

ONE STOCKPORT ACTIVE COMMUNITIES STRATEGY 2022-2030

Report of the Cabinet Members for Adult Care & Health/ Sustainable Stockport

1. INTRODUCTION AND PURPOSE OF REPORT

- 1.1 Stockport's current Active Communities Strategy 2019-2021 was launched in Autumn 2019 and, despite the challenges presented by the pandemic since March 2020, has demonstrated positive impact over the past 24 months.
- 1.2 Although the principles and priorities of the strategy to support and facilitate physical activity for the most inactive residents of Stockport remained unchanged, the focus shifted to targeted support for residents as part of the Covid-19 response, including community support for people experiencing the effects of long-covid. This specific programme is called Stockport Moving Together and was a UK Active Awards Finalist for 'Developing & Supporting Communities During Covid-19'.
- 1.3 Since the 2019 launch, not only have we seen the impact of Covid restrictions on both the physical and mental wellbeing of residents across Stockport, but we have also seen the launch of both the new Sport England Strategy (Uniting the Movement) and the refreshed Greater Manchester Strategy (GM Moving in Action).
- 1.4 This report provides an update on the refreshed ONE Stockport Active Communities Strategy. The updated strategy will continue to adopt a whole systems methodology, but one that is aligned to the new national, Greater Manchester and local priorities, as well as continuing to mitigate against the negative impact of Covid-19 on the wider health and wellbeing of people in Stockport.
- 1.5 Local strategic priorities will focus on alignment to the ONE Stockport Borough Plan, the Stockport Climate Action Now Strategy, the Stockport ONE Health and Care Plan, the All-Age Mental Health and Wellbeing Strategy and the Thriving Communities Programme
- 1.6 Strategy development has involved extensive engagement with residents, services and partner organisations. Feedback was largely positive with amendments incorporated as appropriate. A detailed engagement report can be found in Appendix 2.

2. BACKGROUND

- 2.1 Evidence that physical activity and movement are good for us is undisputed. However, the factors that currently result in a more sedentary and less active lifestyle are complex. As a result, on average people in the United Kingdom today are 24% less active than in 1961 across all age groups.

- 2.2 Evidence from other high-income countries in Europe, such as Finland, the Netherlands and Germany, shows that behaviour change across all sections of society requires large scale and sustained effort at all levels, if daily physical activity is to be regarded as the norm in the modern world.
- 2.3 It requires all sectors to accept the need for change, think long term and build on what the evidence demonstrates to both work and be cost effective. Tackling physical inactivity is pivotal to addressing many of the local health, social, regeneration, transport, environmental and educational inequalities and priorities. Even small increases in levels of physical activity can result in significant improvement to the health of both individuals and populations.
- 2.4 Humans are designed for physical activity. Our bodies have evolved to be active for sustained periods of time, being able to walk long distances interspersed with short and explosive bursts of energy in order to search for shelter, gather food and capture prey.
- 2.5 It is only in the latter half of the 20th century that physical fitness and activity have become non-essential to our daily lives. We walk and cycle less, as cars become more affordable and convenient; automated and computerised jobs require us to be less physically active and electrical appliances have made domestic chores less physically demanding.
- 2.6 Whilst technology has improved our quality of life in many ways, it provides us with many sedentary ways to both carry out our daily routines and fill our leisure time. Consequently, we are less active, walk less, sit down more, and expend less energy.
- 2.7 The physical demands placed on our bodies are now so low that our functional capacity has reduced and public levels of fitness have fallen to the extent where it is now impacting negatively on the health of all sections within the population. For the first time in the evolution of humans, it is now necessary to find ways of consciously building physical activity into our daily routines to remain healthy.
- 2.8 Stockport has traditionally compared well in terms of levels of physical activity across all age groups – indeed, the very latest Sport England Active Lives data for adults (aged 16+) indicates that Stockport is the most active Borough across GM and that Stockport is above the England, Northwest & GM averages for both ‘active’ and ‘active & fairly active’ adults

