

Developing a physical activity strategy to raise participation levels county-wide

Tom Burton and Chris Gregory

Tuesday 10th October 2017

An introduction to the Buckinghamshire Physical Activity Strategy 2018-2023

A National Ambition

- Everybody active, every day: An evidence-based approach to physical activity (PHE, Oct 2014)
- Sporting futures: A strategy for an Active Nation (Dec 2015)
- Towards an Active Nation 2016-2021 (Sport England)



An introduction to the Buckinghamshire Physical Activity Strategy 2018-2023

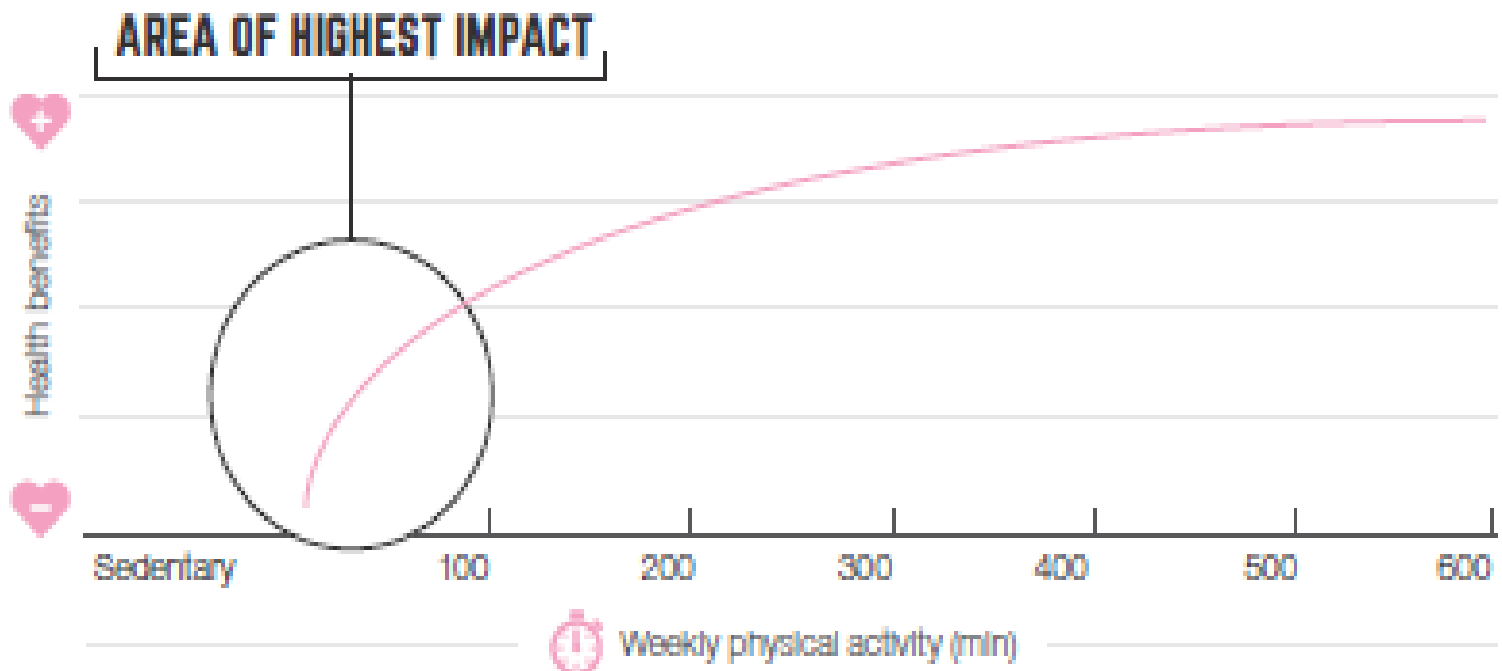
A Local Ambition

- Bucks: approx. 520k people; two-tier authority; ageing population; significant commuting into London from south of county; significant patches of rurality; pockets of deprivation – still 20% of adults who are inactive and another 10% who aren't active enough for good health
- Priority for the Bucks Health & Wellbeing Board
- Incorporated in local Sustainability and Transformation Plan (STP) and links with 'BOB'
- Physical Activity Strategy 2014-17 (18)

