

ONE Stockport Active Communities Strategy 2022-2030 Implementation Progress Update

Report of the Director of Public Health

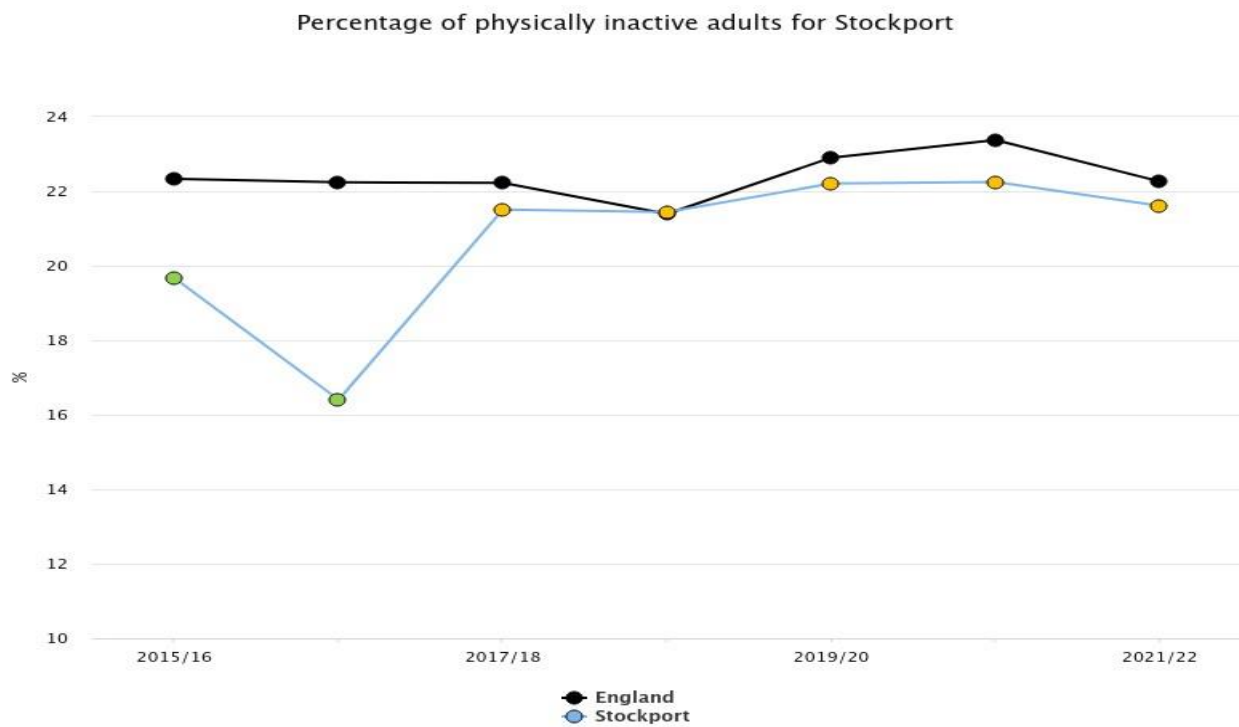
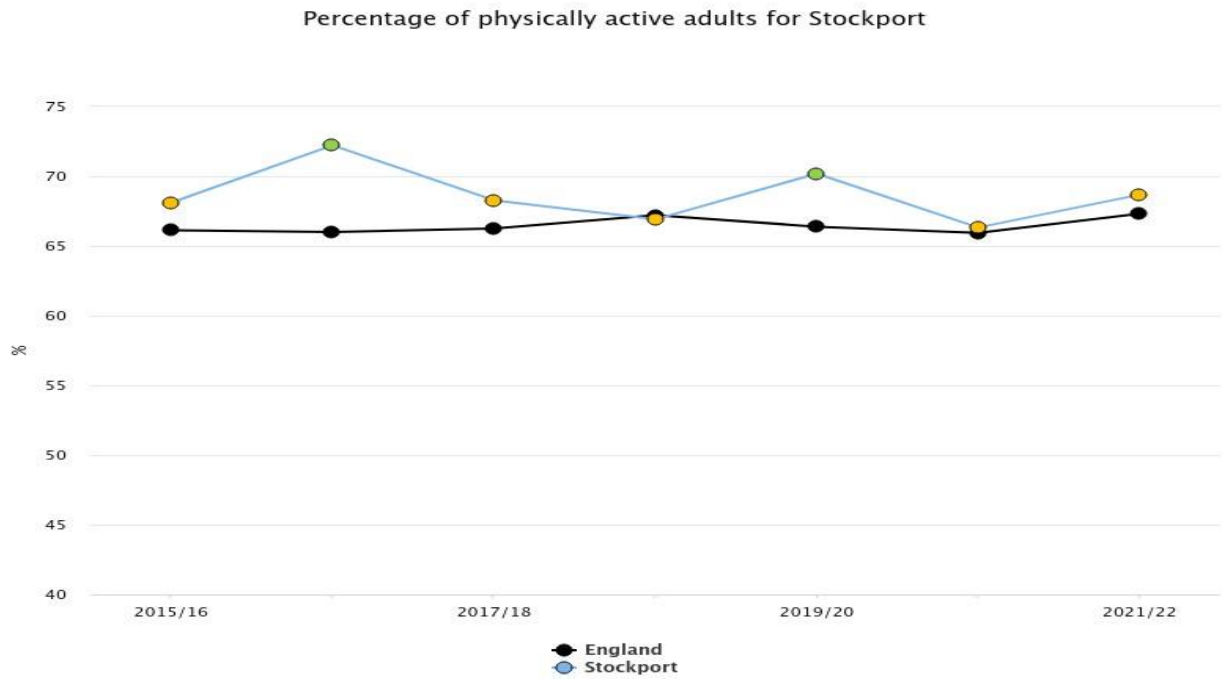
1. INTRODUCTION AND PURPOSE OF REPORT

