

Wyre Moving More Strategy 2023-2028



QUALITY, INTEGRITY, PROFESSIONALISM

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WYRE MOVING MORE

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Introduction

This is the five-year physical activity strategy for Wyre, which aims to embed a culture of ‘moving more’ and thereby increase physical activity levels across the Borough’s communities. It states the ambitions of the Wyre Moving More Project Board, a cross-sector multi-agency initiative facilitated and led by Wyre Council. It sets out their collective long-term commitment to:

Help Wyre residents to feel healthier, happier and better connected to their communities through physical activity.

This strategy takes a ‘whole system’ approach to addressing the issue of physical inactivity in Wyre. Local rates of inactivity are above both regional and national levels. According to Sport England’s national Active Lives Survey, more than one third of adults and young people in Wyre are classed as inactive.

While focused on the specific needs of Wyre’s various communities, strategy core themes take a lead from the ‘big issues’ cited in Sport England’s national *Uniting the Movement* strategy¹. This makes the case for the multiple positive benefits that increased levels of physical activity can bring to individuals. This applies to mental and physical health and the benefits to be gained from creating more connected, equal and inclusive neighbourhoods.

In Wyre, as in many other places, the continued impact of the Covid-19 Pandemic combined with levels of physical inactivity are placing unprecedented levels of strain on the NHS - affecting residents’ mental and physical health. This critical issue needs to be tackled in a collaborative way and with resources directed from across the system.

This strategy celebrates local successes, where agencies from the health and physical activity sector already work together at neighbourhood level to influence change. It also recognises that new stories will need to be created to build a case for the required, significant external investment that is needed to deliver on stated objectives and actions.

Influencing behavioural change at population level is complex and achieving lasting impact will not be secured by the work of a single organisation. This strategy acknowledges the constraints that many partners in the physical activity sector face and the pressures on public sector funding. In this sense it cannot cater for all interest groups. It thus sets out how, via adoption of a collective approach, priorities will be set, and progress made.

¹ <https://www.sportengland.org/why-were-here/uniting-the-movement/our-vision>

Three core delivery themes which have a strong resonance in Wyre are identified. These are:

- Health and wellbeing
- Children and young people
- Active environments

Strategy research and consultation findings have been articulated into objectives and actions later in this report alongside a further fourth theme which relates to Governance and Communication.

NB It is important to note that references to 'physical activity' should be interpreted in its broadest sense. It is taken to mean formal, arranged activity including sport and dance, alongside informal unstructured physical activity such as gardening or walking for leisure.

Strategic Context

The International Society for Physical Activity and Health (ISPAH) framework of eight investments that work for physical activity takes its lead from the World Health Organisation (WHO) Global Action Plan for Physical Activity 2018-2030. This recognises the issue of inactivity as a global pandemic (more than 1.4 billion people globally do not do enough physical activity²).

Figure 1.1: ISPAH framework

It makes the case for the health benefits of physical activity: that it can enhance mental and social health and well-being as well as provide cognitive health benefits at individual and community levels³. Conversely it notes that physical inactivity is related (directly and indirectly) to leading risk factors related to high blood pressure, high cholesterol and high glucose levels and to the recent striking increases in childhood and adult obesity⁴.

ISPAH takes the approach that tackling physical inactivity should be done in a systemic (individual, community, societal, political) way, recognising it as a complex public health issue with multiple interacting influences. It notes that no one single solution is likely to be effective. In this sense it recommends that stakeholders should come together at a local level to consider (and address) the root causes of inactivity via the noted eight areas for intervention.

National context; Sport England: Uniting the Movement (2021)⁵

Sport England contends that sport and physical activity have a big role to play in improving the physical and mental health of the nation, supporting the economy, reconnecting communities and rebuilding a stronger society for all following the Pandemic. Its strategy contains a ten-year vision to transform lives and communities via sport and physical activity.

² 1. Guthold R, Stevens GA, Riley LM, Bull FC. Worldwide trends in insufficient physical activity from 2001 to 2016: a pooled analysis of 358 population-based surveys with 1.9 million participants. *The Lancet Global Health*. 2018;6(10):e1077-e86.

³ 5. Lee IM, Shiroma EJ, Lobelo F, Puska P, Blair SN, Katzmarzyk PT. Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy. *2018 Physical Activity Guidelines Advisory Committee Scientific Report* Washington, DC: U.S. Department of Health and Human Services; 2018 [Available from: https://health.gov/sites/default/files/2019-09/PAG_Advisory_Committee_Report.pdf]ncy. *The Lancet*. 2012;380(9838):219-29

⁴ 2018 Physical Activity Guidelines Advisory Committee. *2018 Physical Activity Guidelines Advisory Committee Scientific Report* Washington, DC:

U.S. Department of Health and Human Services; 2018 [Available from: [https://health.gov/sites/default/files/2019-](https://health.gov/sites/default/files/2019-09/PAG_Advisory_Committee_Report.pdf)

⁵ <https://www.sportengland.org/about-us/uniting-movement>

In seeking to tackle the inequalities long seen in sport and physical activity, it suggests that providing opportunities to people and communities that have traditionally been left behind, and helping to remove barriers to activity, have never been more important. The three Strategy objectives are:



As well as advocating sport and physical activity, via building evidence and partnership development, the Strategy identifies what it terms the five big issues that people and communities need to work together to address. They are cited as being some of the most significant challenges to an active nation over the next decade and the greatest opportunities to make a lasting difference. Each is a building block that, on its own, would make a difference, but when tackled collectively could change things profoundly. They are:

Recover and reinvent:

Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.

Connecting communities:

Focusing on sport and physical activity’s ability to make better places to live and bring people together.

Positive experiences for children and young people:

Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.

Connecting with health and wellbeing:

Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.

Active environments:

Creating and protecting the places and spaces that make it easier for people to be active.

To address these issues, the right conditions for change need to be created: involving people, organisations and partnerships to help convert plans and ideas. This includes a range of actions, including the development of effective

investment models and applying innovation and digital technology to ensure sport and physical activity are more accessible. The specific impact of Sport England's Strategy will be realised via funded programmes, supported, interventions made and partnerships forged.

Chief Medical Officer Physical Activity Guidelines 2019 Report

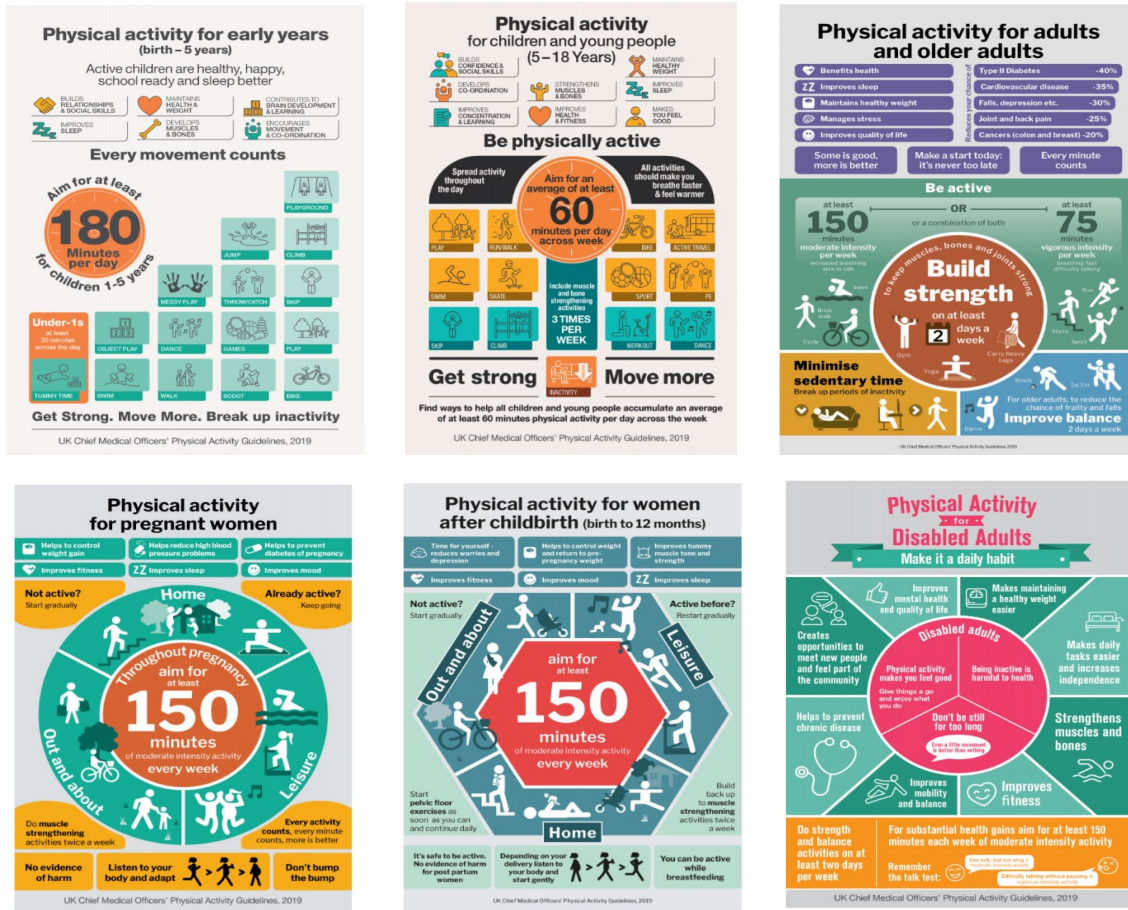
This updates the 2011 guidelines issued by the chief medical officers (CMOs) of England, Scotland, Wales and Northern Ireland. The UK CMOs draw upon global evidence to present guidelines for different age groups, covering the volume, duration, frequency and type of physical activity required across the life course to achieve health benefits.

Since 2011, the evidence to support the health benefits of regular physical activity for all groups has become more compelling. In children and young people, regular physical activity is associated with improved learning and attainment, better mental health and cardiovascular fitness, also contributing to healthy weight status.

For adults, there is strong evidence to demonstrate the protective effect on physical activity on a range of many chronic conditions including coronary heart disease, obesity and type 2 diabetes, mental health problems and social isolation. Regular physical activity can deliver cost savings for the health and care system and has wider social benefits for individuals and communities.

The report emphasises the importance of regular activity for people of all ages. It presents additional guidance on being active during pregnancy, after giving birth, and for disabled adults. The new guidelines are consistent with prior ones, introducing some new elements and allowing more flexibility in achieving recommended physical activity levels for each age group.

Figure 2.2: Physical activity guidelines



Health Equity in England: The Marmot Review 10 Years On - Feb 2020

Fair Society Healthy Lives, the original Marmot Review, published in 2010, set out an analysis of the causes of health inequalities in England and what needed to be done to address them. It showed the importance of social determinants of health acting through the life course.

Marmot’s foreword identifies that:

Health inequalities are not inevitable and can be significantly reduced... avoidable health inequalities are unfair and putting them right is a matter of social justice. There will be those who say that our recommendations cannot be afforded, particularly in the current economic climate. We say that it is inaction that cannot be afforded, for the human and economic costs are too high.

Key findings from this 2020 report indicate that for many groups in England, health and life expectancy are deteriorating, health has deteriorated for the population as a whole and there are clear systematic inequalities within the

groups for whom this is happening. Broadly speaking, poorer communities, women and those living in the North have experienced little or no improvement since 2010. There has been a slowdown in life expectancy of a duration not witnessed in England for 120 years. This has not been seen to the same extent across the rest of Europe or in most other OECD countries.

It is not possible to establish precisely why life expectancy has stalled and health inequalities in England are widening although it is clear that a change in winter-associated mortality and ill health is not the main factor. It establishes that the health situation is similar to other countries which have experienced political, social and economic disruption and widening social and economic inequalities. Measured via key social determinants, inequalities are widening in England and the protective role of the state supporting people is being reduced and realigned away from more deprived areas and communities.

Overall, inequalities in avoidable deaths increased markedly between 2010 and 2017 in the most deprived areas in England, by eight percent among females and 17 percent among males. The report recommends the following:

- Development of a national strategy for action on the social determinants of health with the aim of reducing inequalities in health.
- Ensure proportionate universal allocation of resources and implementation of policies.
- Early intervention to prevent health inequalities.
- Development of the social determinants of health workforce.
- Engage the public.
- Develop whole systems monitoring and strengthen accountability for health inequalities.

Sport England; Children's Experience of Physical Activity during lockdown

This report focuses specifically on children and young people aged 7-16 who were surveyed by CHILDWISE during May 2020, when most Covid-19 restrictions were in place. The survey explored the sport and physical activity being undertaken by children and young people during lockdown, the extent to which it differed from pre Covid-19 behaviour and the reasons behind any changes.

Before the Covid-19 pandemic, there were significant inequalities within activity levels and physical literacy. Girls, less affluent children, children of Black, Asian or minority ethnic backgrounds (BAME) and those with a disability were all less likely to be active and physically literate than others. Teenage girls, less affluent children and those from Black and Asian backgrounds were also likely to rely more than others on 'at school' provision to be active in their everyday lives.

Survey findings confirmed that activity levels dropped during the Pandemic, with just 19% of children under 16 doing an hour or more of physical activity (meeting CMO guidelines) on a typical day compared to around 47% in 2018-19. And around 43% of children under the age of 16 were reported to have been doing less than half an hour of physical activity a day compared to 29% in 2018-19.

