

A CITY APPROACH TOWARDS AN ACTIVE SUNDERLAND

1. PURPOSE

1.1 The purpose of this document is to:

- a. Present a new city approach towards an Active Sunderland
- b. Propose a new strategic direction of travel and one which involves partners/stakeholders in achieving shared priority outcomes for the people of Sunderland

2. ALIGNMENT TO OTHER CITY APPROACHES AND POLICIES

2.1 The city approach towards an Active Sunderland is aligned and compliments the work that has already commenced with regards to Green Infrastructure and Active Travel. It is recognised that the work within these three approaches will have a greater impact on people, place, partners and outcomes as a result of the significant levels of synergy between the approaches

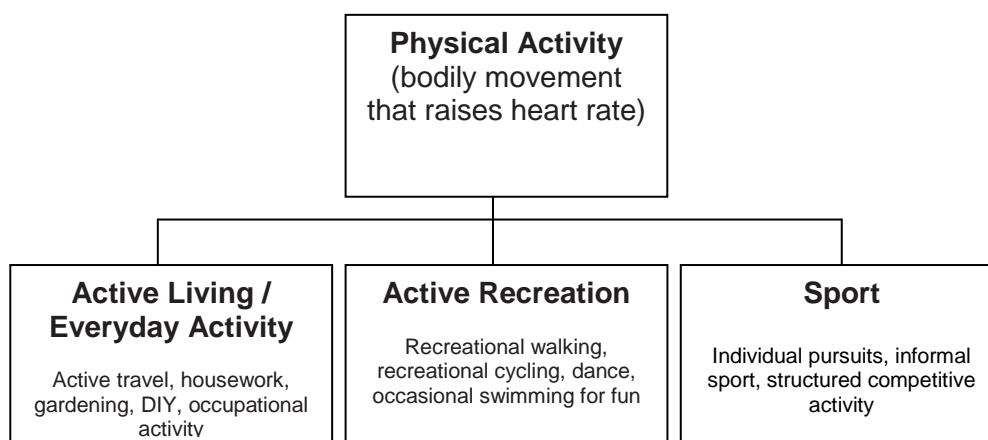
3. DEFINITION

3.1 Arguably the terms physical activity, active living, active recreation and sport are sometimes inappropriately interchanged, for each can be defined in many ways. For the purpose of establishing a city approach for Sunderland the term activity is used in the following context:

Activity/Physical Activity is an all-encompassing term that includes any kind of movement that raises the heart rate and so helps to improve mental and physical well-being. Active living including active travel, everyday activity, active recreation, play, exercise and sport (casual and formal) are also defined within the context of activity.

The World Health Organisation defines physical activity as ‘any bodily movement produced by skeletal muscles that requires energy expenditure’

3.2 The diagram below shows the relationship between the separate elements that connect to Activity/Physical Activity.



4. INTRODUCTION

- 4.1 There is a strong and growing evidence base amplifying the benefits of regular participation in activity in terms of the contribution to better physical and mental health and wellbeing, skills development and levels of attainment.

Participation in activity is also valued in its own right for friendship and fun, bringing people together to break down barriers and strengthen communities. It is clear that an increased level of activity has a central role to play in individuals and communities mental and physical resilience enhancing their mental wellness and improving their quality of life.

- 4.2 The challenge now facing the Council and the city is to enhance the conditions and opportunities for more people to become more active more often, whether in informal activity such as going for a walk with friends in the park, cycling to work, or having a swim, or in more formal activity such as joining a sports club or gym.