An introduction to the Buckinghamshire Physical Activity Strategy 2018-2023

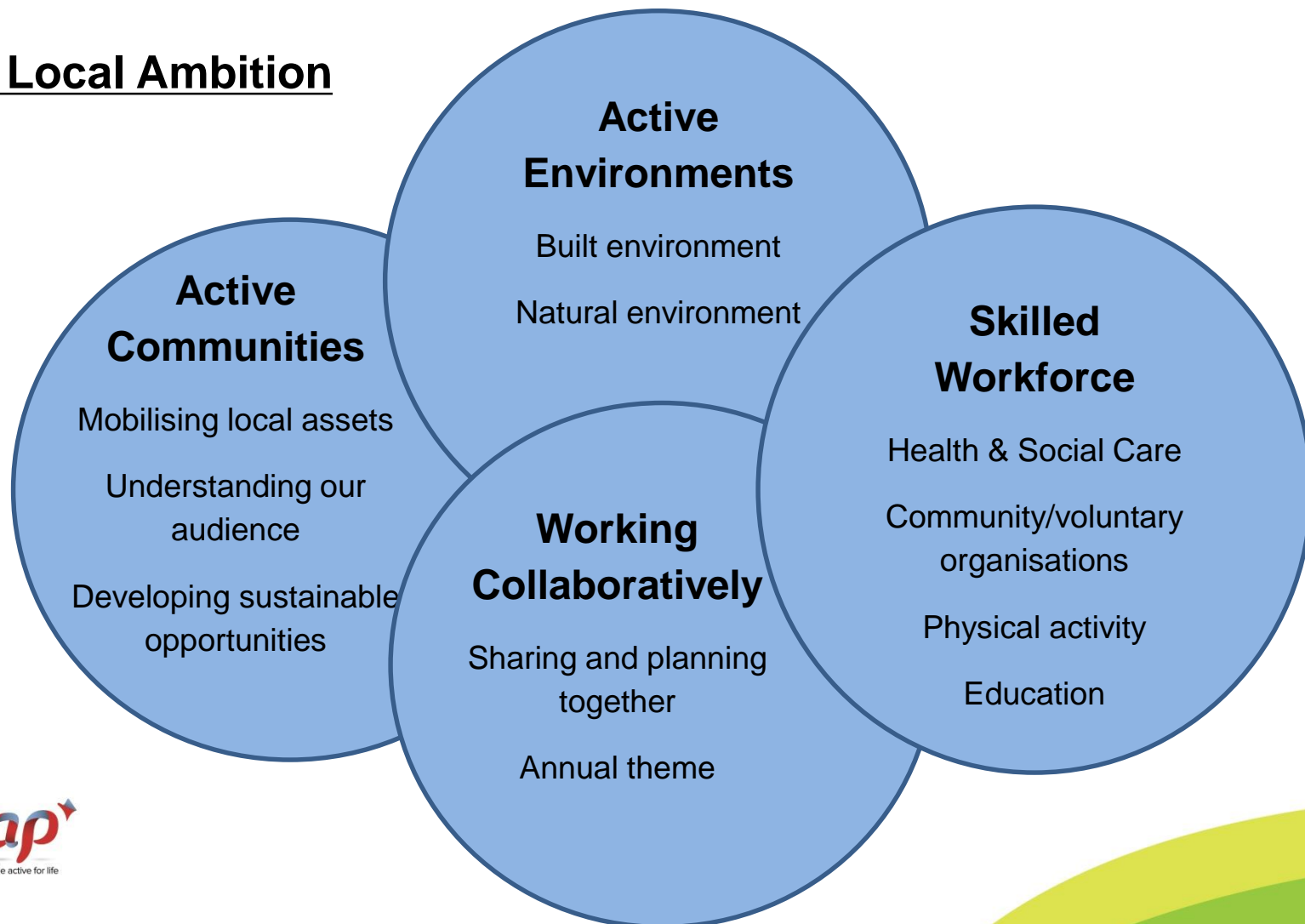
A Local Ambition

- Aims:
 - Reduce inactivity
 - Increase those achieving CMO guidelines



An introduction to the Buckinghamshire Physical Activity Strategy 2018-2023

A Local Ambition

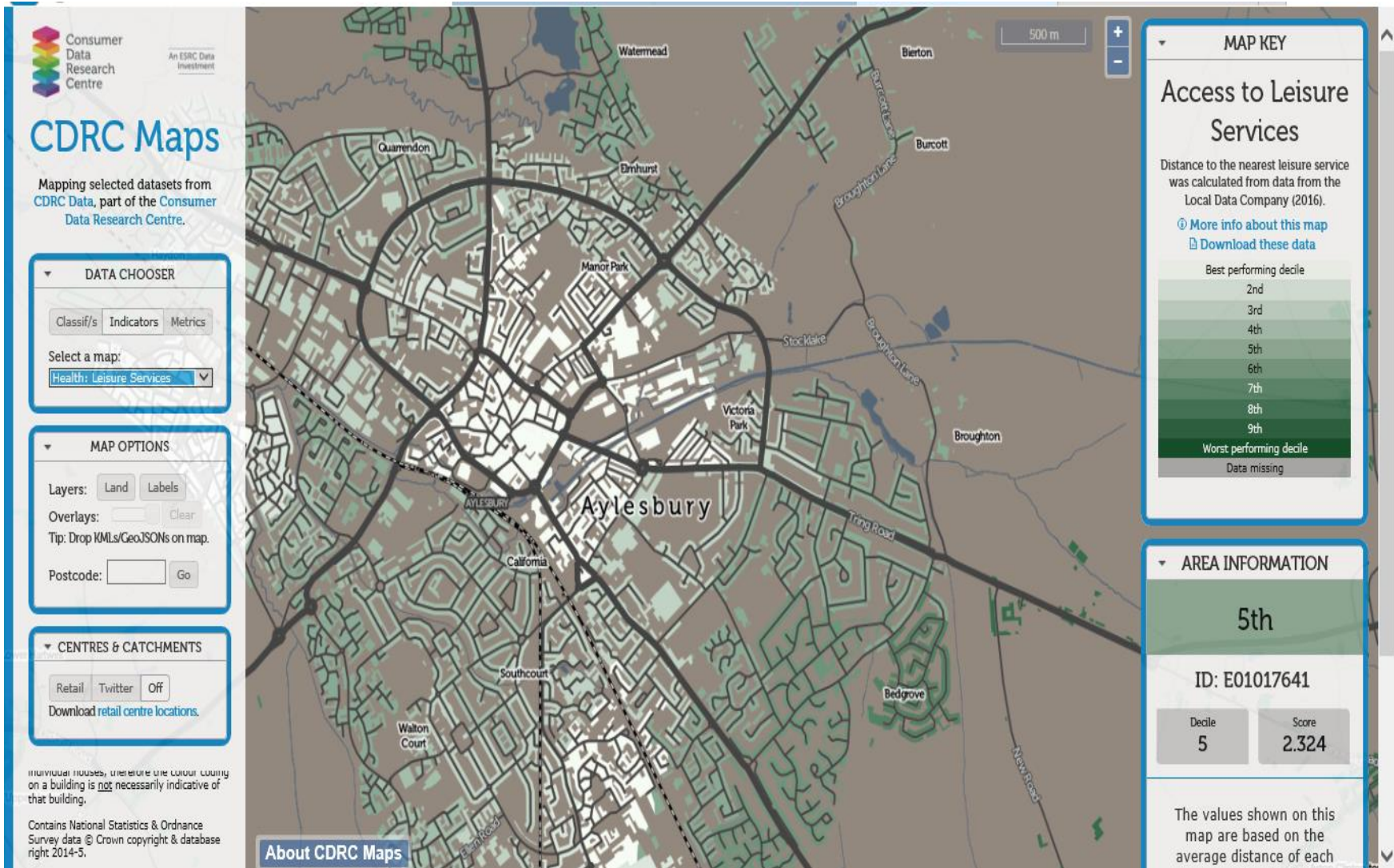


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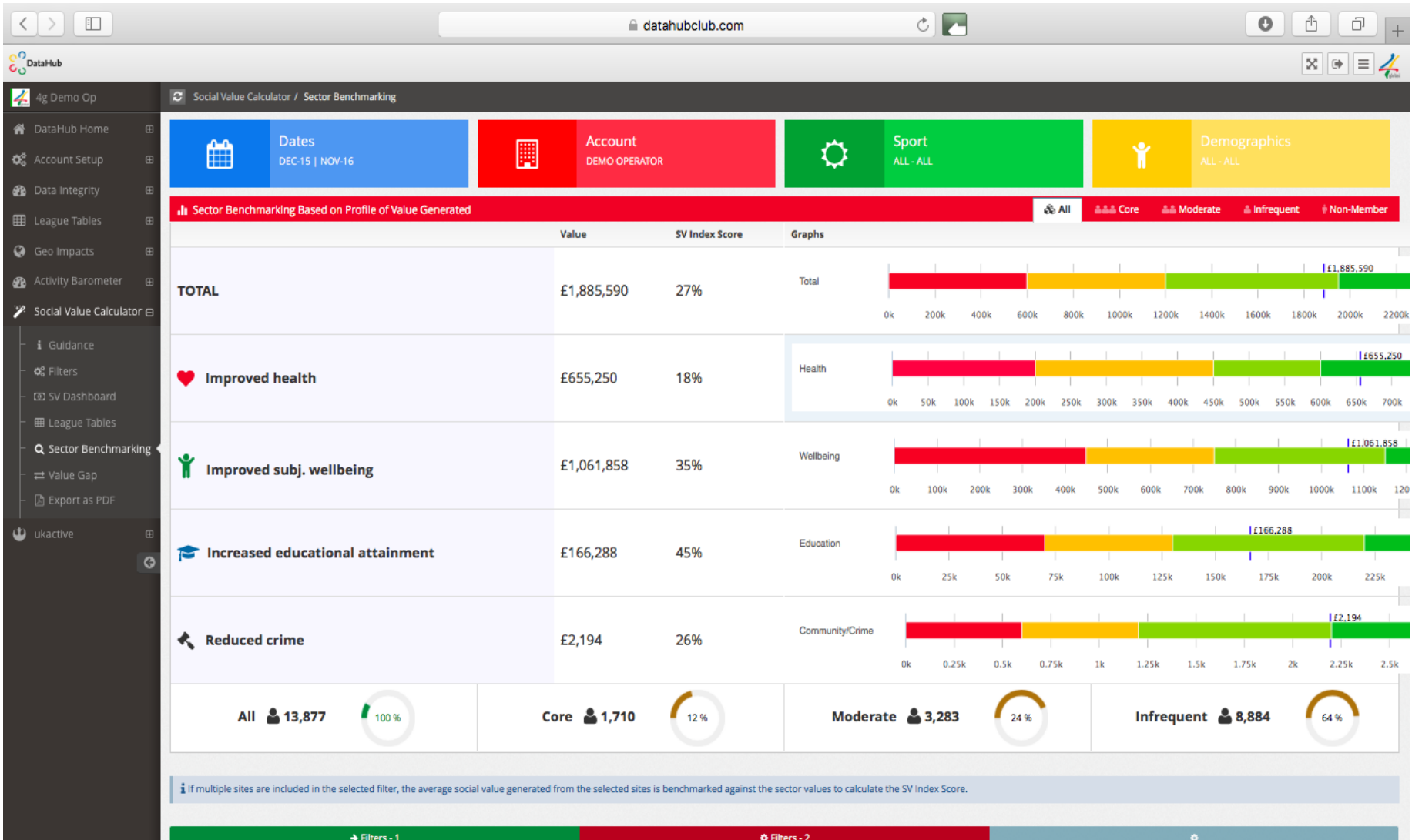
A Local Ambition

- Using national policy, evidence and best practice
- Identify key areas for action (Using Data and Intelligence)
- Annual action plan
- Multi-agency Strategy Group with clear governance and accountability
- Practical tools to support stakeholders (PA Profiles; training for evaluation/ROI)

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Greater-Aylesbury-LAF-Recommendations-web-ready.pdf - Adobe Acrobat Reader DC

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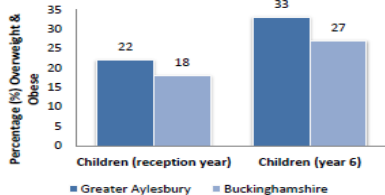


PHYSICAL ACTIVITY LEVELS IN ADULTS FROM THE AYLESBURY VALE DISTRICT ⁵




41% of adults do less than 150 minutes of physical activity a week, and 24% of adults do less than 30 minutes


CHILDHOOD OVERWEIGHT & OBESITY LEVELS IN GREATER AYLESBURY LAF⁶



Category	Greater Aylesbury (%)	Buckinghamshire (%)
Children (reception year)	22	18
Children (year 6)	33	27