According to their parents/carers, children from less affluent families were more likely to have done nothing (13%) compared to those from more affluent backgrounds (6%). Secondary age children (9%) were also more likely to say they're doing nothing to stay active during lockdown than primary age children (5%).

In terms of motivators to be active, the research found that enjoyment continues to play a key role with 43% of children saying they are active because they enjoy it. Family is also a major influence on participation given that parents and carers are role models, and often influence how, when and whether or not children can exercise or play sport. Finally, the report found that the places children play are more important than ever. The most popular places to be active are outside, with half of all children being active in their garden or on a balcony during lockdown.

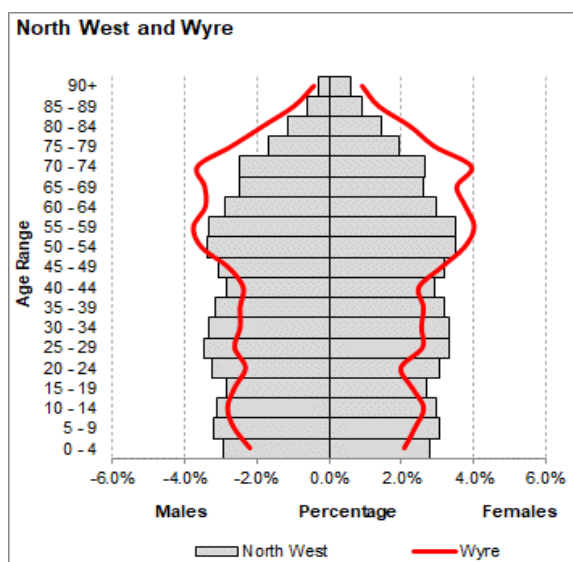
Strategic summary

The ISPAH eight investments model, Sport England and the Marmot Review demonstrate that the challenge of growing physical activity levels is being considered at global and national levels. Physical inactivity exists across the life course, is linked to health inequalities and has been badly affected by the Pandemic, with worsening trends amongst among children and young people.

From a health policy perspective, the notion that undertaking regular physical activity leads to health benefits has been enshrined within CMO guidelines for more than a decade. There is agreement that inequalities in rates of participation across demographic groups need to be addressed at a systemic level, by multiple stakeholders and that there is no one single solution that is likely to be effective. Principles established within the ISPAH and Sport England strategies provide an evidence-based framework around which to build and consider local insight and engagement, and to develop recommendations which can be tested in Wyre.

Local context; About Wyre

Wyre is characterised by its natural beauty and its role as a tourist destination. In a normal year it attracts around 2.5 million visitors to its coastline and to the Forest of Bowland Area of Outstanding Natural Beauty. It is diverse in its geography with two distinct geographical areas, divided by the River Wyre. Its population of 113,067⁶ is unevenly distributed across the borough. The west is more urban and densely populated; it contains the port of Fleetwood and the communities of Thornton and Cleveleys on the Wyre peninsula. To the East and South of the river is the much larger more sparsely populated rural land mass where the main town is Garstang.



Wyre has an ageing population profile and is less diverse than the country as a whole.

28% of residents are aged 65+ (this is already the highest proportion in Lancashire and this number is expected to rise to around 36% by 2043).

Conversely, it has a relatively low number and proportion of children and young people; 15% of the population are aged 0-16 and 13% aged 16-29 according to ONS data.

⁶ 2020 ONS Mid-Year estimate

Figure 1.2; Wyre with main roads

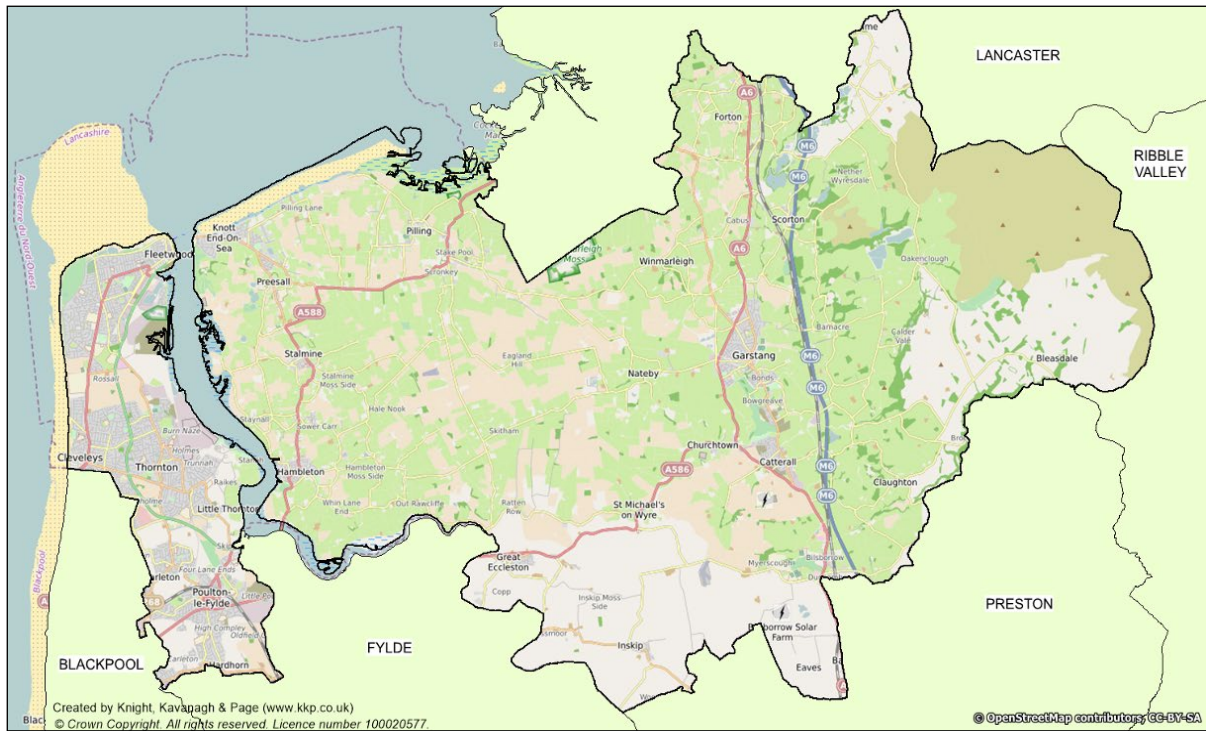
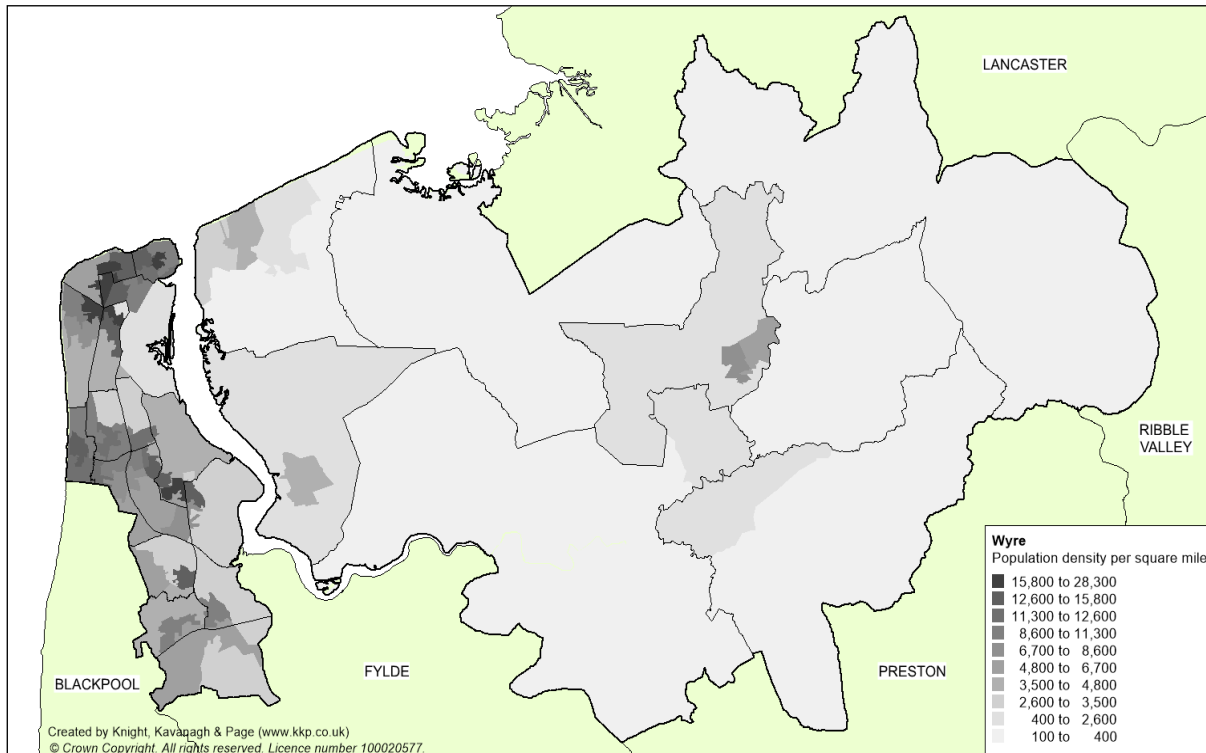


Figure 1.3; Wyre population density



Wyre multiple and health deprivation

In the context of multiple deprivation (based on 2019 ONS data), the peninsula area around Fleetwood contains neighbourhoods that are very highly deprived. Around 14,000 residents live in wards which fall within the top 10% most deprived in England. As a borough overall though, Wyre is less deprived on this measure compared to national levels; around one in five of the population resides in the top 30% most deprived wards. Health-related deprivation in Wyre is, however, more widespread. Some 15,000 residents reside in top 10% areas, and 40% of the population is classed as being in the top 30% most deprived. This is 10% above national levels.

Figure 1.5: Wyre Multiple Deprivation

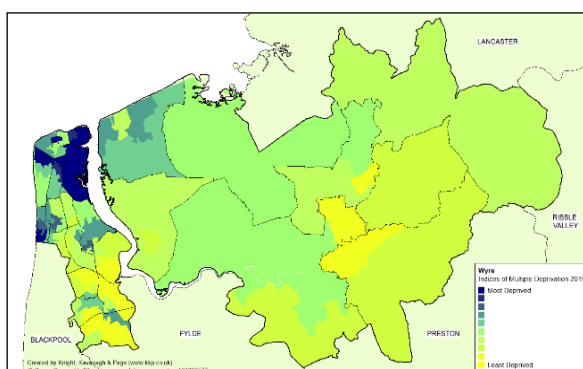
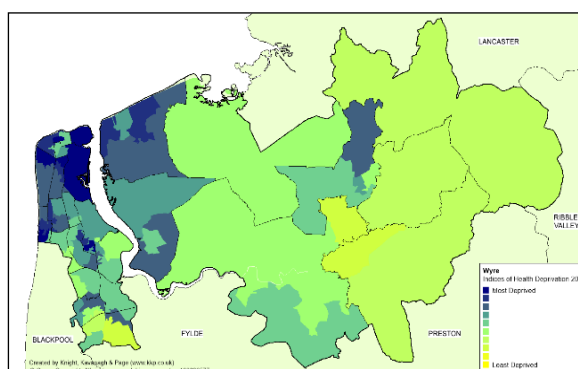


Figure 1.6 Health deprivation map



In these most deprived parts of Wyre, Life expectancy is 9.3 years lower for men and 8.7 years lower for women than in its least deprived areas.

There are higher rates of people with a long-term limiting illness in these areas (26% of residents compared to 18% nationally)⁷. NHS profiling for Wyre⁸ (2019), highlights that on 11 of 34 key indicators it has been performing significantly worse than the England average. These include:

- Life expectancy for both males and females,
- Under 75's mortality rate from all causes,
- Mortality rate from cancer,
- All cardiovascular diseases,
- Suicide,
- Hospital admission rate for alcohol-related conditions.

⁷ Source 2011 ONS Census data

⁸<https://fingertips.phe.org.uk/profile/health-profiles/data#page/1/gid/1938132701/pat/6/par/E12000002/ati/101/are/E07000128>

Active Lives Survey (ALS) 2020/21

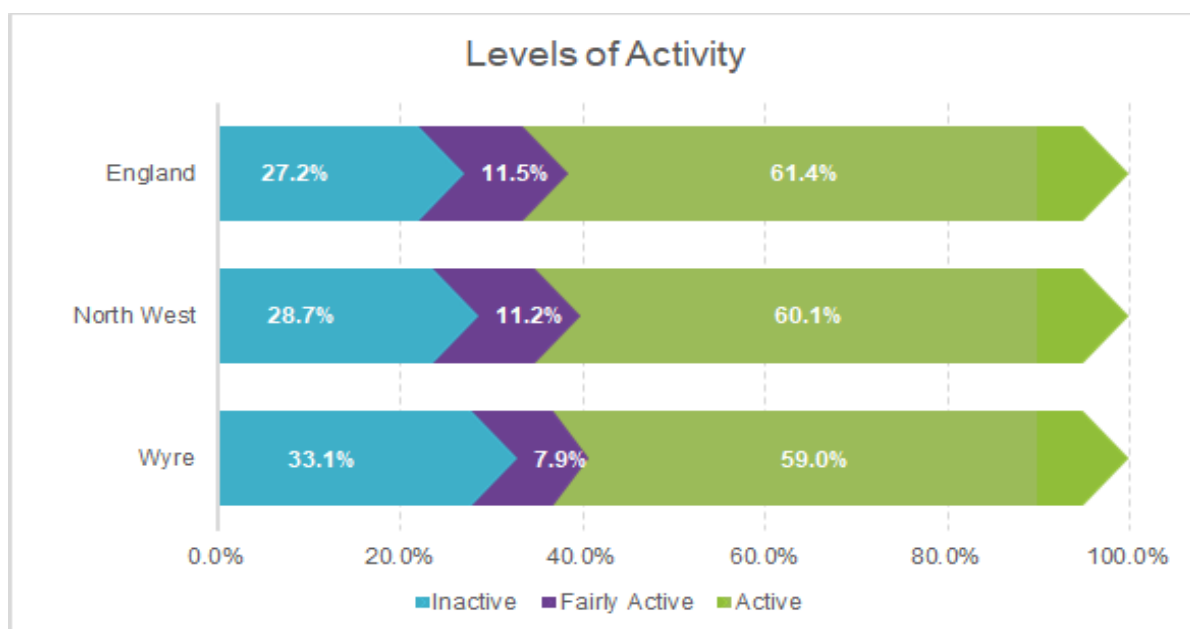
Sport England’s most recent version ALS measures the number of 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity. As identified below, a higher percentage of the Wyre population is inactive compared to England and the North West and a lower percentage is considered to be active.