Adopting a strategic approach to improving levels of activity will enable us to maximise the impact that physical activity has in Sunderland. Specifically, our approach is:

- To impact on the greatest number of people (children and adults);
- To enable children and young people to have the best start in life and form good habits;
- To support people in families and communities that are benefiting least from the opportunities that being active brings and which is where the greatest gains in outcomes are to be made;
- To provide access to all our infrastructure, green and blue space as well as sport and leisure facilities, including pathways to sporting excellence

- 4.3 We believe that increasing opportunities for people to be active will make a positive contribution not only to health and wellbeing, but also the wider social and economic shared objectives of the Council and its partners. More specifically it will ensure the effective planning and co-ordination of an integrated range of opportunities to increase activity levels, meet the needs of residents, and in doing so impact on the following key areas:

- Health & Wellbeing
- Skills and Attainment
- Economic opportunities
- Community Cohesion and Resilience

5. CONTEXTUAL ANALYSIS

- 5.1 Sunderland, in common with the rest of the North East region has relatively low, static levels of participation in physical activity and sport when compared with the national position. Sport England's Active People (AP) Survey (2014 interim results) shows that the proportion of Sunderland's adult residents participating in sport once per week for 30 minutes or more (ie 1x30), is 39.2% compared to 35.5% nationally. Also 53.4% of Sunderland's adult population do not participate in any form of sport or physical activity, compared to the national average of 47%.

Active People Survey 2005-2014

1 x 30 (Adults 16+)	APS1	APS2	APS3	APS 4	APS 5	APS 6	APS 7	APS 8 (interim)
Sunderland	32.2	28.8	33.2	37.9	29.4	32.1	34.0	39.2
Tyne & Wear	33.2	32.9	35.8	35.0	31.4	35.7	35.2	35.9
North East	32.7	34.2	34.7	35.0	33.3	35.6	34.7	34.4
England	34.2	35.8	35.7	35.3	34.8	36.0	35.7	35.5

5.2 Evidence of latent demand: 57.1% of adults in the city would like to become active or more active regardless of current activity levels according to the Sport England Active People Survey

5.3 The following provides evidence and local statistics

Physical and mental health

- The British Heart Foundation (BHF) and the National Institute for Health and Care Excellence (NICE) state that physical activity positively contributes to the prevention of over 20 chronic diseases
- Physical activity reduces the risk of depression, and has positive benefits for mental health including reducing anxiety and enhancing mood and self esteem (BHF 2013)
- Within in the city, 21.3% of the city's children in year 6 of school are classified as obese, worse than the national average (Public Health England: Health Profile 2013)

Health inequalities

- Deprivation levels in the city are higher than average and about 13,000 children live in poverty
- Healthy Life expectancy (57.7 and 57.4) is lower for women and men
- Life expectancy for both men (77.0) and women (80.7) is lower than the England average
- Life expectancy is 10.7 years lower for men and 7 years lower for women in the most deprived areas of Sunderland, than in the least deprived areas
- Obesity rates for both adults (26.6%) and children (21.3%) are above the national average
- Early death rates from cancer and from heart disease and stroke have fallen but remain worse than the national average.
(Public Health England: Health Profile 2014)

Inequalities in levels of participation in physical activity and sport

- Evidence detailing the difference in participation levels in physical activity and sport across the city can be seen below

Sport and active recreation 3x30 (formerly NI8), APS3/4 (2008-10): LA Sunderland District



Catchment area:
Sunderland District

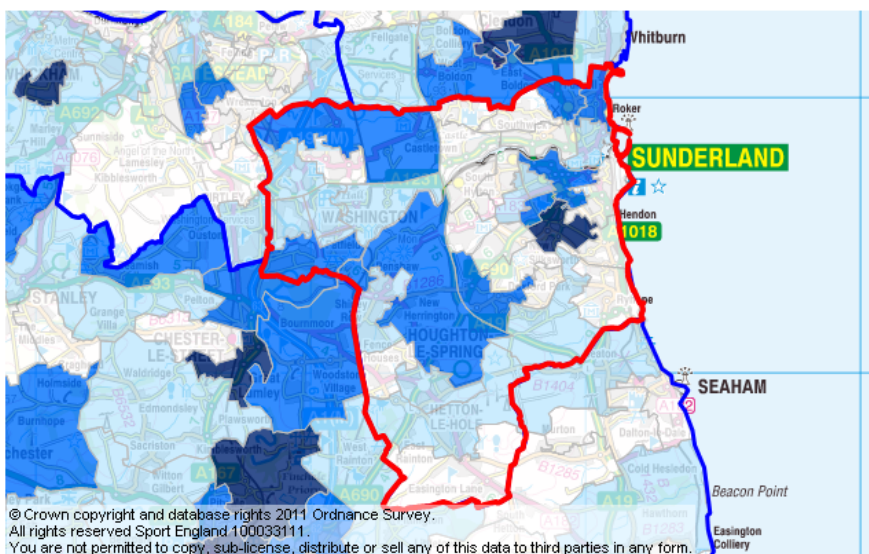
Participation estimates 2008-10
Quantile classification*

