

Somerset Moves – A strategy to increase the take up of physical activity across Somerset

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<p>Summary:</p>	<p>Physical activity is essential for human health and wellbeing and increasing our movement and physical activity is proven to improve health and wellbeing outcomes.</p> <p>Relatively, physical exercise often features in a limited way in how our services relate to people in our care, in how it relates to our workforce and human resource policies and in how we influence health and wellbeing through other key partners, organisations and the public.</p> <p>In recognition of this, Somerset Activity and Sports Partnership (SASP) on behalf of Somerset system partners have drawn together a comprehensive strategy, <i>Somerset Moves</i> which intends to raise the profile and take up of physical activity across all groups of people in the County. The content of the strategy has been informed through widespread engagement with people, service users, patients and partner organisations and reflects essential aspects of the evidence base.</p> <p>Members of the Somerset Health and Wellbeing Board are asked to support the strategy in three important ways:</p> <ol style="list-style-type: none">1. To endorse the strategy, in terms of its overarching aims, intentions and the key domains of action2. Consider the '5 asks' and take these back to their host organisation. Where possible gain agreement within that organisation to achieve the '5 asks'3. Report back on your organisation's progress with the '5 asks' at the meeting of the HWB in the Autumn of 2022 <p>A crucial factor of the strategy will be for partner organisations to lead by example.</p>
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	<p>The '5 asks' of all system partners in mobilising Somerset Moves are:</p> <table border="1"> <thead> <tr> <th data-bbox="544 226 799 264">The Ask</th> <th data-bbox="799 226 1482 264">What this would mean</th> </tr> </thead> <tbody> <tr> <td data-bbox="544 264 799 734">1. Lead by example</td> <td data-bbox="799 264 1482 734"> <ul style="list-style-type: none"> Nominate a senior leader, a champion for physical activity For members of your senior leadership team to periodically share their 'moving more' experiences Each year senior leaders visit one or two groups who are helping to raise the profile of physical activity Your board (or similar) has a focus on physical activity once per year (e.g. an agenda item) </td> </tr> <tr> <td data-bbox="544 734 799 947">2. People in your care</td> <td data-bbox="799 734 1482 947"> <ul style="list-style-type: none"> Meaningfully embed conversations and the promotion of physical activity with people and service users that you come into contact with through your work. </td> </tr> <tr> <td data-bbox="544 947 799 1122">3. Your workforce</td> <td data-bbox="799 947 1482 1122"> <ul style="list-style-type: none"> Positively promote physical activity and non-sedentary behaviours within your workforce working towards SASP Active Workplace standards. </td> </tr> <tr> <td data-bbox="544 1122 799 1290">4. Communications</td> <td data-bbox="799 1122 1482 1290"> <ul style="list-style-type: none"> Help support the promotion and take up of physical activity opportunities through your communications teams and channels </td> </tr> <tr> <td data-bbox="544 1290 799 1420">5. Funding</td> <td data-bbox="799 1290 1482 1420"> <ul style="list-style-type: none"> If not already in place, consider the allocation of funding to help raise activity levels directly </td> </tr> </tbody> </table>	The Ask	What this would mean	1. Lead by example	<ul style="list-style-type: none"> Nominate a senior leader, a champion for physical activity For members of your senior leadership team to periodically share their 'moving more' experiences Each year senior leaders visit one or two groups who are helping to raise the profile of physical activity Your board (or similar) has a focus on physical activity once per year (e.g. an agenda item) 	2. People in your care	<ul style="list-style-type: none"> Meaningfully embed conversations and the promotion of physical activity with people and service users that you come into contact with through your work. 	3. Your workforce	<ul style="list-style-type: none"> Positively promote physical activity and non-sedentary behaviours within your workforce working towards SASP Active Workplace standards. 	4. Communications	<ul style="list-style-type: none"> Help support the promotion and take up of physical activity opportunities through your communications teams and channels 	5. Funding	<ul style="list-style-type: none"> If not already in place, consider the allocation of funding to help raise activity levels directly
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<p>Recommendations:</p>	<p>That the Somerset Health and Wellbeing Advisory Board is minded to:</p> <ol style="list-style-type: none"> Endorse the Physical Activity Strategy Endorse the five asks and discuss them within their host organisation Discuss progress in taking forward the five asks at the September meeting of the Board. 												
<p>Reasons for recommendations:</p>	<p>Like many aspects of health and wellbeing, improving the take up of physical exercise is complex and multi-faceted. Progress will need to take place across a number of domains. The 5 asks are based on an important question:</p>												