PHYSICAL ACTIVITY IN CHILDREN FROM THE SOUTH EAST REGION ⁷




Only 1 in 5 children are active for the recommended time of at least 1 hour on every day of the week

Buckinghamshire County Council

Greater-Aylesbury-LAF-Recommendations-web-ready.pdf - Adobe Acrobat Reader DC

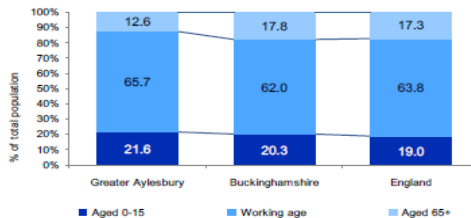
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The Local Picture

POPULATION OF GREATER AYLESBURY LAF¹



Region	Aged 0-15	Working age	Aged 65+
Greater Aylesbury	21.6	65.7	12.6
Buckinghamshire	20.3	62.0	17.8
England	19.0	63.8	17.3

LONG TERM CONDITIONS IN ADULTS

How many people have health conditions that could be prevented by being more physically active? How does this compare to the county average?


Key point: By analysing GP disease registers in your LAF area, we know how many local people have the following²:

Condition	Local Data	% of population	
		LAF	Bucks
Diabetes:	3,604 have been diagnosed with diabetes	6.3	4.5
High blood pressure:	8,334 have diagnosed high blood pressure	11.3	13.2
Heart disease:	2,204 have heart disease	3.0	3.0
Stroke:	964 have had a stroke	1.3	1.6
Dementia:	328 have been diagnosed with dementia	0.4	0.5
Cancer:	1,228 have had cancer.	1.7	2.3

From other sources, we also know:

Pre-diabetes: 7742 individuals in your LAF area are estimated to have 'non-diabetic hyperglycaemia' (pre-diabetes) - which equates to 11.9% of the 16+ resident population³

Falls: There were 555 emergency admissions for falls⁴ in people from your district. This equates to 1943.9 per 100,000 population (similar to Bucks average)



¹Source of data: Local Insight Profile ©OCSI 2015
²Data from Quality and Outcomes Framework reporting data for GP practices within LAF boundary 2013/14
³NHS Diabetes Prevention Programme (NHS DPP) Non-diabetic hyperglycaemia. Produced by National



Aims

- To increase activity levels of Bucks residents, increasing proportion achieving CMO guidelines and reducing proportion that are inactive
 - Working across the 19 Local Area Forums
- Ensure community engagement informs programme

Overview (May 15-Sept 17)

Independent evaluation

Commissioning informed by engagement

L1 - Who?

L2 - How often?

L3 - Sustained change?

L4 – Qualitative

Community Champions

Feedback from 3500 Bucks residents

- 70% didn't achieve CMO activity guidelines
- 'Recommendations' document for each LAF and countywide

