

# Everybody**Active**

Kirklees Physical Activity and Sport Strategy  
2015 – 2020







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# Section 1: Setting the Scene



## 1.1 Introduction

Kirklees is a great place to be active and play sport. It has wonderful countryside to enjoy, a range of high quality leisure and sports facilities, an extensive voluntary sports club sector, an enthusiastic and effective volunteer workforce supporting delivery of physical activity in communities and a number of high quality, physical activity programmes many of which have been highlighted as national examples of good practice.

In the autumn of 2008 we launched “Sporting Pathways: Partners for Action”, the strategy for sport and active recreation for Kirklees. The strategy was a long term one spanning the four-year Olympic cycles before and following 2012. It set out our main ambitions for making the most of the unprecedented opportunities given to this country by hosting the biggest sport event in the world.

We also previously developed a Physical Activity Programme Plan, separate to that of “Sporting Pathways”. The programme plan set out to get more people in Kirklees, more active, more often to improve health and well-being and reduce inequalities. The plan particularly focussed on promoting the inactive to become active and as such was targeted at particular groups and areas and saw some success in raising activity levels.

It has increasingly become apparent that the labels we put on sport, recreation and physical activity are often blurred and largely irrelevant to the participant. This revised strategy will therefore cover the full spectrum of activity focusing more on the needs of individuals, families and groups’ needs rather than any particular type of activity.



Simply put, we want to encourage everyone to be active whether it be through work, play sport, travel or leisure. Along with the inherent fun and enjoyment, there is a wealth of evidence that proves being more active leads to significant gains in physical and mental health for the individual. Increasing participation also builds vibrant, stronger communities and can make an economic contribution through improving skills and attracting inward investment. In short physical activity can result in more resilient people and more resilient communities.

At the moment, around one in three of the population in Kirklees is entirely inactive. A recent All Party Commission on Physical Activity described the UK as facing an “epidemic of physical inactivity” recognising how we have simply stopped moving. The cost of inactivity to the health service alone is estimated to be around £7m per year for the district.

Since the launch of the strategy in 2008, Sport England research suggests around 19,000 more adults are now playing sport at least three times a week across Kirklees which represents a good number of people incorporating activity into their weekly lifestyle. We are encouraged by this but know we have a long way to go to ensure physical activity makes its full contribution to health across the whole population of the district.

The recent changes in participation have to be seen in the context of the age of austerity that has characterised the last four years and is set to continue. As a result of the dramatic reductions in public expenditure and personal spend the landscape of delivering physical activity and sport will continue to shift away from the council and other public bodies to the voluntary and private sectors.

Through local and national research our understanding of those who want to participate in physical activity and sport has increased tremendously and we are now in a much better position to target limited resources to greatest effect. Importantly, we have much better intelligence on patterns of participation, individual tastes, and how people want to participate which will drive us in creating enjoyable and easy access to opportunities.

It was always envisaged that a revision of the strategy/plan would take place as the post-Olympic world began to take shape. There were also other drivers such as the economic, social and political environment having radically changed.

We are passionate to do more to get Kirklees moving again as we know that many more people would like to be, and can be more active but they require the right information, support, opportunities and environment to do so.

This plan will set out the direction of travel for those planning and delivering physical activity and sport in Kirklees over the next five years. It will build upon previous documents to be more participant centred and intelligence led. The physical activity and sport sector in Kirklees has a strong reputation locally and nationally for the innovative and collective way it has delivered opportunities in the past but we are not complacent. We know there are many challenges to encouraging everyone to be active in Kirklees and all those involved in developing this strategy are inspired to meet them.

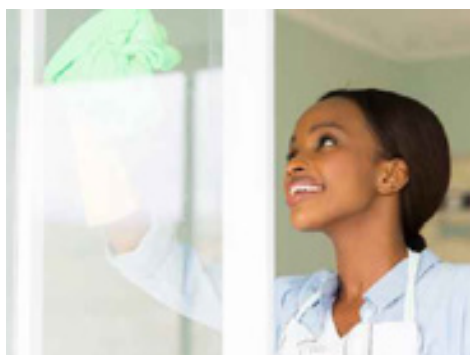
## 1.2 Our Vision

*Our vision is quite simple:*

**“Everybody Active in Kirklees: By 2020 everyone will be physically active through work, play, sport, travel or leisure”**

Our aspirations are high; we believe everyone within the district should be able to access and enjoy the benefits of being active. Being physically active can become a natural way of life for everyone.

Of course, the amount and intensity of physical activity within a week will differ from person to person. In 2011 the Government produced recommended physical activity guidelines across all age groups which will be included in the appendix to this plan. Although we are ambitious we also recognise it is unrealistic for everyone to be active at this level; health gains can be made by simply taking the first steps into activity.



### **//More specifically our vision for Kirklees is to be a place where:**

- individuals and organisations recognise the crucial role that physical activity and sport plays in every-day life across Kirklees and takes responsibility for their own levels of activity
- more people will be leading physically active lifestyles with greater numbers enjoying taking part in physical activity and sport
- there will be a greater awareness by the community of the health and social benefits which participation can generate
- taking part, through formal or informal activity, will be viewed by the majority as the norm
- opportunities for trying out new activities at any age or experience will be easy to access, and people will be made to feel welcome
- barriers to participation, whether actual or perceived, will be identified and removed wherever possible
- the critical role of voluntary sport clubs and their contribution to the development of their communities will be recognised, and support will be provided to ensure efficient organisation and

### **//administrative structures**

- all schools in Kirklees will provide high quality physical education, physical activity and school sport programmes, and will have developed strong links with local structures and clubs
- activity planning will provide for family orientated approaches, including parents, grandparents and carers, but will recognise that not all will want to take part in the same activity at the