Active Lives Survey results November 2020/21

	Inactive (<30 minutes/week)		Fairly Active (30-149 minutes/week)		Active (150+ minutes/week)	
England	12,410,300	27.2%	5,248,600	11.5%	28,039,000	61.4%
North West	1,711,300	28.7%	664,800	11.2%	3,581,200	60.1%
Wyre	31,500	33.1%	7,500	7.9%	56,200	59.0%

(Rate/population totals for sport/physical activity levels (excluding gardening) of adults (16+) in English LAs).

Figure 1.7 Levels of activity: Wyre



ALS also makes it possible to identify the top five participation sports within Wyre.

Most popular sports in Wyre (Source: SE Active Lives Survey Nov 19/20)

Sport	Wyre		North West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Fitness	19,700	20.7%	1,396,500	23.4%	11,374,600	24.9%
Cycling	15,200	16.0%	854,200	14.3%	7,472,900	16.4%
Athletics	14,200	14.9%	735,700	12.3%	6,252,000	13.7%
Swimming	5,000	5.3%	242,200	4.1%	2,001,600	4.4%
Golf	3,200	3.3%	102,500	1.7%	763,000	1.7%

(* Includes walking and jogging)

As with many other areas, fitness and cycling are among the most popular. They cut across age groups and gender. In Wyre just under one in four adults take part in fitness activities, on average, at least once a month. The next most popular activity is cycling in which 19% of adults take part on a relatively regular basis.

Sporting segmentation

(Data source: National market segmentation, Sport England)

Sport England classifies the adult population via a series of 19 market segments providing an insight to individual sporting behaviours. Profiles cover a range of characteristics, from gender and age to the sports in which people take part, other interests, newspapers read etc.

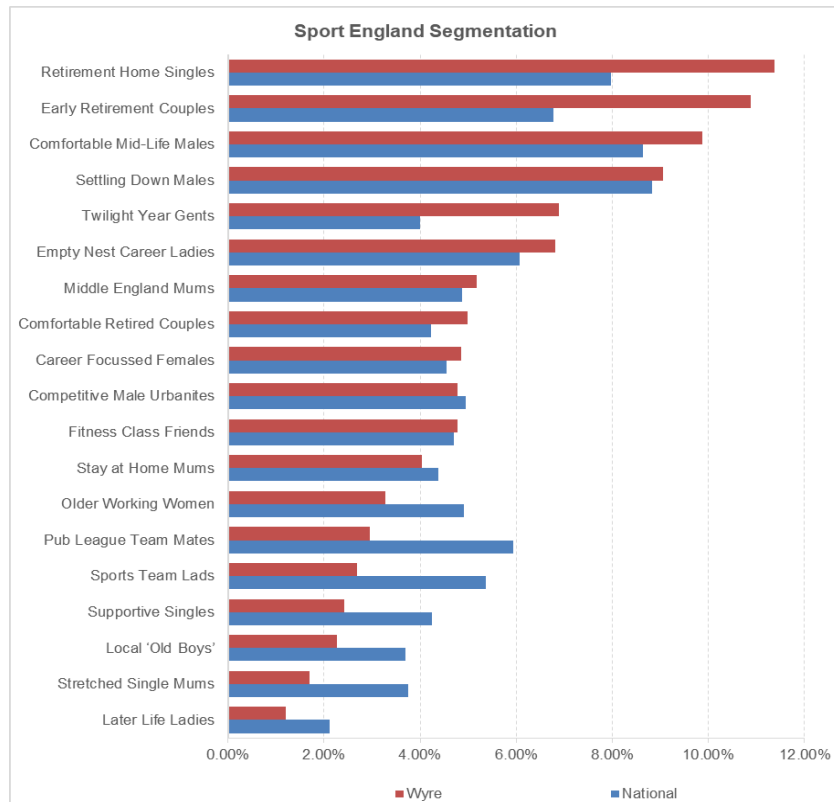


Figure 1.8; Dominant market segments; Wyre

Knowing which segments are most dominant in the local population can help direct provision and programming. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

The profile of many market segments in the Authority is broadly in line with national figures. 'Retirement Home Singles' is the largest single segment of the adult population at 11.4% (10,075) compared to a national average of 8%. This is closely followed by 'Early Retirement Couples' (10.9%) and 'Comfortable Mid-Life Males' (9.9%).

At the other end of the spectrum, it has few 'Later Life Ladies' (just 1.2%), 'Stretched Single Mums' (1.7%) and 'Local 'Old Boys'' (2.3%).

Mosaic

(Data source: 2021 Mosaic analysis, Experian)

Mosaic 2021 consumer segmentation data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour. The following table shows the top seven mosaic classifications in Wyre compared to the country as a whole.

These show that whilst there is a dominant grouping in Wyre (around 45% of the total population) representing relatively affluent middle and older aged residents (Senior Security, Country Living, Suburban Stability), which has widespread distribution across the Borough (see figure 1.9). There is also a smaller grouping (Rural Reality, Vintage Value, Modest Traditions) representing around 20% of residents who are again middle aged and older but who are less affluent, and in the case of Vintage Value may have more acute needs in terms of health and social care.

Figure 1.9: Distribution of Mosaic segments in Wyre

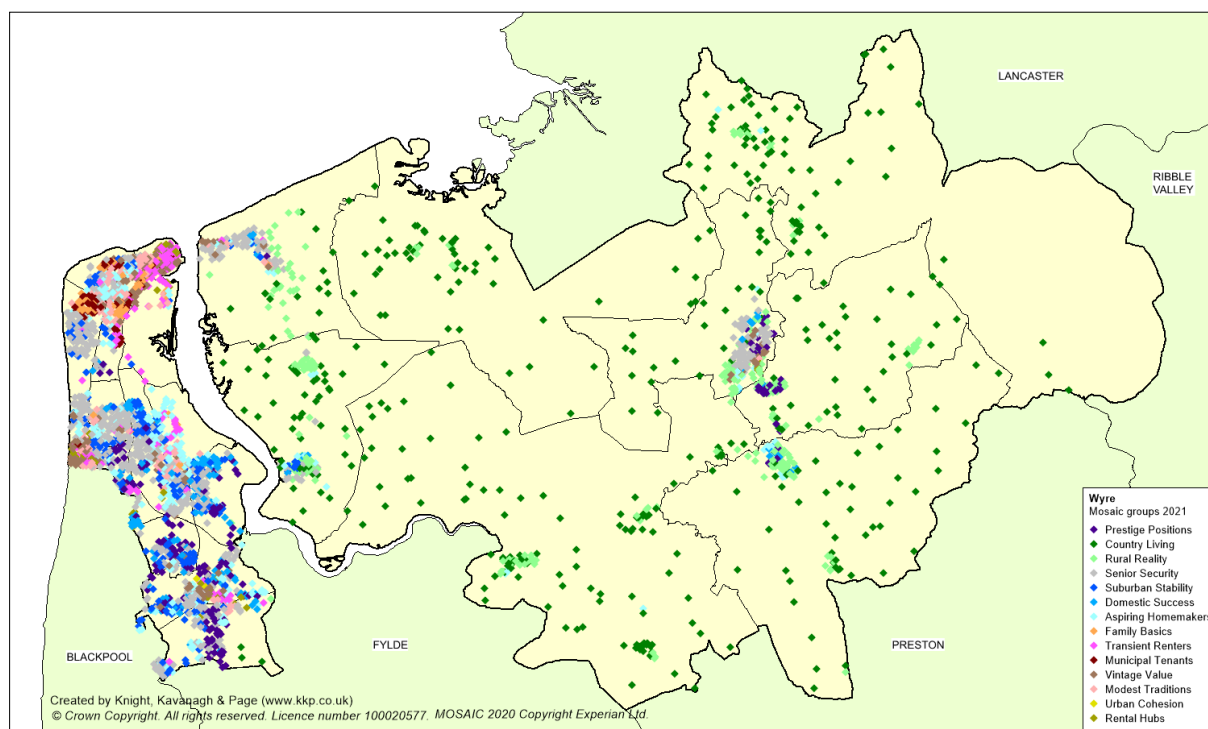


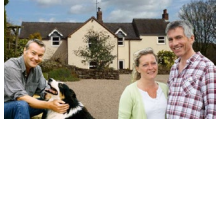






Figure 1.10; Mosaic – main population segments in Wyre

Mosaic group description	Wyre		National %
	#	%	
1 - Senior Security	26,351	23.2%	6.9%
2 - Aspiring Homemakers	13,826	12.2%	10.4%
3 - Country Living	11,621	10.2%	7.2%
4 - Suburban Stability	11,027	9.7%	5.0%
5 - Rural Reality	10,345	9.1%	6.9%
6 - Vintage Value	7,235	6.4%	5.1%
7 - Modest Traditions	6,761	6.0%	4.1%

Figure 1.11; Dominant Mosaic profiles in Wyre

<p>1. Senior Security</p>		<p>Elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.</p>
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<p>2. Aspiring Homemakers</p>		<p>Younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.</p>
<p>3. Country Living</p>		<p>Well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.</p>
<p>4. Suburban Stability</p>		<p>Typically, mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.</p>
<p>5. Rural Reality</p>		<p>People who live in rural communities and generally own their relatively low-cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.</p>
<p>6. Vintage Value</p>		<p>Elderly people who mostly live alone, either in social or private housing, often built with the elderly in mind. Levels of independence vary, but with health needs growing and incomes declining, many require an increasing amount of support.</p>
<p>7. Modest Traditions</p>		<p>Older people living in inexpensive homes that they own, often with the mortgage nearly paid off. Both incomes and qualifications are modest, but most enjoy a reasonable standard of living. They are long-settled residents having lived in their neighbourhoods for many years.</p>

Wyre Council Business Plan 2019-23

The Wyre Council Business Plan makes clear reference to the role of Wyre’s physical assets and outdoor environment in contributing to the health and wellbeing of its residents.

Within its ‘People and Communities’ theme it links the role of leisure and wellbeing provision with its aim to maximise opportunities for improving health and wellbeing outcomes for its communities.

Within the ‘Growth and Prosperity’ theme there is ambition to explore external funding and investment opportunities for key council assets such as leisure facilities.



Figure 1.12; Wyre Council Business Plan

Strategic theme	Example aim	Example action(s)	Example measurement
People and Communities: our ambition – empowered healthier and resilient communities	Work with our partners to focus on supporting people to become more active and increase their physical activity. Collaborate with residents and local stakeholders to support and	Work with partners to deliver Wyre’s Moving More Strategy to increase rates of physical activity across Wyre. Complete a review of our indoor leisure provision by Summer 2023.	Reduced percentage of adults that are physically inactive. 900 children engaged with holiday activities. Increased number of people engaged with our health programmes.

	maximise opportunities for improving health and wellbeing across our communities		
Growth and Prosperity: our ambition – a strong local economy	Maximise commercial opportunities and promote our tourism assets	Explore external funding and investment opportunities for our key assets including theatres, markets and leisure facilities. Deliver UK Shared Prosperity Fund and Rural England Prosperity Fund 2023-25.	Increased number of visitors to the Borough each year.
Environment and Climate: our ambition – A cleaner, greener and more sustainable environment	Work with residents, Parish and Town Councils and businesses to plan, protect and enhance the quality of our neighbourhoods and environment and promote responsible use of Wyre's great outdoors	Complete a full review of the Wyre Local Plan by 2024.	10% reduction in Council carbon emissions by May 2023

The Lancashire and South Cumbria Integrated Care Partnership and Integrated Care Strategy

Partners working in local government, NHS and other organisations such as business, education and voluntary, community, faith and social enterprise organisations are working together as an integrated care partnership (otherwise referred to as the ICP). The partnership is committed to improving the health and wellbeing of the people of Lancashire and South Cumbria. To achieve this ICP partners are working together to improve access to health and care services, to help individuals make choices that will improve their own health and wellbeing and to deal with the root causes of poor health.