- 1.1 There is an extensive evidence base that physical activity performed on a regular basis can deliver positive physical and psychological health benefits and can prevent or help manage over 20 common medical conditions.
- 1.2 Physical inactivity is now the fourth leading cause of non-communicable global mortality, causing an estimated 3.2 million deaths worldwide. In the United Kingdom it accounts for over 35,000 deaths per year and 3.1% of morbidity and mortality.
- 1.3 In Stockport, around 220 premature deaths could be prevented each year if minimum recommended levels of physical activity were achieved within the 40 – 79 years age group.
- 1.4 Physical inactivity costs the NHS in the UK around £1 billion per year (The King's Fund: Making the case for public health interventions). Including costs to wider society, this rises to around £7.4 billion a year (Public Health England: Everybody active, every day: an evidence based approach to physical activity). The estimated annual cost of physical inactivity to the health economy in Stockport is in excess of £6.5 million; with the additional costs associated with lost productivity to the wider economy within the Borough, this takes the estimate to over £24,500,000 per annum.
- 1.5 Despite this, it is estimated that 25,000 children and 60,000 adults in Stockport fail to meet the recommended minimum physical activity levels to maintain their health and wellbeing in the medium to long term.
- 1.6 This report provides the Board with a progress update on the outcomes of the ONE Stockport Active Communities Strategy – branded as Stockport Moving Together.
- 1.2 The strategy follows a community led, whole systems methodology that is aligned to national, Greater Manchester and local priorities.
- 1.5 Local Stockport Moving Together priorities focus on alignment to key local strategic priorities, including the ONE Stockport Borough Plan, the Stockport Council Plan, the Stockport Climate Action Now Strategy, the Stockport ONE Health and Care Plan (Neighbourhoods and Prevention) and the All-Age Mental Health and Wellbeing Strategy.

2. BACKGROUND

- 2.1 Stockport's data continues to compare well regionally and nationally in terms of the percentage of adults who are classed as 'active' (at least 150 minutes per week of