	Active (an average of 150 mins+ per week)	Fairly active (an average of 30-149 mins per week) & Active	Inactive (less than an average of 30 mins per week)
Stockport	64.8%	74.4%	25.6%
England	60.9%	71.3%	28.7%
NW	59.6%	71.1%	28.9%
GM	58.0%	69.5%	30.5%

(Sport England Active Lives Survey October 2021)

- 2.9 Whilst this may initially seem positive – and it is a good foundation on which to build – it also means that around 80,000 adults in Stockport are not meeting the Chief Medical Officer's minimum physical activity recommendations.
- 2.10 The most recent data for children and young people is more concerning, indicating that approximately 26,000 5–16 year olds in Stockport are not meeting the Chief Medical Officer's minimum physical activity recommendations.
- 2.11 The most recent data for children and young people suggests that the Covid-19 pandemic has impacted most detrimentally on Stockport residents under the age of 16 years, with 45% being categorised as 'active' prior to March 2020 (concerning in itself) but the recently published data in November 2021 indicates that this is now closer to 38% - now lower than the Greater Manchester and England averages;

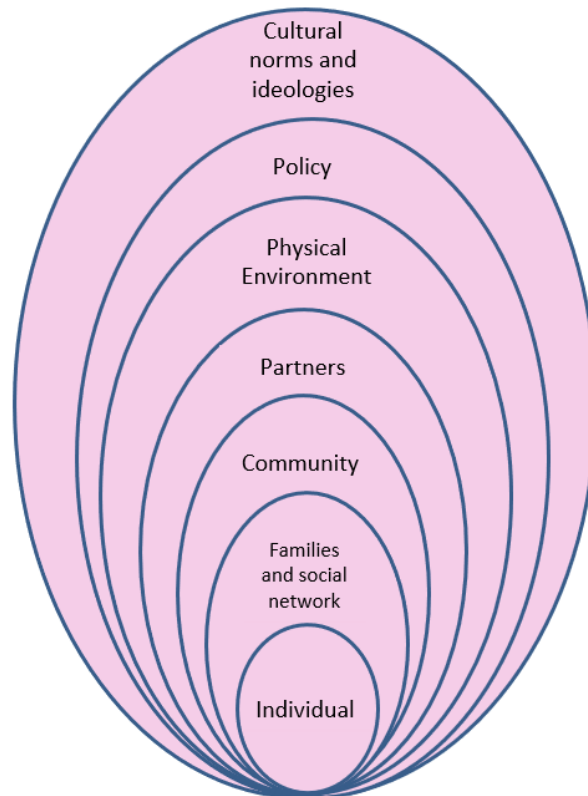
	Active (an average of 60 mins per day)	Fairly active (an average of 30-59 mins per day) & Active	Less Active (less than an average of 30 mins per day)
Stockport	37.9%	61.2%	38.8%
England	44.6%	67.6%	32.4%
NW	44.0%	61.8%	34.2%
GM	41.7%	63.4%	36.6%

(Sport England Children & Young People's Active Lives Survey, Academic Year 2020 – 2021)

3. STRATEGY REFRESH DEVELOPMENT

- 3.1 The ONE Stockport Active Communities Strategy will maintain the whole systems methodology. Systems evidence shows (including the Marmot Review into health inequalities in England, published in February 2010) that unless we address the fundamental challenges at each level, sustained improvement is unlikely.
- 3.2 In terms of physical activity, the model below summarises the identified system levels.

‘Stockport More Active, More Often’



- 3.3 The strategy (please see Appendix 1) outlines the approach, principles, implementation priorities, success criteria and wider outcomes.
- 3.4 The inclusion of case studies highlights the positive impact already seen through the current strategy programme work and gives examples of the potential to scale up based on the learning and insight gained.
- 3.5 The implementation plan aligned to the action priorities is currently being developed and will adopt an action research methodology to allow ongoing impact review. Lead responsibility for finalising and ongoing monitoring of the plan will sit with the ONE Stockport Active Communities Partnership.

4. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

- 4.1 The revenue and capital expenditure related to the strategy is accounted for in the Medium-Term Financial Plan

5. LEGAL CONSIDERATIONS

- 5.1 The report takes into account relevant equality legislation and legal support will be provided in terms of any future required procurement of services or equipment or other necessary legal aspects.