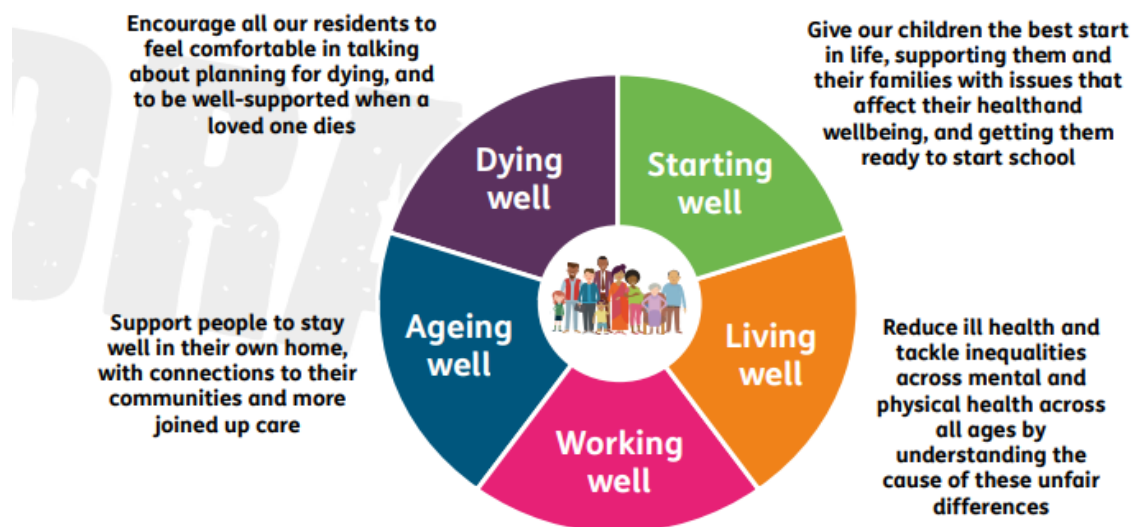
The ICP has set out its priority areas of focus in its Integrated Care Strategy 2023-2028 that aims to tackle the most complicated issues affecting people's health and wellbeing that can only be solved by different organisations working together with communities.

The five priorities within the strategy that reflect the different stages of life that everyone goes through are:

- **Starting well** - Giving children the best start in life, supporting them and their families with issues that affect their health and wellbeing, and getting them ready to start school.
- **Living well** - Reducing ill health and tackling inequalities across mental health and physical health across all ages by understanding the causes of these unfair differences
- **Working well** - Increasing ambition, aspiration and employment, with businesses supporting a healthy and stable workforce and employing people who live in the local area
- **Ageing well** - Supporting people to stay well in their own home, with connections to their communities and more joined up care
- **Dying well** - Encouraging residents to feel comfortable in talking about planning for dying and to be well-supported when a loved one dies.

Under Living Well one of the themes is: Supporting our residents to make healthy lifestyle choices, especially people who have the most unfair differences in their health and a key action is to address the things that lead to reduced healthy life expectancy (such as smoking, obesity, inactivity, drug and alcohol consumption).

Figure 1.13: ICP five priorities



NHS Lancashire and South Cumbria Integrated Care Board

The NHS Lancashire and South Cumbria Integrated Care Board is the NHS organisation responsible for developing a plan to meet the health needs of the population, managing the NHS budget and planning local health services.

It includes members representing NHS trusts and foundation trusts, local authorities, primary care, mental health, the voluntary, community, faith and social enterprise sector and Healthwatch, so that all the health and care needs of the population can be considered. The Integrated Care Board brings them together to focus on population health and to make sure that the health and care needs of the communities in Lancashire and South Cumbria are met. Its plans and decision-making reflect the shared ambitions and strategies of the Integrated Care Partnership.

Lancashire and South Cumbria's Place Based Partnerships

Within the Lancashire and South Cumbria Integrated Care System four places have been established: Blackburn with Darwen; Blackpool; South Cumbria and Lancashire. These places will be the engine room, driving delivery of the Integrated Care Strategy. Wyre sits within the Lancashire Place Based Partnership.

Lancashire covers a large area and a large population. Within the place there are three localities each of which is responsible for planning and delivering services.

These localities are: North Lancashire; Central and West Lancashire; and East Lancashire. Wyre sits within the North Lancashire locality.

Within each location, place-based partnerships are being formed. These partnerships include representatives of health, local authority, voluntary, community, faith and social enterprise organisations, independent sector providers and the wider community; they will work together to plan and deliver services. They will work together to make sure services are joined up to improve health and wellbeing outcomes for the population, prevent people from being unwell and reduce health inequalities across neighbourhoods.

Neighbourhoods are where communities come together to shape and integrate health and care services, but also to address the things that have an impact on their health. The exact size and shape of neighbourhoods will be agreed locally within places. Integrated working in these areas will include district councils, community groups and organisations, primary care services and wider health and care teams which will come together to form neighbourhood teams.

One of the key underpinning themes within the Integrated Care Strategy relates to buildings and how the system must aim to get the most out of its collective resources. The strategy acknowledges that some of the buildings are not in a good state of repair or are easy to access. The strategy states that the system needs to use its buildings better to bring teams together in neighbourhoods and places to lead to more joined up services for residents. The strategy has an aim of developing building spaces to help communities to improve their wellbeing in ways that work for them and commits the system to looking for more ways to use its buildings in the best possible way.

Wyre Council Local Plan 2011-2031

Wyre Council Local Plan (2011-2031) (incorporating partial update of 2022)

The Wyre Local Plan (2011–2031) (incorporating partial update of 2022) was adopted in 2023. It sets out a vision for growth and development of the entire borough to 2031, including where new homes, employment and shops will be located plus which areas will be protected. It commits to delivering a minimum 7,384 dwellings and 43 hectares of employment land and includes policies that guide and support the role of playing pitches as a key land use in Wyre.

These policies will enable developer contributions to be calculated using planning mechanisms, which could include S106 contributions. Whilst the Local Plan does not include a policy in respect of built sports facilities, work began in the summer of 2022 (and will be concluded in 2023) on a Green Infrastructure Audit (GIA), Playing Pitch and Outdoor Sports Strategy (PPOSS),

Green Infrastructure Strategy (GIS), incorporating a Green Infrastructure Needs Assessment (GINA).

The Local Plan has the following aim in respect of health and wellbeing is.

*To achieve a healthy environment with **accessible high quality green infrastructure** with **opportunities for active recreation** that contributes to the improvement in the general **health and well-being** of the population and promotes **healthy lifestyle choices**.*

In respect of strategic policies, the following is included in respect of health and wellbeing (Strategic Policy SP8).

The Council will support development, which promotes healthy communities and will promote the health and well-being of local communities. Development should help maximise opportunities to improve quality of life and to make it easier for people in Wyre to lead healthy, active lifestyles.

Several key sites have progressed to masterplan⁹ stage. These include the following:

- Great Eccleston village extension - 583 new dwellings, 1 hectare of employment land, a primary school, new village hall and convenience store.
- Lambs Road and Raikes Road, Thornton - 400 new dwellings and a new primary school.
- Forton village extension - 310 new dwellings, 1 hectare of employment land, a neighbourhood centre (including village hall and small convenience store) and extension to the existing primary school.
- Land south of Blackpool Road, Poulton-le-Fylde - 300 new dwellings and a new primary school.
- Land west of the A6, Garstang – 270 new dwellings, 4.68 hectares of employment land and a convenience store.
- Daniel Fold Farm Phase 2 – 66 new dwellings.
- Hollins Lane – 51 new dwellings.
- Land South of Prospect Farm, Garstang – 70 new dwellings.

The Council commenced work on a new Local Plan in 2022 with a focus on the issue of climate change.

⁹ <https://www.wyre.gov.uk/planning-policy/emerging-masterplan-sites/4?documentId=455&categoryId=20078>

Town partnership boards

These have been established in Fleetwood, Garstang and Cleveleys to drive development of a regeneration and investment framework for each town and its surrounding area.

Fleetwood

In Fleetwood, membership includes representatives from: Wyre Council, Fleetwood PCN, the VCFSE sector, local schools and Lancashire County Council. It's identified priority themes include:

- Health and Wellbeing
- Business and Economy
- Heritage, Culture and Tourism
- Community and Residential
- Transport and Linkage
- Sustainability and Low Carbon
- Technology and Digital
- Public Realm

Fleetwood is, and has been, the focus of several regeneration led funding initiatives. These include the National Lottery Heritage Funded restoration of Mount Pavilion and Gardens, restoration of its historic High Street and Project Neptune which involves the creation of a new fish and food processing facility at Fleetwood Docks which was part funded via the UK Government Getting Building Fund.

Wyre Council is also working collaboratively with Associated British Ports (ABP) to consider the wider regeneration of Fleetwood docks which would involve the mixed-use redevelopment of derelict waterfront land.

Garstang

The Board has produced a regeneration and investment framework which is intended to guide the development of Garstang Town Centre over the next 10 – 15 years¹⁰. This recognises the:

- Promotion of health and wellbeing as a key objective within the framework, and that the intended outcomes from the Wyre Moving More Strategy should be considered in framework proposals.

¹⁰ <https://www.greatergarstangpartnership.co.uk/post/the-regeneration-framework-is-published>

- Opportunity to 'reassess the current leisure, library and swimming offer – potentially combining facilities and incorporating additional community spaces'.
- Priority to 'Improve access from and to the surrounding villages and suburbs, focusing on sustainable, active travel'.

Cleveleys

Members of the town centre partnership board include representatives from Blackpool and the Fylde College, Regenda Housing, Hillhouse Technology Enterprise Zone, local businesses, Care for Cleveleys and Blackpool Transport.

Proposed priority projects include improving the public realm, reviewing the events calendar and developing a walking and cycling strategy.

Summary; Wyre context

Wyre is a place of contrasts. It is characterised by its rurality, but also by a mainly urban and more deprived peninsula. It has a larger proportion of older retired people than many areas (a trend which will become more pronounced in future years) with a large proportion of these people living quite comfortably in a socio-economic sense. At the same time, there are pockets of less well-off residents living in areas like Fleetwood who are much more likely to experience health and socio-economic deprivation.

In terms of physical activity, the Active Lifestyles Survey suggests that a good proportion of Wyre residents have active lifestyles. However, by the same token the Borough has a greater proportion of both children & young people and adults taking part in less sport/physical activity than the regional or national average.

Wyre Council is committed to improving the health and wellbeing of its residents as a key priority within its business plan. Its indoor and outdoor leisure environments are clearly cited as settings in which it will work to achieve this. The advent of the Integrated Care Partnership, including the focusing of resource at neighbourhood level (via PCNs) to tackle health inequalities presents a timely and perhaps unique opportunity to align the focus of Wyre Moving More with that of health partners to leverage the maximum possible effort to increase levels of physical activity participation in Wyre.

WYRE MOVING MORE

CORE PRINCIPLES

Addressing inequality

Wyre Moving More recognises that whilst overall levels of physical inactivity in Wyre are higher than regional and national levels, certain demographic groups (women and girls, those of lower socio-economic status, people with disabilities and people with long-term health conditions) have even higher levels of inactivity than the population as a whole.

To address such inequalities, in line with Sport England's strategy and in keeping with the findings of the Marmot report (2020), strategy actions recognise the need for proportionate universality (allocating resources and effort on a scale proportionate to the level of need experienced).

Locally led

Wyre Moving More is a long-term strategy based around aligning its approach with other system partners such as primary care networks at neighbourhood level. It recognises that, to achieve meaningful change there is a need to learn from successful neighbourhood-led whole system approaches to behavioural change in physical activity, such as those in train in Pennine Lancashire. In Wyre, which has its own good examples of where behavioural change has been achieved, this has occurred when residents have been listened to, effective relationships built and there has been true co-design of physical activity opportunity.

Collaborative

Wyre Moving More has been developed recognising the complex nature and the need for a whole system approach to addressing the issue of combating physical inactivity. This means Wyre's residents and neighbourhoods being directly involved in the co-design and co-production of activities and initiatives to address physical inactivity. Reflecting this, rather than being led by a single organisation, Wyre's 'Moving More' project board is a cross sector partnership representative of experts from Primary Care Networks, higher education, housing, local government and the charity sector.

Test and learn

Wyre Moving More is intended to help residents learn more about themselves and the role of physical activity in their lives. Achieving lasting change in relation to people's behaviour is nevertheless complex. As such, focus is being placed initially on adopting new approaches and forming new relationships. It is incumbent upon those seeking to support and enable this change that they recognise this level of complexity and act on the basis of the recommended long-term approach.

As noted above, the intention is to draw upon best practice and to apply techniques such as the Creative Active Schools approach.

As an example, in encouraging children and young people to be more active, the approach shall involve schools, sports clubs, voluntary groups and individuals helping them to form new connections and acquire and absorb new learning about how to work more effectively together. Progress made and lessons learnt will then be evaluated by the Wyre Moving More project board and appropriate outcome-related measures of improvement developed.

THEME 1

HEALTH AND WELLBEING

Lancashire and South Cumbria's newly formed Integrated Care Partnership (ICP) has an operational plan which includes 'place-based interventions for health inequalities' as one of its key interventions. This means that resources are going to be increasingly focused at neighbourhood level within primary care networks, (PCNs).

The ICPs emerging operating model summarises the 'four pillars' of a population health approach. Investment is to be focused at **place** and **neighbourhood** level, with an emphasis on **local decision-making** and priorities. An integrated system means partners from **across the system** contributing to influence population health.

