

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

CABINET – TUESDAY, 6 MARCH 2018

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| Title of report | NORTH WEST LEICESTERSHIRE HEALTH AND WELLBEING STRATEGY |
| Key Decision | a) Financial No b) Community Yes |
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| Purpose of report | To notify Cabinet of the intent and process to develop a Health and Wellbeing Strategy for NWL, and to highlight the process, timescales and underpinning documents required to achieve this |
| Reason for decision | To approve corporate adoption of the NWL Playing Pitch Strategy, the NWL Facilities Framework Audit, the Leicester-Shire and Rutland Sport 'Physical Activity and Sport Strategy 2017-21', and the Sport England Active Design guidance as key documents that will underpin the development of a Health and Wellbeing Strategy |
| Council priorities | Homes and Communities |
| Implications: Financial/Staff Link to relevant CAT Risk Management Equalities Impact Screening Human Rights Transformational Government | To be funded from existing budgets None None To be undertaken None None |

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| Comments of Head of Paid Service | The report is satisfactory |
| Comments of Section 151 Officer | The report is satisfactory |
| Comments of Deputy Monitoring Officer | The report is satisfactory |
| Consultees | Leisure Services Team Manager, Planning Policy Team Manager, Health Improvement Officer, Leicester-Shire and Rutland Sport, Sport England, National Governing Bodies of Sport, Parish and Town Councils, NWL School Sports Partnership, NWL Staying Healthy Partnership, NWL Local Sports Alliance |
| Background papers | NWL Playing Pitch Strategy (2017-2031) NWL Facilities Framework Audit (2017-2021) LRS Physical Activity and Sport Strategy 2017-2021 Sport England Active Design Guidance 2015 |
| Recommendations | <ol style="list-style-type: none"> 1. CABINET NOTE THE PROCESS AND TIMELINES TO DEVELOP A NWL HEALTH AND WELLBEING STRATEGY. 2. CABINET APPROVE THE FORMAL ADOPTION OF THE FOLLOWING DOCUMENTS IN ORDER TO SUPPORT THE DEVELOPMENT OF THE HEALTH AND WELLBEING STRATEGY-: <ul style="list-style-type: none"> • NWL PLAYING PITCH STRATEGY 2017-31 • NWL FACILITIES FRAMEWORK AUDIT 2017-21 • LRS PHYSICAL ACTIVITY & SPORT STRATEGY 2017-21 • SPORT ENGLAND ACTIVE DESIGN GUIDANCE 2015 |

1.0 CONTEXT

- 1.1 A key task within the NWLDC Council Delivery Plan 2018/19 is to 'Work with health partners to develop a health and wellbeing strategy for North West Leicestershire'. This will contribute to the priority of 'Homes and Communities' and the aim of 'improving the quality of life for our residents'
- 1.2 Whilst as a council we have a resource to deliver health improvement through the delivery of sport and physical activity, the co-ordination of health improvement extends far beyond this to, for example, mental health, substance misuse, smoking, teenage pregnancy, air pollution, breastfeeding initiation, diet and nutrition, road safety, and winter deaths, etc.
- 1.3 The intention is that the strategy will determine clear vision and associated priorities for the future facilitation and delivery of health and wellbeing locally and identify where and how the various agencies involved will contribute to, support, promote and deliver this.

- 1.4 The ambition is that the strategy will set out a long-term vision accompanied by more specific objectives that apply to the immediate five year period up to 2023.
- 1.5 As such, it will be the primary document used to inform and shape health and wellbeing planning and activity in the authority influencing the work of a range of council departments and partner agencies.

2.0 KEY DOCUMENTS

- 2.1 There are a number of key documents that will underpin the development of the strategy which are listed as background papers to this report. Officers would like to seek approval from Cabinet to adopt these documents corporately. Not only will they inform the direction of travel of the strategy from a sport and physical activity perspective, but they will also be used to secure Section 106 contributions and open space provision, in liaison with key stakeholders such as parish and town councils, through the planning application process.

NWL Playing Pitch Strategy (2017-2031)

- 2.2 This strategy was supported by KKP consultants and was developed in liaison with local sports clubs, National Governing Bodies of Sport, Sport England, Leicester-Shire and Rutland Sport, schools, and parish and town councils.
- 2.3 The report presents a supply and demand assessment of playing pitch facilities in accordance with Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy.
- 2.4 It provides a strategic framework which ensures that the provision of outdoor playing pitches and ancillary facilities meet the local needs of existing and future residents across North West Leicestershire
- 2.5 The scope of the strategy covers football, rugby union, cricket and artificial grass pitches.

