

# Physical Activity and Sport Plan Newark and Sherwood

2018 - 2021



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## Foreword

Newark and Sherwood District Council is committed to working in partnership with a broad range of partners both statutory and voluntary in order to develop sustainable opportunities for people to improve their levels of physical activity through active engagement in physical activity, active recreation and sport. Engagement in physical activity, active recreation and sport can make a positive contribution to the District Council's themes of People, Prosperity, Place and Public Service and the 'Healthiness' strategic priority.

In order to achieve this we will need the support of the many partner organisations that have a common purpose and shared vision. This will include organisations that we work with currently and importantly new organisations that have a role to play in the achievement of our aspiration.

We want to ***'improve access and participation for all and make physical activity and sport a part of everyone's life'*** as a participant taking part in activities or being a volunteer or coach at a local club, whatever the connection and association it's vitally important that we can develop and support a range of opportunities for people to be actively involved.

This strategy identifies how the District Council, as a leader of people and place, can contribute to improving the quality of life of district residents in an equitable way by identifying those most in need and supporting them to make changes that will improve their health and wellbeing.

We look forward to working with key partners to deliver the priorities within this document and make a positive impact on the levels of activity across the District.

Cllr Roger Jackson

Chairman - Leisure & Environment Committee  
Newark & Sherwood District Council

## Executive Summary

This Physical Activity and Sport Plan (2018-2021) sets out the Council's ambitions and vision for encouraging and supporting our communities to be more active. The vision is *'to improve access and participation for all and make physical activity and sport a part of everyone's life'* and it will enable the health and wellbeing of district residents to be improved through a supportive and collaborative approach to increasing the levels of physical activity and sport undertaken.

The success of the Plan will contribute to reducing the levels of inactivity throughout the district with a focus on prioritising inactive people in areas of deprivation, where there are higher concentrations of social economic classifications (NS SEC 6-8), as well as childhood obesity within primary school aged children. This will result in the overarching aim to improve healthy life expectancy, the proportion of life spent in "Good" health, for the entire Newark and Sherwood district.

In order for this Plan to be successful we will focus our support to those who need our help the most so that we can support our communities to address health inequalities and reduce levels of physical inactivity.

In order to achieve our vision and objectives we will:

- develop and adopt a new approach;
- utilise all 'insight' data;
- addressing system change and adopting a whole system approach;
- utilise a place based approach to understand our communities more thoroughly.

We will:

- build key relationships with existing and new partners;
- invite, welcome and work with partners from outside the sports sector;
- evaluate the impact of our offer;
- capture and share what works and what doesn't to further develop our insight;
- learn to communicate in new ways and embrace the wave of new technologies.

However we will:

- also continue to help those who are currently active remain active, particularly through key transitional stages in their lives in order to;
- reduce the number of people inactive in our communities and to improve .

Ultimately the measure of success will be improvements to the District's Health Profile in respect of physical activity indicators highlighted in this Plan in respect of inactive people, residents of communities where there are high populations of NS SEC 6-8 populations and childhood obesity which will contribute to improving healthy life expectancy.

## 1.0 Introduction

This Physical Activity and Sport Plan (2018-2021) sets out the Council's ambitions and vision for encouraging and supporting our communities to be more active. This document focuses on the District Council's Corporate Plan 2016 – 2020 which sets out its Vision and Strategic Priorities around 'Healthiness' which includes physical activity and sport and responds to leading National and County wide key strategies.

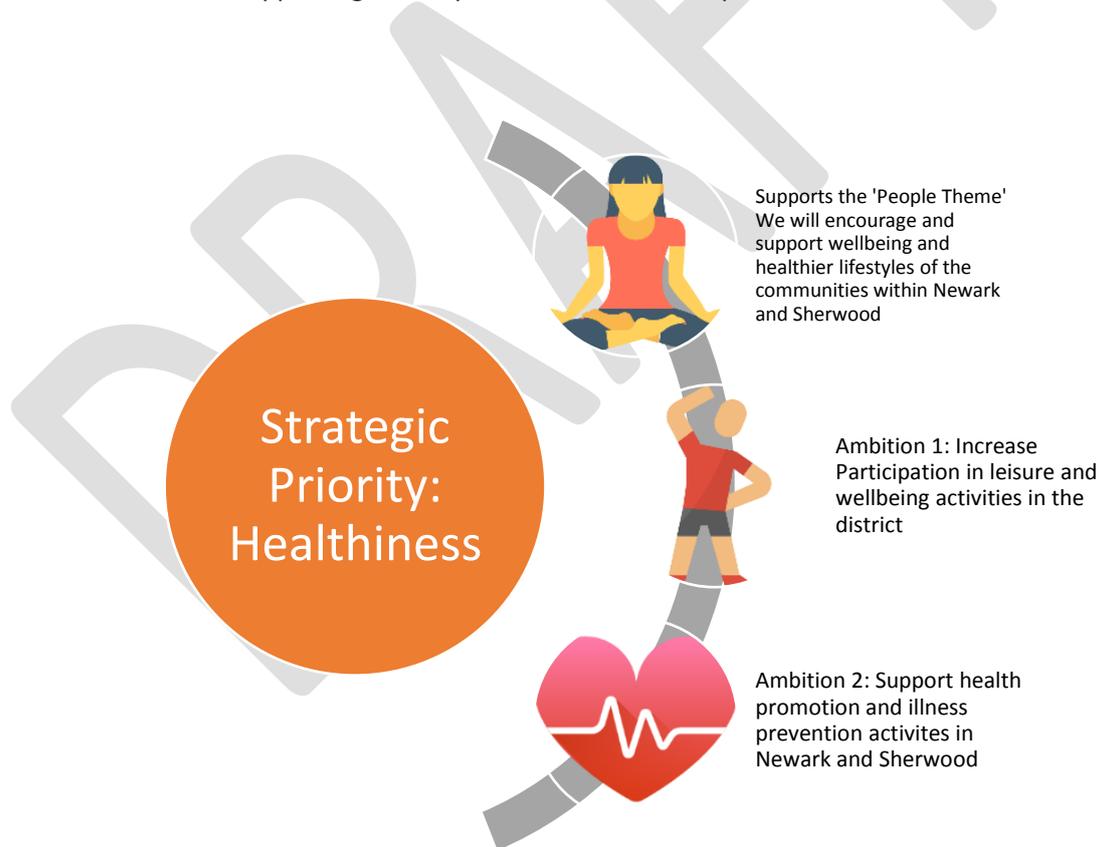
## 1.2 Strategic Vision and Priorities

The Physical Activity and Sport Plan sets out the vision and priorities for the district which will enable the health and wellbeing of district residents to be improved through a supportive and collaborative approach to increasing the levels of physical activity and sport undertaken.