Strategic commitment to health and wellbeing is reflective of the desire to closely align the outcomes achieved by the physical activity sector (including public sector leisure facilities) with the strategic outcomes of health sector partners, in particular the emerging NHS Integrated Care System (ICS).

Social prescribing link workers in Wyre (commissioned by the Primary Care Networks) receive referrals directly from GPs and signpost residents into community groups, or classes offering physical activity as a non-clinical response to their physical or mental health care needs. Social prescribers, however, often find it difficult to know where (or where best) to direct people to get active in Wyre. This means that there is a potential bottleneck of people who wish to be more active but who are not yet 'in the system'.

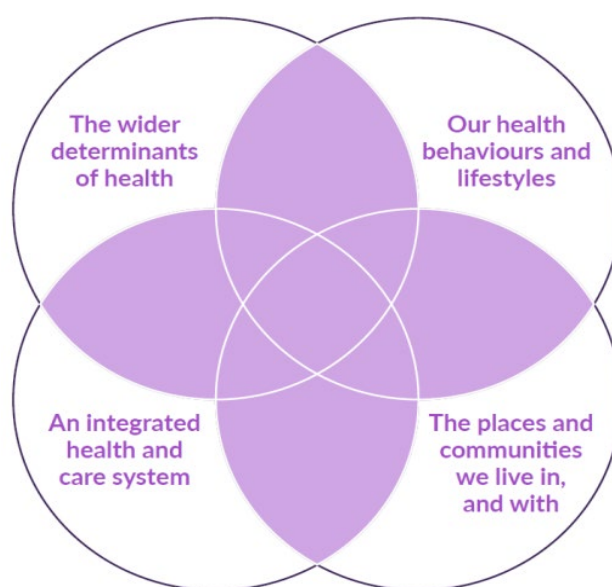


Figure 1.11: The four pillars of a population health approach (Kings Fund 2018)

Social prescribing teams report that pitching (in particular introductory) activity sessions at the right level is critical: even a gentle walking session can often be daunting for someone suffering from a long-term health condition. This should come as no surprise considering the Wyre Moving More survey findings (see appendix A). These indicate:

- The particular importance of offering opportunities **suitable for beginners** and **older people**.
- The significance of **cost**, the **timing of activities** and the need to be aware and to take account of **competing life commitments**.
- The fact that **weight gain, reduced confidence** and **social isolation** were the three key health related impacts felt by residents as a result of the Pandemic.

In addition, the evidence that c. 30% of residents surveyed report having a long-term health condition is a further factor that can limit the extent to which people become more active in Wyre.

A health referral programme into physical activity, involving an element of GP exercise referral is one way of helping to better connect people with active lifestyle opportunities.

Strong work is already occurring with regard to this agenda in Wyre, explored in the examples below from Healthier Fleetwood and Fleetwood Town Community Trust.

Case study - Fleetwood Town Community Trust and Healthier Fleetwood

Fleetwood Town Community Trust is an exemplar community football trust which delivers a range of community, health and education engagement programmes providing opportunities for young people, working age adults and older Wyre residents.

Its multi-activity initiatives which rely on a close working relationship with the Council, the NHS and local schools and colleges are tailored to address health inequalities across the life course. These include its:

- 'Healthy Heads' initiative, facilitating learning about health and wellbeing via physical education amongst Wyre school aged children with the Fylde Coast School Sports Partnership.
- Community walk and talk sessions and gentle exercise classes aimed at tackling stubborn issues around social isolation and the linked poor mental health of older local residents.
- Partnership work with the NHS Quit Smoking Squad to help support people to lead a healthier lifestyle by raising awareness of the benefits of stopping smoking.

- Work with Lancashire County Council to deliver the 'Ease the Pressure' initiative offering free blood pressure checks to adults over the age of 18.
- Man v Fat Football league; a male specific programme using recreational football and weigh-ins as a vehicle to encourage weight loss.

Healthier Fleetwood is a nationally recognised example of a resident centred approach to supporting the physical and mental health of town residents led by its three GP surgeries.

- As early adopters of a holistic, preventative approach now employed widely by social prescribing teams, Fleetwood's GP surgeries can move on from simply managing people's illnesses to help residents to lead healthier lifestyles and prevent illnesses from developing.
- Healthier Fleetwood is chaired and organised by local residents. It operates with a mantra based around 'the three Cs' – connecting, confidence and control. It acts as a hub, repository and promoter of physical activity and wider health improvement opportunities for residents in the town working closely with Wyre Council, local businesses, schools and the voluntary and faith sectors. Repeated engagement in community activities has been shown to help residents to build confidence and take more control over their health and the decisions that affect their lives.
- The types of physical activity promoted and delivered by Healthier Fleetwood include health walks, singing groups and gentle exercise. It also works closely with local schools to help address some of the mental health issues being presented amongst children and young people locally.
- Healthier Fleetwood's approach has helped to reduce A&E attendance in the town and reduce the burden on GP surgeries. In terms of Wyre Moving More, it provides a template approach for how the health and physical activity sectors can work hand in glove to deliver improvements to health outcomes in Wyre.

In these instances, the physical activity sector is leading the way developing community-led programmes and initiatives to alleviate mental and/or physical health problems which, in turn, reduce the clinical burden on the health sector. This said, while celebrating the successes being achieved there is a need for health sector partners to make a greater financial contribution to help deliver on priority actions.

The Wyre Moving More health and wellbeing interventions have been developed with strong input and agreement from health sector partners at both strategic and neighbourhood level. These are adapted from successful strategy approaches

elsewhere such as in Greater Manchester¹¹ and Blackburn with Darwen Council's **re:fresh programme**¹².

To effectively deliver and expand upon the good work already taking place in Wyre, a more comprehensive strategic approach is required. This should include the respective leaders in local government, the NHS and the physical activity sector jointly signing up to the commitments in this strategy and agreeing on how to resource them.

Wyre Council has an opportunity to align the procurement of its next leisure operating contract in 2026 with the framework provided by Wyre Moving More. This should mean that the pricing, programming and marketing of its leisure facilities are synchronised and wholly geared to delivering increases in physical activity and linked reductions in health inequalities. (Sport England's leisure services delivery guidance¹³ provides a best practice framework to achieve this).

As part of the strategy development process, alongside the Wyre Moving More resident survey, consultation was conducted with health and wellbeing sector partners culminating in a stakeholder workshop comprising representatives of Fylde Coast Integrated Care Partnership (ICP), local Primary Care Networks and Wyre's social prescribing link workers. Issues explored included:

- Connectivity between primary care and physical activity sector.
- Health referral pathways into physical activity in Wyre.
- Current experiences of engaging with physically inactive residents.
- The potential for greater collaboration across the system including the co-location of health services within physical activity settings.

¹¹ <https://www.gmmoving.co.uk/media/4383/gmmia-strategy-web.pdf>

¹² <https://refreshbwd.com/active/exercise-on-referral/>

¹³ <https://www.sportengland.org/how-we-can-help/facilities-and-planning/strategic-outcomes-planning-and-leisure-services-delivery>

THEME 1

HEALTH AND WELLBEING

HEADLINE ACTIONS

Wyre Council and partners will develop a wellness offer integrated with the emerging aims and objectives of the Integrated Care Partnership, capable of increasing levels of physical activity and contributing to a reduction in health inequalities across its communities. It/they will:

- *Agree a joint approach with health partners on the Fylde Coast in respect of the commissioning of health-related physical activity interventions in Wyre.*

Wyre Council, Lancashire County Council and the NHS will work together with the Wyre Moving More Board to re-introduce a funded health referral programme in the District.

- *Agree the form and function of the health referral pathway into physical activity in Wyre.*

This will ease the bottleneck of people who wish to get active introducing a simple process whereby people can be given a visible, achievable, affordable opportunity to take up physical activity either as a consequence of referral by their GP or social prescriber - or as a result of self-referral.

- *Review, refine and respond via the mix of programmes and interventions pitched at inactive residents in Wyre (via Active Lives, YMCA and the community and voluntary sectors).*

This is about learning from what works well in Wyre, listening and responding to resident opinions and reactions so as to create the right offer to get people moving more.

- *Develop an outcome-focused operating framework and community wellness contract to inform and drive the management and operation of leisure and wellness facilities in Wyre.*

This is about combining in-depth understanding of local need with best practice guidance to make sure that Wyre's leisure centres are best prepared to cater for less active people by offering the right mix of activities, facilities and activity pricing, communications, programming and appropriately trained staff.

THEME 2

CHILDREN AND YOUNG PEOPLE

Educational settings

Active Lives Survey figures show that the number of 'less active' children has risen over the 2018-19 to 2020-21 academic years. Around one third of children do less than an average of 30 minutes activity per day. Whilst levels of childhood obesity at year 6 in Wyre (2019/20)¹⁴ were broadly in line with regional levels, evidence from the NHS child measurement programme¹⁵ suggests that national rates have risen significantly since the Pandemic, and that children living in the most deprived areas nationally are more than twice as likely to be obese than those from the least deprived neighbourhoods. In addition, 42,000 hours of Physical Education (PE) have been lost from the curriculum nationally in the last decade.

Evidence provided by the Wyre & Fylde School Sports Partnership (SSP) and best practice in the sector suggests that convincing school leadership teams of the benefits of physical activity within the school curriculum is key to achieving change in terms of children's activity levels. Creating a 'whole school' approach to tackling physical inactivity is an approach being widely adopted across the physical activity sector to embed a culture of physical activity within school policy, leadership and the physical environment. Elsewhere in Lancashire, 'Ready Set, Rossendale'¹⁶ is a successful example of this whereby a 'champion' head teacher has been seconded to lead a programme of training and development amongst peers on the theme of the whole school approach.

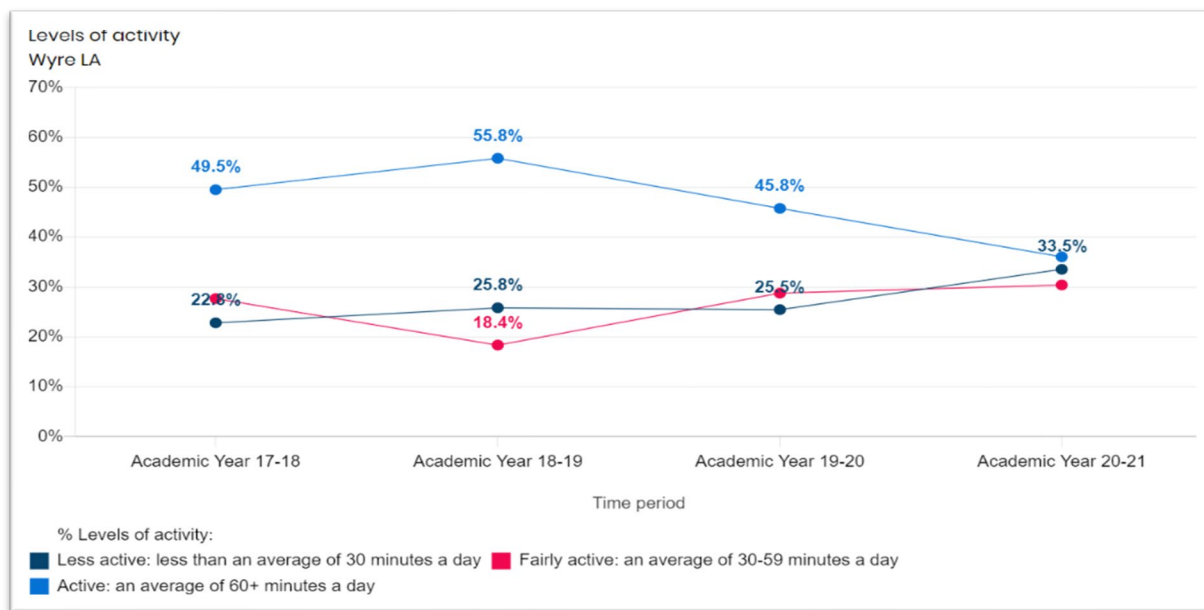
This context is set against the challenge of an already hectic school day, the stretched capacity of school leaders, teachers, volunteers and the SSP and the fragmented nature of school management in Wyre. Without a doubt, external funding and resources will be needed to test this approach in Wyre and it will require a co-ordinated effort by Wyre Moving More partners to achieve change.

¹⁴ <https://www.lancashire.gov.uk/lancashire-insight/health-and-care/health/lifestyle/healthy-weight/>

¹⁵ <https://digital.nhs.uk/data-and-information/publications/statistical/national-child-measurement-programme/2020-21-school-year#>

¹⁶ <https://taaf.co.uk/sharing-the-learning/>

Figure 2.1; Levels of activity: Children & Young people (Wyre) Active Lives



Community settings

Opportunities to get active in the community setting for children and young people in Wyre are facilitated by a vibrant voluntary sports club network, a range of small private sector sessional operators and agencies such as Fleetwood Town Community Trust. Between them they offer a range of multi-sport opportunities and contribute to Wyre Council’s Holiday Activity Fund programme, which is free to children in receipt of free school meals. Despite the value of this activity, hiring community venues affordably and at the right time for these programmes can be difficult in all parts of the Authority. It is reported that volunteer capacity within sports clubs has been adversely impacted by the Pandemic. This is an issue that needs to be addressed via, for example, supporting and making best use of local volunteer networks.