- 10.7% - 17.5% (low)
- 17.6% - 20.2% (low-middle)
- 20.3% - 23.0% (middle-high)
- 23.1% - 32.9% (high)

- Catchment area
- Local Authorities
- Middle Super Output Areas

The percentage of the adult population (age 16 and over) who participate in sport and active recreation, at moderate intensity, for at least 30 minutes on at least 12 days out of the last 4 weeks (equivalent to 30 minutes on 3 or more days a week). This includes light intensity activities (bowls, archery, croquet, yoga and pilates) for those age 65 and over.

* Quantile classification: Each class contains an equal number of records. With four classes each contains roughly 25% of all records.



Modelled estimates of participation are based on data from Sport England's Active People Survey 3 (October 2008-October 2009) and Active People Survey 4 (October 2009-October 2010).

MSOA participation estimates are based on modelled or 'synthetic' estimates of participation. Synthetic or modelled estimates combine survey data from Active People with other data sources that are available at the area level (for example, health indicators, socioeconomic status etc) and through a three stage statistical modelling process, provide small area estimates of participation.

Middle Super Output areas (MSOA's) are a geography for the collection and publication of small area statistics. MSOA's have a minimum population of 5,000; and a mean population of 7,200.

Skills and attainment

- Sport England commissioned national research has identified that children who are active have numeracy scores, on average, 8% higher than non-participants in activity

Volunteering

- The Sport England Active People Survey shows that Sunderland residents volunteering to support community sport for at least one hour a week, has recently decreased from 4.3% in 2012 to 2.7% in 2013, which is less than half the national average of 6%.

Cost of Inactivity

- Sport England commissioned research shows that the health costs of physical inactivity by disease is documented as £2.38million per 100,000 population in Sunderland, compared to the England average of £1.82million per 100,000.

6. PROGRESS SO FAR

6.1 In 2004 the Council adopted the Leisure Facilities Plan and “Active City – Sunderland’s Sport and Physical Activity Strategy” to achieve the following vision:

Everyone in Sunderland will have affordable access to quality sport and physical activity opportunities to improve their health and wellbeing at first class, community facilities throughout the city.

6.2 Since 2004 the Council together with its partners have invested over £71m of capital resource in new and replacement sport and leisure facilities to contribute to meeting the objectives of improving health outcomes by encouraging and supporting increased participation in sport and physical activity. A further £11.3m is being invested to replace Washington Leisure Centre which will complete the renewal of the city’s leisure facilities. This level of investment is unprecedented within the region and has resulted in a comprehensive range of community based facilities, proving affordable access for residents and an attractive, modern portfolio of leisure stock