LAF-chosen activities

Chosen by each LAF across 2 years using funding allocation

Countywide activity programmes

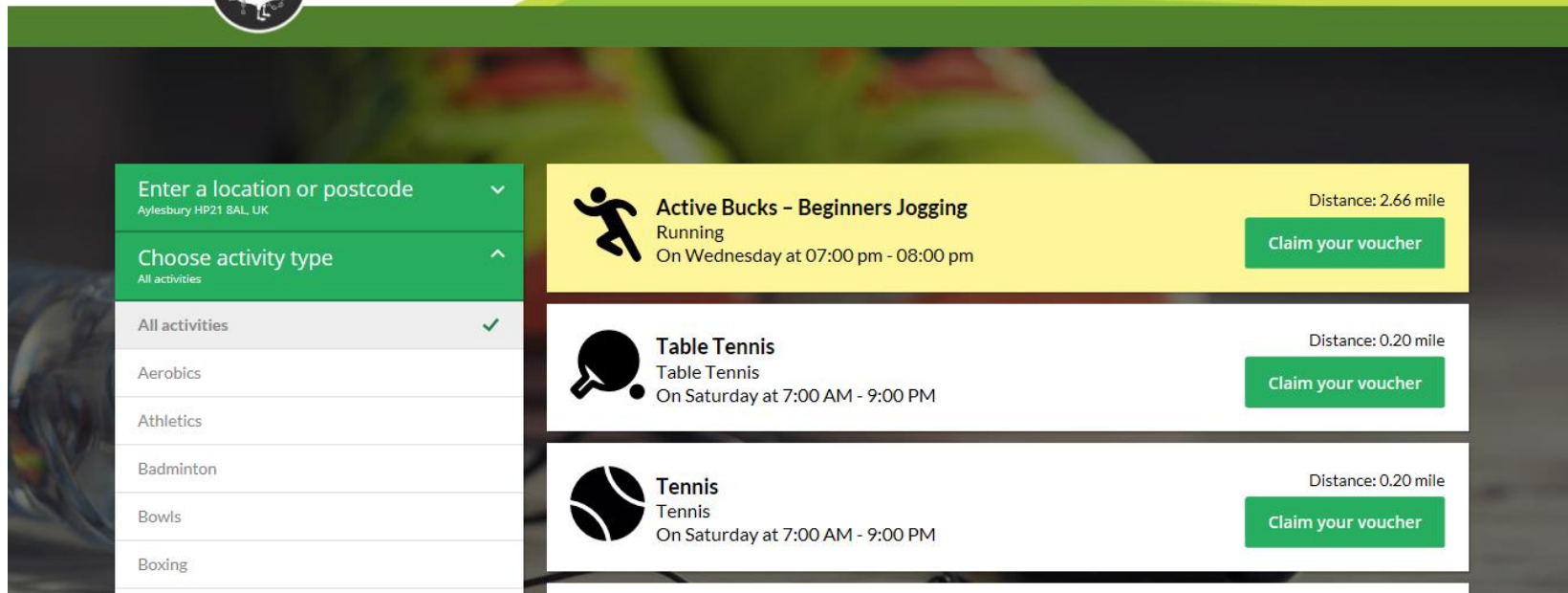
Green space 'structured' and 'stealth' projects

Community Champions

For each LAF area to support planning, promotion and delivery of activities



Buckinghamshire
County Council



The screenshot shows the Active Bucks website interface. On the left, there is a search filter panel with a green header 'Enter a location or postcode' containing the text 'Aylesbury HP21 BAL, UK' and a dropdown arrow. Below it is another green header 'Choose activity type' with an upward arrow and the text 'All activities'. A list of activity types follows: 'All activities' (checked with a green checkmark), 'Aerobics', 'Athletics', 'Badminton', 'Bowls', and 'Boxing'. The main content area displays three activity cards. The first card is yellow and titled 'Active Bucks - Beginners Jogging', with a running icon, 'Running' as the activity type, 'On Wednesday at 07:00 pm - 08:00 pm' as the schedule, 'Distance: 2.66 mile', and a green 'Claim your voucher' button. The second card is white and titled 'Table Tennis', with a table tennis icon, 'Table Tennis' as the activity type, 'On Saturday at 7:00 AM - 9:00 PM' as the schedule, 'Distance: 0.20 mile', and a green 'Claim your voucher' button. The third card is white and titled 'Tennis', with a tennis ball icon, 'Tennis' as the activity type, 'On Saturday at 7:00 AM - 9:00 PM' as the schedule, 'Distance: 0.20 mile', and a green 'Claim your voucher' button.

July 16 – August 17:

- Approx. 1600 activities on site
- 55k visits from 44k unique visitors
- 3,010 vouchers downloaded by 2129 unique users
- 22.2% of all voucher downloads are for AB activities (but only account for 5% of all activities on there)

Activities.....