	<p><i>'How best can key partner organisations of the Board help bring the strategy to life'?</i></p> <p>The 5 asks to recognise the value-adding contribution we can each bring in ensuring that:</p> <ul style="list-style-type: none"> • Physical activity features much more highly in how we relate to people in our care • Physical activity becomes part of how we relate to people who work for us • We lead by example – we ask the public to 'do as we do', not just 'do as we say' • We use our resources and influence to encourage other organisations and groups to contribute to this vital issue 								
<p>Links to The Improving Lives Strategy</p>	<p>Please tick the Improving Lives priorities influenced by the delivery of this work</p> <table border="1" data-bbox="544 860 1466 1144"> <tr> <td data-bbox="544 860 1291 927">A County infrastructure that drives productivity, supports economic prosperity and sustainable public services</td> <td data-bbox="1291 860 1466 927"></td> </tr> <tr> <td data-bbox="544 927 1291 999">Safe, vibrant and well-balanced communities able to enjoy and benefit from the natural environment</td> <td data-bbox="1291 927 1466 999">✓</td> </tr> <tr> <td data-bbox="544 999 1291 1070">Fairer life chances and opportunity for all</td> <td data-bbox="1291 999 1466 1070">✓</td> </tr> <tr> <td data-bbox="544 1070 1291 1144">Improved health and wellbeing and more people living healthy and independent lives for longer</td> <td data-bbox="1291 1070 1466 1144">✓</td> </tr> </table>	A County infrastructure that drives productivity, supports economic prosperity and sustainable public services		Safe, vibrant and well-balanced communities able to enjoy and benefit from the natural environment	✓	Fairer life chances and opportunity for all	✓	Improved health and wellbeing and more people living healthy and independent lives for longer	✓
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<p>Financial, Legal, HR, Social value and partnership Implications:</p>	<p>There are extremely positive implications for the people and communities of Somerset in seeing an increase in people taking up physical activity. There are no legal or HR barriers. There are positive implications for a number of key partners to endorsing together the 5 asks. The strategy can be furthered significantly by utilising resources already in place with new or specific funding needed to realise the full ambitions of Somerset Moves.</p>								
<p>Equalities Implications:</p>	<p>The take up of physical exercise is, like many areas of healthy lifestyle behaviour, associated with considerably health inequalities. Often the people who could benefit most from physical activity do not readily take up for a variety of reasons including: access to facilities, financial means, personal freedom and time, confidence and self image, not understanding it's importance, family and other cultural barriers.</p> <p>National research shows that these barriers are more prevalent for certain groups in our society including those with lower affluence, those with disabilities including Long Term Health Conditions, ethnic diversity, age and gender differences.</p>								

	Somerset Moves, recognises this and focuses on those groups who are least active to reduce these health inequalities.
Risk Assessment:	We know that physical activity improves wellness, improves social connection and reduces the likelihood and severity of cardiovascular problems. The strategy offers a significant opportunity to reduce the risks and impacts of sedentary lifestyles.

1. Background

- 1.1. The need to raise levels of Physical Activity across the county and across all age groups is a key priority in Improving Lives and identified through the Somerset Fit For My Future programme.
- 1.2. These call for physical exercise to become a much stronger social norm and for services to pay more attention to physical activity in their engagement with people in their care and their workforce. (The health and care workforce in Somerset extends to many tens of thousands of people and their families).
- 1.3. Somerset Activity and Sports Partnership have taken the lead, on our behalf to draw together a strategy to help us all move more and to start this much earlier in life. The strategy has been drawn up following the consultation set out within it and summarised below.

2. Improving Lives Priorities and Outcomes

2.1. **Priority 2 – Safe, vibrant and well-balanced communities able to enjoy and benefit from the natural environment**

People who have access to green space and the natural environment have more opportunities to be physically active. Furthermore, increasing access and participation in green spaces has an important impact on mental health.

Physical activity offers the opportunity for social contact to reduce loneliness and isolation helping to build and maintain happy and positive friendships and feeling part of a community.

Priority 3 – Fairer life chances and opportunities for all

Adopting a “think family” approach offers the opportunity for a positive family life which provides a child the opportunity for a healthy life; helping to develop healthy lifestyle habits within the family environment

Priority 4 – Improved health and wellbeing and more people living healthy and independent lives for longer

This has particular relevance to supporting people to choose healthy and active lifestyles and improve their own physical and mental wellbeing, with all partners doing what they can to provide the information and support for people to make positive lifestyle choices

3. Consultations undertaken

3.1. Somerset Moves began with a review of the national and local strategic context, key data, insight, and trends. From this an online Big Conversation open to residents, organisations, partners and stakeholders to share ideas through our online consultation platform was opened for four weeks with over one hundred responses.

In order that key themes and challenges coming from the Big Conversation were addressed, four virtual engagement stakeholder workshops shaped around these themes were hosted and facilitated to produce the first draft of the strategy.

A final phase of consultation to test and refine the draft strategy content and priorities was then facilitated.

4. Request of the Board and Board members

4.1. Endorses the Physical Activity Strategy, endorses the five asks and discusses them within their host organisation, and updates the September Board with an update on progress.

5. Background papers

5.1. The Somerset Improving Lives Strategy sets the background imperative for us to help raise the level of physical activity in the county.

6. Report Sign-Off

6.1

	Seen by:	Name	Date
Report Sign off	Relevant Senior Manager / Lead Officer (Director Level)	Trudi Grant	Click or tap to enter a date.
	Cabinet Member / Portfolio Holder (if applicable)	Christine Lawrence	Click or tap to enter a date.
	Monitoring Officer (Somerset County Council)	Scott Wooldridge	Click or tap to enter a date.