	✓	✓
8.5 Celebrate the collective success of organisations and individuals that deliver positive outcomes through physical activity and sport.	✓	✓	✓
Call for Action			
This strategy needs both existing and new partners to take action to deliver this foundation. We would anticipate the following taking a proactive leadership role: Local authorities, Public Health teams, Sport England, School Sport and Physical Activity Networks, NGBs, Local Sport Alliances, Further and Higher Education, Leicester and Leicestershire Economic Partnership, Community Sports Clubs, Professional Sports Clubs, Voluntary and Charitable Sector partners.			

"We need to be more effective regarding how we tailor our message and communicate with inactive people to influence them to take part in physical activity and sport"
 Chair, Local Sport Alliance



ONE VISION

Leicestershire, Leicester and Rutland the most physically active and sporting place in England



**LEICESTER-SHIRE
& RUTLAND SPORT**
PHYSICAL ACTIVITY & WELLBEING

Leicester-Shire & Rutland Sport

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[Leicester-Shire & Rutland Sport](https://www.linkedin.com/company/Leicester-Shire-&-Rutland-Sport)

Leicester-Shire & Rutland Sport working together with our principle funders Leicestershire County Council and Sport England to support Physical Activity and Sport.

**Oadby and Wigston Health & Wellbeing
Group Discussion on Priorities for 2017 / 2018**

Priorities for 2017/18		
Priority	Rationale	Action
Diabetes/ Weight Management	O&W is Red rating for Diabetes – according to the local 2016 Health Profiles and identified as a local need by Public Health	<ul style="list-style-type: none"> • FLIC, LEAP, Nifty at Fify, JUST • Diabaters, NHS Diabetes Prevention Programme • Exercise Referral progress and regular health screenings for the public to reduce strain on the health service and GPs.
Alcohol/ Substance Misuse and Stop Smoking Services	Local 2016 Health Profiles has identified this as a priority – Still high smoking prevalence within Leicestershire especially in more deprived communities.	<ul style="list-style-type: none"> • Help individuals to stop smoking over a 4 week period. • Target pregnant women, vulnerable communities, people with mental health, young people and deprived areas. • Form a tobacco control alliance with local districts • Find more suitable venues for appointments other than Boulter Crescent.
Dementia / Mental Health	Local 2016 Health Profiles has identified Dementia as a priority. New funding to support newly developed projects and work towards building long term sustainability.	<ul style="list-style-type: none"> • J&S Day services to continue to deliver a high quality service • Develop existing projects • Work with partners • Support other services supporting older people, carers and mental health.