6. HUMAN RESOURCES IMPACT

- 6.1 This strategy has the potential to play a fundamental role in supporting the improvement of both the physical and mental wellbeing of the workforce. It will also help raise awareness of the importance of increasing levels of physical activity and reducing sedentary time in the workplace to help achieve this.

7. EQUALITIES IMPACT (See Appendix 3)

- 7.1 Equality impact analysis revealed that the impacts of the Active Communities Strategy are anticipated to be positive, especially benefitting the priority groups set out in the strategy - which overlap with some protected characteristics.
- 7.2 The aim to reduce the percent of inactive adults from 26% to 20% and inactive children and young people from 39% to 30% means that inactive children, young and older people will be supported and there is likely to be increased participation for these groups.
- 7.3 The other priority groups which we anticipate would be impacted positively are: our deprived communities and those residents not in employment who are least active; people with long term health conditions who are least active; older adults who are least active; people with specific needs or disability who are least active; women and girls who are least active; children and young people who are disengaged and at risk of becoming marginalised and are least active; young people Not in Education, Employment or Training (NEET) and are least active; young and adult carers who are least active; Looked After Children & Care Leavers; people who identify as LGBT+ and Black, Asian & Minority Ethnic residents who are least active.
- 7.4 Results from the engagement process showed that there were inclusivity concerns around specific groups being singled out in the strategy rather than the strategy being universal. In response, a detailed marketing and communications plan will be developed alongside the strategy. This will specifically help communicate the concept of 'proportionate universalism' (Sir Michael Marmot 2020) and consider how low participation groups want to receive information. Research is already underway to consider the reach of specific communication formats and dedicated officer support is already committed to the development of this piece of work.

8. ENVIRONMENTAL IMPACT (See Appendix 4)

- 8.1 The environmental impacts of the Active Communities Strategy are anticipated to be positive overall, beneficially affecting the whole borough.
- 8.2 The aim to create a sustainable environment that promotes physical activity which encapsulates care for, development of, and promotion of greenspaces for public use will promote positive outcomes.
- 8.3 The focus on tackling inequalities could increase the number of Stockport's residents using and benefitting from greenspaces. Further to this, the aim to embed physical activity within daily life, including further development of walking

and cycling routes, could result in fewer short journeys being made by car and so could have a positive impact on air quality through the reduction of pollution from vehicle emissions.

- 8.4 The Environmental Impact Assessment notes that, in line with the aim to increase and promote use of public greenspaces, consideration around increased capacity for waste disposal in public greenspaces, in line with the waste hierarchy, could be an area for review.

9. CONCLUSIONS

- 9.1 We know from engagement and conversations over several years that residents in Stockport have a growing understanding of the importance of an active lifestyle and many want to be more active as part of daily life.
- 9.2 However, significant numbers are not active enough to support their health and wellbeing across all stages of life - as referenced by the Chief Medical Officers of all four home nations. This is especially significant as residents move into older age.
- 9.3 Inactivity not only places excess strain on the health and social care system, but wide-ranging evidence illustrates the detrimental impact it has on individual achievement, social and economic development, community cohesion and in achieving carbon reduction targets.
- 9.4 A Stockport population that is 'More Active, More Often' has the potential to play a significant role in supporting the delivery of the 'ONE Heart, ONE Home, ONE Future' ambition of the ONE Stockport Borough Plan.

10. RECOMMENDATIONS

- 10.1 Cabinet is invited to comment on the strategy principles, implementation priorities, success criteria and wider outcomes.
- 10.2 Cabinet is asked to note and endorse the continuation of a whole systems methodology for the ONE Stockport Active Communities Strategy 2022-2030.

BACKGROUND PAPERS

Appendix 1 ONE Stockport Active Communities Strategy 2022-2030

Appendix 2 Engagement Report

Appendix 3 Equalities Impact Assessment

Appendix 4 Environmental Impact Assessment

Anyone wishing to inspect the above background papers or requiring further information should contact Russ Boaler, Megan Palin on Tel: 0161 474 3941, or by email on russ.boaler@stockport.gov.uk, megan.palin@stockport.gov.uk