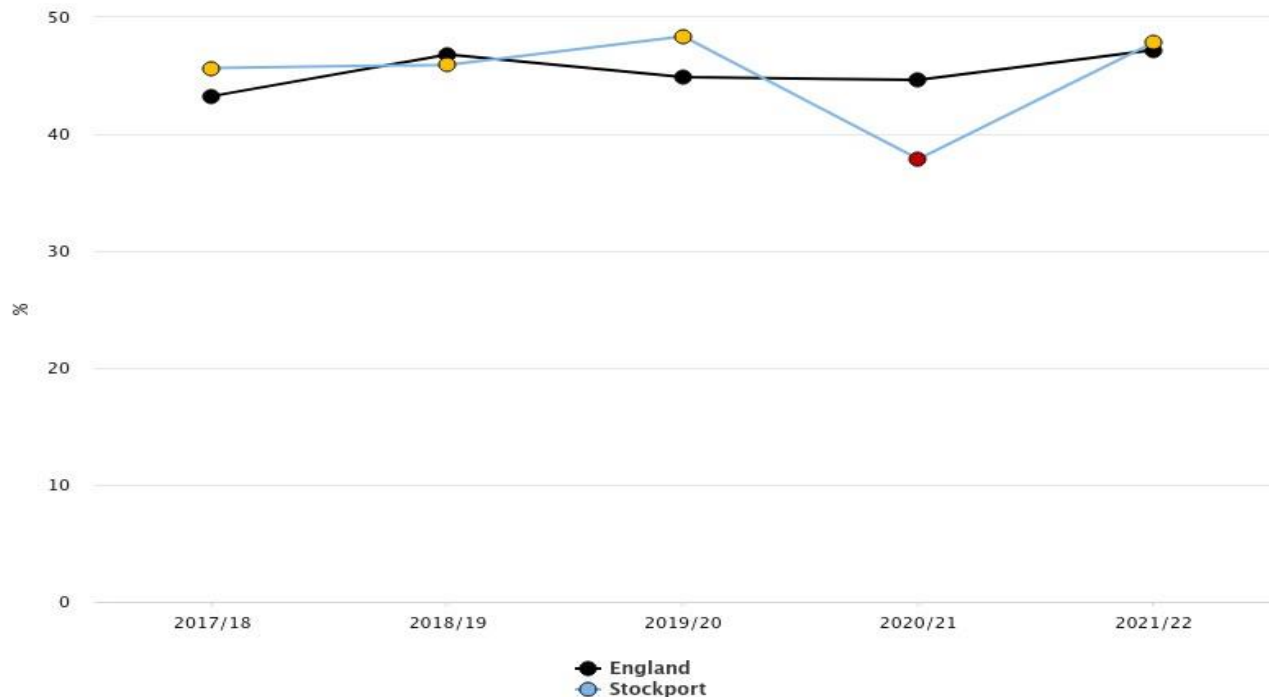
moderate to vigorous) and 'inactive' (less than 30 minutes per week of moderate to vigorous) by the Chief Medical Officers' definitions (CMO).



(Sport England Active Lives Survey 2015-22)

2.2 Data for children and young people classed as 'active' by the CMO definition (at least 60 minutes per day of moderate to vigorous) is similar to both regional and national.

Percentage of physically active children and young people for Stockport



(Sport England Children & Young People's Active Lives Survey, Academic Years 2017 – 2022)

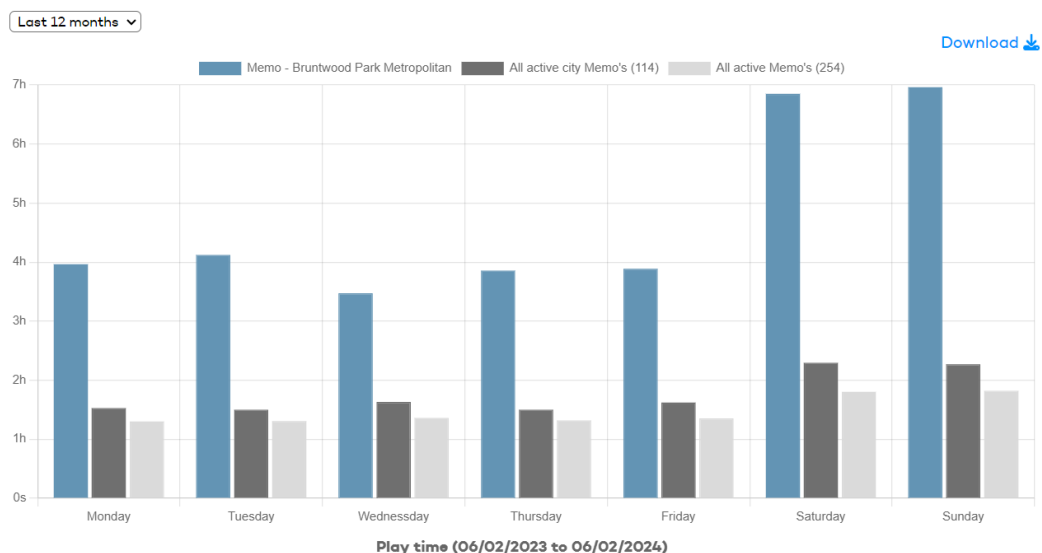
- 2.3 The data also indicates that the Covid-19 pandemic impacted most detrimentally on Stockport residents under the age of 16 years but that levels appear to have returned to those pre-COVID.