Health sector colleagues report that poor mental health amongst young people is a significant issue locally, with high amounts of ‘screen time’ cited as a contributory factor. This resonates with a rising national trend; NHS statistics suggest that approximately one in six children aged 6-16 had at least one probable mental health condition when surveyed in 2021. This figure was up from around c. one in nine in 2017 ³¹⁷.

¹⁷ NHS Digital (2018) [Mental Health of Children and Young People in England, 2017](#)

The limited number of survey responses from under 25's (at around 5% of all responses) meant that data collected as part of the Wyre Moving More local survey is insufficient to state that it adequately represents young people in Wyre's views. (This age group accounts for about 25% of all residents). This emphasises the need to 'dig deeper' at neighbourhood level to develop community-led learning and establish what young people really want in respect of physical activity. Engagement with LCC targeted youth services confirmed for example the importance of ensuring that messaging in relation to physical activity to young people is as simple, and that services are as accessible, as possible.

Active Bradford's JU:MP programme¹⁸ is a Sport England funded local delivery pilot programme which focuses on children aged 5-16 and their families in a particular collection of neighbourhoods. It is an example of a whole system, community and learning led approach which is akin to ISPAH's example of a 'community wide' investment considering and involving promotional campaigns, active travel and the club/voluntary sector.

Wyre Moving More's commitment relates both to school age children (aged 5-16) and young people aged 16-25. It recognises that interventions in this part of the plan will be required to take place both within the school environment and in community settings. Research undertaken via a sub-group of the Wyre Moving More board drew in contributions from Fylde & Wyre School Sports Partnership, Dr Felicity Guest (GP, Thornton), Active Lancashire, LCC's targeted youth service and Regenda Housing Association. Issues explored included:

- Physical activity within school settings in Wyre.
- Children's physical and mental health from a GP perspective.
- Physical activity for young people in community settings.

¹⁸ NHS Digital (2021) [Mental Health of Children and Young People in England, 2021: Wave 2 follow up to the 2017 survey](#)

THEME 2

CHILDREN AND YOUNG PEOPLE

HEADLINE ACTIONS

Wyre Council and partners will work to increase levels of physical activity and participation in sport by children and young people in Wyre thus improving health indicator outcomes - including reducing levels of excess weight and raising levels of good mental health. It/they will look to allocate/secure resources to:

- o *Embark on a programme of advocacy and influencing with school leadership teams and policy decision makers to improve the profile and prominence of physical activity within the family of Wyre Schools.*

This is designed to convince school leadership teams about the value (to young people and schools themselves) of a strong school physical activity offer.

- o *Identify Wyre school(s) with which to develop and pilot a 'whole school approach' to physical activity applying the principles and tools set out in the Creating Active School Framework and the WHO Promoting Physical Activity through Schools Toolkit.*

This will enable the Council and partners to test the 'whole school approach' in Wyre. It will involve embedding physical activity in schools' policies and practices – and throughout their daily routines.

- o *Identify Wyre neighbourhood(s) to take part in and test a pilot community led approach to improving levels of physical activity.*

This will focus on community settings and apply a whole system approach: involving a range of partners in the investigation of how to create the right conditions to achieve behavioural change in physical activity amongst young people in Wyre.

- o *Develop a programme of research and evaluation in relation to the physical activity behaviour of children and young people in Wyre.*

This will secure the learning from the school and neighbourhood pilots to gain a full understanding of what works and to develop a clear idea of what should be measured over the period of the strategy in relation to children and young people's physical activity behaviour.

THEME 3

ACTIVE ENVIRONMENTS

There is a universal desire to both improve the quality and accessibility of Wyre's indoor leisure facilities – which is backed up by the views of residents and local sports clubs and community organisations, and to facilitate more active travel and better access to, and optimise the use of, the Borough's natural environment. It is also essential that the new Local Plan reflects and takes account of these ambitions.

Indoor environments

There is a mixed economy of built leisure facilities in Wyre, with the Council (supported by its contractor YMCA Fylde Coast which operates its main venues) being a major provider of swimming pools and health and fitness facilities, whilst secondary schools provide the majority of publicly accessible sports halls. Private sector gyms also play an important role in keeping people active.

A recent study of Wyre's indoor leisure facilities has found that Wyre has, and can continue, to provide sufficient swimming and sports hall provision. It also found that facilities are generally well placed in relation to where people live. However, certain YMCA-managed facilities do not offer a consistently attractive customer experience due in part to their age and layout. This finding is validated by the online survey (see Appendix 1) which evidences the clear perceived distinction in quality between YMCA Thornton which has received relatively recent investment in its health and fitness and ten pin bowling facilities and YMCA Fleetwood which has not benefitted from comparable levels of investment.

An **invest to save** approach, is the key recommendation of the indoor leisure facilities study. This is based upon the rationale that the current swimming and health & fitness offer at Wyre leisure centres has strong current demand and it is clear that improvements to facilities would be valued by residents. Appropriate investment would, thus, both improve the quality of the offer made to local residents and grow the revenue generation base. (See Appendix 1: Wyre Facility preferences).

Research gathered from Wyre's social prescribing teams and the Moving More survey nevertheless sets a clear challenge to deliver active environments for those who are **not** physically active and find the prospect of going to a leisure centre daunting. This relates (in part) to addressing barriers to entry around cost, timing and targeting of activities highlighted earlier.

In this sense, procurement of an operating contract clearly geared to delivering health related outcomes, adopting the principles of Sport England's leisure services delivery guidance¹⁹ should be a key pillar of re-orientating Wyre's facilities to better attract and cater for those who are less physically active.

Active Blackpool's 'Feel Good Factory'²⁰ is a useful local example of provision of a combination of appropriate facilities (dedicated health and fitness space) programming (gentle exercise, injury rehabilitation, weight loss classes) and incentives (leisure card, digital app, health referrals) to deliver physical activity interventions for residents that are either presently inactive or returning to physical activity.

Outdoor environments

Wyre is a place blessed with an attractive outdoor environment in respect of its coastline, countryside, rivers and walkways. In relation to what physical activity means to Wyre residents survey findings suggest that the option to be active outdoors (i.e. walking, jogging, cycling etc.) has strong local resonance.

A review of current walking and cycling initiatives reveals that there is no lack of opportunity to walk and ride, with health walks, led bike rides, walking festivals and waymarked walking and cycling routes forming part of the offer. Despite this, Department of Transport data²¹ suggests that rates of walking and cycling in Wyre in 2019/20 were lower than national averages. On this theme, engagement with partners such as Regenda Housing Association, Sustrans and Lancashire County Council suggests that residents in the more urban deprived neighbourhoods on the Wyre peninsula do not necessarily feel connected with, motivated to use, or are simply unaware of the opportunities to become active in the outdoor environment.

Promoting walking and cycling as a means of 'Active Travel' (commuting to work or as part of routine journeys) as advocated in ISPAHs 'eight investments' framework is one way of embedding physical activity as part of everyday life of people in Wyre. Strategy consultation suggests that the new Wyre Local Plan alongside infrastructure funding opportunities offered by Lancashire County Council²² and Sustrans present an opportunity to improve infrastructure and to

¹⁹ <https://www.sportengland.org/how-we-can-help/facilities-and-planning/strategic-outcomes-planning-and-leisure-services-delivery>

²⁰ <https://www.blackpool.gov.uk/residents/sports-and-leisure/health-and-fitness/memberships/feel-good-factory.aspx>

²¹ <https://www.wyre.gov.uk/downloads/download/48/state-of-wyre>

²² <https://www.lancashire.gov.uk/council/strategies-policies-plans/roads-parking-and-travel/cycling-and-walking-strategy/>

employ the principles of Active Design when considering future leisure facility development.

Wyre Moving More's strategy commitment relates to exploiting as fully as possible the broad range of indoor and outdoor spaces in Wyre capable of supporting a physical activity habit amongst its residents. The research and consultation informing the priority actions within this theme are extensive. They also incorporate the Wyre Leisure Facilities Strategy and (in terms of the outdoor environment) stakeholder workshops with representation from Sustrans, Lancashire County Council, Wyre Council, YMCA Fylde Coast and each of the Wyre Town Centre Partnership Boards.

THEME 3

ACTIVE ENVIRONMENTS

HEADLINE ACTIONS

Wyre Council and partners will work to improve and facilitate access to indoor and outdoor spaces in Wyre to create strong and sustainable physical activity habits amongst residents. It/they will:

- *Seek external funding opportunities to provide improved built (indoor) facilities for physical activity and sport aligned with Wyre Moving More health and wellbeing objectives.*

- *Capitalise on opportunities to provide inclusive walking and cycling infrastructure and to facilitate Active Travel in Wyre.*

Taking advantage of potential match funding support from Sustrans and Lancashire County Council to improve walking and cycle paths across the Borough.

- *Improve the quality of, and opportunities for, physical activity in the outdoor environment including within / upon; parks, playing pitches, open spaces and waterways.*

Creating better connectivity between Wyre's residents and the outdoor environment including its coastline. This recognises that Wyre Council is updating its open space and playing pitch strategies and the key role that their implementation will have on the delivery of this agenda.

- *Ensure that the emerging Local Plan for Wyre fully reflects opportunities to increase physical activity levels in both the built and outdoor environments.*

Embedding opportunities to grow physical activity within the emerging policies and masterplans contained in the new Local Plan for Wyre.

THEME 4

GOVERNANCE AND COMMUNICATION

Wyre Moving More is a joint venture by a range of organisations with the best interests of Wyre residents at heart. Whilst commissioned by Wyre Council, strategy development has been led by a consortium of strategic partners representing the physical activity sector in the Borough. A project board has been formed to set the initial strategic direction and to check and challenge the strategy process.

The objectives and actions outlined within this strategy are owned by the Board and it will retain responsibility for delivery and subsequent monitoring and evaluation of the intended outcomes of Wyre Moving More.

Board membership is as follows:

- Wyre Council.
- Lancashire County Council.
- The University of Central Lancashire.
- Active Lancashire.
- Fylde Coast School Sports Partnership.
- Fleetwood Town Community Trust.
- NHS Lancashire and South Cumbria Integrated Care Board.
- YMCA Fylde Coast.
- Representation from the sports club sector.

Having developed the initial strategy framework comprising three main themes (Health & Wellbeing, Children & Young People and Active Environments), these were then explored in more depth via workshop-based discussions involving community and specialist input (see table below). A list of attendees is provided in Appendix 2. Each Wyre town partnership board (Fleetwood, Garstang and Thornton Cleveleys) was also briefed on the initial rationale for, and focus of, the work.

Theme based workshop attendees included:

<i>Health & wellbeing</i>	<i>Children and young people</i>	<i>Active environments</i>
Torrentum Primary Care Network Fleetwood Primary Care Network Healthier Fleetwood	Fylde Coast School Sport Partnership University of Central Lancashire Active Lancashire	Sustrans Royal Lifesaving Society Lancashire County Council

Fylde Coast Clinical Commissioning Group YMCA Fylde Coast Wyre Council	Wyre Council	Wyre Council (including Planning Services, Parks and Countryside Services) Fylde Coast Cricket Coaching
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Delivery of strategy actions will require leadership, further collaborative work across the system, securing external funding and allowance of time and allocation of resource to enable reflection on learning generated by the work commissioned. The identification of individual(s) including elected members and community leaders/representatives who can **champion** the strategy will be crucial to its success.

As mentioned above, Wyre has a vibrant, long-established **voluntary sport sector** and sports clubs which are vital to helping people become and stay active in the Borough. Whilst they can, to varying degrees, access support from their national governing bodies of sport, the Pandemic has impacted acutely on volunteer capacity and there is a need to develop a local support network in the Borough, particularly if clubs and their volunteers are to be asked to ‘step up’ and contribute to the intended outcomes of Wyre Moving More.

Finally, establishing a clear consistent **digital and social media** presence for Wyre Moving More will be key to effectively delivering the strategy. Rather than investing in a bespoke website presence for example, this will be about creating a clear identity for the strategy, generating momentum for its work and embedding content across existing Council, NHS and other stakeholder platforms.

THEME 4

GOVERNANCE AND COMMUNICATION

HEADLINE ACTIONS

Wyre Council and partners will work closely and effectively together to lead and deliver this strategy. It/they will:

- *Determine a clear remit, structure and terms of reference for a multi-stakeholder and decision-maker based Wyre Moving More Project Board.*
Create a clear plan setting out how implementation of the Wyre Moving More strategy will be led, governed and evaluated over its life.
- *Re-establish an informal Wyre Sports Club Network.*
Working closely with Wyre's sports club network, partners will determine club and volunteer training, support and development needs in the light of the Pandemic and in relation to delivery of Wyre Moving More objectives.
- *Establish a 'Wyre Moving More' digital platform.*
Create a clear web and digital presence for the Wyre Moving More strategy across existing Council and stakeholder platforms (e.g., Healthier Wyre).

STRATEGY ACTION PLAN

THEME 1

HEALTH AND WELLBEING

Wyre Council and partners will develop a wellness offer integrated with the emerging aims and objectives of the Integrated Care System on the Fylde Coast and Lancashire Place Based systems, capable of increasing levels of physical activity and contributing to a reduction in health inequalities across its communities.