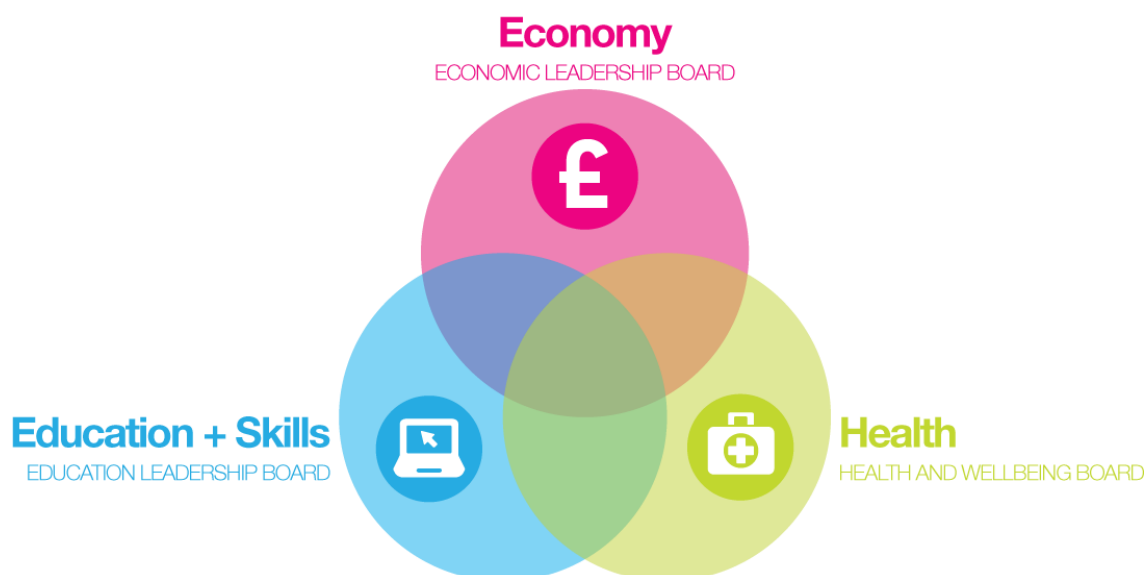
6.3 In the last three years, Sunderland’s progress in delivering the Leisure Facilities Plan and improving access to physical activity and sport opportunities has occurred within the context of a rapidly changing policy environment, including:

- Transfer of public health responsibilities to the local authority and an enhanced opportunity to adopt a holistic approach to health and wellbeing
- Significant reductions in public spending – impacting on public sector budgets and the Council’s ability to fund non-statutory services
- Welfare reform – impacting on the disposable income of households, with negative implications in terms of residents’ ability to participate in more formal activity (eg cost of travel to facilities, fees) and overall health and wellbeing (eg higher levels of stress/anxiety)
- Greater focus on community resilience – emphasis on increasing community participation, helping people to help themselves and others
- Sunderland’s emerging approach to Strengthening Families – emphasis on building family resilience, helping families take care of themselves and providing children with the best start in life
- Sunderland’s Health & Wellbeing Strategy – emphasis on an asset based approach and prevention and early intervention throughout life course
- The Council’s Corporate Plan, which sets out a commitment to ensuring Sunderland is “a city where everyone is as healthy as they can be and enjoys a good standard of wellbeing”.

7. NEW APPROACH

7.1 The new approach to increasing levels of activity has been influenced by recent shifts in national, regional and local policy arenas and reflects our recognition that there are a range of providers and mechanisms available to us to achieve this.

7.2 The approach is in line with the cities priorities



- 7.3 The approach will include existing but often untapped assets and potential within the city that can enhance and complement the Council's offer, such as:
- High quality parks, green spaces, river corridor and coastline (blue space)
 - The commitment of Sunderland College and the University to provide high quality opportunities for students, workforce and the broader community to be physically active
 - An increasing commitment from schools to provide high quality opportunities for students to be physically active during the school day and for the community to access beyond the school day
 - A strong and willing community sport club structure and network within the city
 - Volunteers supporting the community physical activity and sport club structure and network
 - The community voluntary sector providing and willing to provide more opportunities for individuals to be active
 - Established local and national cycle networks, e.g. C2C and the W2W and well established walking routes within the city
 - A developing public transport strategy
 - The emerging Integrated Wellness Model
- 7.4 The approach builds on our strengths and achievements, while taking into account the urgent need to:
- Manage demand for costly health interventions by investing in prevention
 - Improve the physical and mental health of the population
 - Reduce health inequalities by targeting those most in need
 - Maximise our existing resources by:
 - Making best use of physical assets (eg. green and blue space, school playing fields,)
 - Harnessing the skills, resources, knowledge, and enthusiasm within our communities
 - Improving partnership working to achieve greater impact with the resources available
 - Improving our understanding of needs and diversity within communities
 - Changing the Council's relationship with local people by moving towards an enabling and facilitating role.

8. WHERE ARE WE STARTING FROM

8.1 Sunderland's progress in the development of creating opportunities for people to be active is within the context of a rapidly changing environment including government policy, changing user expectations, investment and partnership working. There is a raft of key national, regional, sub-regional and local policies and documents in areas such as health, physical activity, sport and localism that influence our approach.