3. STRATEGY IMPLEMENTATION

- 3.1 Implementation is focused on the six priorities set out in the strategy (see Appendix 1, page 29). Although adopting a universal approach to support all residents in Stockport, implementation has a specific emphasis on supporting Stockport's most inactive residents in the groups identified and agreed following extensive community engagement (see Appendix 1, page 25).
- 3.2 In addition to this proportionate universalist approach, there is a recognition that for Stockport's most inactive populations, the current offer and traditional ways of working are not meeting need for these groups. Therefore, testing new ways of working, that is led by communities using action research methodology, is informing much of the implementation in neighbourhoods.
- 3.3 Partner organisations and community groups are working with residents to meet individual need alongside growing an already extensive provision for already 'active' individuals and groups. Whether this development is supporting a 'Place' such as the test and learn community programme in Brinnington (Appendix 2), working with the families of SEND children and young people to embed inclusivity across Stockport's provision (appendix 3 & 4), supporting older people, re-imagining the traditional leisure offer to better engage and support access to

activity and sport, utilising Stockport’s facilities and greenspace, building a network of walking and cycling routes to encourage active transport in a safe and high quality environment or working with primary care to embed physical activity into a developing social prescribing model (Appendix 5).

- 3.4 The co-produced implementation plan now has over 180 specifically focused actions and workstreams agreed by the Active Communities Implementation Partnership. This is a ‘live’ document accessible by all Implementation Partnership groups and organisations and is therefore constantly evolving and developing to meet emerging identified need.
- 3.5 Innovation, new ways of working and thinking are core to future implementation. An example of such innovation is the installation of new play equipment in Bruntwood Park. Equipment that gives new stimulus for younger people as an addition to more traditional equipment, whilst at the same time allowing more accurate engagement and use monitoring.
- 3.6 Stockport Council was one of the first Local Authorities in the United Kingdom to install a YALP Memo, a fully inclusive, interactive, inter-generational electronic play item. Children with additional physical or emotional needs can freely play with a choice of different games and can choose to play solo or with their friends, siblings, parents and carers. There are a range of interactive games that have different topics and difficulty levels.
- 3.7 The play item is typically active for 4hours per day during the week and this rises to 7 hours at weekend. Stockport’s second Memo will be fitted in Interchange Park due to open in March 2024.