### **//same time**

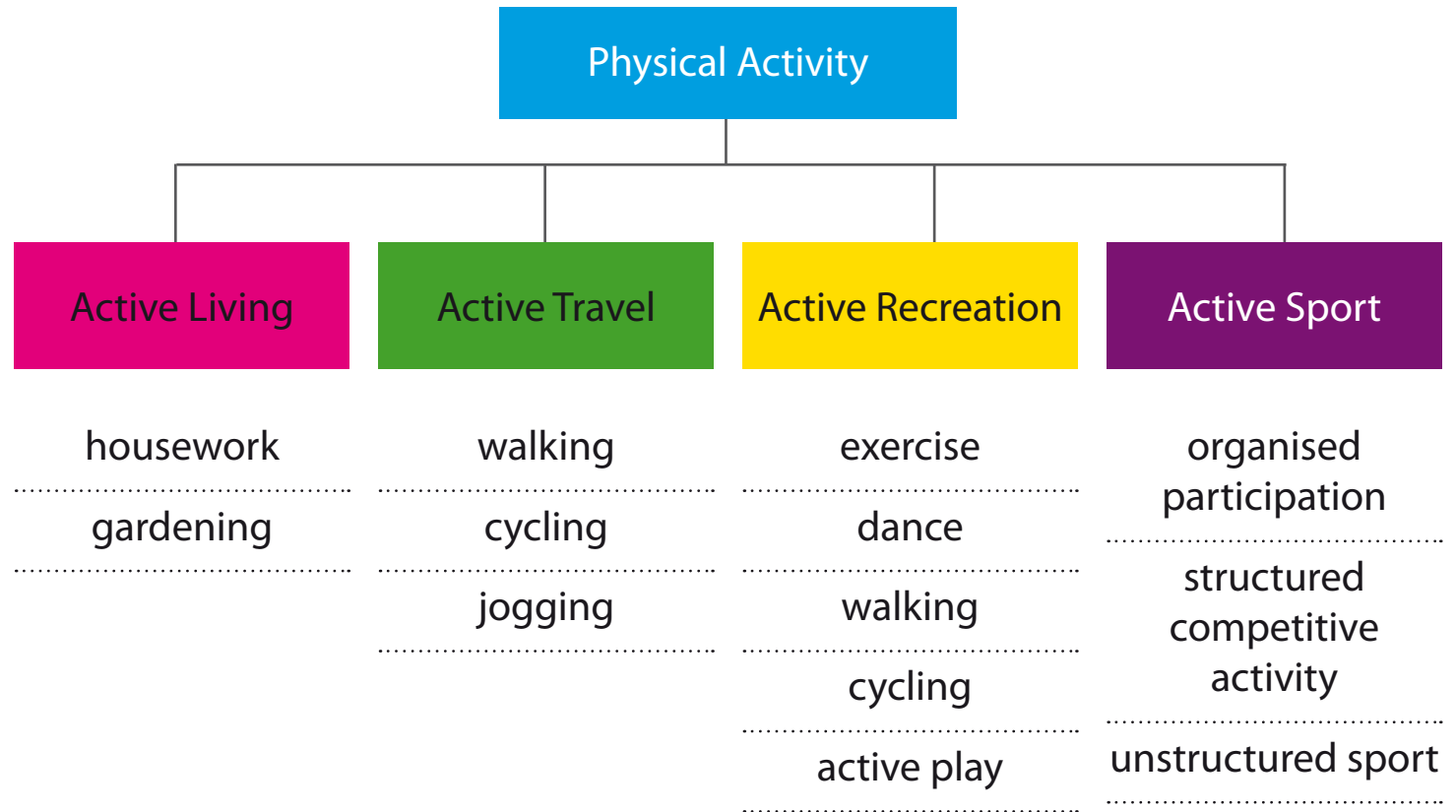
- young people will be able to access a wide range of programmes and activities in various settings
- individuals will be able to progress in their chosen sports to the level to which they aspire and are capable of reaching, and there will be more individuals reaching the highest levels of

### **//performance in Kirklees**

- there will be more sporting champions to act as role models
- there will be a sufficiently strong sport and active recreation workforce across all sectors to sustain increased levels of participation and improved levels of performance

### 1.3 What do we mean by Physical Activity and Sport?

Physical activity is “any bodily movement produced by skeletal muscles that requires energy expenditure” (World Health Organisation) which is obviously wide ranging. In order for us to effectively plan and deliver this strategy we are using the following diagram to explain the different components of the physical activity continuum:





## 1.4 Importance of Physical Activity and Sport to Health

The Kirklees Joint Health and Well Being Strategy's (JHWS) vision is that by 2020:

*No matter **where** they live, **people in Kirklees** live their lives **confidently**, in **better health**, for **longer** and experience **less inequality***

It is vital that the physical activity and sport strategy for the district takes its lead from this due to the clear health benefits derived from activity as summarised in the Kirklees Joint Strategic Needs assessment:

- Reducing the risk of cardiovascular disease (coronary heart disease, hypertension, and stroke), diabetes and some cancers, especially colon cancer and breast cancer
- Reducing the risk of death and ill health for those who are overweight or obese, helping to avoid weight gain and maintain weight loss
- Supporting musculoskeletal health, protecting against osteoporosis and benefiting those with osteoarthritis and low back pain
- Reducing the risk of depression and dementia in later life, being effective in the clinical treatment of depression and, more generally, making people feel better about themselves

Participation in physical activity and sport has a range of additional benefits including increased educational attainment, reduced offending, and increased social capital and community cohesion.

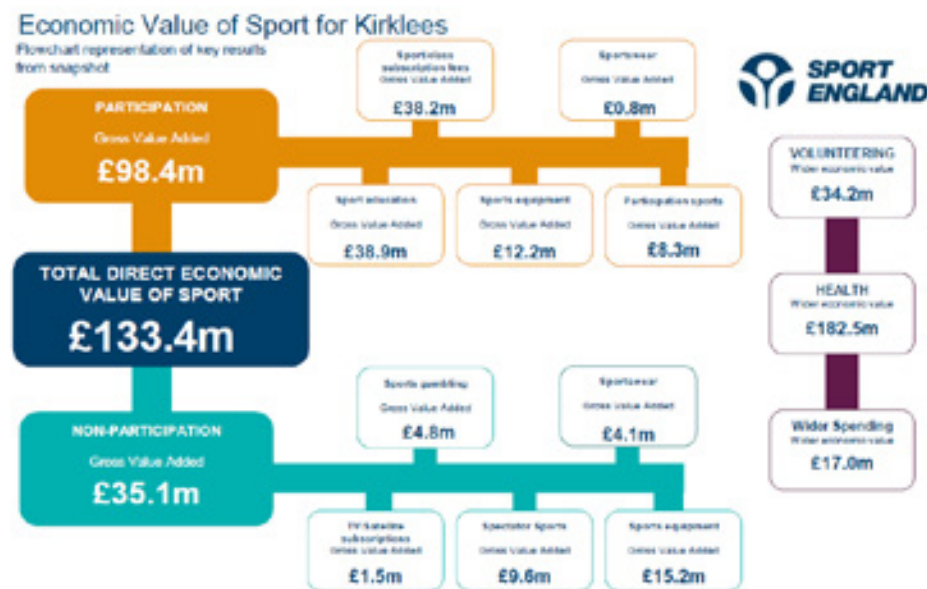
At a national level the NHS Five year forward views recognises that we do not have to accept the rising burden of ill health driven by our lifestyles, including physical inactivity, and that the NHS must back hard-hitting national action on physical inactivity, obesity and other major health risks.