NWL Facilities Framework Audit (2017-2021)

- 2.6 This audit was supported by the County Sports Partnership, Leicester-Shire and Rutland Sport, and was developed in liaison with Sport England, local sports clubs, schools, and parish and town councils.
- 2.7 The report presents a supply and demand assessment of indoor and built sport and recreation facilities in accordance with Sport England's Strategy 'Towards an Active Nation'.
- 2.8 The audit assessed the level and quality of provision of indoor sport and recreation facilities across the district, assessing and evaluating existing supply of facilities measured against both current and future demand for facilities. Whilst the report covers the period 2017-2031, the recommendation is that it be refreshed entirely every 3 to 4 years.
- 2.9 The scope of the audit covers sports halls, swimming pools, health and fitness facilities, indoor bowls, indoor tennis, squash and artificial grass pitches.

Leicester-Shire and Rutland Sport (LRS) ‘Physical Activity and Sport Strategy 2017-21’

- 2.10 LRS is the lead agency in co-ordinating sport and physical activity delivery across the sub region and the strategy is the framework for LRS and partners including local authorities, schools, National Governing Bodies of Sport, sports clubs, volunteers, schools, and health colleagues, amongst others, to promote participation in and the benefits of sport and physical activity.
- 2.11 The vision of the strategy is that ‘Leicestershire, Leicester & Rutland is the most physically active and sporting place in England’

Sport England ‘Active Design’ guidance (2015)

- 2.12 Active Design looks at the opportunities to encourage and promote sport and physical activity through the design and layout of built environments to support a step change towards healthier and more active lifestyles.
- 2.13 The scope of the document covers, amongst other things, activity for all, walkable communities, connected walking and cycling routes, multifunctional open space, and active buildings.
- 2.14 There is an Active Design checklist within the guidance and it is proposed that this be incorporated as part of the Health Impact Assessments that will be undertaken by Planning colleagues when considering and assessing new planning applications.

3.0 LOCAL PLAN

- 3.1 Both the Playing Pitch Strategy and the Facilities Framework Audit have been used to support the Infrastructure Delivery Plan as part of the Council’s Local Plan.
- 3.2 All documents will be used to support the revision of the Local Plan with a view to evidencing requests for developer contributions, informing planning policy, and informing supplementary planning guidance.

4.0 STRATEGY METHODOLOGY

- 4.1 Officers have identified a 10 stage methodology to developing the strategy-:

| Stage | Method |
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| 1 | Briefing meeting A planning meeting with a group representing services of the council to confirm terms of reference, outcomes and timescales, consultees, and to begin to shape the strategy |
| 2 | Document review and context appraisal A review of key strategic documents in addition to those mentioned previously <ul style="list-style-type: none">◀ Council corporate and service plans◀ Facilities strategy planning documentation◀ North West Leicestershire Local Plan◀ Other NWL Council policies; Open Space, Sport & Recreation Study plus specific relevant directorate plans◀ Local cycling network plans |