### 1.2 Vision for the District

*'to improve access and participation for all and make physical activity and sport a part of everyone's life'*

The District Council's 'Healthiness' strategic priority and ambitions focus on increasing participation in leisure activities and supporting health promotion and illness prevention activities.

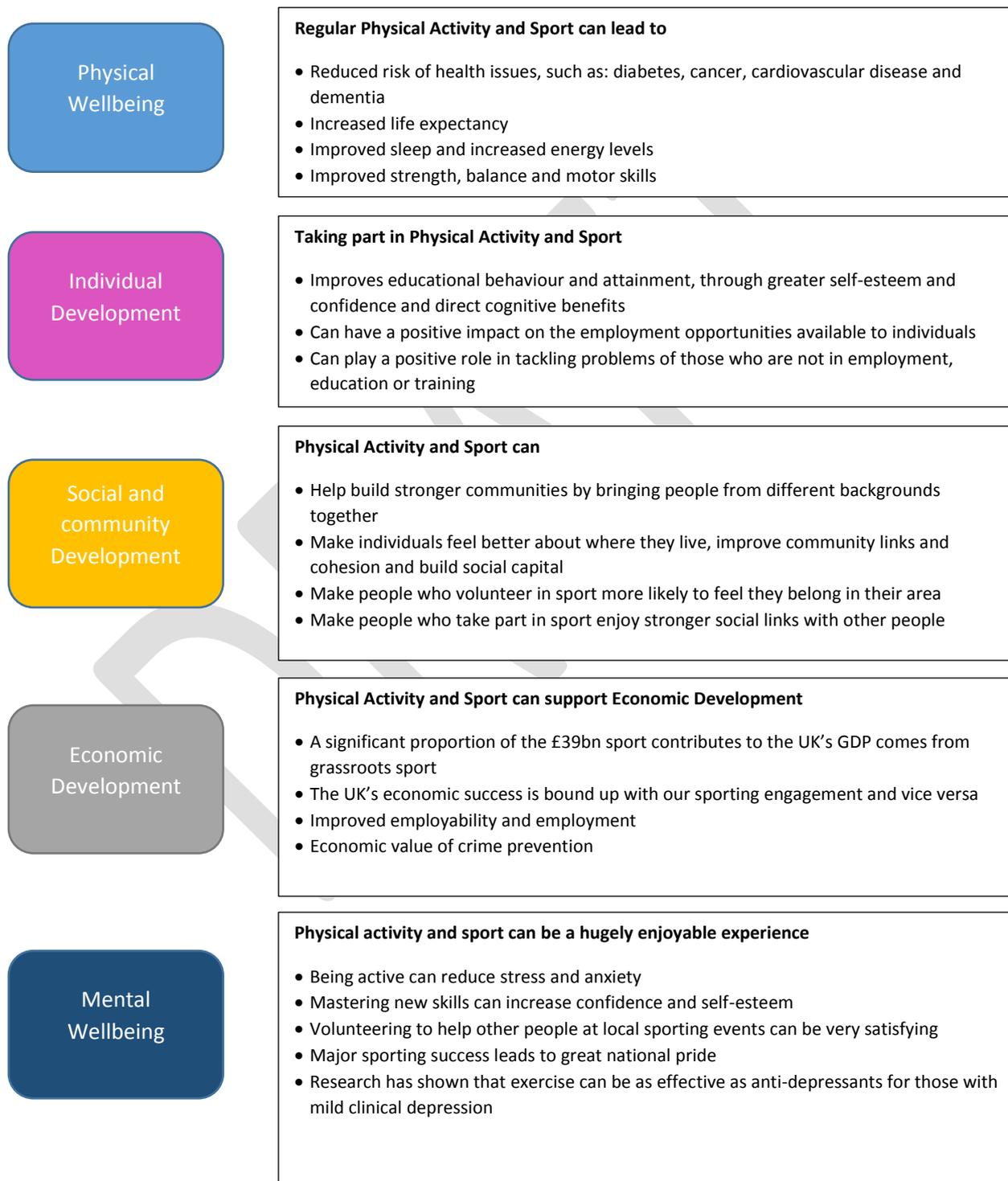


*(Newark and Sherwood District Council's Corporate Plan 2016-2020)*

### 1.3 National Context

At a national level, the Government's 'Sporting Future - A New Strategy for an Active Nation' Sports Strategy 2015, demonstrates five outcome areas where the benefits of physical activity can make a significant difference to an individual's health and wellbeing. The themes are **physical wellbeing; individual development; social and community development; economic development and mental wellbeing.**

Participation in physical activity and sport can improve:-



(Sporting Future - A New Strategy for an Active Nation Sports Strategy 2015)

Furthermore, Sport England’s vision also focuses on physical activity and accordingly 25% of Sport England’s resource will be focused on addressing inactivity.

Sport England’s vision is:

*“Everyone, regardless of their age, background, or level of ability, feels able to engage in Physical Activity and Sport. Some will be young, fit and talented, but most will not. We want everyone to feel welcome, to find something in sport and activity that meets their needs; and for the sector to value them as customers”*

In addition Sport England’s ‘Towards an Active Nation’ strategy 2016-2021, demonstrates their priority areas of investment namely tackling inactivity, children and young people; volunteering and facilities to engage individuals in sport.

Public Health England, published their ‘Everybody active, every day’ document in 2014 which outlines Public Health’s commitment to supporting people to take control of their current and future health ‘Tackling physical inactivity is critical to delivering many of Public Health’s priorities (e.g. dementia, obesity and giving every child the best start in life). Our plan supports Public Health’s vision.

#### 1.4 Regional Context

At a regional level, this plan supports the Public Health England East Midlands key priority for 2018/19 ‘Physical Activity as Treatment’.

Where activity has the potential to benefit health it should be offered as treatment on an equal basis with other clinical interventions in line with the evidence and guidance being developed in ‘Moving Medicine’.

Where patients require support to develop the necessary skills or confidence to engage in beneficial activity and services exist to provide this referral pathways should be in place to ensure timely access to treatment.

