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29 July 2008

**Report to**  
Cabinet

**Report of**  
Director of Community Services

**Title**  
Promoting Physical Activity Strategy

**Ward**  
City-wide

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**1 Purpose of the Report**

- 1.1 Seek endorsement of the 'Promoting Physical Activity Strategy' following consultation with partners and the public.

**2 Recommendations**

Cabinet are asked to:

- 2.1 Approve the 'Promoting Physical Activity Strategy'.
- 2.2 Agree that the Physical Activity Action Plan be reported to the lead officers of the Health and Wellbeing Theme Group of the Coventry Partnership.

**3 Information/Background**

- 3.1 Coventry Primary Care Trust (PCT) and the City Council have led jointly on the production of this Strategy. Consultation on the Strategy has been carried out with the Health and Well Being Group of Coventry Partnership, Sustainable Transport Team and the Coventry's Sport and Physical Activity Network. The draft Strategy has been circulated to voluntary groups via the Coventry Ethnic Minority Action Partnership (CEMAP). The Strategy has been posted on the City Council's internet for access by members of the public. The report was presented to Management Board on 4 June 2008 and will be presented to Scrutiny Board 4 on 18 July 2008 as part of the consultation process.
- 3.2 There are high levels of obese and overweight adults and children living in the city. Coventry has a population of just over 300,000. Out of these, 51,622 adults and 11,034 children in the 5 to 15 year age range are obese. There are also low levels of participation in physical activity amongst adults and children living in the city. The combination of these two factors has led to the need for such a Strategy to be produced.
- 3.3 A national target has been set for 70% of the population to be physically active by 2020. Based on figures compiled in 2004, at present only 37% of men and 24% of women nationally meet the Chief Medical Officer's minimum recommendations for adults to carry out moderate levels of physical activity five times a week for 30 minutes.

- 3.4 In Coventry the figure is below the national average with just 23.7% of men and 13.8% of women physically active to the recommended level.
- 3.5 In Coventry 60% of the population eats less than the recommended five portions of fresh fruit and vegetables per day.
- 3.6 In Coventry only 22% of the population travel to work on foot, bicycle or use public transport, and half the population are dissatisfied with local public transport services. These statistics will need to improve if Coventry is to become a healthier and active city.
- 3.7 It is important that in Coventry we have a public policy that creates a supportive environment for physical activity which improves citizens' health and wellbeing, increases their life chances and the contribution that they can make to their community.

#### **4 Proposal and Other Options to be Considered**

- 4.1 The proposal is that the Strategy is adopted for the city.
- 4.2 The aim of the Strategy is to increase participation levels in physical activity in the city and close the gap between the city and the national averages. This will be achieved through a number of strategic objectives which will be organised by a range of teams and partners from the public and voluntary sector organisations. For example:
- Plan and deliver a "Coventry Active" marketing campaign to encourage a large number of people to make a small change in their physical activity levels.
  - Provide front line staff in the PCT and the City Council with accurate and up-to-date information on opportunities and facilities for physical activity through the Coventry Active database.
  - Target women as their participation levels are especially low.
  - Target schools – Longford Park, Leigh Church of England, Sowe Valley, John Shelton, Stoke Heath and Clifford Bridge primary schools in the first instance because these schools have the most overweight or obese children in the city's primary schools.
  - Mainstream "Coventry Let's Walk" walking scheme.
  - Support volunteering through establishing a volunteer management post.
  - Modernise or renew public leisure facilities, including Coventry Sports and Leisure Centre.
  - Deliver and develop evidence based interventions in areas of need, including One Body One Life, GP referral (Active for Health). Ensure that strategic planning processes contribute to creating a local environment, including facilities for outdoor recreation, physical activity and play, which support an active lifestyle. Appoint a Public Health Practitioner to second into the Planning and Transport division for a period of two years to support the above action. Deliver the Healthy Schools programme above national targets.

#### **5 Other specific implications**

|                                          | Implications<br>(See below) | No Implications |
|------------------------------------------|-----------------------------|-----------------|
| Best Value                               | √                           |                 |
| Children and Young People                | √                           |                 |
| Climate Change & Sustainable Development |                             | √               |
| Comparable Benchmark Data                |                             | √               |

|                                           | Implications<br>(See below) | No Implications |
|-------------------------------------------|-----------------------------|-----------------|
| Corporate Parenting                       |                             | √               |
| Coventry Community Plan                   | √                           |                 |
| Crime and Disorder                        |                             | √               |
| Equal Opportunities                       | √                           |                 |
| Finance                                   | √                           |                 |
| Health and Safety                         |                             | √               |
| Human Resources                           |                             | √               |
| Human Rights Act                          |                             | √               |
| Impact on Partner Organisations           | √                           |                 |
| Information and Communications Technology |                             | √               |
| Legal Implications                        |                             | √               |
| Neighbourhood Management                  |                             | √               |
| Property Implications                     |                             | √               |
| Race Equality Scheme                      |                             | √               |
| Risk Management                           |                             | √               |
| Trade Union Consultation                  |                             | √               |
| Voluntary Sector – The Coventry Compact   | √                           |                 |

#### 5.1 **Best Value**

Any services will be procured in accordance with City Council procurement regulations to ensure that best value is attained.

#### 5.2 **Children and Young People**

The Strategy will target children and young people and educate them on the benefits of leading healthy lifestyles and taking up positive activities in and out of school curricular time.

#### 5.3 **Coventry Community Plan**

Sport and Physical Activity is a cross cutting theme in the Sustainable Community Strategy.

Two sports related indicators are part of the proposed new Local Area Agreement targets: NI 8 – sports participation amongst adults and; NI 110 Young people's participation in positive activities.

#### 5.4 **Equal Opportunities**

The Strategy aims to ensure that all sectors of the community are catered for and promotes inclusion for residents of the city.

#### 5.5 **Finance**

Finance for some parts of the action plans will be secured through existing departmental, partner and stakeholder budgets. This will enable a strategic approach to be co-ordinated through existing resources.

External funding will be sought for other parts of the action plans by the public and voluntary sector organisations, e.g. continuation of walking and cycling programmes.

#### 5.6 Impact on Partner Organisations

Partner organisations assistance is required to deliver programmes and tasks identified in the Strategy.