8.2 Sunderland has a well established reputation for providing opportunities for individuals to be active. Therefore against this backdrop, it is important to acknowledge that we are not beginning our journey from a standing start, for example:

- Since 2006, Sunderland has improved the percentage of adults participating in sport and active recreation (3x30), rising from 18.8% to 23.5% in 2014 (interim)
- Increased participation rates for adults (1x30) from 32.1% (2012) to 39.2% (2014)
- A willingness from residents to get involved – from the Active People Survey, 57.1% of adults in the city would like to become active or more active
- Sunderland people have a passion for sport - in particular Sunderland Football Club
- An events participation programme aimed at those who are not physically active
- An established Olympic and Paralympic Legacy Delivery Plan
- 330 community sports clubs in the city with a strong and willing supporting voluntary network,....that needs to increase
- Hundreds of structured physical activity opportunities within the city each week provided by various individuals and organisations
- The Foundation of Light provides programmes to educate and inspire over 42,000 young people and families each year
- Since 2004 over £71m public sector investment into leisure facility development
- A range of regional sports facilities including a 50m pool and tennis centre
- Public leisure provision is complemented by a strong private and community sector offer
- A swimming pool, Wellness centre and sports hall in each of the 5 regeneration areas of the city
- A commitment by Sunderland College and the University provide a high quality physical activity opportunities for students, workforce and the wider community
- Secondary schools have a range of modern indoor and outdoor sports facilities
- High quality parks, green spaces, river corridor and coastline (blue space)
- Established local and national cycle networks, e.g. C2C and the W2W.

9. SUMMARY OF THE APPROACH

9.1 ***All together an Active Sunderland - a city where everyone is as active as they can be is at the heart of our approach and will be achieved through a combination of :***

- *Making it together* - improved partnership working as no one organisation can achieve this
- *Making it clear* - awareness raising of the benefits ,
- *Making it obvious* - greater promotion and communication,
- *Making it easy (& fun)* - easily accessible opportunities including participation events,
- *Making it different* - smarter and more diverse programming,

- *Making it the norm* - extending access to non-traditional activity settings (eg workplaces)

9.3 Creating, enabling and providing opportunities for people to be active and more active will be supported and underpinned by the work of key stakeholders in the city. In achieving the approach the following themes will be followed..

- *Empowering communities* - supporting and enabling communities to look at informal opportunities to be active and increasing support to the community and voluntary sector, so that they can help to grow the numbers of residents being active
- *Active environments* - make it easier for people to be active through their everyday activities
- *Sport and leisure facilities* – ensuring swimming pools, sports halls and wellness centres complement the needs of residents
- *Working with schools* – ensuring students and families are provided with a positive experience and the best opportunities within and beyond the curriculum.
- *Workforces and workplaces* – ensuring the environments and policies are in place to enable the workforce to be active
- *Understand need and evaluate impact* - ensure opportunities are in place due to need and evidence of impact
- *Supporting individuals* - opportunities are in place for those who may need more assistance in accessing good quality opportunities to be active

9.4 This approach will inform the future development of activity in Sunderland, underpinning all action planning, investment and the design and delivery of services. Ultimately it will enable the partners within the city to make a real and positive impact on quality of life in the city by achieving a range of outcomes for Sunderland's residents and communities:

- More Sunderland people become more active, more often
- Everyone has the opportunity to:
 - access good quality space to be active
 - access good quality opportunities to be active
 - take part in the activity of their choice
 - reach the highest standard they wish to
 - Improve their health and wellbeing
- Strong and sustainable offers within the community
- Providing pathways to ensure that activity becomes a lifetime habit
- More young people have the opportunity to acquire basic activity skills and improve their physical literacy
- Sunderland's active children perform better in school
- Embedded and enhanced community spirit, improved community resilience with more communities empowered to do more to help themselves
- More places to be active and more residents participating in activities
- More residents being aware of how and where to access opportunities to be physically active
- Residents will have a greater understanding of the benefits of physical activity including sport.