Health Walks



Tai Chi



Bush Craft



Photography Walks



Buggy Fitness



Dog Agility



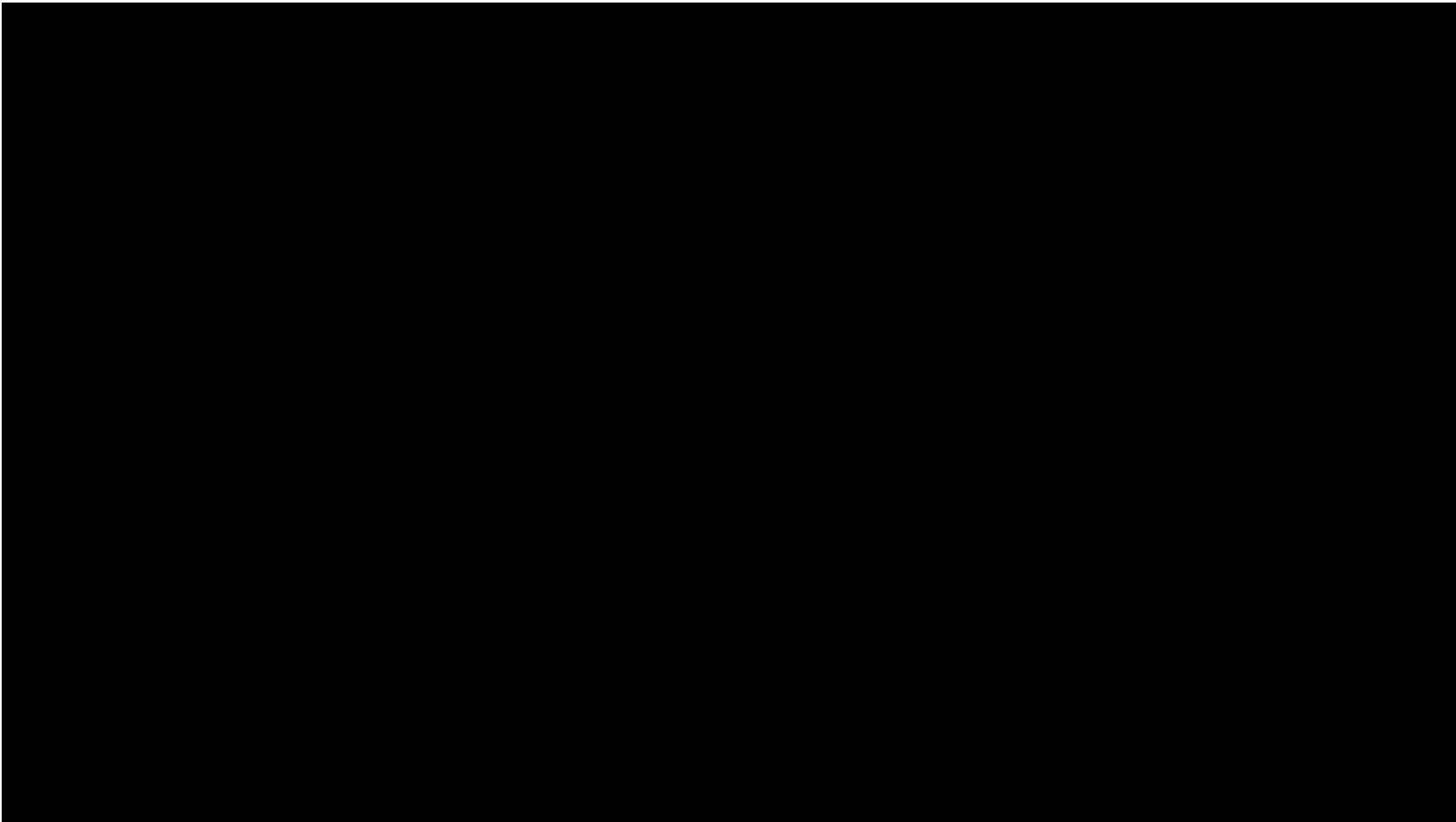
Beginners Jogging



NERF Games



Junior Parkrun



Buckinghamshire County Council

Active Bucks

Throwback Thursdays

Throw yourself into our weekly fitness sessions and get moving. Each week there will be a different activity for you to try designed to improve both physical and mental wellbeing.

Age 50+

Thursdays
10–11am
Starting
2nd February

Meeting at:
Riching's Sports Park,
Wellesley Avenue,
Iver, SL0 9BN

£2 per class
No need to book

For more information please contact:
Kirsty.McCoubrey@active-in.co.uk
07801 594519

Active Bucks

Buggy Fitness

A great way to get into shape after the arrival of your new baby

Meet other new mums in this fun weekly workout
Please bring a plastic backed rug or towel

Starting
11th January 2017

Wednesdays
11.00–11.45am

Meet at
Westwood Park
Chenies Avenue
Little Chalfont
HP6 6PW

£2 per sessions
(No need to book, simply turn up)

For more information please contact:
Marie on 07713 619 251 or
marieclaire28.mh@gmail.com

Active Bucks

Beginners Boot Camp

Join us for a weekly fitness blast

From circuit training and boxing to core stability and team work, each class will help to rid unwanted pounds in a fun and friendly beginner's class.

