



Although a formal committee of Brighton & Hove City Council, the Health & Wellbeing Board has a remit which includes matters relating to NHS Sussex, the Local Safeguarding Boards for Children and Adults and Healthwatch.

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| Title: | Let's Get Moving Brighton & Hove Sport & Physical Activity Strategy |
| Date of Meeting: | 05 March 2024 |
| Report of: | Director of Public Health |
| Contact: | Verena Quin (Healthy Lifestyles Manager), Katie Cuming (Public Health Consultant) |
| Email: | Verena.quin@brighton-hove.gov.uk |
| Wards Affected: | All |
| FOR GENERAL RELEASE | |
| Executive Summary | |
| <p>This report is seeking ratification from the Healthy and Wellbeing Board of “Let’s Get Moving Brighton & Hove (2024-2034)” – a new sport and physical activity strategy for Brighton & Hove.</p> <p>The overall Vision is to make Brighton & Hove a city where everyone has the opportunity, the encouragement, and the environment to move more, live well and be active for life.</p> <p>The purpose of the Strategy is to:</p> <ul style="list-style-type: none"> ▪ Focus resources and effort towards supporting communities who are identified as facing the most barriers to being active to have the greatest impact. ▪ Support a coordinated approach to increasing physical activity, allowing a | |



wide range of partners to pool resources, collaborate and increase impact of local interventions.

- Raise awareness of the contribution of sport and physical activity can give to developing the health of local residents, addressing inequalities and improving social and economic outcomes in the city.

Glossary of Terms

Physical activity refers to activities such as sport and fitness activities, cycling or walking for travel and leisure, creative or artistic dance and gardening that require higher energy expenditure.

Sedentary behaviour: Sedentary behaviour refers to certain activities in a reclining, seated, or lying position requiring very low energy expenditure. Common sedentary behaviours include TV viewing, video game playing, computer use (collective termed “screen time”), driving automobiles, and reading.

Whole system approach: A whole system approach involves applying systems thinking, methods and practice to better understand public health challenges and identify collective actions.

1. Decisions, recommendations and any options

- 1.1 That the Board approves the Sport & Physical Activity Strategy (Appendix 1).
- 1.2 That the board agrees to the Brighton & Hove City Council Public Health Team developing and maintaining a detailed action plan to implement the aims and objectives of this strategy in conjunction with relevant stakeholders; providing an annual report for review by the Health & Wellbeing Board throughout the Strategy’s term.

2. Relevant information

- 2.1 This paper follows a presentation made by Brighton & Hove Public Health to the Health & Wellbeing Board (in July 2023) that provided an overview of physical activity in the city, themes identified within the Let’s Talk Active for Life Consultation 2022 (see Appendix 2) and an outline framework for the developing Sport and Physical Activity Strategy.
- 2.2 Physical inactivity is associated with 1 in 6 deaths in the UK and various health conditions including cancer, diabetes, obesity and hypertension.

- 2.3 In Brighton & Hove a third (33%) of children are estimated to be 'less active' (Active Lives data) whilst 16% of adults are inactive and 62,900 adults not meeting recommended physical activity levels.
- 2.4 Research tells us that there are clear inequalities between populations who are meeting recommended physical activity levels and those who are not. In Brighton & Hove, over a quarter of adults in Whitehawk, Bevendean and Hangleton are inactive; representing the most deprived areas of the City. Other groups such as older adults, people with disabilities/ long term illnesses, women and girls, together with those from some Black and Racially Minoritised groups (Appendix 3). Therefore, delivery of our new strategy will prioritise communities and groups who are least active to create a fair and inclusive city and reduce health inequalities.
- 2.5 The approach set out in our new strategy makes an important contribution to delivering the goals of high-level local plans and strategies including:
- Brighton & Hove Joint Health and Wellbeing Strategy 2019-30
 - Sussex Health and Care Partnership Improving Lives Together
 - A better Brighton & Hove for all: Brighton & Hove City Council Plan 2023-27
- 2.6 The last Sport and Physical Activity Strategy in the city was for 2013-2018. Previous Strategies have tended to focus on 'sport' and 'physical activity'; whilst these are elements in the proposed Strategy, there is also a clear aspiration and focus on encouraging residents and visitors to 'move more' making activity feel informal, accessible and an easy choice for all.
- 2.7 Nationally the Strategy is underpinned by Sport England's 'Uniting the movement' which seeks to remove barriers to activity and address inequalities and the governments 'Get Active: A strategy for the future of sport and physical activity' (2023) which highlights the part activity can play in creating a healthier nation. Locally the Sport & Physical Activity Strategy aligns directly to the Corporate Plan, Joint Health & Wellbeing Strategy, whilst indirectly supporting other key priorities such as the City Downland Estate Plan, The Accessible City Strategy and Carbon Neutral agenda.
- 2.8 In May- July 2022, over 800 residents engaged in Let's Talk Active for Life answering questions about their attitudes to physical activity, opportunities they'd like to see in the City and any support they would want to become more active. Methods used to gain feedback included online surveys, pop-up events, stakeholder workshops and focus groups. Physical Activity Champions were also recruited to drive inspire and engage a wider audience. Key issues highlighted included: an ongoing impact of Covid-19 for some responders, the accessibility of local sport and exercise opportunities, the quality and availability of local sports and leisure facilities, in addition to an ambition to make the City safer for walking and cycling.