*(Public Health England East Midlands Prospectus, 2018)*

Public Health also recognises that as little as 10% of a population’s health and wellbeing is linked to access to health care. There are wider determinants of health which contribute to a ‘Healthy and Sustainable Place’ such as our surroundings, the built and natural environment, transport infrastructure, good work and importantly family, friends and communities. This plan recognises and supports Public Health’s vision to recognize and focus on improving the wider determinants of health.

#### 1.5 County Context

Newark and Sherwood District Council is an active partner supporting the Nottinghamshire Health and Wellbeing Board’s, Joint Health and Wellbeing Strategy 2018 – 2022, its aim being to work with partners and districts/boroughs to deliver the vision:

*“Working together to enable the people of Nottinghamshire, from the youngest to the oldest, to live happier and healthier lives in their communities, particularly where the need is greatest.”*

At a local level, we will look to deliver on the Joint Health and Wellbeing Strategy’s Four ambitions:- **A Good Start in Life, Healthy and Sustainable Places, Healthier Decision Making and Working Together to improve health and care services.** However, the main focus of this plan will be **‘Healthy and Sustainable Places’** where we will develop a ‘place based’ approach to tackle a number of issues believed to have the biggest impact, which will include physical activity.

Furthermore the Health and Wellbeing Board will exercise its influence to encourage communities to become more physically active places through the implementation of the following objectives:

- Undertake and share “Insight mapping” and utilise behaviour change principles to shape local services and places for physical activity;
- Embed the principles of Active Design within policy and local plans for employment and residential development;
- Implement physical activity within workplace wellbeing plans and active travel within workplace travel plans;
- Develop ways to ensure green and open space is used to its full potential to enable people to be active;
- Work together to ensure programmes to get children and young people to be more active are focused on building competence and enjoyment;
- Work together to develop walking and cycling initiatives and infrastructure programmes;
- Deliver physical activity brief intervention and commissioning in health and social care;
- Contribute to a Countywide Programme of physical activity for older people.

Nottinghamshire has developed an integrated care system with representatives from the NHS, local authorities and other sectors. The vision for the integrated care system is to deliver sustainable, joined-up high quality health and social care services that maximise the health and wellbeing of the local population.

Nottinghamshire County Council have set out a vision for supporting active travel within the county through the Nottinghamshire Local Transport Plan (LTP). This will include promotion of sustainable, active, healthy travel through delivering ‘smarter choices’ and travel planning.

Furthermore, this plan supports Active Notts’ (the County Sports Partnerships for Nottinghamshire), vision which is:-

*‘to make physical activity the norm for people who live and work in our communities by ensuring everyone can easily take part, volunteer and engage in sport and activity as part of their everyday life’*

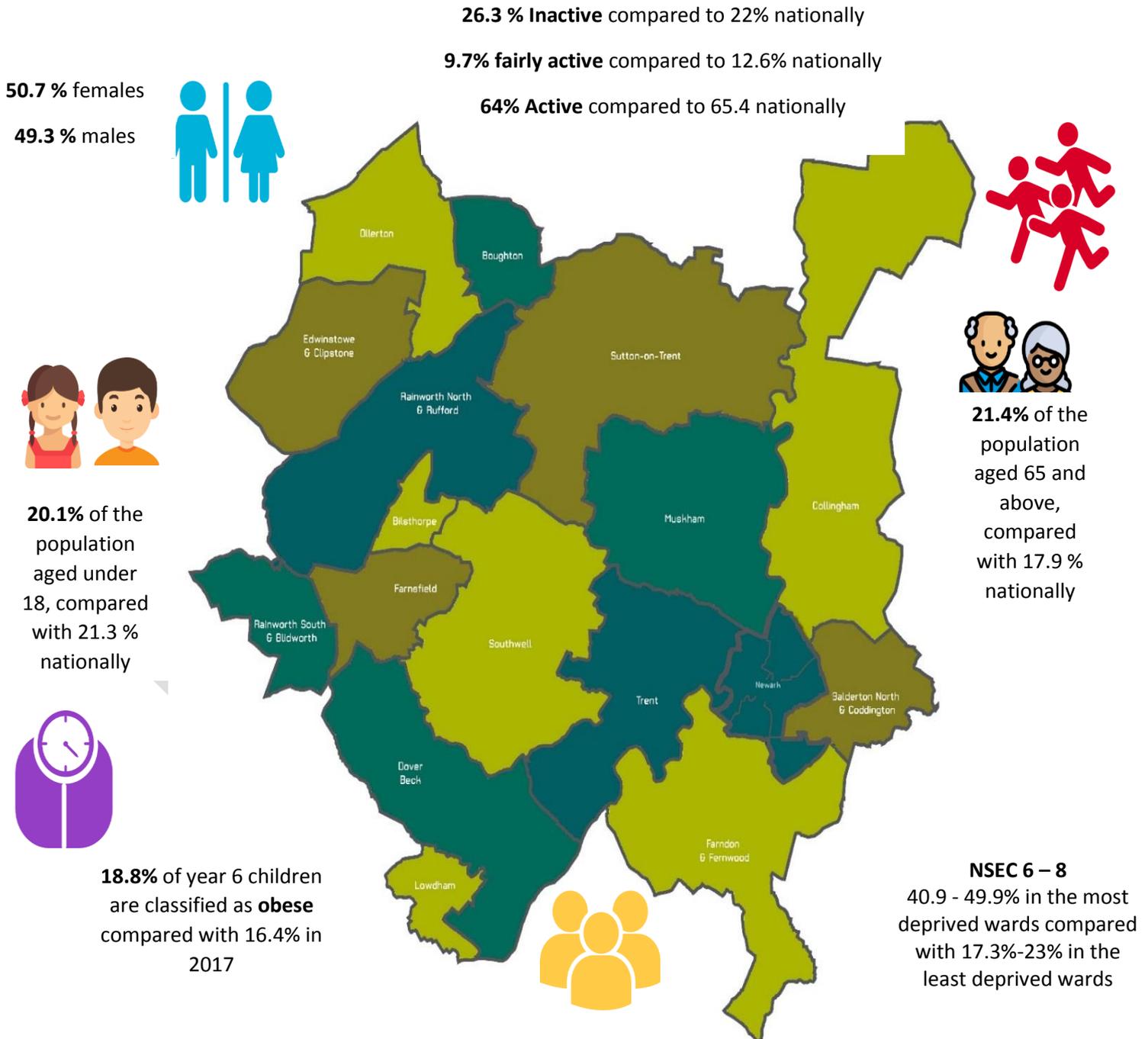
*(Active Notts, the Physical Activity and Sport Strategy for Nottingham and Nottinghamshire, 2018)*

Through the Physical Activity and Sport Plan, Newark and Sherwood District Council will work collaboratively with Active Notts and other key partners to develop a coherent plan identifying objectives that will contribute positively to the overarching aim of increasing physical activity and sport participation rates of residents of Newark and Sherwood.