Actions

<p><i>Agree a joint approach with health partners on the Fylde Coast in respect of the commissioning of health-related physical activity interventions in Wyre – to include:</i></p> <ul style="list-style-type: none"> ○ Identification of health funding streams with which to support the re-introduction of a GP health referral offer in Wyre. ○ Investigation of the appropriate level of integration of primary care services within new or refurbished leisure facilities. ○ Determining geographic (place-based and neighbourhood) areas of focus, based on levels of need (higher health inequality)
<p><i>Agree the form and function of the health referral pathway into physical activity in Wyre – to include clarity about and commitments to:</i></p> <ul style="list-style-type: none"> ○ The role of self, GP and social prescribing teams in the referral process. ○ The function of the leisure operator in handling initial enquiries. ○ The role of website, digital app and telephone contact centres in facilitating referrals.
<p><i>Review and refine the mix of programmes and interventions pitched at inactive residents in Wyre (Active Lives, YMCA and community and voluntary sector) in line with the findings of Wyre Moving More resident engagement including (but not exclusively):</i></p> <ul style="list-style-type: none"> ○ (Older people focused) gentle exercise, walk and talk, social cycling. ○ Advice on diet and support for weight loss and exercise promotion programmes. ○ Introductory ‘Moving More’ offers specifically to residents who are inexperienced or non-swimmers / unable to ride a bike.
<p><i>In respect of the management and operation of leisure and wellness facilities in Wyre, develop an operating framework / wellness contract comprising:</i></p>

- An operating contract with an outcome measured focus.
- Re-introduction of an exercise / GP referral offer.
- Programming and opening times responsive to resident needs identified within the Wyre Moving More survey.
- Leisure card, concessionary pricing, and refreshed membership options.

Sustain and wherever possible support the growth of existing community and voluntary organisations delivering on the wellness agenda.

- Identify the training and development requirements of the current workforce of social prescribers & community health workers in Wyre.
- Determine where and how greater involvement of the community and voluntary sector in enabling physical activity opportunity can be encouraged. This should include those offering smaller facilities (such as village halls) and sports clubs able to provide introductory / 'back to' activity sessions.
- Refresh the FYI directory of community and voluntary organisations in order to support the wellness agenda in Wyre

THEME 2

CHILDREN AND YOUNG PEOPLE

Improve levels of physical activity and participation in sports by children and young people in Wyre and contribute to an improvement in health indicator outcomes (including reducing levels of excess weight and improving levels of good mental health) amongst these groups.

Actions

Embark on a programme of advocacy and influencing with school leadership teams and policy decision makers to improve the profile and prominence of physical activity within the family of Wyre Schools, to include:

- A series of workshop-based sessions involving school leadership teams, Fylde Coast the School Sport Partnership, local GPs and primary care networks.
- Identification of a champion head teacher able to advocate principles of the whole school approach to peers.
- Delivery of an annual Wyre ‘day of movement’ within the school network.
- Participation in the Lancashire School Games.
- Commence dialogue between Wyre Council and LCC Children, Education and Families Service to discuss how to establish and embed the whole school approach within local education policy.

Identify a Wyre school with which to develop/pilot a ‘whole school approach’ to physical activity using the principles of the ‘Creating Active Schools’ toolkit (CAS). To include:

- Mentoring from areas that have successfully implemented the CAS approach.
- Identification of resources, funding and support from Active Lancashire and Sport England with which to allocate additional school leadership staff time to drive adoption of CAS principles within Wyre.
- Sharing of learning across the wider Wyre school network.

Identify Wyre neighbourhoods for a pilot community led approach to improving levels of physical activity amongst children and young people based on whole system approach principles. To include:

- Identification of appropriate community organisations to lead co-design/co-production of physical activity opportunity (i.e., sports/voluntary groups, youth organisations).
- Considering how the breadth of activity opportunity offered by private sector providers in Wyre can be best connected to those young people not currently physically active.

- Training and development of community leaders (including young people aged 16-25) providing them with the qualifications and knowledge to enable sustainable activity.
- Considering the broad range of need associated with Wyre's young people including SEND, those with disabilities and home educated individuals.
- Development of simple digital and social media messaging to encourage young people to reduce their screen time.
- Integration of Active Travel planning (walking and cycling routes) in the design of safe, active neighbourhoods.
- Identifying appropriate funding (Active Lancashire, Sport England) to support this.

Develop a programme of research and evaluation in relation to the physical activity behaviour of children and young people in Wyre, to include:

- Evaluation of the pilot 'whole school approach' in Wyre.
- Evaluation of the neighbourhood focused pilot.
- Interrogation of Active Lives (Wyre) children and young people survey data.
- Development of an appropriate range of outcome measures upon which to guide the future development and review of young people's physical activity behaviour in Wyre.

THEME 3

ACTIVE ENVIRONMENTS

Improve and facilitate access to the indoor and outdoor spaces in Wyre that will lead to a sustainable physical activity habit amongst Wyre residents.

Actions

Seek external funding opportunities to provide improved built (indoor) facilities for physical activity and sport aligned with Wyre Moving More health and wellbeing objectives. To include:

- A review of leisure management options and procure an outcome focused operating contract in accordance with Sport England leisure services delivery guidance 2020.
- Delivering an appropriate mix of indoor leisure facilities, reflecting needs identified within the Wyre Moving More online survey and associated community engagement.
- Considering the role of Wyre Council’s wider stock of (non-leisure) built assets and their potential role in providing opportunity for physical activity.
- Securing external partnership funding (e.g., from UK Government (Levelling Up/ Shared Prosperity, Sport England etc.) with which to deliver capital investment.

Capitalise on opportunities to provide inclusive walking and cycling infrastructure and to facilitate Active Travel in Wyre. To include:

- Improvement and/or extension to existing National Cycle Network (NCN) infrastructure in Wyre.
- Improvements in safety and the prioritisation of walking/cycling/wheeling within road infrastructure, including trialling of ‘quiet’ routes / lanes.
- Undertaking an accessibility audit of existing NCN infrastructure.
- Securing investment into improved walking and cycling / wheeling routes via sources such as the Lancashire Cycling & Walking Infrastructure Plan

Improve the quality of and opportunities for physical activity in the outdoor environment including within / upon parks, playing pitches, open spaces and waterways. To include:

- Developing/adopting new playing pitch and open space strategies for Wyre.

- Working with/influencing tourist partners and providers in Wyre to realise opportunities to make better use of Wyre's coast, countryside and waterways for physical activity.
- Encouraging the safe use of water and coastline by ensuring water safety messages are promoted to the public and in schools using simple language.

Ensure that the emerging Local Plan for Wyre fully reflects opportunities to increase physical activity levels in both the built and outdoor environments. To include:

- Agreeing a suitable policy in relation to the securing of developer contributions for indoor physical activity & sport facilities.
- Developing appropriate policy/identify appropriate site(s) for delivery of future indoor leisure provision aligned to recommendations in the Indoor & Built Facility Strategy.
- When developing policy for new leisure provision, including local master-planning ensure the integration of Active Design principles and opportunities for Active Travel.

THEME 4

GOVERNANCE AND COMMUNICATIONS

Wyre Council and partners will work closely and effectively together to lead and deliver this strategy.

Actions

<p><i>Determine a clear remit, structure and terms of reference for the Wyre Moving More project board. To include:</i></p> <ul style="list-style-type: none"> ○ Identify a prominent local individual / elected member / sports person to become Wyre Moving More champion / ambassador. ○ Work together to support the promotion and monitoring of the Wyre Moving More framework.
<p><i>Re-establish a Wyre Sports Club Network to:</i></p> <ul style="list-style-type: none"> ○ Provide an opportunity for information sharing, including mentoring, of local sports clubs and societies as they continue their recovery from the Pandemic. ○ Establish which clubs are willing, able to contribute to and benefit from the stated objectives of Wyre Moving More. ○ Identify requirements in terms of training, development, support and capacity building.
<p><i>Establish a 'Wyre Moving More' digital platform. To include:</i></p> <ul style="list-style-type: none"> ○ A website which can act as a focal point / 'what's on' noticeboard for Wyre Moving More branded activities. ○ Use of social media platforms as a means for promotion of activities and events. ○ A digital app which can act as a repository for data collection.

APPENDIX 1:

WYRE MOVING MORE SURVEY

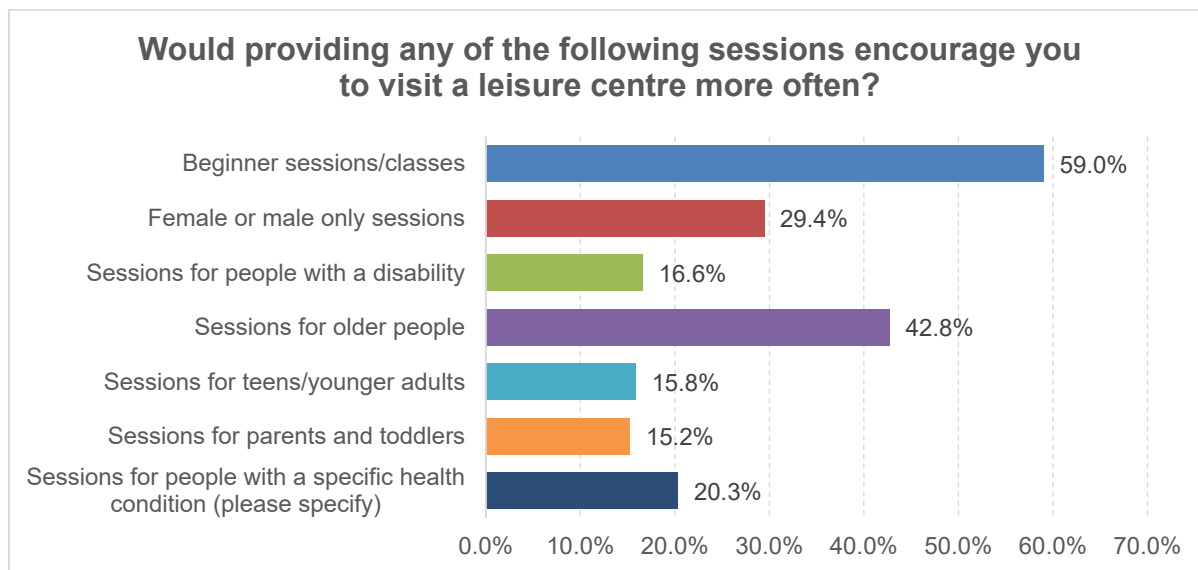
Engagement at resident level was undertaken via an online survey distributed over the period February – March 2022. This secured an excellent return of 948 responses.

A range of questions were asked to ascertain residents' preferences for, and perceptions of, physical activity. It also sought specific views in relation to Wyre leisure facilities to inform the linked Wyre Leisure Facilities Strategy

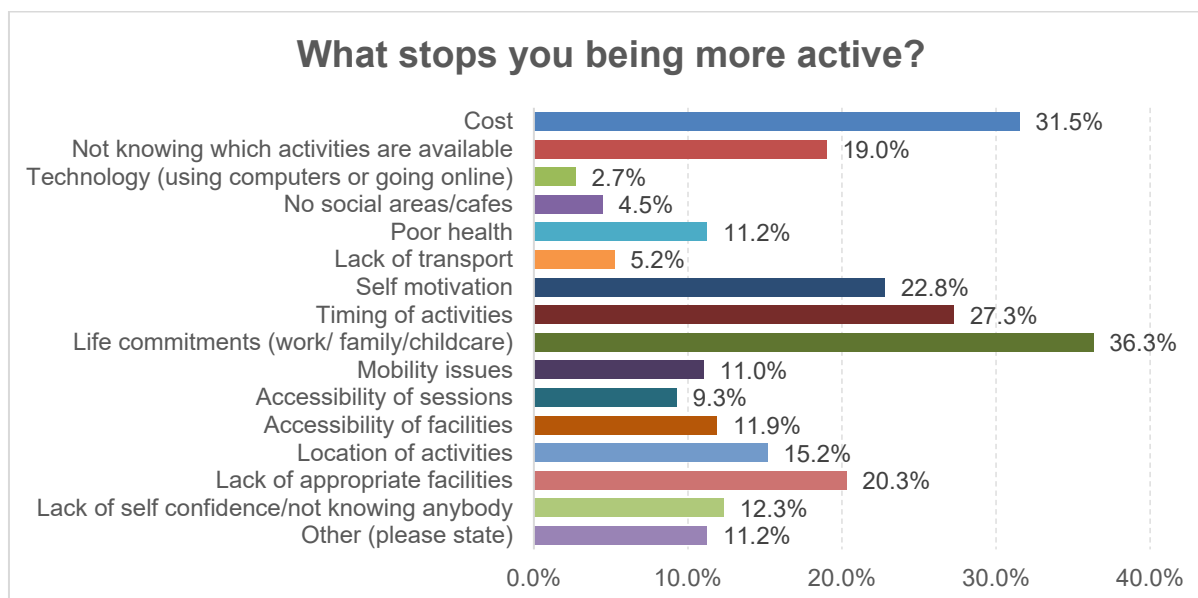
Wyre Moving More – summary of online survey findings

- The process secured an equitable geographical spread across the five main sub-areas in Wyre.
- Overall, responses were broadly in line with Wyre's age profile. Around 40% of all responses originated from residents aged 55+. 21% reported doing no more than one x 30-minute session of physical activity per week. 13% reported doing no activity at all.
- 37% of respondents reported not using any Wyre leisure facilities.
- Around one third of respondents reported having a long-term health condition.
- Cost, life commitments, timing of activities and lack of appropriate facilities figured strongly as barriers to residents being more active.
- Beginner activity sessions, sessions for older people and women or men only sessions figured strongly as interventions that would attract Wyre residents to visit leisure provision.
- A majority rated Wyre's contracted leisure facilities as being of average quality.
- Swimming, spa facilities, health and fitness and indoor sports halls were stated as favoured preferences within new facility provision. Indoor adventurous activity was also well represented. Outdoors, walking (strongly), cycling and beach activities were popular.
- Weight gain and reduced activity levels figured strongly in terms of the (negative) health effects of the Pandemic. Reduced confidence levels and social isolation also featured significantly.

