

Cabinet Meeting	
Meeting Date	Wednesday 8 th December 2021
Report Title	Healthy and Active Lives Framework
Cabinet Member	Cllr Angela Harrison, Cabinet Member for Health & Wellbeing
SMT Lead	Emma Wiggins, Director of Regeneration & Neighbourhoods
Head of Service	Charlotte Hudson, Head of Housing & Community Services
Lead Officer	Russell Fairman, Community (Sport and Physical Activity) Officer
Key Decision	No
Classification	Open
Recommendations	1. To approve the draft Healthy and Active in Swale Framework 2022 – 2027 to enable 8-week consultation period.

1 Purpose of Report and Executive Summary

- 1.1 This report provides Cabinet with an update on the Active Lives Framework 2017-2022 (ALF) and proposal for the draft Healthy & Active Lives Framework 2022 – 2027 (HALF).
- 1.2 This report highlights that although significant work has been developed and positive progress made against the ALF in the borough, the population still has a significant number of individuals that are inactive and poor health related data compared to other Kent authorities.

2 Background

- 2.1 In 2012 the current Sport and Physical Activity Framework “Move Ourselves” was adopted, which provided a platform for the sector in Swale to contribute to improving the health and wellbeing of the borough. The ALF carried on directing the Council’s support for Physical Activity and Sport (PAS) with the enabling and facilitating role to ensure that we maximised the support that we could provide to the sector.
- 2.2 The HALF is now looking at how both the PAS and Health sectors can support each other with the Sport & Physical and Health & Wellbeing officers linking together with shared objectives. The development of the Sports Grant to Health and Community grants will assist both officers to engage with projects across the borough.

- 2.3 The 2017-22 ALF focused on six objectives and reviewing internally and externally they have been merged to form four key priorities for the HALF.
- 2.4 The 2017–22 ALF also had a number of targets to measure impact but due to significant changes in collection through Sport England’s Active Lives survey, the data that is now presented by Sport England showing trends and documented in the draft HALF on page 5 & 6.
- 2.5 With the expiration of the current framework, a review and assessment of progress against priorities, national and strategic drivers and consultation with the local PAS and Health sectors has taken place. This identified that there has been a national shift in approach from traditional sector approach to develop sport for sport’s sake to help use PAS to support more active and healthier lifestyles in the wider community. This is highlighted in the new Sport England strategy – Uniting the Movement, a 10-year vision to transform lives and communities through sport and physical activity.
- 2.6 The draft Swale Healthy and Active Lives Framework – Helping Swale be healthy through active lives 2022-27 (attached in Appendix I) has thus been developed and focuses on the following key priorities:

Healthier and Active Lives

Providing and developing of activities and or programmes that help residents be more active. Sharing information and opportunities that enable residents to become more aware of the benefits of a healthier and active lifestyle, empowering them to get involved within their local community.

Healthy & Active Environments

Understanding the requirements for traditional facilities to provide safe places to be active along with the ability for residents to create their own environment to be active at home and in their community.

Learning and Adapting

Creating awareness of the variety of courses and training available through Governing Bodies and providers for individuals in both professional and voluntary roles, ensuring the provision of PAS and Health activities and programmes is to the highest standards. Exploring related training to be able to adapt provision to support the social and personal development of those delivering and the participants.

Partnerships and Promotion

These two focuses will be encouraging and facilitating partnerships between organisations that can offer a range of activities and programmes that builds the PAS and Health infrastructures across Swale. Promotion of these partnerships, campaigns, and the benefits their services have in creating healthier lifestyles for residents in Swale.

- 2.7 Progress against the delivery of this framework will be tracked through Sport England’s Active Lives survey which now breaks the population into ‘Active’ and ‘Inactive’ with the later taking part in less than 30 minutes of exercise/activity a week. This is now forming the new focus for Sport England’s work to address ‘Inactivity’ and improving ‘Healthier Lifestyles’ whilst continuing to support the traditional ‘Sporting’ Offer.

3 Proposals

- 3.1 To agree the draft Healthy and Active Lives Framework – ‘Helping Swale be healthy through active lives’ and enable an eight-week consultation period.

4 Alternative Options

- 4.1 To not adopt the revised Healthy and Active Lives Framework this is not recommended as there are significant health inequalities in the borough, which PAS and Health sectors can work together to address. The framework also enables the Council to demonstrate its partnership working between the PAS and Health sectors with related officers working together.

5 Consultation Undertaken or Proposed

- 5.1 Six online focus groups and an online survey were held during August, September, and October 2020 with the Health & Active Swale network.
- 5.2 Internally conversations between officers in Planning, Housing, Open Spaces and Property Services have contributed to the framework’s development.

6 Implications

Issue	Implications
Corporate Plan	The framework supports Priority 3 within the plan, directly contributing to areas 3.1; 3.2; 3.3 and 3.5. In addition, the framework will be able to influence Priorities 2.2, 2.4.
Financial, Resource and Property	The priorities of the Healthy and Active Lives Framework will be largely delivered within the network of partners and their existing resources. Internally it will be within the current Economy and Community Services team and budgets; providing the conduit to identify and co-ordinate any external resources.
Legal, Statutory and Procurement	None identified at this stage.
Crime and Disorder	Physical Activity and Sport can provide a successful diversion from Anti-Social Behaviour.

Environment and Climate/Ecological Emergency	None identified at this stage.
Health and Wellbeing	Increased activity within inactive residents will have an impact on the individual's health and wellbeing; developing links between PAS and Health sectors can support this locally taking direction from national leads including Sport England and Public Health England.
Safeguarding of Children, Young People and Vulnerable Adults	None identified at this stage, reference to standards required through National Governing Bodies of Sport that partners delivering opportunities should adhere and or work towards.
Risk Management and Health and Safety	None identified at this stage.
Equality and Diversity	<p>The Healthy & Active Lives Framework will be open to support all community groups that aim to increase the activity levels and support healthier lifestyles in residents.</p> <p>Increasing participation requires all sectors to be able to cope with an influx of diverse users; a co-ordinated support with all sectors will help provide a whole system approach to be able to cater for all requirements of the new users.</p> <p>Local community-based clubs & organisations require a pool of volunteers with suitable expertise to be able to deliver what is required by the community.</p> <p>Volunteering by residents can also increase their employability through skill and knowledge development, which could in turn lead to reductions in unemployed numbers within the borough.</p> <p>Exploring opportunities for PAS and Health sector clients to become more active will lead to a positive lifestyle change.</p>
Privacy and Data Protection	Any data held by the SPA function of the Council will adhere to the Councils policies to secure personal and sensitive information.

7 Appendices

- 7.1 The following documents are to be published with this report and form part of the report:
- Appendix I: Healthy and Active Lives Framework 2022 - 27 – ‘Helping Swale be healthy through active lives’

8 Background Papers

- 8.1 Swale Borough Council [Active Lives Framework 201722 – Towards an Active Swale](#)