- 2.9 An update on the strategy engagement and development was provided to the Health and Wellbeing Board in July 2023 and discussions have informed this final version.
- 2.10 Our vision is for Brighton & Hove to be a city where everyone has the opportunity, the encouragement, and the environment to move more, live well and be healthy. To deliver our vision we want to make Brighton & Hove one of the nation's most active cities, with each of us having the chance to move more in a way that we enjoy.
- 2.11 Recognising the complex influences on physical activity levels in the city, the Strategy adopts a whole system approach, and provides a framework through which to align initiatives undertaken across a broad range of stakeholders to best support people to lead more physically active lifestyles, to address local inequalities and to maximise the benefits of a more physically active population. The World Health Organisation's Global Action Plan on Physical Activity (2018-2030) 'More Active People for a Healthier World' provided a framework upon which to shape the City's Strategy with create 'Active Societies', 'Active Environments', 'Active People' and 'Active Systems' being central themes.
- 2.12 The Brighton & Hove Strategy is underpinned by five central areas of focus:
- i) Active Culture- To ensure that moving more for healthy living is a central part of the culture of Brighton & Hove for everyone.
 - ii) Active People- To develop opportunities that remove barriers and enable people to move more and remain active throughout their lives.
 - iii) Active Communities- To empower local communities to influence and develop opportunities that enable more people to lead active lifestyles in the city.
 - iv) Active Environments- To ensure facilities, parks, open spaces and built environments offer safe, accessible spaces that encourage people to be more active.
 - v) Active Systems- To improve knowledge, understanding and collaboration across the city to have the greatest impact on activity levels.
- 2.13 The Strategy has been used as an opportunity to educate readers about recommended activity guidelines, associated benefits and highlight existing initiatives within the city that encourage people to move more.
- 2.14 Within the Strategy there are 20 objectives alongside associated measures of success so that stakeholders and residents are clear about strategic drivers and impact.
- 2.15 The Strategy has brought numerous partners and stakeholders together across the Council, NHS, sports and physical activity providers and community and voluntary sector organisations. Going forward the Strategy will be delivered in partnership. A new multi-agency 'Strategic Partnership' will provide the leadership to drive forward and monitor the Strategy and its delivery; whilst underpinned by four subgroups. These groups will identify actions that align to

the Strategy and maximise impact and value for residents. The Let's Get Moving subgroups are:

- A Children & Young People's Alliance
- An Active Ageing Alliance
- An Active Environments Alliance
- A Sport and Physical Activity Provider Network

3. Important considerations and implications

Legal:

- 3 The report sets out how the delivery of the new strategy will prioritise communities and groups who are least active to assist in addressing health inequalities.

Lawyer consulted: Natasha Watson

Date: 06/02/2024

Finance:

- 3.1 It should be noted that objectives within the Strategy are not underpinned by any existing financial support and that it's successful delivery will be centred on harnessing resources (e.g. applying for external funding) to support delivery and the strength of partnership working. The strategy will be coordinated by the Public Health team in the city council, which is funded by the ringfenced Public Health Grant.

Finance Officer consulted: Sophie Warburton

Date: 07/02/2024

Equalities:

- 3.2 The Strategy seeks to support and enable people to move more throughout their life course. The Strategy places a strategic focus on increasing physical activity participation across the whole population and to promote equity for groups who face the most barriers to leading an active lifestyle in the city. An equalities impact assessment (Appendix 4) did not identify any current negative impacts.
- 3.3 Throughout the term of the Strategy, local delivery groups should include, reflect and represent the needs of different communities in the city, particularly those are identified as less active. Equality impact assessments will be undertaken on initiatives developed in addition to periodic reviews to refresh action plans throughout the term of the strategy to monitor impact within these communities.

Sustainability:



- 3.4 'Let's Get Moving Brighton & Hove' cites the positive impact that moving more can have on the environment and champions activities such as the promotion of active travel and increased walking/ cycling.

Health, social care, children's services and public health:

- 3.5 The Strategy supports 'activity on prescription' and strengthening pathways between primary, secondary and community settings to facilitate sustained activity across the life-course. The intention is to 'make every contact count' creating a workforce across the city that will 'champion' moving more and have the knowledge and skills to inform and signpost individuals to relevant activities/ programmes.
- 3.6 There is a clear focus on creating positive experiences for children and young people, supporting an 'early start' and embedding a healthy lifestyle from a young age that is intended to mitigate against long-term health conditions ensuing in adulthood.

Supporting documents and information

Appendix1: Let's Get Moving Brighton & Hove Sport & Physical Activity Strategy 2023-2033

Appendix 2: Equalities Impact Assessment Physical Activity Strategy EIA - HASC54