<http://www.england.nhs.uk/ourwork/futurenhs>

## 1.5 Importance of Physical Activity and Sport to the Economy

Sport England has developed a tool that measures the contribution that sport makes to the economy of a district. The table below shows sport contributes an estimated £133.4m directly to the economy of Kirklees with a further £233.7m of value through the contribution that sport makes to volunteering, health service and visitors into the area. Furthermore, the model estimates that 3,580 (full time equivalent) jobs are currently within the sports sector in the district.

It is important that the contribution that physical activity and sport can make is considered within the District's economic strategy.







## 1.6 Why have a Plan?

The plan builds upon the previous physical activity and sport and recreation strategies taking into account primarily local need but within the context of national and regional policies and plans.

The purpose of the plan is:

- to set out a vision for physical activity and sport in Kirklees
- to provide the strategic framework within which physical activity and sport can flourish for the benefit of all sectors of the Kirklees community
- to provide an advocacy document which will influence other people's agendas and decision makers in the allocation of resources
- to co-operate with other agencies at district, sub-regional and regional levels on a co-ordinated basis
- to identify the needs of physical activity and sport, and the actions needed to improve planning and provision in Kirklees
- to form the basis for action plans, and to implement monitoring systems and processes against which progress can be measured
- To provide the framework for collective action through partnership working between the stakeholders

## 1.7 The Kirklees Physical Activity and Sport Partnership

This strategy has been developed by a range of organisations making up the Kirklees Physical Activity and Sport Partnership which includes:

- Kirklees Council
- Professional Sports Clubs
- National Governing Bodies of Sport
- Kirklees Active Leisure
- Kirklees College
- University of Huddersfield
- West Yorkshire Sport
- Locala
- Sporting Pride Community Trust
- Communities United Project
- Other voluntary sector groups including voluntary sports clubs



As a group of organisations that are passionate about increasing activity levels across Kirklees we are acutely aware that the delivery of opportunities will be dependent upon the thousands of public, private and increasingly third sector organisations across Kirklees. We need to build links with these over the life of the strategy with an initial focus of working closer with the Clinical Commissioning Groups and other health sector organisations to ensure physical activity is embedded as far and as wide as possible in strategy and operations.

It is our intention that this plan will provide local organisations with a context for their work and by providing an influencing tool to attract increasingly rare public sector resources.

## Section 2: The Context for Physical Activity and Sport



### 2.1 National Plan: Everybody active, Every day

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/374914/Framework\\_13.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/374914/Framework_13.pdf)

In October 2014 Public Health England produced their approach to tackling low activity levels across the country. Along with making the strong case for physical activity it identified four areas where measures needed to be taken at a national and local level

#### 2.1.1 Active society: creating a social movement

The report highlights the need to shift social norms so that physical activity becomes a routine part of daily life. Along with effective marketing and communication strategies it calls for all sectors in the local area acting together with a consistent message.

#### 2.1.2 Moving professionals: activating networks of expertise

The report calls for the existing push for “making every contact count” in the health sector broadening to include all sectors that impact on physical activity levels including those in education, sport and leisure, transport and planning

#### 2.1.3 Active environments: creating the right spaces

It is recognised that the environment is crucial in activity levels and that land use has a big impact on health – green spaces, playgrounds, cycle lanes and age friendly high streets all encourage people to be active every day

#### 2.1.4 Moving at scale: scaling up interventions that makes us active

Positive change needs to be long-term and large-scale with interventions being based on community needs that are designed and implemented by communities themselves. The report highlights it is not about new investment, it is more about maximising existing assets.

This Kirklees plan has the principles of the PHE document embedded within it. We will strive, through the Kirklees Physical Activity and Sport Partnership, to ensure organisations are working collectively with communities so that consistent messages are promoted. Moreover, we will seek to influence decision makers from a wide range of organisations that have an impact on physical activity, such as transport and land planning, to ensure their plans and strategies fully take into account the need for an active environment.

## 2.2 Kirklees: The Place

Kirklees is the 11th most populated district in England with a population of 424,400 in 2012 which is expected to rise to 431,700 by 2016.

It lies in the South West of West Yorkshire and is bordered by Barnsley, Wakefield, Leeds, Calderdale, Bradford, Oldham and High Peak. The 408,600 square kilometre area is a blend of urban & rural areas, made up of a network of settlements varying in landscape, social and demographic profile.

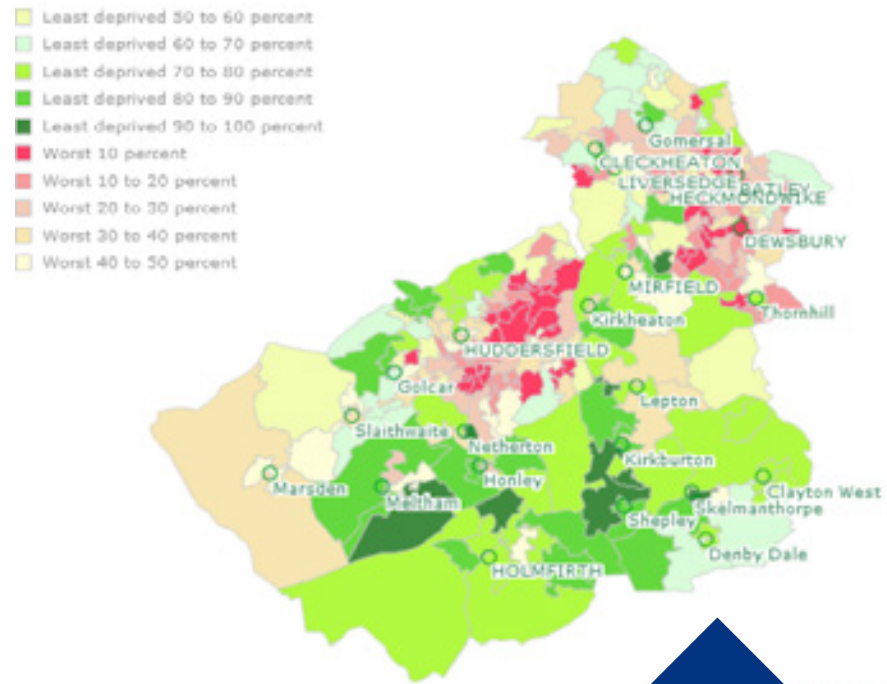
The west and south of the district are mainly rural whilst the urban settlements of Dewsbury, Batley, Mirfield and Spen Valley lie to the North of the district. The largest settlement, Huddersfield, links the north and the south and is a focal point for employment, services, retail and culture. The varying landscape offers areas of open space and accessibility to local countryside for informal physical activity and sport, while also providing a network of purpose-built facilities for more formalised participation.

