



East Herts Physical Activity Strategy

2019-2023



 @Eastherts

 EastHertsDC

 easthertscouncil

01279 655261

www.eastherts.gov.uk



Introduction

East Herts Council is committed to improving the health and wellbeing of its community and enhancing the quality of people's lives. We recognise that sport and physical activity is key to achieving this. We want every member of our community to have the opportunity to participate in physical activity in the way they choose. This might include walking in open spaces, cycling to work, playing sport with friends or going to a gym.

Our Vision

Everyone in East Herts should have the opportunity to be physically active through work, travel, active recreation or participation in sport and leisure.

We introduce this Physical Activity Strategy to demonstrate our aspirations and commitment to this vision. This strategy supports the principles of the East Herts Health and Wellbeing Strategy 2019-2023.

Background: Our District

The population of East Herts is approximately 145,000. Around 20% of people or 29,000 individuals are estimated to be physically inactive. People who are inactive have a much higher risk of developing long term conditions including cardiovascular disease, diabetes, osteoporosis and some cancers. In addition they are more likely to experience depression, loneliness and dementia.

East Herts has a 95% 'White British' population which is higher than both the East of England and England as a whole. The ageing population in East Herts is in proportion to other areas of England. The rural nature of the District, coupled with the ageing population may present specific issues compared to other more urban Districts. Some of these may include the impact of social isolation and the difficulty in travelling from one side of the District to another resulting in higher car usage.

The key health statistics for East Herts are as follows:

- Excess weight in reception children - 18.4%
- Excess weight in Year 6 children - 23.9%
- Excess weight in adults 63.6%
- Physically active adults 64.5%
- Physically inactive adults 20.5%
- 4.9% of recorded cases of diabetes in those aged 17 years and older
- 3,433 injuries due to falls per 100, 000 people for males aged 80 years and older
- 5, 981 injuries due to falls per 100, 000 people for females aged 80 years and older

Physical activity is essential for overall health and wellbeing. It has many direct and related health benefits. These include a reduction in mortality, coping better with long term conditions and can help reduce the impact of disease such as diabetes, heart disease and bone disease. It also positively impacts mental health, stress, depression, excess weight, community cohesion and promotes a positive outlook on life.

Adults in England should aim to take part in at least 150 minutes of moderate intensity physical activity each week, in bouts of 10 minutes or more, according to physical activity guidelines recommended by the UK Chief Medical Officer.

Physical Activity can include some or all of the following activities.

Physical Activity			
Active Living	Active Travel	Active Recreation	Active Sport
Gardening	Walking	Exercise	Organised participation
Walking	Cycling	Dance	Structured competitive activity
Chair based activities	Jogging	Gym	Informal sport
Housework		Swimming	Swimming
		Active play	

Our Objectives

To work with partners to ensure appropriate and accessible physical activity opportunities and information are available:

- To increase children and young people's physical activity levels
- To achieve a year-on-year increase in adults and older peoples participation in physical activity from 2019 - 2023*
- To achieve a year-on-year reduction in the number of adults and older people who are inactive from 2019 - 2023*

*measured via Sport England Active Lives Survey

Our Journey

Local research in East Herts (2016) is encouraging. 51% of people surveyed about physical activity indicated that they would like to be more physically active. However, they also identified key barriers with 47% expressing that not having enough time was the most significant factor.

In order to support our residents in becoming more active and receiving the vast benefits of becoming physically active we need to take a whole system approach. This requires working in partnership with key stakeholders. The development of leisure centres is one part of the solution in creating an environment where our community wishes to participate. A whole system approach recognises that it is everybody's responsibility to encourage physical activity and enable a range of partners to work alongside leisure and sport providers.

The key strategic themes that will drive the Council's approach to increasing physical activity are outlined below:

- **Active Living** - encourage our residents to build physical activity into their everyday lives
- **Active Travel** - influence infrastructure plans to make active travel an easy and convenient option for our residents
- **Active Recreation** - invest in leisure facilities, parks and open spaces to provide our residents with a range of affordable leisure opportunities across the district
- **Active Sport** - enable local sports clubs and voluntary organisations to promote their health and wellbeing offer to the community.

The Council recognises that there are a number of organisations, facilities and committed volunteers delivering a vast range of sport and physical activity schemes and interventions. It intends to build upon the partnership successes already delivered and continue to ensure the health and wellbeing of the community is improved.

In developing its action plan the Council will complement the work of national, regional and local organisations including:

- Public Health England – Everybody Active Every Day
- NHS England - The Sustainability Transformation Partnership (STP) is a wide-ranging plan to improve health and care in Hertfordshire and west Essex
- Department for Digital, Culture, Media and Sport – Sporting Future: A New Strategy for an Active Nation
- Sport England – Towards an Active Nation
- Hertfordshire County Council – Physical Activity and Sports Framework

A detailed action plan will be produced following consultation and contributions from partners, and this will be reviewed annually. Health intelligence data will be used to inform the principles and actions of this strategy. A summary of the key actions to drive the strategy are highlighted below:

Theme	Key actions
Active Living	<ul style="list-style-type: none"> - Support local, national and regional campaigns promoting physical activity - Deliver social prescribing using it to promote physical activity - Member champions for physical activity and health and well being - Promote local opportunities to be active - Ensure sport and physical activity opportunities meet the needs of the community - Adopt a targeted approach to support those who are inactive - Ensure people who have long term conditions have access to sport and physical activity e.g. cardiac and stroke rehabilitation - Promote the role of workplaces to encourage and support physical activity - Encourage schools to promote physical activity e.g. pupil premium funding
Active Travel	<ul style="list-style-type: none"> - Actively influence partners and developers to think creatively about opportunities to encourage physical activity in terms of travel i.e. footpaths, cycle lanes - Deliver and sustain the Hertford Cycle Hub - Increase the number of adults, children and young people undertaking active travel - Promote ‘park and stride’ and ‘walking bus’ schemes - Support the development of cycling and walking paths
Active Recreation	<ul style="list-style-type: none"> - Actively influence partners and developers to think creatively about opportunities to encourage physical activity in terms of travel i.e. footpaths, cycle lanes - Deliver and sustain the Hertford Cycle Hub - Promote cycling and walking e.g. health walks - Build on the success of the Forever Active scheme - Enhance our parks offer to include the development and promotion of Parkrun
Active Sport	<ul style="list-style-type: none"> - Commit investment where funds are available such as Section 106 funding to develop the infrastructure of sports facilities and open spaces to meet the needs of a growing population as identified in the indoor and outdoor sports spaces assessment. - Work with partners across the County to seek external funding via Sport England and Herts Sports Partnership - Support the development of the skills and capacity of the sport and physical activity sector, including volunteers

This is not an exhaustive list, the action plan will be a working document evolving to reflect local needs.