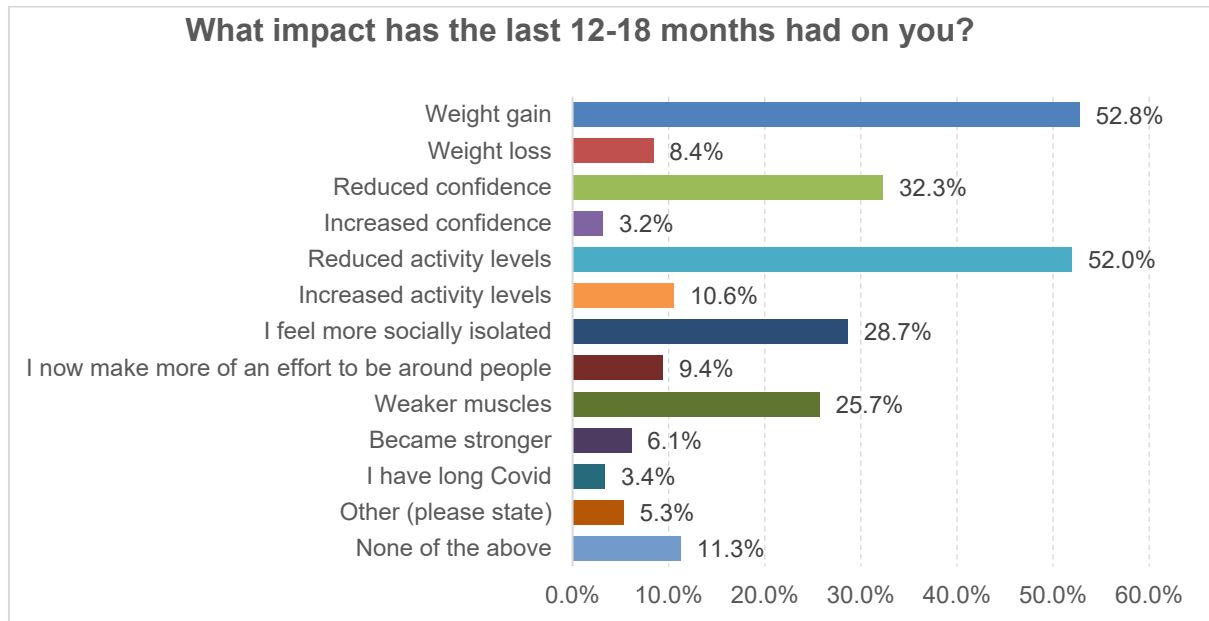
Sessional preferences within facility provision



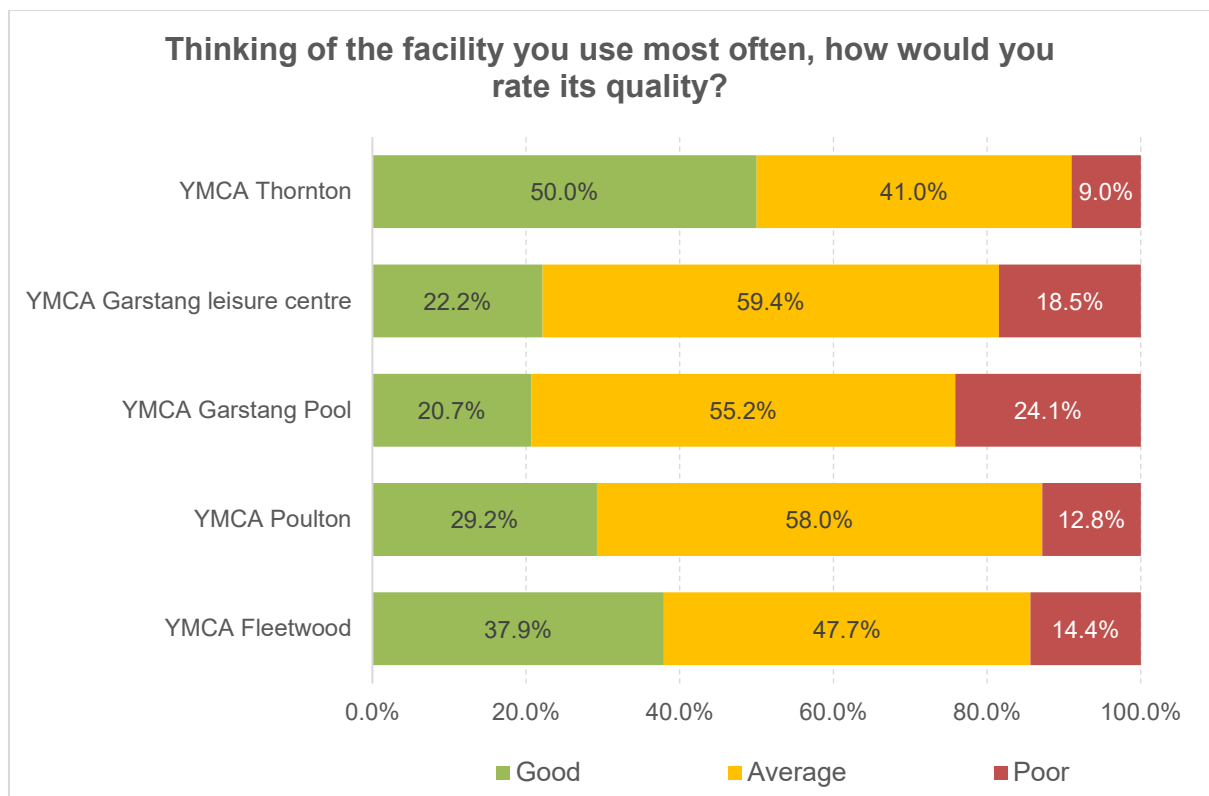
Barriers to access



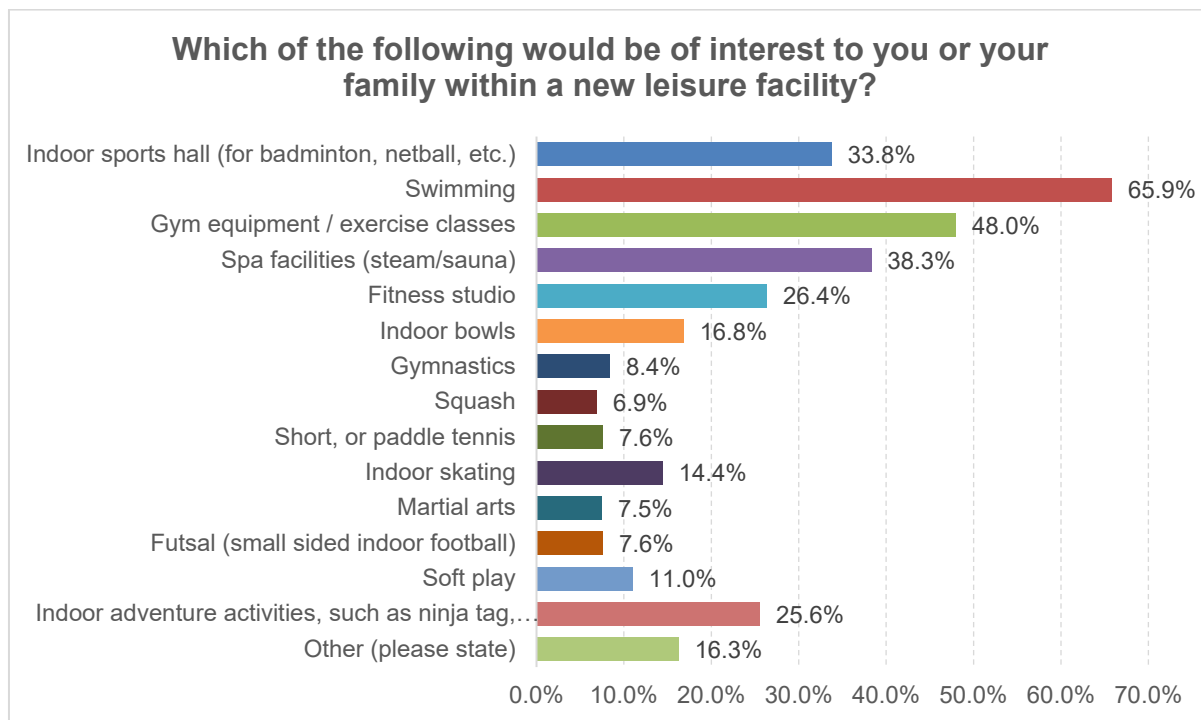
Impact of Covid-19 Pandemic



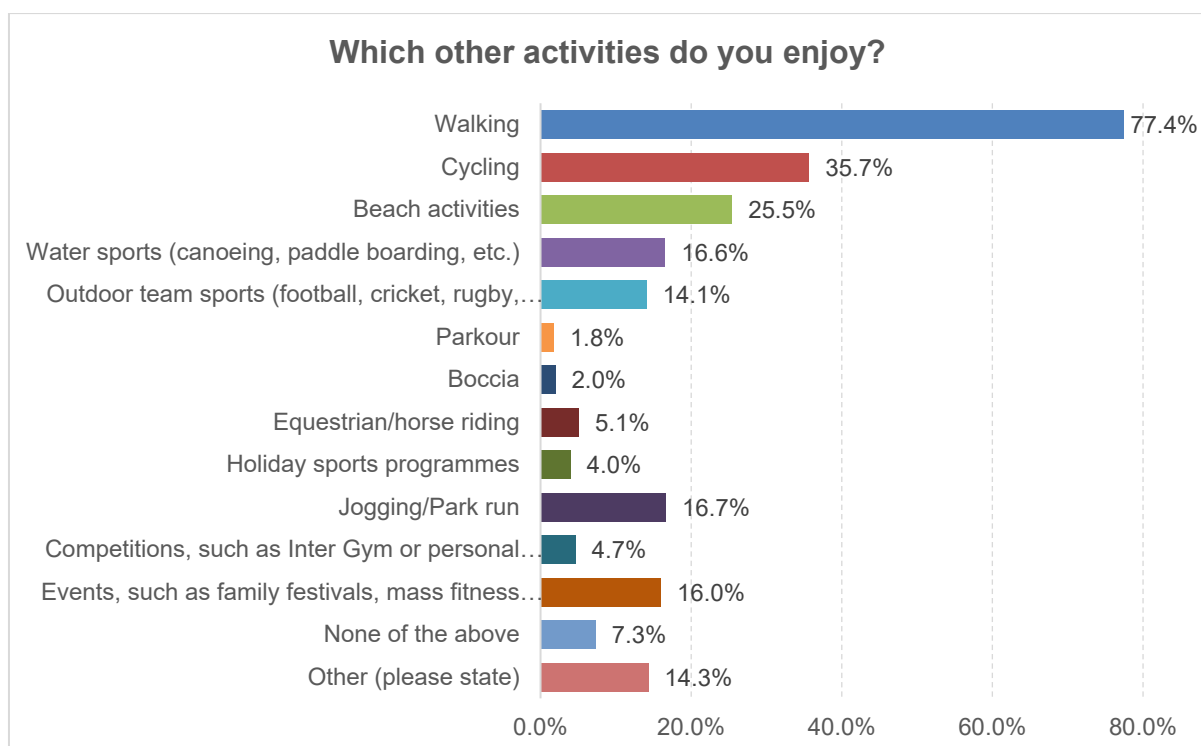
Resident perceptions of facility quality



Facility preferences



Other activity preferences



APPENDIX 2: THEME BASED WORKSHOP ATTENDEES

Name	Role / organisation
Dr Christopher Gunn	Lecturer: Sport Business Management & Sports Coaching, UCLAN
Jo Carson	Social Prescribing Link Worker, Cleveleys Group practice
Lisa Banks	Torrentum Primary Care Network
Alex Millar	Network Development Project Officer - Sustrans
Bobby Denning	Fylde Coast Cricket Coaching
Cllr Shaun Turner	Lancashire County Council
Alison Boden	Wyre Council, Coast and Countryside Manager
Len Harris	Wyre Council Senior Planning Officer,
Shelley Birch	Wyre Council, (Children and Young People Lead)
Pete Smith	Commissioning Manager, Healthier Fylde Coast
Jenny Hill	Blackpool CCG
Dr Felicity Guest	GP, Torrentum Primary Care Network
Graham Oatridge	CEO, YMCA Fylde Coast
Anne Mullins	YMCA Fylde Coast, Thornton Centre Manager
Adrian Leather	CEO, Active Lancashire
Carol Ross	Director of Operations, Active Lancashire
Mark Stephenson	Operations Manager, Active Lancashire
Dr Mark Spencer	GP Principal, Mount View Practice
Matt Hilton	CEO Fleetwood Town Community Trust
Lee Cadwallader	Wyre and Fylde School Sport Partnership
Syd Holt and Richard Williams	Royal Lifesaving Society
Stuart Makepeace	Sport England (Observer)