#### 5.7 Voluntary Sector – the Coventry Compact

In order for the Strategy to be successful, assistance from the voluntary sector will be required to set up programmes in community venues. The success of the Strategy will also require volunteers to deliver the activities.

### 6 Monitoring

- 6.1 The Strategy action plan will be reported back to the Health and Wellbeing Theme Group of the Coventry Partnership on an annual basis.

### 7 Timescale and expected outcomes

- 7.1 Copies of the Physical Activity Strategy will be printed and available for distribution from August 2008.
- 7.2 The Action Plan will be completed by October 2008.
- 7.3 An annual report will be delivered to the Health and Wellbeing group of the Coventry Partnership on an annual basis.

|                                                                             | Yes               | No |
|-----------------------------------------------------------------------------|-------------------|----|
| <b>Key Decision</b>                                                         | √                 |    |
| <b>Scrutiny Consideration<br/>(if yes, which Scrutiny meeting and date)</b> | √<br>18 July 2008 |    |
| <b>Council Consideration<br/>(if yes, date of Council meeting)</b>          |                   | √  |

#### List of background papers

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Papers open to Public Inspection

| Description of paper                           | Location |
|------------------------------------------------|----------|
| Physical Activity Strategy, West Orchard House |          |

# Promoting Physical Activity

## *A strategy for Coventry*

### 2008 - 2012

**DRAFT**



Coventry **NHS**  
Teaching Primary Care Trust



Coventry City Council

[www.coventry.gov.uk/sports](http://www.coventry.gov.uk/sports)



# Promoting Physical Activity

*A strategy for Coventry*

2008 -2012

**DRAFT**



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# 1. Message from Caron Grainger and Ken Taylor



We are delighted to introduce a Physical Activity Strategy for Coventry.

Coventry City Council and Coventry Primary Care Trust share a vision of health and well being for all the citizens in our city.

The national target of 70% of the population achieving recommended levels of 30 minutes of moderate intensity physical activity, 5 times a week by 2020 is challenging. Current figures show growing levels of inactivity and increasing car use at the expense of more active lifestyles including walking, cycling and participation in active leisure and sports. These trends contribute to a growing range of avoidable health problems, including obesity.

In a world of finite resources it makes sense that we take a strategic approach to promoting physical activity. Partnership between health, transport, leisure providers and those promoting active and healthier lifestyles will be essential if trends in activity are to be reversed.

The document sets out the vision and aims of encouraging everyone in Coventry to adopt a healthier lifestyle. The success of the strategy will make an important contribution to improving health and well being of the people in Coventry.



**Caron Grainger**

Joint Director of Public Health,  
Coventry City Council and  
Coventry Primary Care Trust



There is compelling evidence that increased participation in physical activity can have a profound effect on health and well being for people of all ages.

This strategy is the first produced for Coventry, and is the result of extensive consultation with all of the numerous providers of, and enablers for, physical activity in the City. This strategy will provide the “joined-up” strategic direction for development of services and facilities for all of those providers and enablers.

The strategy sets out a vision for reaching out to all age groups and areas in the city to promote a wide range of physical activity options complementing other strategies in the city.

The Council is committed to working in partnership to help deliver the activities and shared vision in the strategy. I am sure that by working together we will make a major impact for the development of physical activity in the city.

I am grateful to the many regional agencies, local organisations and interested individuals who have all significantly contributed to the development of this strategy.



**Ken Taylor**

Leader of Coventry City Council

## 2. Introduction

### 2.1 Rationale for a Physical Activity Strategy

Levels of obesity and diabetes are increasing rapidly. In England, obesity has increased by 50% in adults in the past decade, and diabetes has doubled in men and increased by 80% in women since 1991.<sup>1</sup> The 2001 census estimates Coventry's population at 300, 848 people living in 122,353 households which means that in Coventry some 51, 622 adults, and 11, 034 children aged 5 – 15 years are clinically obese.

We are becoming an increasingly inactive society. The changing nature of our work the introduction of computers and of computer games, the impacts of television, DVD and video players, increasing pressures on our parks and open spaces and safety concerns about children playing outdoors have all contributed to decreasing levels of physical activity across our society. We may now have a population that is less physically active than at any time in history. As car ownership has increased and as the proportion of our trips that are short have fallen, we are covering fewer miles on foot or by bike: a decline of over 20% in miles walked since the mid 1980s, and over 10% in miles cycled. When all sources of activity are considered, only 37% of men and 24% of women nationally currently meet the Chief Medical Officer's minimum recommendations for activity in adults and are sufficiently active to benefit their health.<sup>2</sup> In Coventry this is below the national average with just 23.7% of men and 13.8% of women physically active to the recommended level.

There are increasing concerns about the health of the nation and, for the first time ever the life expectancy of many of our children is lower than that of their parents. And it comes at a cost to communities, local authorities and the NHS.

Developing public policy that creates a supportive environment for physical activity has the potential to save: human lives, health care resources and industry lost production costs.

*Coventry is adopting the approach of encouraging small changes in large numbers of the population - "SMALL CHANGE - LARGE GAIN"*



1. [www.heartstats.org/CHD](http://www.heartstats.org/CHD) statistics fact sheet 2006 u.k.

2. Choosing Activity: a Physical Activity Action Plan March 2005.

## 2.2 Defining Physical Activity, Active Living, Active Recreation and Sport

The terms physical activity, active living, active recreation and sport sometimes get interchanged. Definitions for each are shown below with a diagram.