## 2.0 Our District

Newark and Sherwood is the largest district in Nottinghamshire covering approximately 65,000 hectares (one third of the County) with a mix of urban and rural communities and a population of approximately 120,965 residents (LG Inform Plus, 2017). In order to understand the current profile of our district the following key statistics are highlighted.

### Newark and Sherwood Key Statistics

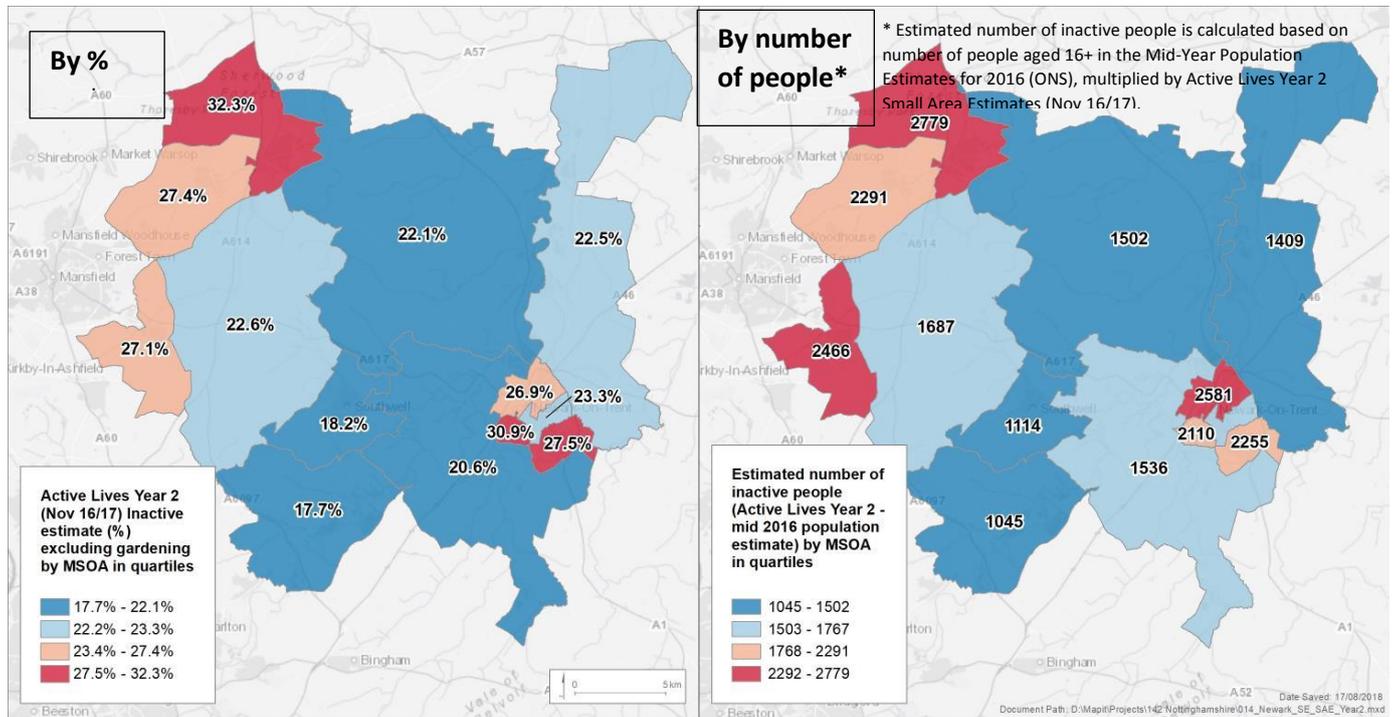


There is **12.8 years** difference for females between the most and the least deprived wards for healthy life expectancy across the district. There is **8.6 years** difference for males between the most and the least deprived wards for healthy life expectancy across the district.

Within the key statistics, we have identified 3 key priorities which are explained below:-

### Inactive People (Sport England Active Lives Year 2)

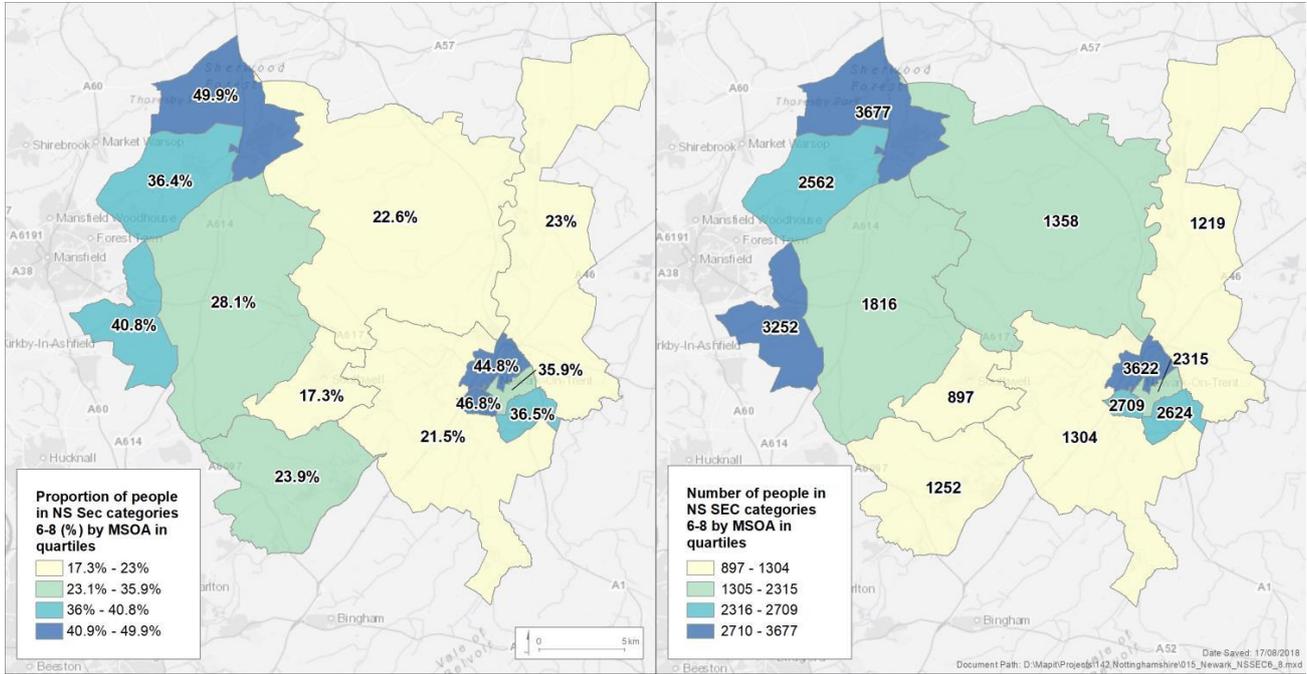
The map below identifies the levels of inactive people in Newark and Sherwood by both percentage of population and by number within individual Middle Layer Super Output Area (MSOA) localities. A Middle Layer Super Output Areas are a geographic hierarchy designed to improve the reporting of small area statistics in England and Wales.



