



Report of:	Meeting	Date
Councillor Lynne Bowen, Leisure, Health and Community Engagement Portfolio Holder	Cabinet	18 October 2023

Wyre Moving More Strategy 2023-2028

Key decision: No

1. Purpose of report

1.1 To present the Wyre Moving More Strategy 2023-2028.

2. Corporate priorities

2.1 This strategy contributes to the following corporate priorities:

- We will collaborate with residents and local stakeholders to maximise opportunities for improving health and wellbeing across our communities
- We will work with our partners to focus on supporting people to become more active and increase their physical activity
- We will 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.

3. Recommendation

3.1 That Cabinet approves and endorses the Wyre Moving More Strategy 2023-2028.

4. Background

4.1 In Wyre, as in many other places, the continued impact of the Covid-19 Pandemic combined with high levels of physical inactivity are placing unprecedented levels of strain on the NHS - affecting residents' mental and physical health.

4.2 Local rates of inactivity in Wyre 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.

- 4.3** At National level 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. Sport England's strategy 'Uniting the Movement' contains a ten-year vision to transform lives and communities via sport and physical activity. The three Strategy objectives of Uniting the Movement are: 1) Advocating for movement and physical activity; 2) Joining forces on five big issues (which are; Recover and reinvent, Connecting communities, Positive experiences for children and young people, Connecting with health and wellbeing and Active environments) and; 3) Creating the catalysts for change.
- 4.4** In 2019 Sport England developed the Strategic Outcome Planning Guidance (SOPG) to assist local authorities to take a strategic approach to maximising the contribution that sport and physical activity can make in improving population health.
- 4.5** The council commissioned the consultants Knight, Kavanagh and Page (KKP) to conduct a diagnostic SOPG for Wyre and this was completed in January 2021. The SOPG proposed three further pieces of work in order that the council was in the best possible position to ensure sustainable provision / participation in sport and physical activity and to address inactivity.
- 4.6** These three pieces of work included: the preparation of a Physical Activity and Sports Strategy (Wyre Moving More); the completion of an Assessing Needs and Opportunities Guidance (ANOG) compliant Indoor Facilities Needs Assessment and Strategy and thirdly; the completion of a Leisure Investment Strategy.
- 4.7** Wyre Council commissioned KKP to produce a Sport and Physical Activity Strategy for the borough with the intention that this strategy would help articulate the changing needs and priorities in the borough and which would support the borough's re-procurement of a leisure facilities operator to manage its centres.
- 4.8** KKP followed a rigorous process to devise the strategy which included stakeholder engagement sessions with relevant council officers and key representatives from local schools and colleges, from the Integrated Care System, Primary Care Networks, public health, Active Lancashire and town centre partnership boards. Surveys were sent to clubs and grass-roots sports clubs and the public were also invited to comment.
- 4.9** The information was analysed and synthesised to form the key findings and to create the vision, objectives and key performance indicators via a newly formed Wyre Moving More Project Board.

- 4.10** A draft version of the strategy was presented to the Overview and Scrutiny Committee on 17 July 2023. Members of the Committee made comments and requested that progress reports be reported back to the committee.
- 4.11** From the above process the council and its partners developed a clear vision statement for sport and physical activity in Wyre: “To help Wyre residents to feel healthier, happier and better connected to their communities through physical activity”.
- 4.12** This report presents Wyre Moving More, the borough’s new Physical Activity and Sports Strategy. The strategy presents a whole systems approach to increasing physical activity within a strategy strong enough to deliver better, more effective collaboration between partners and which communicates messages to residents and communities.
- 4.13** The strategy 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.

5. Key issues and proposals

- 5.1** Wyre Moving More is a five-year physical activity strategy for Wyre, which aims to embed a culture of ‘moving more’ and thereby increasing 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 the council. It sets out the Board’s collective long-term commitment to help Wyre residents to feel healthier, happier and better connected to their communities through physical activity.
- 5.2** The strategy takes a ‘whole system’ approach to addressing the issue of physical inactivity in Wyre.
- 5.3** There are a number of core principles identified within the strategy. These are: the need to address inequalities; that to achieve meaningful change the approach needs to be locally led and; a whole system collaborative approach is needed in the co-design and co-production of activities and initiatives to address physical inactivity.
- 5.4** Three core delivery themes which have a strong resonance in Wyre are identified. These are:
- Health and wellbeing;
 - Children and young people;
 - Active environments.

- 5.5** Strategy research and consultation findings have been articulated into objectives and actions across each of these themes alongside a further fourth theme which relates to Governance and Communication. Wyre Moving More Project Board theme groups developed and led this work.
- 5.6** The delivery of these actions, if delivered thoroughly through partnership and with a variety of services and agencies, should result in a step-change in access to sport and physical activity provision and a new single system approach and improved collaboration between public, voluntary and private sector services.
- 5.7** Delivery against the strategy will be monitored directly by the Wyre Moving More Project Board with an annual update to the Overview and Scrutiny Committee.

6. Alternative options considered and rejected

- 6.1** The need for a Sport and Physical Activity Strategy was highlighted during the commissioned SOPG options appraisal for the future provision of sports and leisure in the borough. We could have rejected this guidance but that was not considered appropriate.
- 6.2** Importantly the strategy was considered beneficial to support the procurement of future leisure management services for the council's own leisure centre and pool facilities.

Financial, Legal and Climate Change implications	
Finance	<p>One of the principles of the new strategy is to make best use of available resources and community assets. Staffing and other costs connected with the delivery of the strategy will be contained within existing departmental revenue budgets.</p> <p>The costs of managing council-owned leisure facilities will be negotiated during a re-procurement process and will form part of a future contract with the successful leisure operator.</p>
Legal	<p>There are no legal or governance implications rising from this report. However, legal advice will be sought where relevant, in relation to any proposed partnership arrangements arising from the action plan.</p>
Climate Change	<p>No implications.</p>

Other risks/implications: checklist

If there are significant implications arising from this report on any issues marked with a ✓ below, the report author will have consulted with the appropriate specialist officers on those implications and addressed them in the body of the report. There are no significant implications arising directly from this report, for those issues marked with a x.

risks/implications	✓ / x
community safety	x
equality and diversity	✓
health and safety	x

risks/implications	✓ / x
asset management	x
ICT	x
data protection	x

Processing Personal Data

In addition to considering data protection along with the other risks/ implications, the report author will need to decide if a 'privacy impact assessment (PIA)' is also required. If the decision(s) recommended in this report will result in the collection and processing of personal data for the first time (i.e. purchase of a new system, a new working arrangement with a third party) a PIA will need to have been completed and signed off by Data Protection Officer before the decision is taken in compliance with the Data Protection Act 2018.

report author	telephone no.	email	date
Mark Broadhurst	01253 887433	Mark.broadhurst@wyre.gov.uk	18/09/2023

List of background papers:		
name of document	date	where available for inspection
None		

List of appendices:

Appendix 1 - Wyre Moving More Strategy 2023–2028