Kirklees has a relatively young population compared with the proportions for England with 20.7% of the population under 15 and relatively fewer residents over pension age (16.0%). Despite this relatively young population, by 2021, 0-15 (10%) and 65+ (23.5%) populations are due to increase, with 16-64 population set to stay the same.

Across Kirklees unemployment is higher than the national average and it is ranked 77th most deprived district out of 353 in England, and 10th within Yorkshire and the Humber. However, within Kirklees there are contrasting areas of deprivation, from the most deprived areas of Dewsbury and Batley to the more affluent areas of Colne Valley and Holme Valley (see figure below).

Kirklees has a predominantly white population, however 21% of the population class themselves within an ethnic minority group, which is high compared to the West Yorkshire and national average. There are proportionately a higher number of young people from ethnic minority groups. The predominant ethnic minority group is Asian / British Asian which accounts for 16% of the population.

In Kirklees, the adult excess weight prevalence (overweight and obese) is 61.7% which is 2.1% lower than the national average of 63.8% and 3.7% lower than the regional average of 65.4%. The childhood obesity rate for children age 11 is 18.4% which is 0.6% below the national average (19.0%) and 0.5% lower than the regional average (18.9%). The pattern of health deprivation largely mirrors the map in figure 1 which highlights relatively high levels of health inequalities



### //Implications//

It is misleading to think of Kirklees as a uniform geographical area; it is more a series of towns and villages, each with their own history, culture and characteristics. We therefore need to plan and deliver opportunities for physical activity and sport relative to local need and it is imperative we take careful note of local consultation and data to drive our work.

On the whole there are more challenges in attracting participants in North Kirklees and Huddersfield where traditional economic barriers to participation in sport and physical activity are more prevalent. Furthermore, with above average obesity rates mirroring the economic map it is clear that we need to target provision effectively.

We need to recognise the higher than average ethnic minority population, especially Asian / British Asian which in the past have low participation rates. The prospective growth in population in under 15 year olds and older people will mean an increase in provision will be particularly important for those age groups.

## 2.3 Physical Activity and Sport Participation in Kirklees

We have a wealth of information from Sport England's Active People Survey relating to physical activity, sport and recreation participation which can be found on: [http://www.wysport.co.uk/files/9513/9696/0338/This\\_is\\_Kirklees.pdf](http://www.wysport.co.uk/files/9513/9696/0338/This_is_Kirklees.pdf)

Around one in three people across Kirklees are classed as "inactive", doing less than 30 minutes of physical activity per week. We know there are major health gains to be made from the move from inactivity to doing some activity in a week; it is important that this plan has a focus on those that are inactive.

Encouragingly over half of the adult population are active to the guidelines set out by the Chief Medical Officer of 150 minutes per week. The activity rate in Kirklees is slightly behind national and regional figures although not worryingly so.

On the whole over the last five years participation in sport and recreation in Kirklees has appeared to be fairly static and relatively strong although the latest survey shows a drop off; time will tell whether this is a worrying trend or a one-off.

The overall picture masks some major inconsistencies. The number of women participating in sport and active recreation is low and appears to be declining. There is also low participation relating to those on low incomes and ethnic minority groups, especially within the Asian population.

The picture is consistent with other data drawn from the annual CLIK (Current Living in Kirklees Survey) survey which is used to inform the Joint Strategic Needs Assessment (<http://www.kirklees.gov.uk/you-kmc/partners/other/jsna.aspx>). It also found inequalities in participation with lower socio-economic groups being less active, activity reduced with age and women were less active than men. Those who were more likely to be inactive included those with poor health, those claiming income related benefits and adults of Pakistani origin. Tellingly, people who were obese were twice as likely as those who were a healthy weight to be inactive.

Inequality in sports participation is not new; it has been the consistent message from almost all research over the last twenty years. There are many and varied socio-economic reasons for this which are common with sectors such as health, education and employment. In planning and delivering physical activity and sport we need to be more intelligent and specific relating to the needs of individuals and communities rather than using broad group classifications. The emerging data and intelligence will allow us to do this effectively.



## 2.4 Links with other plans and strategies in Kirklees

Despite there being a wealth of evidence of the positive impact physical activity and sport can have on individuals and communities we still have a major task of influencing others to truly embed activity into their plans. Part of the solution is to ensure this plan is connected to the numerous plans and strategies that are in place across the District.

A summary is shown below:

Strategy	Major themes	Implications for the physical activity and sport plan
<p><b>Joint Health and Well Being Strategy (JHWS) for Kirklees 2014 – 2016</b></p> <p><a href="http://www.kirklees.gov.uk/you-kmc/partners/kirkleesPartnership/pdf/healthStrategy.pdf">http://www.kirklees.gov.uk/you-kmc/partners/kirkleesPartnership/pdf/healthStrategy.pdf</a></p>	<p><b><u>Vision:</u></b></p> <p><i>“No matter where they live, people in Kirklees live their lives confidently, in better health, for longer and experience less inequality”</i></p> <p><b><u>Outcomes:</u></b></p> <ol style="list-style-type: none"> <li>1 People in Kirklees are as well as possible for as long as possible, both physically and psychologically</li> <li>2 Local people can control and manage life challenges</li> <li>3 People have a safe, warm, affordable home in a decent physical environment within a supportive community</li> <li>4 People are enabled to take up opportunities that have a positive impact on their health and wellbeing</li> </ol>	<p>The plan needs to take its lead from the JHWS vision due to the major contribution physical activity and sport has to health.</p> <p>Increasing physical activity is a priority identified via the Joint Strategic Needs Assessment. It acts in combination with a healthy diet to promote a disability free life and also improves emotional health and wellbeing. In particular by building resilience of individuals and communities by improving physical and mental health.</p> <p>The principle of resilience is an important one that this plan will adopt throughout; a sense of building individual's propensity to be active rather than simply providing activities is the approach we will be taking.</p>
<p><b>Kirklees Economic Strategy</b></p> <p><a href="http://www2.kirklees.gov.uk/involve/entry.aspx?id=661">http://www2.kirklees.gov.uk/involve/entry.aspx?id=661</a></p>	<p><b><u>Vision:</u></b></p> <p><i>“Improving the quality of life of people in Kirklees by stimulating investment, resulting in a more competitive and resilient economy and a better quality of place”</i></p> <p><b><u>Priorities:</u></b></p> <ul style="list-style-type: none"> <li>• Quality Places</li> <li>• Precision engineering and innovative manufacturing</li> <li>• Innovation and enterprising businesses</li> <li>• Infrastructure</li> <li>• Workforce, skills and employment</li> </ul>	<p>Often the importance of physical activity and sport to economic growth are overlooked. This plan can and will make a contribution, not only through the employment and skills opportunities the sector provides, but also to making a major contribution to Kirklees being an attractive place for companies to invest in. In particular to create a healthier workforce and provide active leisure time opportunities. In addition the major sports centres and facilities in Dewsbury and Huddersfield are major factors in providing vibrancy to those towns.</p>