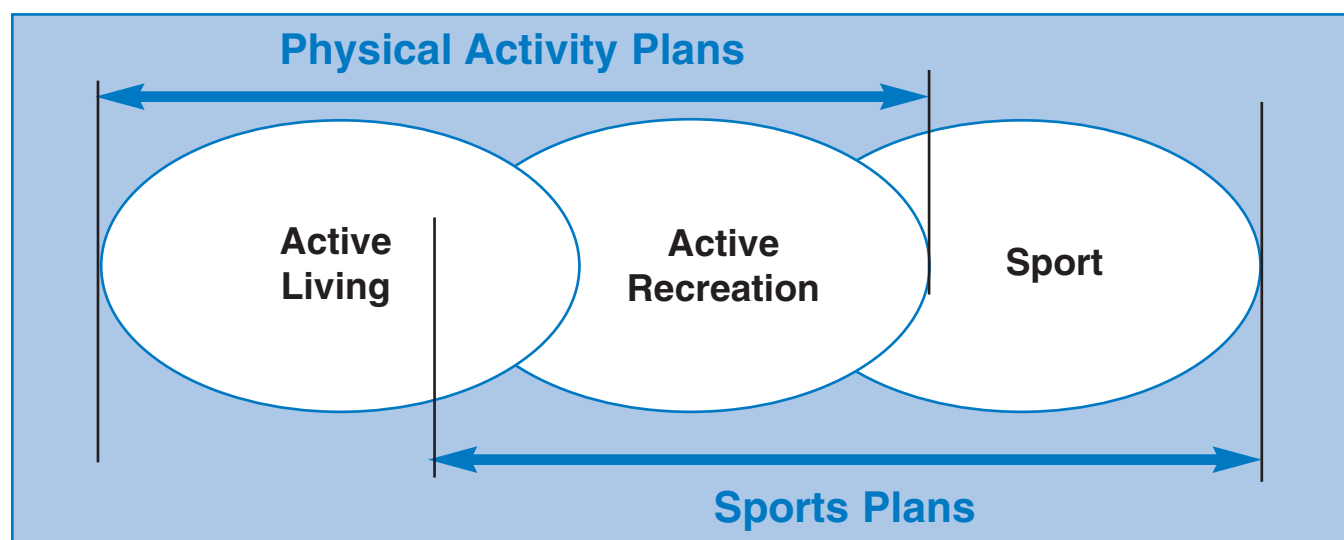
**Physical Activity** – is an all-encompassing term that includes active living, active recreation, health related activity, exercise, play and sport.<sup>3</sup>

**Active Living** – is a way of life in which physical activity is valued and integrated into daily living. (Government of Canada,1992).<sup>4</sup> For example: active transport, gardening, everyday walking, everyday cycling, DIY.

**Active Recreation** – is generally unstructured activity that individuals freely pursue in their leisure time for a sense of enjoyment that also benefits their physical, social and emotional well-being . For example – exercise, play, dance, walking, cycling, swimming for leisure, aerobics.

**Sport** – 'means all sorts of physical activity, which includes casual or organised participation, aimed at expressing or improving physical fitness and mental well-being, forming social relationships, or obtaining results in competition at all levels' (Council of Europe, European Sports Charter, 1993). This includes informal sport, which may take place in the park or garden, as well as formal and competitive sport such as football and netball leagues, cricket, basketball or athletics.

All aspects of physical activity are important and need further promotion. The diagram below shows the inter relationship the Physical Activity Strategy will have with the City's Sport Strategy. Coventry's Sport and Physical Activity Network (SPAN) have commenced a programme to write a new Sports Strategy for the City.

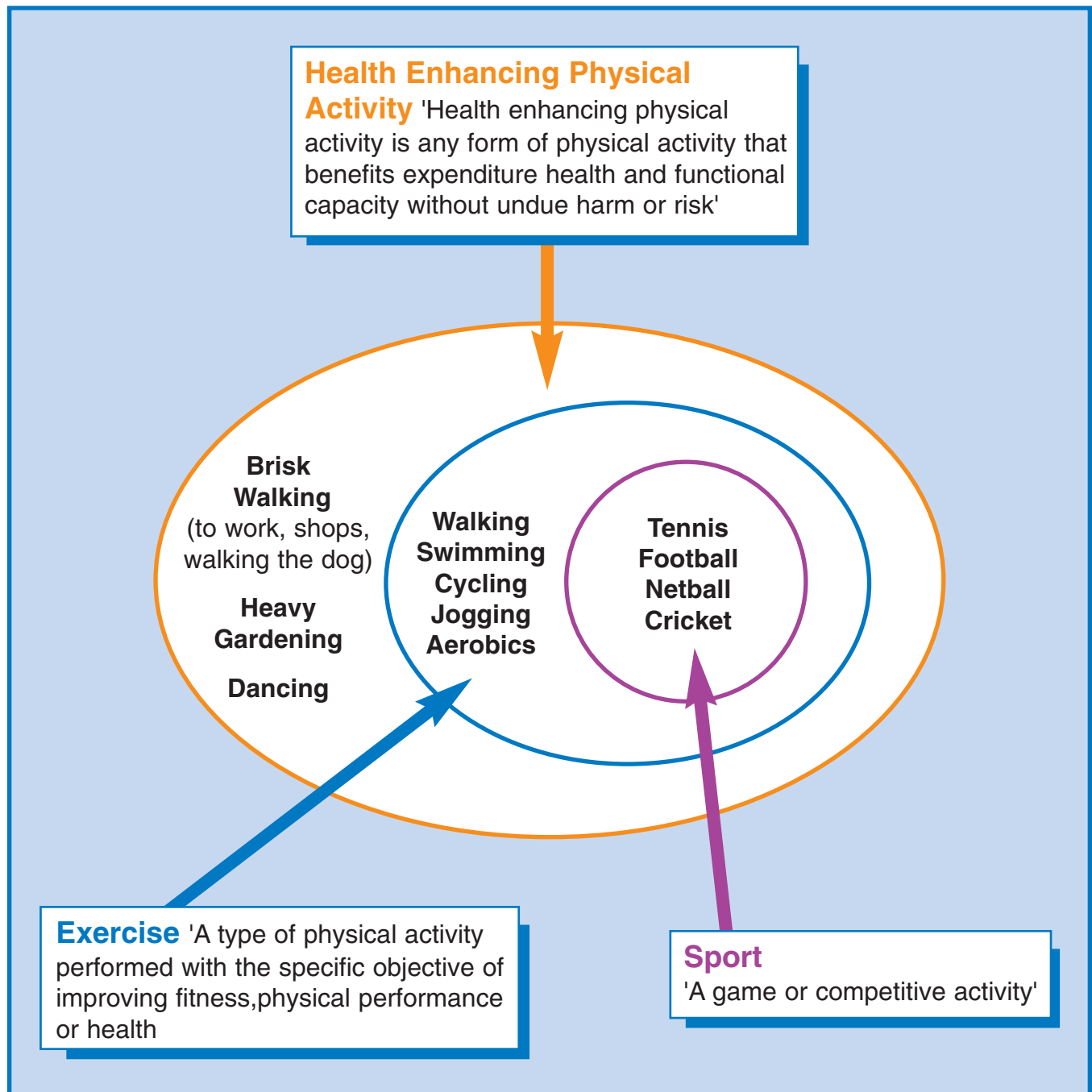


**We must focus on delivering strategies and action plans that improve the levels of physical activity, active recreation and Sport in the City.**