| Stage | Method |
|-------|--|
| | <ul style="list-style-type: none"> ◀ New leisure contract documentation ◀ Public Health plans and documentation ◀ Key County Council documentation ◀ Sport England strategy documentation ◀ LeicesterShire & Rutland Sport Strategy/other documentation ◀ National governing body of sport (NGB) plans ◀ Specific staffing, budgetary/financial performance & management information <p>Plus detail about/provided by other agencies as appropriate/relevant.</p> |
| 3 | <p>Demographic and data review</p> <p>A review of local demographics and present statistical and research data encompassing:</p> <ul style="list-style-type: none"> ◀ Population data, demographics etc., drawing upon KKP, Public Health, LCC and NWL Council sources ◀ Demographic and public health data (health, employment etc.). ◀ Sport England market segmentation plus Mosaic ◀ Any other available data: sports facility users/membership, housing etc. |
| 4 | <p>Core strategy consultation</p> <p>A focused and in-depth process encompassing consultation with:</p> <ul style="list-style-type: none"> ◀ Key NWL Council officers – across a range of departments. ◀ NWL Members ◀ Public Health. ◀ Leicestershire County Council ◀ LeicesterShire & Rutland Sport. ◀ Sport England. ◀ Local Strategic Partnership ◀ NWL Staying Healthy Partnership ◀ Parish and Town Councils ◀ Others as agreed. |
| 5 | <p>Interim outline strategy (key issues paper) and strategy planning workshop</p> <p>The drafting of an initial key issues paper which outlines a series of first thought proposals (and a structure) for the strategy, and the delivery of a workshop with Council staff and invited members/partners with subject matter to include:</p> <ul style="list-style-type: none"> ◀ Describing/encapsulating national/local strategy reference points ◀ Key potential strategy issues (e.g.): <ul style="list-style-type: none"> ▪ Key trends plus health and wellbeing factors and issues in NWL ▪ Impact on key target groups/geographic areas. ▪ Partnership-based delivery; current/potential new relationships. ▪ Building on the present profile of health, wellbeing, physical activity etc. in NWL. ▪ Effective partner communication and key interdependencies ▪ Effective communications to reach key target audiences. ▪ Monitoring, evaluation and performance measurement. ▪ Reporting frameworks to demonstrate where and how key Council/stakeholder priorities need to be influenced/alterd to (e.g.); <ul style="list-style-type: none"> ✓ Address health inequalities, social cohesion and crime. ✓ Improve access to skills, training and job opportunities. ✓ Deliver opportunity for all people to get regularly involved in physical activity. ✓ Active travel ✓ Key Public Health driven wellbeing outcomes ✓ Local economic development. ▪ Key partner roles – Public Health, schools, colleges, Housing, etc. ▪ Priorities; what should they be...and why? |

| Stage | Method |
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| | <ul style="list-style-type: none"> ▪ Sweating physical assets; leisure centres, schools, parks, open spaces etc. ▪ Workforce: number, skills, effectiveness; volunteers (all ages). ▪ Key upcoming problems/opportunities – to anticipate and tackle. ▪ Facilities usage, markets/catchments, accessibility. ▪ Health/wellbeing; programmes, referrals, recommendation ▪ Provision for target groups: geography, gender, BME disability. ▪ Delivery of wellbeing programmes in schools - PE, school sport and club links. |
| 6 | <p>Wider consultation</p> <p>Consultation on the amended key issues paper with:</p> <ul style="list-style-type: none"> ◀ Key NWL Council departments and staff ◀ Public Health ◀ Leicestershire County Council (and neighbouring district authorities) ◀ Sport England, NGBs and LeicesterShire & Rutland Sport. ◀ Schools, North Warwickshire & Hinckley College ◀ Voluntary/community groups/agencies (e.g., disability groups etc.) ◀ Agencies that can represent non-users/participants. <p>To discuss:</p> <ul style="list-style-type: none"> ◀ Proposed vision and main aims/objectives plus specific commitments and proposals ◀ Role of NWL Council/other key bodies ◀ Factors need to ensure strategy relevance to key communities. ◀ Health/wellbeing provision; programmes, referrals, recommendation ◀ Facilities usage, markets/catchments, accessibility and community use of schools. ◀ Provision of opportunity; by geography and communities of interest. ◀ Communications and use/understanding/application of performance measurement. |
| 7 | <p>Draft strategy</p> <p>Production of the draft strategy</p> |
| 8 | <p>Strategy workshop</p> <p>With the Steering Group</p> |
| 9 | <p>Strategy – mop up data gathering/consultation</p> <p>Amendment of the Strategy document and also, where needed, to deliver follow up or more detailed consultation on certain key topics</p> |
| 10 | <p>Final Strategy production and adoption</p> <p>To include:</p> <ul style="list-style-type: none"> ◀ An executive summary ◀ A first period action plan with linked monitoring and evaluation framework. |

5.0 FINANCE

- 5.1 An appropriate procurement process has been followed which has identified KKP as a potential preferred consultant to deliver the strategy.
- 5.2 The cost of engaging KKP for this is £21,945. Although this amount can be covered through council revenue budgets, the council will also seek financial support from the NWL Staying Healthy Partnership, the NWL Local Sports Alliance, and the NWL Sport and Physical Activity Commissioning Plan.

6.0 TIMESCALES

- 6.1 The process from start to finish would take approximately 6 months. There would likely need to be an element of contingency built in for any unforeseen issues, but it would be reasonable to assume that if the process commenced in April then the strategy and action plan would be completed by the end of 2018.