Source: Sport England, Active Lives Survey (Small Area Estimates) November 16/17, pub. July 2018  
 ONS Population Estimates Mid Year 2016. Note: the range of values in each class varies slightly each year, and therefore a change of colour from one survey year to another does not necessarily indicate a change in value

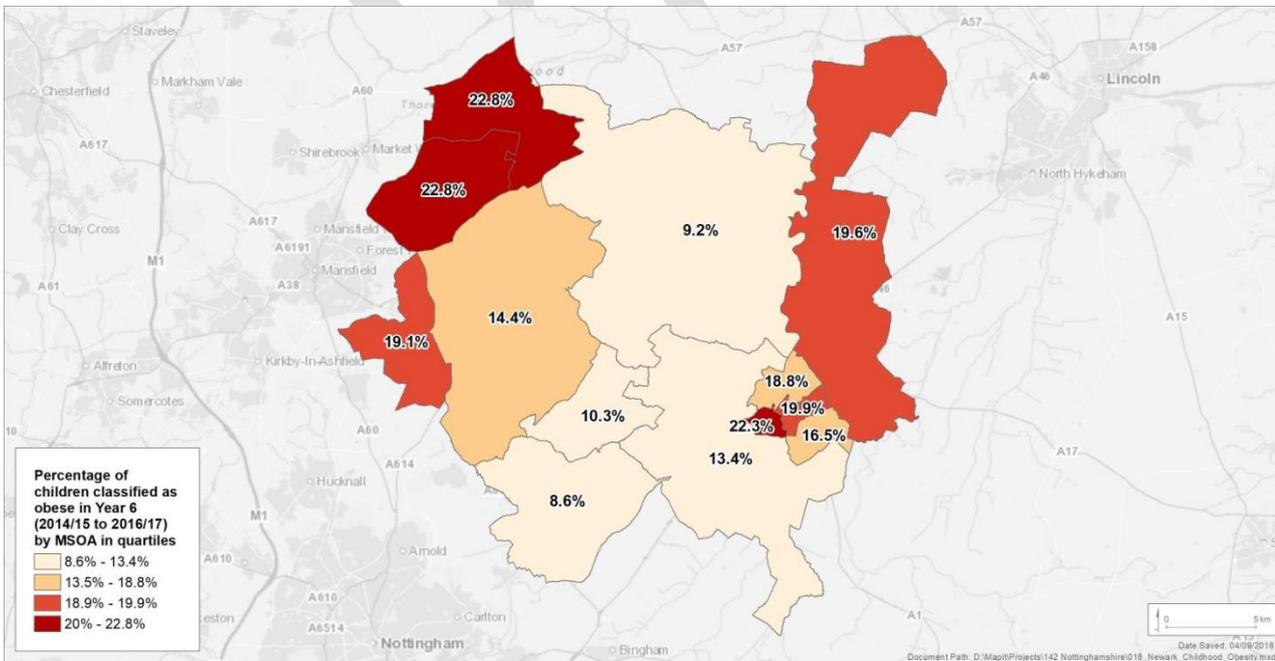
### National Statistics Socio Economic Classification

The map below provides an overview of the district highlighting the number of residents in % and number terms in respect of Socio Economic Classifications 6-8 (Semi-routine occupations, Routine occupations and Never worked and Long-term unemployed) and where they reside.



### Childhood Obesity

The map identifies levels of Childhood obesity at ward level in Newark and Sherwood

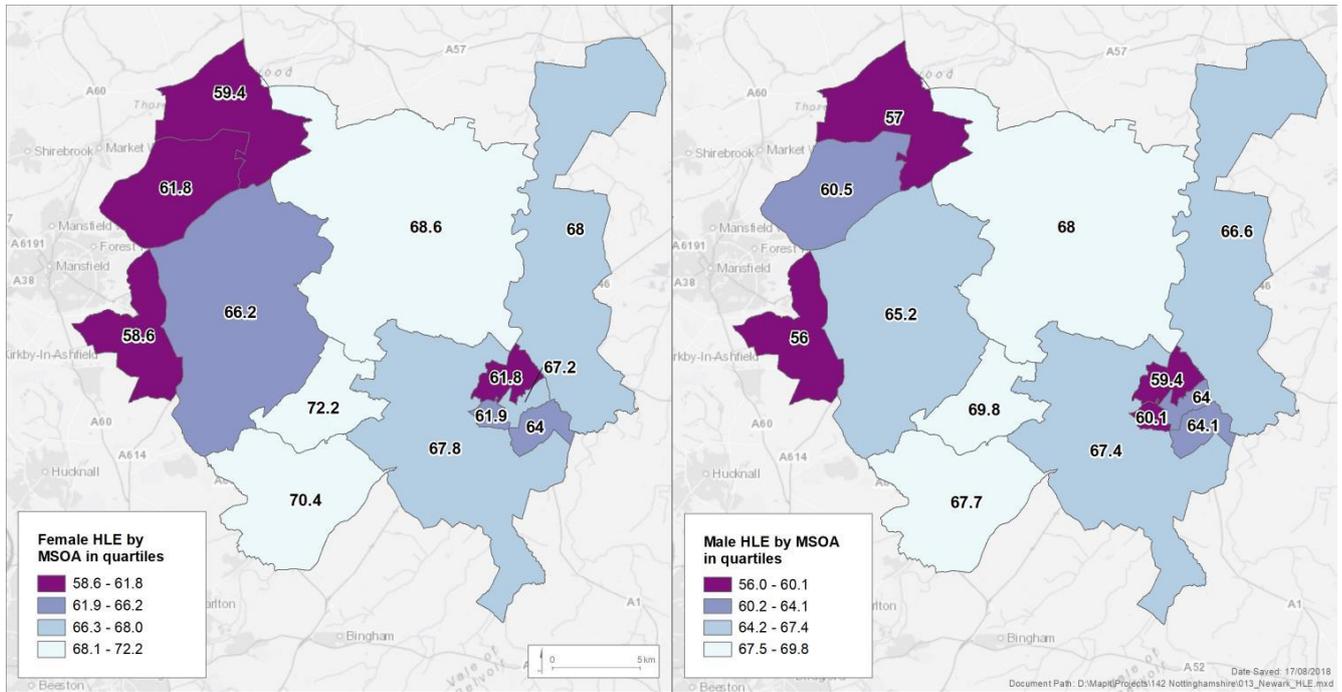


Source: ONS Child obesity and excess weight: small area level data (last updated April 2018)