3. Department of Health: Choosing Health: Making healthier Choices; Public Health White Paper Nov 2004.

4. Department of Health: Choosing Activity: a physical activity action plan: March 2005.

A strategy for increasing physical activity involves far more than the promotion of competitive sport. Health enhancing physical activity covers, in fact, a very wide range - from walking to work or school, physical play, heavy gardening, even heavy housework; through to participation in a football or netball match. And at different times in their lives, different individuals will have different needs and approaches, involving themselves in changing ways. The diagram below shows the wider inter-relationship of physical activity, exercise and sport.



In Coventry we want to get those people who do very little (the outer ring) moving; to get those who are taking some activity to be more active; and to provide the opportunities for those who excel at sport to make the most of their potential. We also want to prevent people who have been sports 'driven' or highly active from dropping out, at other stages of their life, into the outer circle of inactivity. In order to achieve this we need to work as a partnership to ensure that Coventry is a city where everyone is aware of the opportunities to be active, both as a chosen pursuit and as part of their everyday life.

## 2.3 Physical Activity Health Benefits

Strong evidence confirms that there are many potential physical health benefits of regular moderate physical activity.<sup>5</sup> The research paper associated with this strategy details this research for those interested in the national reference base. The key benefits are summarised below:

### Physical Benefits

- Reduces risk of premature mortality
- Reduces Cardio Vascular Disease
- Reduces risk of developing some cancers
- Reduces risk of developing Type II diabetes
- Helps to prevent or reduce hypertension
- Helps to prevent or reduce osteoporosis
- Helps to control weight and reduce risk of obesity
- Can help with the management of painful conditions including joint pain

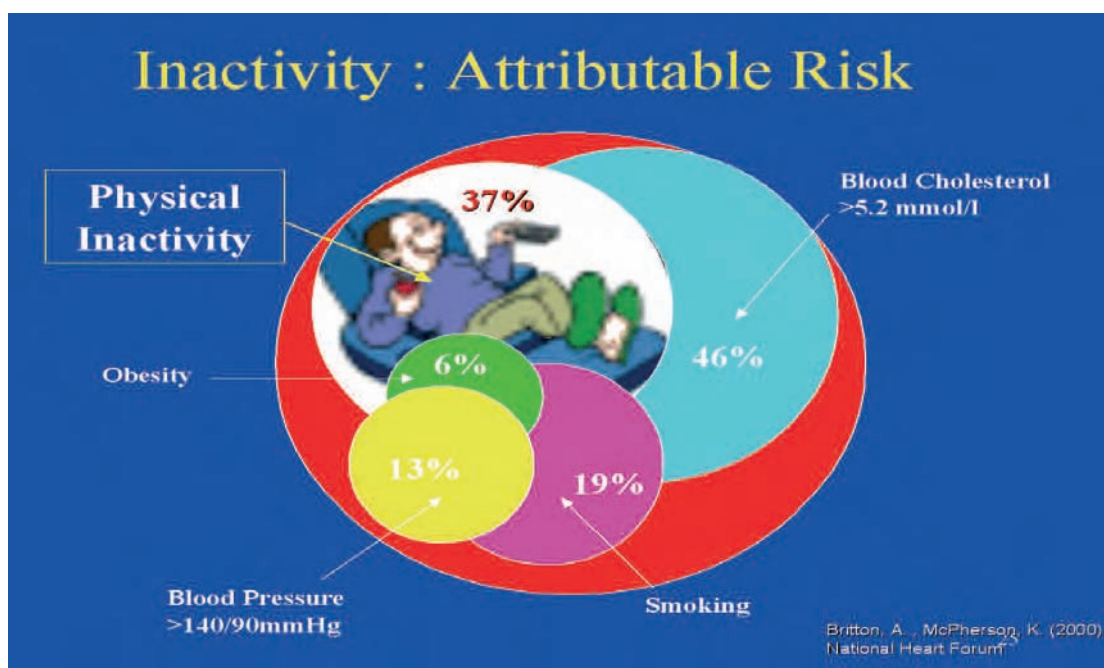
### Psychological Benefits

- Can provide relief from symptoms of depression and anxiety
- Can enhance and protect brain function

### Social Wellbeing and Quality of Life

- Can improve self-confidence
- Can improve social interaction and integration
- Can improve independence and mobility in later life

It is recognised that physical inactivity is one of a range of risk factors involved in the conditions above.



5. Based on individuals meeting the recommended levels of physical activity for their age.

## 2.4 National Policy Drivers

There have been numerous policy drivers over the last 10 years, a range of these are summarised below, and outlined in more detail in the research paper accompanying this strategy.

- Saving Lives: Our Healthier Nation (1999)
- Choosing Health white Paper (2004)
- The Chief Medical Officer's Report "At Least Five a Week" (2004)
- Tackling Health Inequalities: A Programme for Action (2003)
- The Wanless Report (2002)
- Game Plan – The Government's Strategy for Sport and Physical Activity (2002)
- Allied Dunbar Survey (1992)
- PE School Sport and Club Links Strategy
- National Healthy School Standard
- A New Deal for Transport: Better for Everyone (1998)
- National Cycling Strategy (2006)



## 3. Coventry - Where are we now?

We need to understand where we are currently, and how we compare regionally or nationally in terms of:

- Inequalities in health in the population
- Levels of physical activity in the population
- Services, interventions, facilities, opportunities and resources for physical activity

We know that if patterns of physical activity and healthy lifestyles are acquired during childhood and adolescence they are more likely to be maintained throughout the life-span. Consequently, improving physical activity levels in young people is imperative for the future health of all populations.<sup>6</sup>

However we know that there are barriers to participation that are well established, and should influence service and facility provision these are listed below:

- Lack of knowledge and information
- Lack of time
- Lack of an exercise partner or social support
- Not the 'sporty type'; lack of perceived required skills
- Financial restraints
- Lack of available or 'welcoming' facilities
- Lack of motivation and willpower
- Fear of injury, fear of embarrassment (elderly groups)
- Don't enjoy it
- Fear of overdoing it

**A range of areas have been considered for which there is some robust data. It is acknowledged that this is not exhaustive, and that data is in some cases not as robust or valid as desired, often due to over estimation in surveys.**

Obesity levels have increased (26.2% of GP patients were recorded as being obese during the 15 months to September 2006) and there is little evidence of people taking more exercise or eating more healthily.