Saturdays
10.30–11.30am

Burnham Park,
Windsor Lane,
Burnham SL4 7HR

Just £2 each week
No need to book

For more information please contact:
Kirsty.McCoubrey@active-in.co.uk
07801 594 519

Active Bucks

Get Active

A Friendly weekly exercise and fitness session for adults with Learning Disabilities
Age 16+

Thursdays
2pm – 3pm

Starting
2nd February

Meeting at:
King George V Playing Fields,
King George V Road,
Amersham, HP6 5DP

£2 per class
No need to book

For more information please contact Kirsty 07801 594 519
or Kirsty.mccoubrey@active-in.co.uk
or visit www.leapwithus.org.uk/get-active.

Active Bucks

Beginners Jogging

Your journey from 0–5km

Mondays
7–8pm

Starting 24th October 2016

Meeting point:
Beaumont Way Public Car Park,
Hazlemere Crossroads, HP15 7BE

This session is FREE to attend – simply turn up and join in.

For more information please contact:
Kirsty.McCoubrey@active-in.co.uk
07801 594519

Active Bucks

Flag football

Fast. Furious. Fun

All the excitement of the super bowl without the hits!
Non-contact and the perfect mid-week workout

Ages 16+

Thursdays
7.00–8.00pm

Starting 6th October 2016

John Hampden Grammar School
Marlow Hill
Weycombe HP11 1SZ

£2 per session
No need to pre-book, simply turn up and join in.

For more information please contact:
Kirsty.McCoubrey@active-in.co.uk
07801 594519

Delivered in partnership with Buckinghamshire Wolves American Football Club

Active Bucks

Beginners Nordic Walking

Turns a walk into a workout, burning 40% more calories than normal walking.

No experience needed

Fridays
1.30–2.30pm

Starting
10th February 2017

Meet at:
94 Coffee Shop, High Street,
Waddesdon, HP18 0JD

£2 per session

Places are limited. To book each week simply email:
kirsty.mccoubrey@active-in.co.uk
or call 07801 594 519

Active Bucks

Fire Fit

Join us for a brand new workout, created in partnership with Buckinghamshire Fire & Rescue Service.

This circuit based class is perfect for anyone looking to get fit or tone up. No poles, no hoses but plenty of burn!

Wednesdays
9.30–10.15am

Starting 5th October 2016

Princes Risborough Fire Station
New Road, Princes Risborough,
HP27 0BG

Drop in sessions,
just £2 each week

For more information please contact:
Kirsty.McCoubrey@active-in.co.uk
07801 594519

In partnership with Buckinghamshire Fire & Rescue Service

Results so far....

170 activity-programmes

4,378 unique participants

26,100 attendances

78% inactive/
low-active

Around **60%** activities sustained

41 Community Champions

After 6 months (from baseline)

Levels of 'inactive' reduced by **13.4%**

Levels of 'active' increased by **17.5%**

Improved mental wellbeing

Improved social cohesion

Improving Lives

Philippa, Nordic Walking Instructor - North Bucks

“Following my cancer diagnosis I wanted a new direction in life and I needed to regain my confidence. Learning new skills and then teaching them to others has helped me in my recovery. I have met women who have been through the same illness as me [through the Active Bucks sessions] and it is a privilege to help them recover too.”

Hayley, Ladies Football - Aylesbury

“This session is exactly what I have been looking for - a great way to get fit and an ideal opportunity to get back into playing football in a fun, social way”

Ian, Walking Group – Waddesdon

“I know it is doing me good. I feel fitter than I have done for years, I have less aches and pains and I have lost significant weight without any change to my diet.”

Claire, Run Leader – Buckingham

“I don’t want session timings to be a barrier for people to get active, something I have experienced.”

Key Learning

- Commissioning – effective procurement is crucial!!
- Strategic buy-in is key – H&W Board support
- Manage expectations of Members from the start, tailor regular communication, and always get them involved
- Planning activities – good lead-in time, phased approach, effective sub-contracting, robust monitoring
- If it doesn't work – don't sulk, learn and improve!
- If it does work – scale it up!
- The power of Facebook!
- Linking up different strands of the programme – saves money, avoids duplication and improves outcomes
- Practical vs academic - evaluation needs to work around activities (not other way around)

Thank You

Questions?

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