The above 3 priorities contribute to the achievement of our final priority: Increasing Healthy Life Expectancy.

### Healthy Life Expectancy

Healthy Life Expectancy (HLE) is the proportion of life spent in “Good” health and ranks for males and females at birth by region. The map below identifies HLE data for Females and Males in Newark and Sherwood in 2015.



(Data extracted from Public Health England Profile 2017; Public Health Profile 2018; Sport England, Active Lives Survey 2016/17 and Nottinghamshire County Council % of children under 20 in poverty 2018)

### 3.0 Asset based community development

NSDC will better utilise its asset based community development opportunities to promote wider participation in physical activity and sport. Such asset based approaches would include its community sport and leisure provision. This will include its leisure centres, community centres and village halls, cultural buildings, parks, sports pitches and open spaces. In particular, as the local planning authority, we will work collaboratively to encourage and promote active design principles where new development is taking place in accordance with current National Planning Policy Framework and best practice guidance from partner organisations such as Sport England.

## 4.0 Our Focus

Our focus for this Physical Activity and Sport Plan is to:

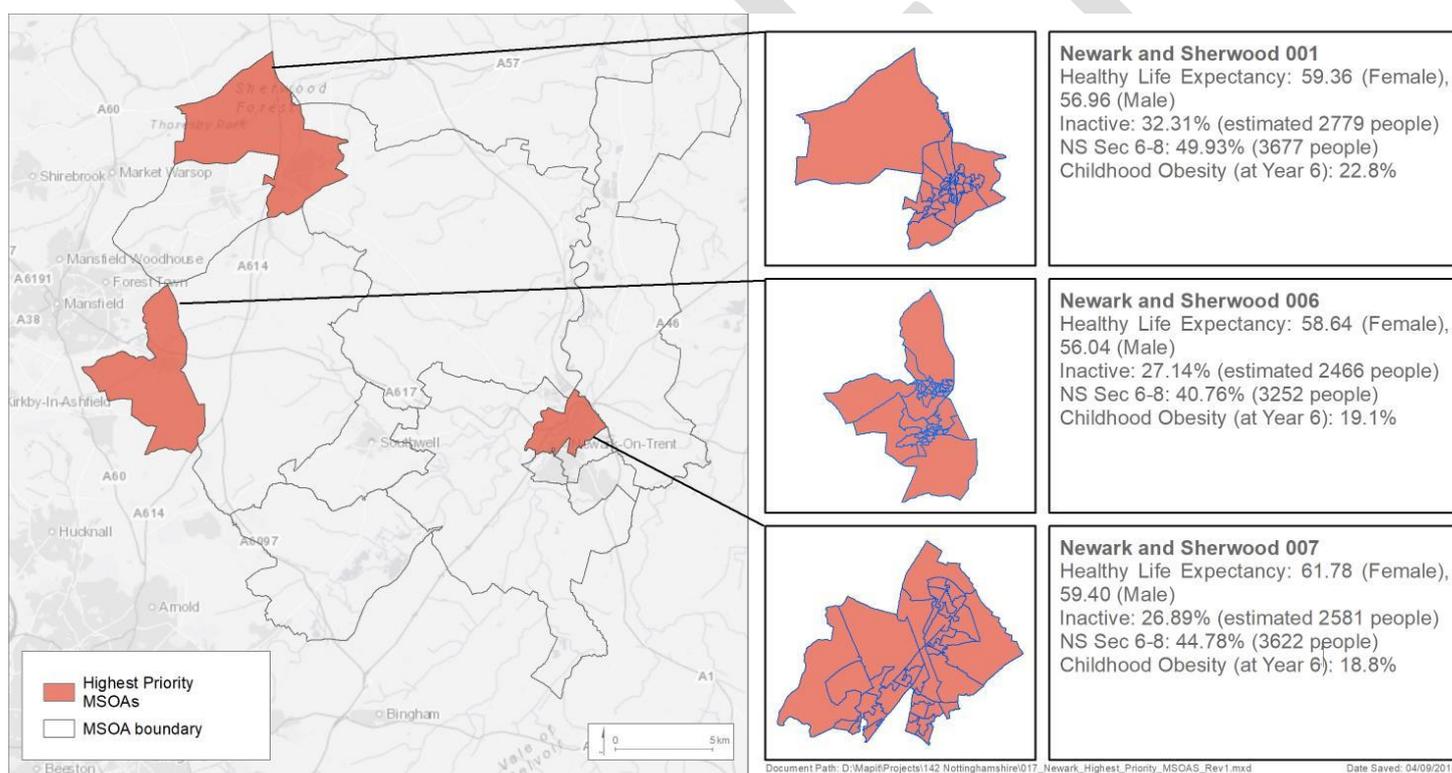
### *Decrease levels of inactivity within our communities in the District*

Newark and Sherwood has a higher level of inactivity, compared with the national and county wide averages. The definition of inactivity, defined by Sport England, is undertaking less than 30 minutes of moderate intensity exercise per week. Fairly active is defined as undertaking 30-149 minutes of moderate intensity exercise per week and Active is undertaking 150 minutes or more of moderate intensity exercise per week.

## 4.1 What are our priorities?

### Highest Priority Areas

The district's priority areas with the highest need have been determined by overlaying Healthy Life Expectancy, levels of inactivity and NS SEC 6-8, levels of childhood obesity as highlighted below therefore these areas will be prioritised in terms of intervention.



Contains Ordnance Survey data © Crown copyright and database right 2018.