### 3.1 Coventry Health:

#### How Does Coventry Compare Nationally or Regionally?

##### Obesity

Information from the Census, national and local services gives the following facts to show extent of the obesity levels in Coventry:

- Over half of Coventry's adult population is overweight and 23% are clinically obese, that is 51, 622 obese adults.<sup>7</sup>
- approximately 4% greater proportion of children and young people in Coventry are affected by obesity than the average across the country.

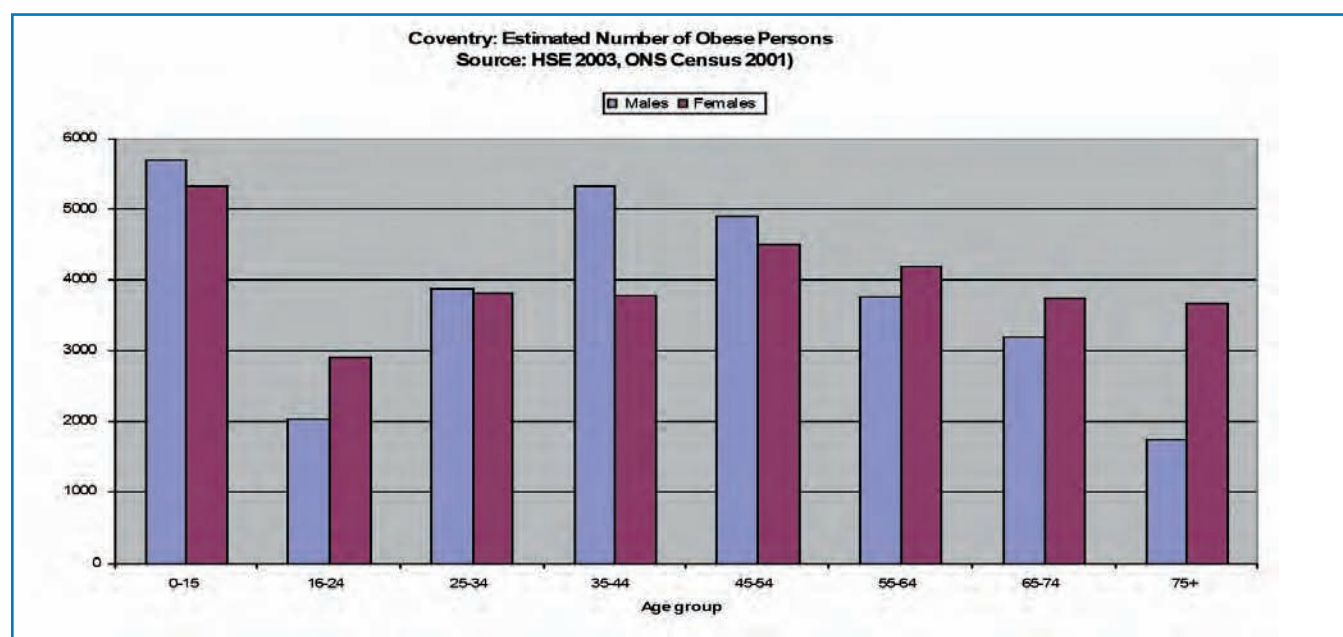
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6. [http://www.who.int/dietphysicalactivity/factsheet\\_young\\_people/en/index.html](http://www.who.int/dietphysicalactivity/factsheet_young_people/en/index.html)

7. Coventry PCT and Coventry City Council are developing an Obesity Strategy, which will prioritise prevention of obesity, treatment and the creating an environment that makes it easier to choose healthy lifestyles.

- Of the 59,463 children aged 5 – 15 years living in Coventry, 28 % of girls and 22% of boys are overweight, and 18.5% are clinically obese that is 11,034 obese children.
- Based upon measurement of 5 and 11 year olds in schools, the assumption is that 18.3% of children aged 2-15 are obese and nearly one third are either overweight or obese.<sup>8</sup>
- 60% of the population eat less than 5 portions of fresh fruit and vegetables per day.
- Only 22% of the population travel to work on foot, bicycle or public transport with half the population dissatisfied with local public transport services

**Table 1 below estimates the number of obese persons in Coventry:**



51, 622 obese adults (23%)

11, 034 clinically obese children (18.5%)

## Healthy School Standards

- The national target is to have 100% schools involved in Health Schools Standards by December 2009
- Coventry has 118 schools in the city
- 116 schools are already participating in the programme (98.3%)
- Local targets have been set to achieve Healthy School Standards at 68% by December 2007 and 95% by December 2008
- By March 2008 - 64% schools in the City had achieved Health School Standards (76 schools)