Strategy	Major themes	Implications for the physical activity and sport plan
<p><b>Kirklees Food Plan</b></p> <p>(<a href="http://www.kirklees.gov.uk/you-kmc/partners/kirkleesPartnership/pdf/foodSummitKirkleesFoodStrategy.pdf">http://www.kirklees.gov.uk/you-kmc/partners/kirkleesPartnership/pdf/foodSummitKirkleesFoodStrategy.pdf</a>)</p>	<p><b>Vision:</b></p> <p><i>“No matter where people live, people in Kirklees can access healthy, affordable, sustainable and local food”</i></p>	<p>The Kirklees 2020 Food Strategy “From farm to fork” is designed to drive change in the Kirklees food culture. It has action plans to impact on health, the economy and environment by promoting better local food, skills training, local food businesses and healthy eating. There need to be close links with both the food and physical activity plans in particular with regard to the obvious implications for weight management. A common message needs to be developed, for example “eat well, move more, feel great”</p>
<p><b>Kirklees Safer Stronger Communities Partnership Plan</b></p> <p>(<a href="https://www.kirklees.gov.uk/you-kmc/partners/kirkleesPartnership/pdf/saferStrongerPlan.pdf">https://www.kirklees.gov.uk/you-kmc/partners/kirkleesPartnership/pdf/saferStrongerPlan.pdf</a>)</p>	<p><b>Vision:</b></p> <p><i>“Further reduce crime and anti-social behaviour, increase the confidence of residents and reassure them with a greater stake in their neighbourhoods”</i></p> <p><b>Priorities:</b></p> <ul style="list-style-type: none"> <li>• Improve confidence and satisfaction of residents</li> <li>• Tacking crime</li> <li>• Anti-social behaviour</li> <li>• Drugs and alcohol</li> <li>• Reducing re-offending</li> <li>• Community cohesion and involving communities</li> <li>• Road Safety</li> </ul>	<p>The contribution that physical activity and sport can make to Safer Stronger Communities is not explicit within the plan. However, we know of numerous schemes where programmes of activity are making a significant contribution to the priorities within the plan. We need to ensure these specific programmes are recognised and built upon.</p>

Strategy	Major themes	Implications for the physical activity and sport plan
<p><b>Connecting Communities Strategy</b></p> <p><a href="http://www.kirklees.gov.uk/you-kmc/partners/kirkleesPartnership/pdf/saferStrongerConnectingStatement.pdf">http://www.kirklees.gov.uk/you-kmc/partners/kirkleesPartnership/pdf/saferStrongerConnectingStatement.pdf</a></p>	<p>The connecting communities' strategy provides a strategy in order to build strong and cohesive communities in Kirklees. The approach is guided by the following core values:</p> <ul style="list-style-type: none"> <li>• <b>Common Ground:</b> A clear sense of shared aspirations and values, which focus on what we have in common rather than our differences;</li> <li>• <b>Active citizenship:</b> enabling active participation in society, in public institutions, the work place and in political life to enhance civic engagement and influence across the borough;</li> <li>• <b>Equality of access:</b> and opportunity for all residents to the labour market, housing, education, healthcare, social welfare and day to day requirements people have;</li> <li>• <b>Local identity</b> to help generate collective pride and a sense of belonging to someone's area, where individuals and communities feel safe and welcomed;</li> <li>• Promotion and awareness of the <b>rights and responsibilities</b> of citizens and organisations to enhance the connections between communities, strengthen community leadership and support social inclusion;</li> <li>• <b>Responsibility:</b> A strong sense of individual and collective commitments and obligations, which brings personal and social responsibility;</li> <li>• <b>Social mobility:</b> People able to realise their full potential to get on in life;</li> <li>• <b>Participation, empowerment and aspiration:</b> People of all backgrounds have the opportunities to take part, be heard and take decisions in local and national life;</li> <li>• <b>Tackling intolerance and extremism:</b> A robust response to threats, whether discrimination, extremism or disorder that deepen division and increase tensions.</li> </ul>	<p>The connecting strategy has three broad work strands under:</p> <ul style="list-style-type: none"> <li>• Managing and dealing with tensions</li> <li>• Commonality and shared belonging</li> <li>• Perceptions of fairness</li> </ul> <p>Physical activity and sport provides an extremely valuable contribution to fostering positive and sustainable relationship between communities and contributes directly to all three work strands within the connecting communities strategy.</p>