\*MSOAs with highest average rank for HLE (female and male), physical inactivity (both% and estimated numbers) and NS Sec 6-8 (both% and numbers), Childhood Obesity (%)

In each of the localities identified above, we will progress the following priorities:-

#### 4.1.1 Inactive people

**We will** reduce the number of people that are inactive in our communities. We will do this by addressing inequalities and focusing our support on the people who need our help the most. We will use local information to further identify which other groups are most inactive and where they are. This could be people from different social backgrounds, genders or age groups.

#### 4.1.2 Childhood obesity

**We will** encourage all children to positively engage in physical activity and sport during their childhood and beyond. We will do this through collaborations with partner organisations which can engage with and influence children and young people.

#### 4.1.3 Areas of deprivation

**We will** focus our efforts in those areas where there are higher concentrations of NS SEC 6-8 as there is a direct correlation between lower levels of socio-economic status and levels of inactivity.

#### 4.1.4 Keeping active people active

Although we will target resources to our priority areas **we will** continue to help those who are active but need help to remain so particularly through key transitional stages in their lives.

By focusing on these priorities across Newark and Sherwood we will be able to deliver the most effective impact on the five outcomes in the Government strategy – a Sporting Future. In particular for Newark and Sherwood:

- because of the active lives they lead, people in Newark and Sherwood will be happier and healthier, with physical activity and sport playing a central role. They will have improved physical and mental wellbeing and individual development. They will have a strong belief in their own ability to succeed and in their capability to accomplish their goals
- because physical activity and sport will play a bigger part in enhancing relationships and social networks within communities, Newark and Sherwood's communities will be stronger and safer. People will have the opportunity to access healthy environments where the healthier choice is the easier choice
- because of its healthy, active and productive workforce, and because of the growing role that physical activity and sport play in the economy, Newark and Sherwood will be more prosperous.

In summary **we will** prioritise **inactive people** particularly **childhood obesity** in **areas of deprivation** in order to improve **healthy life expectancy**.

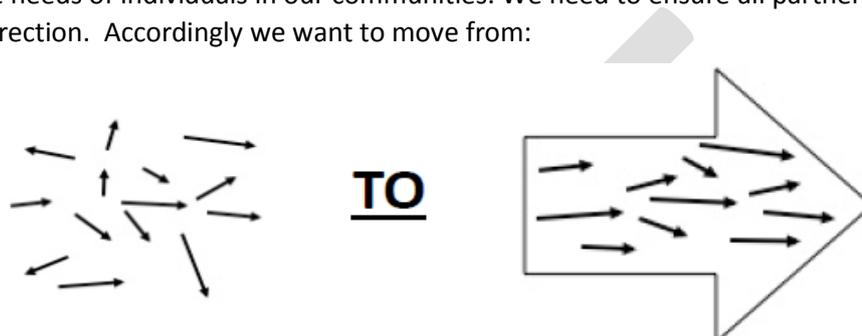
## 5.0 Our Approach

In order to be effective we recognise the need to change the way we currently work so **we will** focus our efforts on **addressing system change** and adopt a **whole system approach**.

### 5.1 Addressing System Change

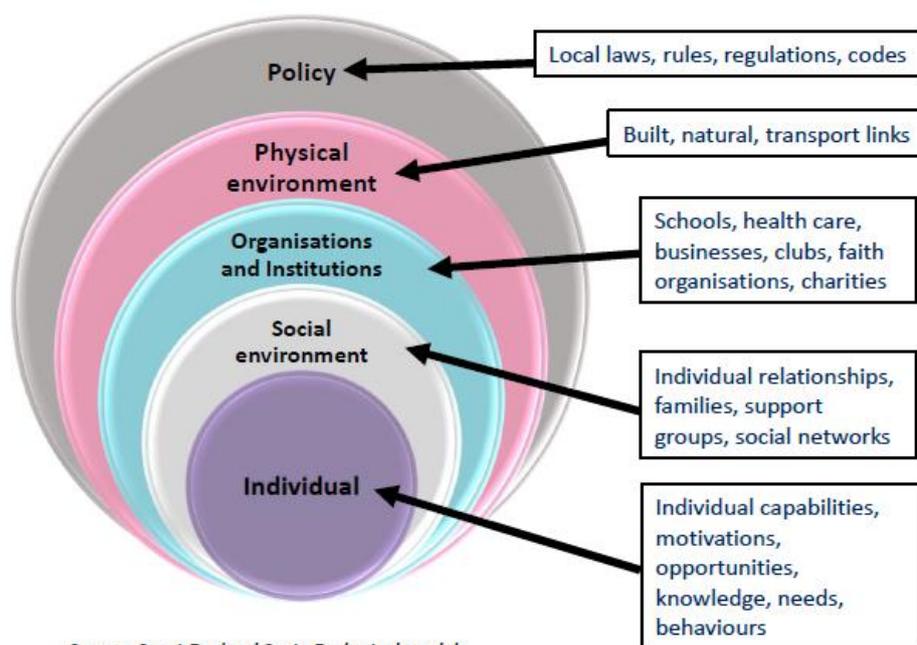
The current system that influences sport and physical activity could be described as disjointed even chaotic, with stakeholders pulling in all sorts of different directions.

The challenge we face is to enable a change in the system and allow it to be responsible and in turn meeting the needs of individuals in our communities. We need to ensure all partners pull in broadly the same direction. Accordingly we want to move from:



### 5.2 Adopting a Whole-System Approach

To bring about major change, we need a transformative and co-ordinated action across a wide variety of sectors, many of which operate outside the physical activity and sport sector but can make a positive contribution to it. The Sport England model below, whilst overly simplified, shows the multiple 'layers' of change and influence that are needed simultaneously in all areas of society if we are to be effective in our ambition to make activity an integral part of everyone's life. We will therefore use our best endeavours to influence those who have influence and can effect change at each of the layers within the Socio Ecological model.