## Consumption of fresh fruit and vegetables

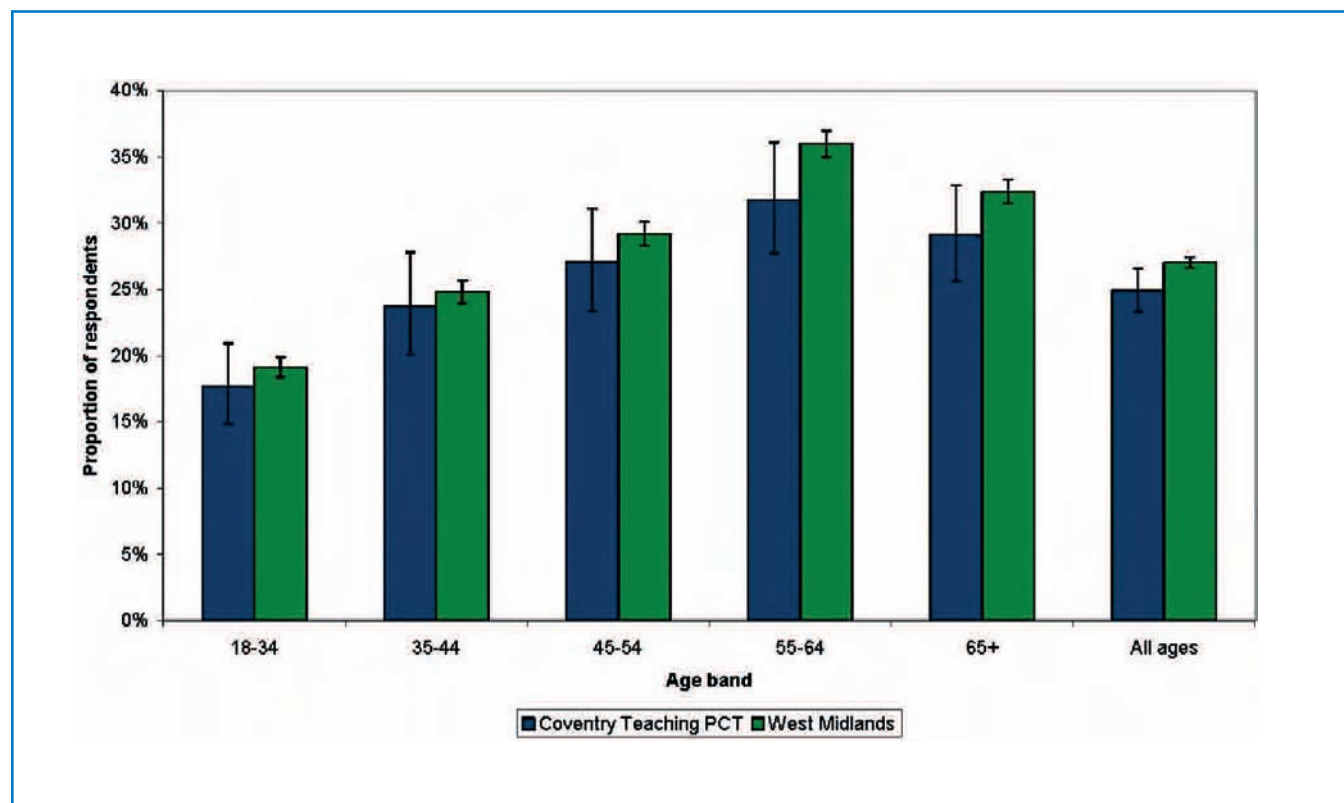
- Across the Region the Regional Lifestyle Survey 2005 found that the proportions of males and females eating the recommended 5+ portions of fresh fruit and vegetables was low (22.2% of males and 31.5% of females). This compares to 23% of males and 24% of females from the last HSfE (HSfE, 2003).

8. Based on information from Census, national and local service data from Coventry PCT.

- Table below shows in both areas that the proportion of respondents consuming 5+ portions of fruit and vegetables per day increases with age up until the oldest age band. The highest proportions of respondents consuming the recommended daily intake are aged between 55 and 64 years.

**Coventry Teaching PCT average of 31.8% is below the West Midlands Average of 36.0%.**

The table also shows that adults in Coventry consistently eat less fruit and vegetables than adults in the West Midlands and is below the national average.



### School Travel Plans and Travel

- By March 2008 66% of schools in Coventry, including all but two state secondary schools, have approved Travel Plans. This is slightly behind the national target of 70%.
- All schools including independent schools should have school travel plans by 2010.
- In total, Coventry has received just over £1/2m in capital grants. However it should be noted that plans do not necessarily mean that activity levels in young people are actually raised.
- 22% of Coventry's population travel to work on foot, by bicycle or public transport, with half the population dissatisfied with local public transport services
- the regional West Midland Transport Plan has a target to have 30% Workplace Plans. Coventry is currently ahead of this target with 32% Workplace Plans in operation.

### Levels of Physical Activity: In Schools and Education

- The national target for 5-15 year old's spending at least 2 hours each week on PE and sport was 75% in 2005/06.
- In the 2006 survey, national average came out at 80%. Coventry's average was 76.5%

- 6 secondary schools, and 27 primary schools in 2006/7<sup>9</sup> were not reaching 100 minutes on PE per week against the target of 120 minutes

### Levels of Physical Activity: In adults

- Coventry is below the national average for participation at 18.7%, against 21% of the adult population nationally who take part regularly<sup>10</sup> in sport and active recreation.
- Coventry at 18.7% is also below the regional average. Regionally, regular participation ranged from a high of 22.6% in the South East region to a low of 19.3% in the West Midlands. Sport and recreation participation in the West Midlands, as a region, is the lowest in the country.
- Walking is the most popular recreational activity (239 different sports and recreational activities were counted) for people in England. Over 8 million adults aged 16 and over (20%) did a recreational walk for at least 30 minutes in the last 4 weeks. 5.6 million people (13.8%) swim at least once a month while 4.2 million people (10.5%) go to the gym.

**Coventry's participation levels are below the national average and in the bottom quartile of the country.**

### Active People Survey 2006 - Participation levels

|                               | Local | Sub Regional | Regional |
|-------------------------------|-------|--------------|----------|
| <b>Male</b>                   | 23.7% | 24.7%        | 22.2%    |
| <b>Female</b>                 | 13.8% | 17.6%        | 16.6%    |
| <b>White</b>                  | 18.4% | 21.1%        | 19.6%    |
| <b>Non White</b>              | 20.4% | 21.0%        | 16.5%    |
| <b>Limiting Disability</b>    | 10.6% | 9.3%         | 7.9%     |
| <b>No Limiting Disability</b> | 20.1% | 23.1%        | 21.6%    |
| <b>NS-SEC 5,6,7,8 (C2DE)</b>  | 14%   | 15.9%        | 14.7%    |

**Female participation in sport and active recreation is well below the national and regional average.**

9. Ref PE and School Sport Club Link Survey 2006-7

10. Regular participation in sport and recreation is defined as taking part on at least 3 days a week in moderate intensity sport and active recreation (at least 12 days in the last 4 weeks) for at least 30 minutes continuously in any one session. Moderate intensity is defined by having walked at a brisk pace and for sport having raised the breathing rate.