Strategy	Major themes	Implications for the physical activity and sport plan
<p><b>Kirklees Green infrastructure Delivery Plan</b>  <a href="http://www.kirklees.gov.uk/you-kmc/kmc-policies/ActionPlanEnvironment.pdf">http://www.kirklees.gov.uk/you-kmc/kmc-policies/ActionPlanEnvironment.pdf</a></p>	<p>Provides a framework for the future use, development and management of the green infrastructure assets across Kirklees. The plan includes measures to:</p> <ol style="list-style-type: none"> <li>1. improve and extend the use and functionality of Open Space</li> <li>2. encourage active travel and more sustainable transport</li> <li>3. reduce costs and attract investment</li> <li>4. increase the resilience of communities and foster community cohesion</li> </ol>	<p>The outdoor environment is crucial in encouraging people to be active but, as the Green Plan suggests, is often not accessed by those in greatest need. Throughout the Green Plan there is reference to encouraging more people to make use of the extensive green infrastructure that we enjoy in Kirklees from encouraging Active Travel, to walking in the countryside, to more formal outdoor sporting pursuits.</p> <p>It is important that there is a close relationship developed between the groups implementing both plans.</p>
<p><b>Kirklees Children and Young People Plan 2013 – 2016</b>  <a href="http://www.kirklees.gov.uk/you-kmc/partners/kirkleesPartnership/pdf/childrenYoungPeoplePlan2013.pdf">http://www.kirklees.gov.uk/you-kmc/partners/kirkleesPartnership/pdf/childrenYoungPeoplePlan2013.pdf</a></p>	<p><b><u>Vision:</u></b></p> <p>Kirklees is a great place to grow up where every child and young person:</p> <ul style="list-style-type: none"> <li>• is safe and loved, healthy and happy and free from harm, and</li> <li>• has the chance to make the most of their talents, skills and qualities to fulfil their potential</li> </ul> <p><b><u>Priorities:</u></b></p> <ol style="list-style-type: none"> <li>1 Mental, emotional health and wellbeing</li> <li>2 Looked after children and care leavers – improving life chances</li> <li>3 Young people – improving life chances by being ready for and opportunities for work</li> <li>4 Disabled children – improving life chances</li> <li>5 Child Sexual Exploitation – improving life chances of those at risk</li> </ol>	<p>The plan recognises that “taking part in positive sport, exercise and other physical activity greatly helps to improve individual’s self-confidence, self-esteem, sense of belonging and overall well-being”.</p> <p>It is important this physical activity and sport plan makes a significant contribution through a focus on children and young people as part of the life course approach we are taking.</p> <p>Whilst PE and school sport will remain vitally important there will be more targeted work that will need to be developed; especially in relation to looked after children, the stronger families programme, and disabled children.</p> <p>An underlying principle of this physical activity and sport plan is the requirement to promote the highest standards of safeguarding within the sector by linking closely to the Kirklees Safeguarding Board.</p>



## Implications

It is imperative that we make the case for continued investment into physical activity and sport by ensuring it plays its maximum part in delivering Kirklees wide ambitions, especially in relation to health. It is vital that those people who are leading and delivering programmes understand the wide outcomes that physical activity can make a contribution towards. Over many years there has been a strong commitment to physical activity and sport from the health sector, the previous Primary Care Trust having invested heavily in programmes in the past. Whilst not an explicit priority within the Health and Well Being strategy the principle and positioning of physical activity is embedded throughout the document. It will be important that we continue to advocate and deliver these health outcomes through physical activity in a wide range of areas.

With regards to sports strategies there is an increasing emphasis on young adults especially in relation to 14 to 25 year olds where drop off in participation is at its most stark. Aside from the recent primary schools funding announcement there is little cohesive national plan for PE and school sport and it is an area we will need to take a local lead on.

Whilst the contribution of sport and physical activity is widely recognised in health it is traditionally less so in community and economic strategies. We will need to continue to shape delivery and crucially measure impact of sport and physical activity in relation to all the Kirklees Partnership plans.



## Section 3: Framework for the Plan and Early Actions



**The table overleaf sets out the framework for our strategy >>**

The starting point for all our work is the vision of Kirklees contained within the Health and Well Being Strategy. This has the commitment of a wide range of major partners across the District and contains the economic, health and community safety outcomes we know that physical activity and sport can contribute to. As part of the implementation plan we are aware we need to continue to build upon and communicate the strong evidence base that exists of the impact of physical activity and sport on these wide range of issues.



## Our Vision

“By 2020 everyone will be physically active in Kirklees through work, play, travel or leisure”

which is discussed in more detail in section 1.2.

## Our Aims

**Starting to be Active** – we know that around a third of the Kirklees adult population are inactive i.e. doing less than 30 minutes a week. A major focus of our work needs to be around those people who are, sometimes literally, taking the first steps into activity where often the greatest health gains are made.

**Staying Active** – we also know that the amount of physical activity an individual undertakes varies significantly as their lifestyle changes, in particular when people have children, or get a new job. Our aim is to create a culture whereby people choose to be active by building activity into their everyday lives; in other words being resilient to outside pressures of time and other commitments. A recent concept of “Sporting Capital” has been developed that looks at how individual’s social, psychological and physical attributes determine their propensity to play sport. We will be developing this further in the implementation of this strategy. We also recognise that it is vital that physical activity and sport is a fun and pleasurable experience pointing to the need for high quality opportunities being offered.

Achieving Ambitions – we recognise that a major facet of physical activity and sport is about aspiring to achieve personal goals. On the one hand this is about the sense of achievement of walking the first mile, running the first 10k, or playing for the school team for the first time. On another it is about the serious business of developing pathways that will enable and support elite performers from Kirklees to succeed at the highest level. The resultant inspiration and profile for Kirklees adds greatly to the vibrancy of the District.

In drawing up the plans we have adopted a life-course approach suggested by the Marmot Review (Fair Society Healthy Lives; <http://www.instituteofhealthequity.org/projects/fair-society-healthy-lives-the-marmot-review>) that takes into account the needs of individuals at different stages of their life. In doing so we have adopted the age group categories that are consistent with the Chief Medical Officer’s Physical Activity Guidelines.

Also in drawing up the plans we have taken an approach that encompasses the principles of “*Asset Based Community Development*” which means we will build on the strengths and assets within Kirklees to achieve our vision.

## Our Assets

**People** – including the vast number of paid and largely unpaid people in our communities who are responsible, or take it upon themselves to be responsible for creating opportunities for others.

**Places** – the physical place that people can take part in physical activity and play sport. This covers a broad spectrum including using Active Design concepts in planning regulations, use of the countryside and natural environment, playgrounds and more formal provision such as leisure centres and swimming pools.

**Organisations** - in addition to people there are many organisations, formal and informal, that are involved in creating opportunities to be active and play sport. Many have a specific remit for the sector from large scale organisations such as Kirklees Active Leisure and the Council to the extensive number of community sports clubs. Others have a broader remit but provide sport and active opportunities as part of their wider offer such as young people’s uniformed organisations.

**Communication** – we are often told that people are unaware of the opportunities that are available to them so it is important we get the communication right. Obviously the development of digital technology will have a significant part to play; the growth of the many of fitness “apps” is testament to this. But it is not just about signposting to opportunities; we need communication to be effective between organisations so that we maximise the use of all our resources.