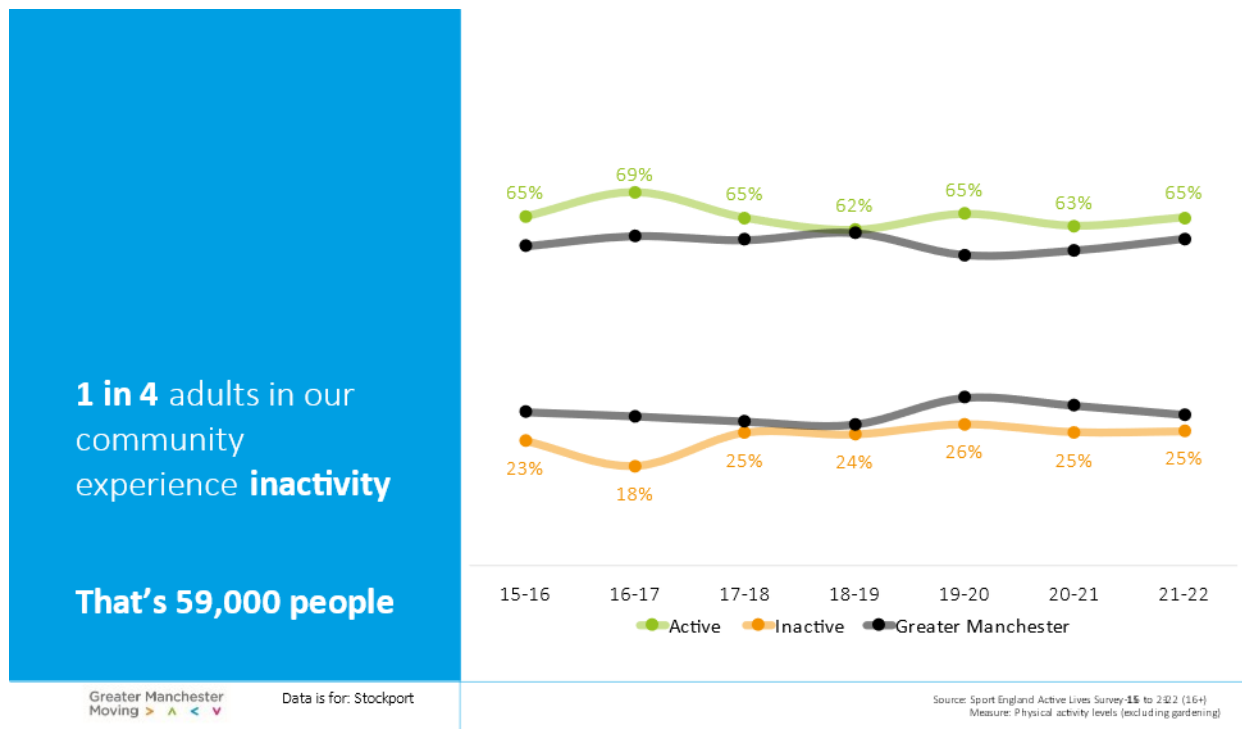


3.8

4. NEXT STEPS

- 4.1 Plans are currently being developed, and funding identified, to maintain an action research methodology element within the strategy through to 2028. This ‘test and learn’ element will continue to be led by residents and communities supported by both officers and VCSFE colleagues.

4.2 Data analysis and insight across Stockport indicates that although we compare favourably both regionally and nationally for residents who are defined as 'active' by the CMO definition, there is limited impact over the last seven years on Stockport's most inactive residents (CMO definitions).



4.3 Further analysis identifies some clear priorities for Stockport moving forwards;

- 1 in 4 adults still experience inactivity,
- Around 22,000 adults are doing something but not enough,
- Older adults (55+ year olds),
- Adults in the least affluent households National Statistics Socio-economic classification (NS-SEC) 6-8; semi-routine occupations, routine occupations, never worked and long-term unemployed,
- Adults with a limiting illness or disability,
- Almost half of our children and young people are active which means over half are not active enough,
- We have inequalities inside and outside of school,
- We have inequalities for children and young people in low affluence families
- We have inequalities in our culturally diverse communities,
- We have inequalities in school years 3-4 (7-9 year olds)