## Levels of Volunteering In Adults

### Volunteering In sport & active recreation(Detail)

|                     | Local | Sub Regional | Regional |
|---------------------|-------|--------------|----------|
| <b>Volunteering</b> | 3.6   | 5.1          | 4.7      |
| <b>Male</b>         | 4.7%  | 6.8%         |          |
| <b>Female</b>       | 2.4%  | 3.4%         |          |
| <b>White</b>        | 3.7%  | 5.2%         |          |

**Coventry's volunteering levels (3.6%) are below the national average and in the bottom quartile for the country.**

## Levels of Satisfaction with Public Leisure Provision

### Comprehensive Performance Assessment

Through the Audit Commission, central Government now uses the Comprehensive Performance Assessment to measure performance by local authorities.

Coventry's performance in these indicators is poor and Coventry sits in the bottom quartile nationally for participation, volunteering and BVIP satisfaction levels.

### Best Value General Household satisfaction Level (BV119A)

| Year           | Score | National Average |
|----------------|-------|------------------|
| <b>2003/04</b> | 53%   | 55%              |
| <b>2006/07</b> | 50%   |                  |

Satisfaction levels in Coventry reduced by 3% from 2003/04 to 2006/07. Nationally there was a 3% increase in satisfaction levels during this period.

**Coventry is in the bottom quartile nationally for satisfaction levels and the worst in the West Midlands.**

### Provision of Public Leisure Facilities (Quality Assured)

Coventry also only achieves the lower threshold at 47% of the population that is within 20 minutes walking time (by foot) from a range of three different sports facilities, of which one must have achieved a quality assured status. Coventry Sport Centre is the only quality assured public leisure centre facility in the city. This compares with the target of 30% - lower threshold, and above 50% - upper threshold

### 3.3 Where Should The Interventions and Development Be Targeted in Coventry?

Analysis of the key data above gives targets for interventions listed below;

- Target women and girls
- Target schools – Longford, Leigh Church, Sowe Valley, John Shelton, Stoke Heath and Clifford Bridge to start
- Invest in walking schemes
- Support volunteering
- Invest in modernisation of public leisure facilities
- Invest in information provision & marketing
- Continue work with C2 DE Socio Economic groups
- Work with people who have Mental Health, Learning and Physical disabilities
- Target non-white populations

### 3.4 What Interventions is Coventry Providing?

Coventry currently has over 220 providers<sup>11</sup> of physical activity providing over 5,000 hours of activity per week.

There is evidence that good practices are being employed in Coventry to tackle physical inactivity. The Local Authority has Beacon status for tackling health inequalities. Examples of current interventions include:

- Active for Health – A G.P. referral scheme for all health professionals commenced in November 2007 across the city.
- One body One Life – 12-week intervention programme that is family focussed. One or more member of the family has to be obese. Family members receive one hour of physical activity a week, one hour a week advice or demonstration on nutrition and a home visit to discuss family lifestyles.
- One body One Life – 12-week prevention programme that is targeted at overweight or sedentary children. Emphasis is on providing fun and active physical activity sessions.
- Walking programmes – for children, older adults, community groups and in the work place.
- Cycling programmes - for children and adults in the work place.
- Healthy Schools work and PE and sport work in schools.
- Improved provision for children's play through the Play Pathfinder programme.

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11. Source: Coventry Active Database 2008

## 4. Where do we want to get to?

Ambitions for Coventry need to respond appropriately to the national agenda as well as local issues.

### 4.1 Physical activity levels - Targets

#### Physical Activity amongst Young People:

- Increase levels of physical activity in young people by raising the 2 hours of high quality PE in schools for 5 - 16 year olds to 85% in 2008/9
- Target Schools where obesity levels are of most concern with family interventions such as One Body One Life

#### Physical Activity amongst Adults:

- Increase levels of moderate intensity physical activity in adults from 18.7% to 22% by 2011



## 5. How do we get to where we want to be?

*Coventry is adopting the approach of encouraging small changes in large numbers of the population - "SMALL CHANGE - LARGE GAIN"*

### **Proposed vision:**

"For Coventry to be a City that is recognised as being more active and therefore healthier than the national average across all age groups"

### **Proposed Aim**

To support people in Coventry, to significantly increase their participation in physical activity, particularly among women, school children and key schools.

### **Proposed key strategic objectives**

- To plan and deliver a "Coventry Active" marketing campaign to encourage a large number of people to make a small change in their physical activity levels
- To provide front line staff in the PCT and Coventry City Council with accurate and up to date information on opportunities and facilities for physical activity through the Coventry Active Database
- Target women and girls
- Target key schools – Longford, Leigh Church, Sowe Valley, John Shelton, Stoke Heath and Clifford Bridge to start
- Mainstream Coventry Let's Walk walking scheme
- Support volunteering through establishing a volunteer management post in Culture, Leisure and Libraries
- Modernise or renew public leisure facilities, including Coventry Sports Centre
- Deliver and develop evidence based interventions in areas of need, including One Body One Life, G.P. referral (Active for Health)
- Ensure that strategic planning processes contribute to creating a local environment, including facilities for outdoor recreation, physical activity and play that supports an active lifestyle
- Work in partnership with colleagues from the Sport and Physical Activity Network (SPAN) to increase participation levels and offer pathways to progression
- Appoint a Public Health Practitioner to second into the Planning and Transport division for a period of 2 years to support the above action
- All schools to have School Travel Plans by 2010
- 1,300 year 6 school children to gain a cycle training
- Increase the number of walking buses to schools
- Continue to deliver Healthy Schools programme above national targets

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12. Based on National Institute for Clinical Excellence (NICE) in March 2006 made the following recommendations on commonly used methods to increase physical activity, and the Choosing Health Action Plan recommended principles for tackling physical inactivity

## 5.1 Strategy, Consultation, Implementation, Monitoring, Evaluation and Review

This draft strategy was made available for consultation to stakeholders and the general public during April and May 2008. This was achieved by electronic distribution under Coventry City Council website, PCT website, voluntary organisations, public and invitation to comment from the list of consultees located in appendix 1.