The action plan that follows does not include all the wide range of actions that are undertaken by partners to support the vision of “Everybody Active “. The focus of this plan is on action that has arisen from a needs analysis and evidence base which includes consultation with communities themselves and where significant collaboration by partners is needed to make a difference. Actions are also realistic in their ambition given the current and continuing economic climate. We recognise that the action plan will evolve over time as a response to the changing political and social environment, although the strategic framework will remain intact.

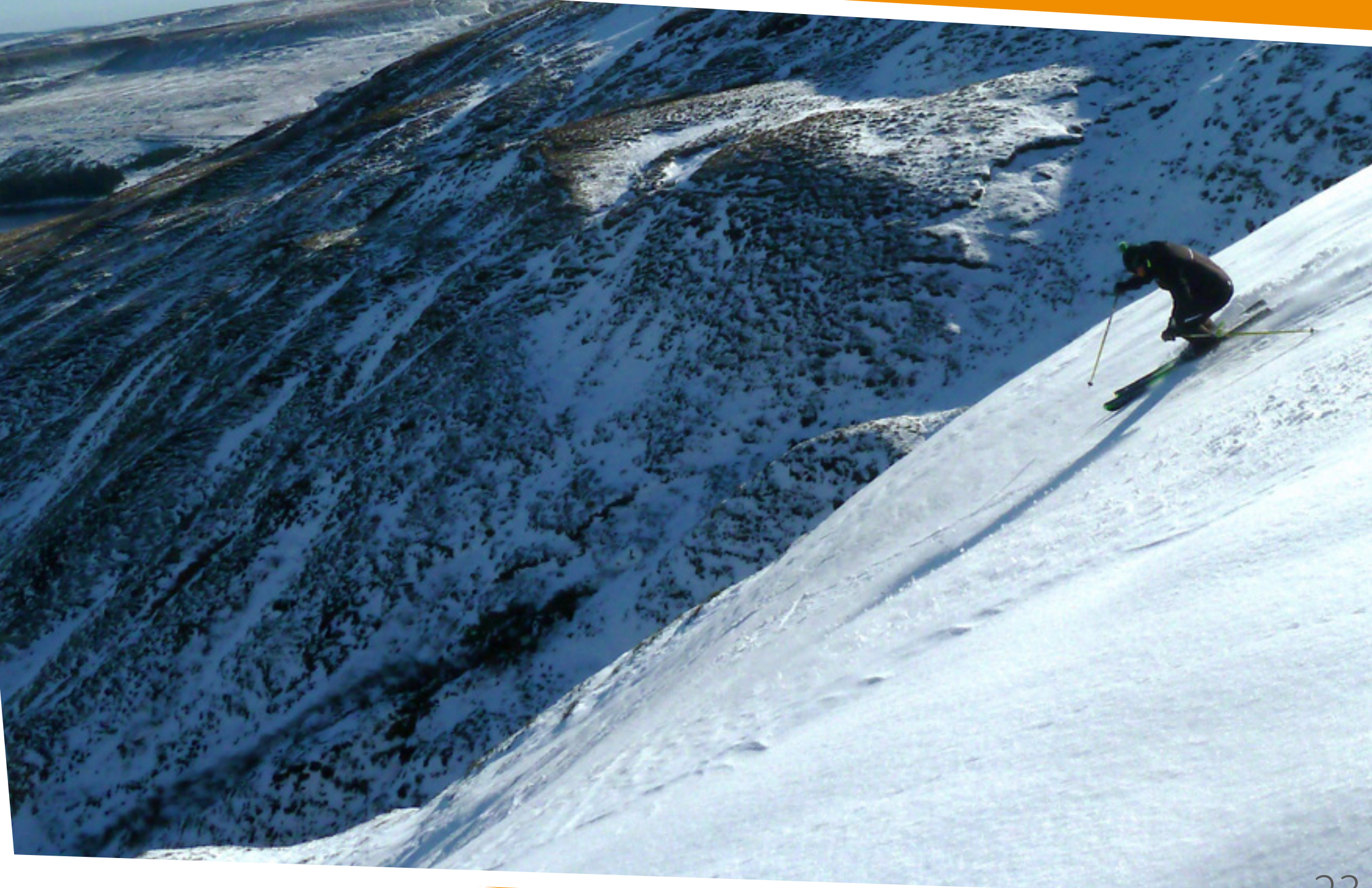
# Everybody Active in Kirklees – Strategy Framework



Life Stage	Action	Asset	Related to Aim
<b>Early Years</b>	<b>EY1</b> Develop and implement an approach to raising awareness and educating those working with Early Years Children in relation to Physical Activity	People	Starting to be Active
	<b>EY2</b> Work with health visitors and midwives to raise the profile of physical activity to new parents	Communication	Starting to be Active
	<b>EY3</b> Ensure provision for Early Years is considered within appropriate facility and planning strategies	Place	Starting to be Active
	<b>EY4</b> Put in place a multi-agency steering group to promote better links between physical activity and early years providers	Communication	Starting to be Active
	<b>EY5</b> To ensure physical activity is embedded within wider programmes such as "Nurturing Parent" and "Healthy Child"	Organisation	Starting to be Active
<b>Children and Young People</b>	<b>CYP1</b> Provide support for primary school teachers through the Primary School Sport Premium funding; develop a long term approach to the provision of school swimming	People	Starting to be Active
	<b>CYP2</b> Encourage safe walking and cycling through schools Active Travel Plans and Transport Infrastructure Plans	Place	Starting to be Active / Staying Active
	<b>CYP3</b> Create a structure for capturing the views of children and young people so that opportunities can be tailored to their needs	Communication	Starting to be Active / Staying Active
	<b>CYP4</b> Develop a focus sport approach to developing sporting pathways for children and young people; especially through the voluntary sports sector	Organisation	Starting to be Active / Staying Active / Achieving Ambitions
	<b>CYP5</b> Ensure physical activity and sport is embedded within targeted interventions addressing wider social aims such as health, community cohesion and anti-social behaviour	Organisation	Starting to be Active / Staying Active / Achieving Ambitions
<b>Adults</b>	<b>AD1</b> Develop a training programme for Community Champions around the "Let's Get Moving" Physical Activity Pathway	People	Starting to be Active
	<b>AD2</b> Work with National Governing Bodies and local sports providers to retain participation through e.g. "back to sports", "masters opportunities"	Organisation	Starting to be Active / Staying Active
	<b>AD3</b> Promote and support the provision of physical activity in the workplace	Organisation	Starting to be Active / Staying Active
	<b>AD4</b> Deliver the "Let's Get Active" and "Connecting Communities" programmes aimed at targeted local communities	Organisation	Starting to be Active
	<b>AD5</b> Promote a smooth referral pathway between the health sector and physical activity opportunities	Communication / Organisation	Starting to be Active / Staying Active

