



To: Coventry Health and Wellbeing Board

Date: 8 April 2019

From: Liz Gaulton, Director of Public Health and Wellbeing

Title: Coventry Physical Activity Framework 2019-2024

1 Purpose

To provide the Board with an overview of the Coventry on the Move physical activity framework 2019 - 2024, the consultation findings and proposed implementation

2 Recommendations

- 2.1 That the Board approve the framework
- 2.2 That the Board approve the implementation approach following approval of the framework;
 - To align governance, reporting and delivery of the objectives with planning already underway around sports, culture, and destination; infrastructure, travel and greenspace.
 - To establish an overarching work programme that combines existing delivery with new requirements identified in the framework.

3 Information/Background

- 3.1 We want to make sure that Coventry is a far more active city by 2024 with everyone moving more and levels of inactivity reduced. Currently only just over half of the city's adult population undertake regular physical activity with almost two thirds classed as obese. Lifestyle indicators such as smoking, alcohol and healthy eating are also below the England comparators. We need to take collective action to improve this.
- 3.2 The draft Coventry on the Move framework 2019 – 2024, included as an appendix, has been developed by stakeholders across the NHS, voluntary sector, Universities, WMCA, sports and culture organisations as well as officers across People and Place Directorates. It aims to involve residents in a collective campaign to increase movement and physical activity and to support stakeholders in recognising their role in enabling and promoting this. To do this, our ambition is to ignite a social movement that makes physical activity and getting involved in local communities a part of daily life in Coventry.

3.3 The four key priorities in the strategy were defined by the stakeholders who were engaged between July – October last year to scope and test the priorities and objectives as they developed. Public consultation during February and March 2019 has confirmed support for these priorities as our focus going forwards.

- Enhance our places and spaces for all,
- Improve how we communicate,
- Movement for life
- Develop leadership and skills at all levels

3.4 Areas highlighted for further development as part of the public consultation were:

- Improving safety in parks and around walking and cycling routes, as well as increasing signage and the number of routes and off road tracks available in the city.
- Offering guided walks and growing these through volunteering.
- Discounts, free activities and incentives
- More timely information in community venues, face to face, free newspapers and radio ads as well as digitally.
- More activities organised with and by communities with less red tape and more (Council) help with funding and governance to enable local groups and clubs to set up.
- Facilities e.g. changing rooms, toilets, equipment etc. provided in local communities (not all focused in the North) to reduce the need to travel.
- Reducing age restrictions in leisure facilities and a better social scene for young people; offer more dance venues and activities etc.
- More adult and older adult only activities were also asked for and better leisure venue opening hours to allow for people who work during the day.
- Inclusive planning that allows disabled people more opportunities to access events and facilities.
- Getting businesses and schools involved in improving inactivity by giving them reduced rates for activities for employees and families.
- Health and social care responses to tackling inactivity were seen as a gap in the framework.

3.5 WMCA and Sport England feedback

3.5.1 Feedback from Sport England is that the framework would benefit from setting out stronger leadership and advocacy for physical activity both within the sector and the wider (influencing) system. Community empowerment, social action and a clear call to action were also areas that Sport England felt could be strengthened. The asset of the background data and information was seen as one of the strongest elements of the framework and it was recommended that this be used further not only to ‘paint the picture’ of physical inactivity but to identify targeted action and then grow the momentum based on the first tranche of achievements.

3.5.2 West Midlands Combined Authority have echoed their support for a clear leadership and governance structure and the need to particularly focus on the levels of physical inactivity and inequalities in those who take part. A recommendation was that Coventry seek to develop the data and information report to understand residents and their barriers and motivations to take part. Some of this information has been collected as a result of the public consultation, the headlines of which are set out in section 3.4.

4 Options Considered and Recommended Proposal

- 4.1 The Framework is not intended to be a standalone programme, it was developed to provide an overarching set of priorities that bring together existing work on sports, culture and destination that will support Coventry in becoming a more active City by 2024.
- 4.2 Through the development of the framework a number of gaps and areas for development emerged. It is proposed that a delivery plan is drawn up during 2019 that identifies where existing programmes are being implemented and owned, and that a task and finish approach is taken to developing actions with partners to address key gaps. The oversight of the delivery plan should sit within destination management and health and wellbeing board governance structures. The public health team will provide the organisational support.

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Appendices

Coventry on the Move Framework 2019 - 2024