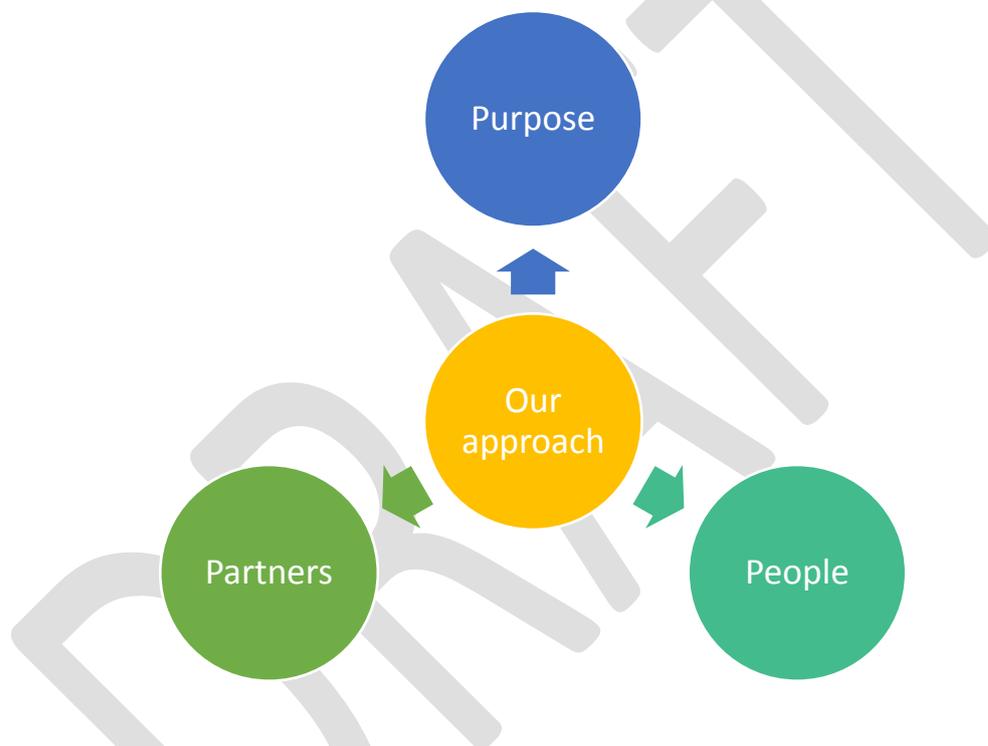


Source: Sport England Socio Ecological model

**We will** focus on those areas with high inactivity levels by utilising a place based approach. In doing so we will support our communities to address health inequalities and levels of physical inactivity and encourage people to be more active more often.

Our approach will involve:

- sharing a common purpose for the Physical Activity and Sport Plan in accordance with county, regional and national strategies;
- listening and responding to our community's needs;
- working with key partners and stakeholders to deliver the Physical Activity and Sport Plan to support collaboration across the sporting community by working with partners such as Active4Today, YMCA and Active Notts.



### 5.3 What is Insight and why is it so important?

*“Extensive research tells us we don’t have to promote the benefits of physical activity and sport. Almost everyone knows it is good for them and most would like to do more.”*

However *“We need to make being active an easy, practical, attractive choice, especially for people who tend not to take part in sport or activity now.”* – Sport England: Towards an Active Nation

Insight will enable us to develop a tailored approach in our different localities in order to target behaviour patterns within specific population groups. We will share our findings with local partners and help them to see what the data tells us about their communities and to understand the patterns of physical activity behaviour, the ranges within it and ultimately guide our partners on how best to focus their efforts.

**We will** work collaboratively with Active Notts and Public Health Nottinghamshire to utilise ‘insight’ data collection and analysis which will be customer focused to deliver our vision using the Active Notts developed approach and best practice as per the model below:



#### 5.4 Vision and outcomes

- By setting our vision of reducing physical inactivity, we are challenging ourselves to make a significant difference to the physical activity and sport behaviours of our communities.

#### 5.5 Understand

In order to achieve our vision and objectives we need to understand our communities. **We will** consider:

- Consumer behaviour, continuously building a picture of all the factors that can impact upon the physical activity and sport behaviour of our population.
- Partner needs, what they are seeking to achieve and why? Identifying the common ground between partners.
- Community needs, dynamics and infrastructure, reviewing the information and data that help us to build a better picture of our local communities, where those in need live and what infrastructure and supply is available.
- Investment made and needed, where is current investment being made and why? Where is it needed in the future?
- Priorities, understanding our target groups and communities.

#### 5.6 Engage

Understanding our community will be fundamental to how we decide to engage with our communities, **we will**:

- Build key relationships with existing and new partners that can help achieve the vision and outcomes and shape our understanding of the consumer.
- Embrace new partnerships with community groups with no prior experience of sport or physical activity but who are able to reach our target audience.

## 5.7 Reach our audience

Our engagement will enable us to reach our audience, **we will:**

- Learn to communicate in new ways, through new channels and using new and varied platforms.
- Embrace the wave of new technologies, particularly those that provide digital feedback on performance and progress.

## 5.8 Positive offer and experience

This will enable us to promote a positive offer and experience, **we will:**

- Tailor our offers to the needs of the community in order to establish the right offer

## 5.9 Demonstrate impact

How will we know if we are succeeding, **we will:**

- Evaluate the impact of our offer to measure our success on achieving our vision.

## 5.10 Measuring the impact of this strategy

Sport England highlight the need to deliver a robust approach to measuring impact on both levels of engagement and the government's outcomes through Active Lives (Sport England: Towards an Active Nation 2016).

Accordingly, we undertake regular and consistent evaluation of projects and interventions and will measure our progress towards the vision and make sure we understand our impact. **We will:**

- capture and share what works and what doesn't to further develop our insight and improve future delivery;
- use a framework that will support consistent evaluation of our processes and the effective analysis of system change;
- develop a robust evaluation at community level to determine which interventions are working and why;
- In addition to the, seek to capture more qualitative feedback through personal stories and case studies in addition to quantitative measures.

## 6.0 A new way of working - Putting people and their communities at the centre of what we do

If we want to be effective in increasing levels of physical activity and sport we will need to develop and adopt a new approach which will require us to think and act differently as follows:

### 6.1 Existing partners to think differently

If we want a different result, we all need to change, to think and act differently and become part of and commit to, a new way of working;

## 6.2 New partners to get involved

We recognise that the physical activity and sport sector does not have all the answers. Therefore we will invite and welcome partners from outside the sports sector to bring new thinking, insight and access to alternative markets in order to engage with them;

## 6.3 A call to action

This strategy is therefore a call to action for everyone to get involved, to help more people in Newark and Sherwood to lead active lives making physical activity the norm for all.

DRAFT

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1. Active Lives Survey 16/17, Sport England (2017)
2. Everybody active, every day: An evidence- based approach to physical activity, Public Health England (2014)
3. Images used via Flat Icon (2018)
4. Public Health England East Midlands Prospectus 2018-19, Public Health England East Midlands (2018)
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11. Towards an Active Nation Strategy 2016-2021, Sport England (2016)
12. Sporting Future: A New Strategy for an Active Nation, HM Government (2015)