<b>Older Adults</b>	<b>OA1</b> Implement a volunteer / peer support recruitment and development programme specifically targeted at older adults working with older adults	People	Starting to be Active / Staying Active
	<b>OA2</b> Support providers in providing sporting opportunities for older adults to enable continued participation in sport	Organisation	Starting to be Active / Staying Active / Achieving Ambitions
	<b>OA3</b> Promote the use of individual activity plans for older adults who have been referred from the health sector	Organisation	Starting to be Active / Staying Active
	<b>OA4</b> Support the development of physical activity within care settings	Organisation	Starting to be Active / Staying Active
	<b>OA5</b> Continue and extend the current provision of group walking, dance and other programmes throughout Kirklees aimed at older adults	Organisation	Starting to be Active / Staying Active / Achieving Ambitions
	<b>OA6</b> Work with all partners to co-ordinate the approach both in terms of marketing, promotion and development of physical activity for older adults.	Organisation	Starting to be Active / Staying Active / Achieving Ambitions
<b>All Ages</b>	<b>AA1</b> Develop and implement a simple and deliverable plan that will support all people, paid or unpaid, that are planning and delivering physical activity and sport across the district	Organisation/Communication	Starting to be Active / Staying Active / Achieving Ambitions
	<b>AA2</b> Develop a 'Built Sports Facilities Strategy' and 'Playing Pitch Strategy' taking into consideration all stages of the life course	Place	Starting to be Active / Staying Active / Achieving Ambitions
	<b>AA3</b> Influence senior decision makers across the Kirklees area so that physical activity plays its maximum role in a range of broader policy areas	Communication	Starting to be Active / Staying Active
	<b>AA4</b> Develop and implement a Cycling and Walking Legacy for Kirklees following the Tour de France; in particular through ensuring walking and cycling needs are addressed in transport infrastructure planning	Organisation	Starting to be Active / Staying Active / Achieving Ambitions
	<b>AA5</b> Establish an on line "one stop shop" of opportunities for physical activity and sport across Kirklees	Communication	Starting to be Active / Staying Active / Achieving Ambitions
	<b>AA6</b> Promote the use of the countryside and green spaces for informal opportunities to be active for all ages	Communication	Starting to be Active / Staying Active





# Section 4: Next Steps - Delivery and Monitoring the Plan

## 4.1 Measures of Success

Our vision of “Everybody Active” is deliberately ambitious. We have set out previously in section 1.2 what this looks like but in a nutshell we see it quite simply as everyone, whatever, stage of their lifecycle being active enough to bring some benefits to health. For one person that may be the recommended 150 minutes per week for another 10 minutes of being active may be more appropriate.

Our headline measures for the plan will be:

Aim	Measure	Source
Starting to be Active More people starting to be physically active and playing sport	The number of Kirklees residents being inactive (less than 30 minutes per week)	Active People Survey
Staying Active Being active becoming an everyday choice for everyone	The number of Kirklees residents being active for more than 150 minutes per week	Active People Survey
Achieving Ambition Everyone’s personal aspirations being met including the nurturing of future sporting champions	The number of Kirklees people in Regional and National squads	National Governing Body Records

There will also be a number of more detailed targets that are related to the specific programmes and activities involved in delivering the plan.





## 4.2 Delivery and Reporting Structures

The plan will be led and monitored by a Partnership Board consisting of senior personnel from the major organisations that have been involved in developing it.

The Board will report its progress to a Kirklees Physical Activity and Sport Network, consisting of a much wider range of organisations and individuals that have a role to play in delivering activity across the district. Regular communication will take place with the Network along with two meetings each year to report on progress, share information and encourage further joint working.

The Board will also report its progress on an annual basis to the Health and Well Being Board which will have oversight of the implementation of the plan.

There are already a large number of fluid joint working groups, associations and societies that either have physical activity and sport as a focus or include it in their work. The intention is to make best use of these through support rather than governance. Where gaps are identified in delivering the strategy the Board will look to put appropriate structures in place that will facilitate community activity.

Finally, the Board will look to identify “Champions” who will give expert advice and provide influence on behalf of physical activity and sport in a number of strategic groups across the District. A number of our local activity and sporting Champions will also be asked to be our ambassadors to promote the opportunities that are available.

## 4.3 Annual Plans

Section 3 gives details of the priority actions for the Partnership in the early stages of the plan.

These will be regularly monitored by the Board and an annual review and refresh of the action plan will take place.



# Appendix

## Chief Medical Officer Guidelines for Physical Activity (Start Active, Stay Active, 2011)

### EARLY YEARS (under 5s)

1. Physical activity should be encouraged from birth, particularly through floor-based play and water-based activities in safe environments.
2. Children of pre-school age who are capable of walking unaided should be physically active daily for at least 180 minutes (3 hours), spread throughout the day.
3. All under 5s should minimise the amount of time spent being sedentary (being restrained or sitting) for extended periods (except time spent sleeping).

### CHILDREN AND YOUNG PEOPLE (5–18 years)

1. All children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day.
2. Vigorous intensity activities, including those that strengthen muscle and bone, should be incorporated at least three days a week.
3. All children and young people should minimise the amount of time spent being sedentary (sitting) for extended periods.

### ADULTS (19–64 years)

1. Adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.
2. Alternatively, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous intensity activity.
3. Adults should also undertake physical activity to improve muscle strength on at least two days a week.
4. All adults should minimise the amount of time spent being sedentary (sitting) for extended periods.

### OLDER ADULTS (65+ years)

1. Older adults who participate in any amount of physical activity gain some health benefits, including maintenance of good physical and cognitive function. Some physical activity is better than none, and more physical activity provides greater health benefits.
2. Older adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.
3. For those who are already regularly active at moderate intensity, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous activity.
4. Older adults should also undertake physical activity to improve muscle strength on at least two days a week.
5. Older adults at risk of falls should incorporate physical activity to improve balance and co-ordination on at least two days a week.
6. All older adults should minimise the amount of time spent being sedentary (sitting) for extended periods.