Following consultation a final strategy will be taken forward for approval to Coventry City Council Cabinet, the PCT Board and the Health and Wellbeing Group that is part of the Coventry Partnership (the local strategic partnership).

The Health and Wellbeing Group will review and evaluate progress against the strategic actions annually, and update actions as required.



## 6. Acknowledgements

A wide range of individuals representing different local agencies and groups have contributed to the formulation of this strategy, either through provision of information and perspectives, or through participation in the workshops.

Every contribution has been invaluable in developing the shared vision, aims, targets and objectives of the strategy and of how we are going to reach these goals.

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Coventry PCT & Coventry City Council

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Coventry City Council

### **Alice Davey**

*Head of Culture, Leisure and Libraries*  
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### **Peter Barker**

*PCT Consultant in Public Health*  
Coventry PCT

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Children, Learning & Young People's  
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### **West Midlands Lifestyle Survey Staff**

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Birmingham

# Appendix 1

## LIST OF CONSULTEES

| Name                                                     | Organisation                                                                                                 | Address                                                                 | E-mail                           | Telephone                                                                                 |
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| Paul Breed<br>Chief Executive                            | Sports Foundation                                                                                            | Midland S.C.<br>Cromwell Lane<br>Coventry, CV4 8AS                      | pnbreed@covsf.com                | 024 7666 9602                                                                             |
| Chris Borrows                                            | PCT                                                                                                          |                                                                         | chris.borrows@uhcw.nhs.uk        |                                                                                           |
| Julia Clark                                              | The West Midlands Public Health Observatory<br>Birmingham Research Park, Vincent Drive<br>Birmingham B15 2SQ | 1                                                                       | julia.clark@wmpo.org.uk          | For general enquiries<br>phone 0121 414 8190<br>For data / research<br>phone 0121 415 855 |
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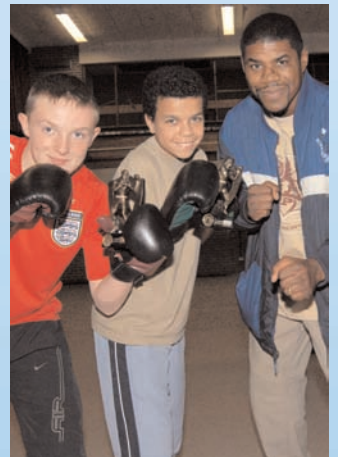
# Appendix 2

## COVENTRY STATISTICS

| Description                                                               | Coventry Performance | Regional Performance      | National Performance / Targets | Status                         | Detailed Breakdown                                                                                                |
|---------------------------------------------------------------------------|----------------------|---------------------------|--------------------------------|--------------------------------|-------------------------------------------------------------------------------------------------------------------|
| <b>Healthy Schools Registered</b>                                         | 64%<br>76 schools    | -                         | 95% by Dec 2008 Locally        | Amber                          |                                                                                                                   |
| <b>School Travel Plans</b>                                                | 66%                  | -                         | 70% by March 2008              | Amber                          | 100% by 2010                                                                                                      |
| <b>Workplace Travel Plans</b>                                             | 32%                  | 30%                       | N/A                            | Green                          | West Midlands Local Transport Plan                                                                                |
| <b>PESSCL</b><br>5-16 yr olds doing 2 hours of P.E. a week at school      | 76.5%                | 80%                       | 85% by 2008/09                 | Amber                          |                                                                                                                   |
| <b>Participating in Sport 3 x week</b><br>(Active People 2006)            | 18.7%                | 19.3%<br>21.1% sub region | 21%                            | Red Bottom Quartile Nationally | Male – 23.7 %<br>Female – 13.8 %<br>White – 18.4%<br>BME – 20.4 %<br>Disability – 10.6 %                          |
| <b>Participating in Sport 3 x week</b><br>(Household Survey 2006 results) | 16% City             | -                         | -                              |                                | Male – 16.6%<br>Female – 15.5%<br>White – 13.6%<br>BME – 2%<br>Disability – 13.8%<br>12.4% Priority Neighbourhood |
| <b>Volunteering for 1 hour a week</b><br>(Active People 2006)             | 3.6%                 | 4.7%<br>5.1% sub region   | 4.7%                           | Red Bottom Quartile Nationally |                                                                                                                   |

## COVENTRY STATISTICS continued

| Description                                                                                           | Coventry Performance                             | Regional Performance           | National Performance / Targets   | Status | Detailed Breakdown                                                                                                  |
|-------------------------------------------------------------------------------------------------------|--------------------------------------------------|--------------------------------|----------------------------------|--------|---------------------------------------------------------------------------------------------------------------------|
| <b>Medical Officer's Minimum recommendations for Physical Activity in Adults</b>                      | 23.7% Men<br><br>13.8% Women                     |                                | 37% Men<br><br>24% Women         |        | National Target for 2011                                                                                            |
| <b>Physical Activity 5 times a week</b><br>(Household Survey 2006 results)                            | 20.3%                                            |                                | Male 53%<br><br>Female 34%       |        | Male – 19.1%<br>Female - 21.6%<br>White - 17.6%<br>BME - 2.6%<br>Disability - 15.6%<br>19.6% Priority Neighbourhood |
| <b>Physical Activity more than 4 times a week</b><br>(W.M. Lifestyle Survey 2005)                     | Male 50.86%<br><br>Female 45.4%                  | Male 52.3%<br><br>Female 47.4% |                                  |        |                                                                                                                     |
| <b>At least 5 portions fresh fruit and vegetables a day</b> (W.M. Lifestyle Survey 2005)              | 19.8%                                            | 22.2%                          | 22.2% Males<br><br>31.5% Females |        |                                                                                                                     |
| <b>At least 5 portions fresh fruit and vegetables a day by age 18-34</b> (W.M. Lifestyle Survey 2005) | 17%                                              | 19.1%                          |                                  |        |                                                                                                                     |
| <b>Obesity Statistics</b>                                                                             | Adults 51, 622 (23%)<br>Children 11, 034 (18.5%) |                                |                                  |        |                                                                                                                     |



Coventry City Council

Coventry **NHS**  
Teaching Primary Care Trust

[www.coventry.gov.uk/sports](http://www.coventry.gov.uk/sports)