- 4.4 Progress over the last few years has provided a much better understanding of how a willingness to think and work in more innovative and collaborative ways can lead to meaningful outcomes. This has largely been on a smaller scale to date and one of the key challenges now is how to best scale that up across other neighbourhoods and priority groups.
- 4.5 As a Council owned Community Interest Company, Life Leisure are at the forefront of this work. Not only in embedding action research into their community outreach programmes but also re-imagining their physical infrastructure and facilities to not only provide a traditional leisure offer for those residents that engage with that, but to become a more holistic community wellbeing provider by repurposing facility sites as community hubs in conjunction with wider services such as Family Hubs. At the heart of their strategy is a principle of connection and collaboration with others across the wider system as a trusted contributor to the aspiration of a preventative health service.
- 4.6 Their further planned work includes;
- Continued provision development, approach and commitment to inclusion and accessibility, developing inclusive practice within all hub sites as part of staff training and development programmes. This includes the provision of new types of activity, including adapted bike sessions, inclusive fitness programmes and inclusive swimming.
 - Management and coordination of “deepening” work in Offerton as the next phase of the Place Partnerships work for Stockport. Employing improved and evidence-based methods of engagement to help increase physical and social activity in Offerton, using the learning from similar approaches in Brinnington.
 - Working with a range of partners, collaborating to provide and further develop support into accessing social and community activity through social prescribing. An enhanced model is being developed to improve the initial step that an individual may take into accessing activity, as well as increasing the number of accessible activities.
 - Active travel partnership with the Highways, Transport & Place teams, to collaborate on ‘Activation Events’ for infrastructure developments across the borough, such as new pedestrian crossings, new pathways, new walking and cycling routes. By utilising centres in close proximity to the schemes, the collective approach will work towards effective engagement and a sustainable offer to support active travel across the borough.
 - The increasing use of digital tools to enhance awareness of opportunity, alongside the principles of motivational interviewing to improve self-activation and adherence to physical activity interventions.
- 4.7 Examples of other partnership work includes working with specialists at Seashell to embed a specifically developed Inclusive Coaching and Mentoring programme for community providers, both large and small. This aims to improve accessibility of

opportunity for children and young people with special educational needs or disability into community provision - including the Holiday Activity and Food scheme. This work is being supported by Active Communities Experiences (Community Interest Company) following the success of their SEND Superstars programme.

- 4.8 Age UK Stockport are not only working closely to support the development of the physical activity social prescribing test and learn but are also playing a key role in supporting older people with long term health conditions to move more through programmes such as Confidence Walks (Appendix 6) and Walking Football. They also have a specific focus on supporting social interaction and reducing isolation through activity with programmes such as Social Gyms.
- 4.9 Support for schools continues to evolve and develop through the SHAPES Alliance, with further work underway through the Creating Active Schools programme to both increase activity and reduce long periods of sedentary learning across the curriculum and throughout the extended school day.
- 4.10 The VCSFE led Stockport Moves Network continues to promote a better understanding of all available services and activities across the borough, share the offer of activities to those who refer or signpost, build network connections, create a platform to improve connectivity across the sector and create opportunities to explore partnership working and collaboration - in doing so, helping to address key issues and challenges affecting the borough.

5. CONCLUSIONS

- 5.1 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.
- 5.2 However, significant numbers are not active enough to support their health and wellbeing across all stages of life. This is especially significant as residents move into older age.
- 5.3 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.
- 5.4 Stockport Moving Together partners across Stockport are well placed to continue to support residents to improve health outcomes through moving more as part of the Neighbourhoods and Prevention strand and, although likely to be positioned within Connected Communities, has the potential to impact positively across all pillars.
- 5.5 The Board may be particularly interested in the opportunities for health as the strategic focus on scaling up of the learning so far is combined with the ongoing innovation to support our most inactive residents.
- 5.6 Early intervention and prevention through physical activity - when aligned to the Borough's public health priorities and combined with continued and growing primary care engagement through brief intervention, formal referrals (to specialist

physical activity based services such as the Specialist Physical Activity Service) and maximising the opportunities of social prescribing - has the potential to lead to population level health improvement, reduced secondary care service demand and economic benefit.

- 5.7 The repositioning of Life Leisure, to not only continue to provide a high quality 'traditional leisure' offer, but to become a key provider and facilitator of health and wellbeing within the preventative offer across Stockport, also has great potential.
- 5.8 Partners, communities and organisations currently supporting the implementation of Stockport Moving Together are not only passionate about what they do to benefit Stockport's residents but are also leading innovation and systems thinking to have even greater impact.

6. RECOMMENDATIONS

- 6.1 The Health and Wellbeing Board are asked to;
- Comment on the progress outlined to date,
 - Note the ongoing and future opportunities to improve population and individual health outcomes through Stockport Moving Together
 - 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	Stockport Active Wellbeing Case Study
Appendix 3	Embedding Inclusivity
Appendix 4	ACE SEND Superstars
Appendix 5	Wellbeing Prescription
Appendix 6	Confidence Walks

Anyone wishing to inspect the above background papers or requiring further information should contact Russ Boaler, Tel:07891949016 or by email on russ.boaler@stockport.gov.uk