

Active Wakefield Strategy



For Physical Activity to be a normal everyday behaviour contributing to a healthier, vibrant and dynamic District of Wakefield

Forewords

Imagine if there was a medicine that reduced your risk of heart disease, stroke, cancer, diabetes and premature death. Imagine also that this same medicine boosted your self-esteem, mood, sleep quality and energy, as well as reducing your risk of stress, depression, dementia and Alzheimer's disease. And the medicine has no side effects. Such a drug would be in high demand and would make the medicine industry a fortune! Being physically active has ALL these benefits and more, and you can have it for free.

In Wakefield District we have particularly low levels of Physical activity compared to other areas, this means that our residents are at higher risk of all those poor health conditions, the good news is that being physically active is not necessarily about going to the gym or taking part in sport, although it can be. Most of us will only get more exercise if we build it into our daily routine. There is lots of opportunities in the district from great leisure facilities to fabulous parks, organised walks to football, cycle paths to Zumba classes.

Partners across Wakefield have come together to develop this new Active Wakefield plan, which will help us target our efforts into supporting all our residents to build physical activity into their daily lives.

So Why not cycle instead of taking the car, or get off the bus a few stops early and walk the rest? Make it your aim to move more every day.

Dr Andrew Furber,
Director of Public Health



What do we mean by **physical activity and sport?**

Physical activity is an all encompassing term that includes active living, health related activities, exercise, play, sport and active travel. It includes everyday activities like housework, gardening, walking or cycling as a mode of transport, being active at work as well as families playing together. It also includes more structured and organised activities (often termed exercise) such as dancing, swimming and active recreation (e.g. attending at gym). It also includes individual and team sports whether competitive or not. Physical activity includes any form of movement which raises heart rate and so helps to improve mental and physical wellbeing. For the people of Wakefield to recognise they have engaged in physical activity which can contribute to their recommended levels, they should be able to relate to the following symptoms:

- Moderate physical activity is that which causes an individual to feel slightly warm, breathe slightly heavier and increases the heart rate. Typically people are still able to have a conversation whilst engaging in moderate intensity physical activity.
- Vigorous physical activity is that which requires us to breathe very hard, have a rapid heartbeat and often be short of breath. People cannot carry on a conversation whilst doing vigorous intensity physical activity.



Guidance from the Chief Medical Office (CMO) on how much physical activity people should be doing per day

Physical Activity
(expenditure of calories,
raised heart rate)

Everyday Activity
Active travel
(cycling/walking)
Heavy housework
Gardening
DIY
Occupational Activity

Active Recreation
Recreational walking
Recreational cycling
Active play
Dance

Everyday Activity
Sport walking
Regular cycling (30 min/week)
Swimming
Exercise and fitness training
Structured competitive activity
Individual pursuits
Informal sport



Setting the scene

The Active Wakefield Strategy (AWS) will be used to address issues and gaps in health and activity levels across Wakefield, and to implement frameworks, actions and practices to improve activity levels across the district. It is aimed at the people of Wakefield to encourage them to become more active, lead a healthier lifestyle and for physical activity to be the social norm. The strategy will only be successful if organisations and partners (private, public and the third sector), work together to deliver, support and promote the actions and messages within this strategy.

1.1 The district of Wakefield is a great place to be active, play sport and lead a healthy lifestyle. The city is comprised of lots of open green spaces, parks with numerous cycle and walking routes. We also host a number of voluntary sports clubs who offer opportunities to all ages, genders and abilities to become members of clubs. In addition these clubs are complimented by voluntary community groups offering ‘on your doorstep’ activities in your local facilities, such as schools, church halls and community centres. Furthermore the district hosts numerous leisure facilities and swimming pools as well as specialist Athletics and Water sports facility. With this we are proud of the

work force and volunteers who commit and work hard to offer active opportunities across the district.

1.2 In 2013 Wakefield launched the ‘Passing on a Legacy’ strategy to create ‘A vibrant and healthy district where physical activity and sport is part of everyday life and where sporting aspirations can be achieved’. However, upon reflection this strategy maintained the current activity levels and provisions of Wakefield but did not offer the step change in increasing the activity levels of the ‘inactive’ residents and influence habitual behaviour change.

1.3 Through recent research and feedback it has become apparent that a large proportion of people of the Wakefield District are physically inactive in comparison to their Yorkshire counterparts and national statistics. Furthermore there are relatively high levels adult obesity, together with high incidence of coronary heart disease, diabetes and other diseases related to inactive lifestyles, often found in the most socially and economically deprived areas of the district.

Through local research and feedback it has come to fruition that people of Wakefield [in particular females] are not physically active to the recommended levels. However, there is also research which indicates that there are many misconceptions and a lack of understanding about ‘what counts as Physical Activity and a lack of understanding that to be ‘physically active’, you do not necessarily need to engage in sport and it does not have to be an economic strain.

Where are we now? - State of England



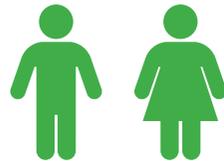
33% of men and 45% of women do not reach CMO recommendations for physical activity (HSE)



18% of disabled adults regularly take part in sport compared to 39% of non-disabled adults (APS)



19% of men and 26% of women are 'physically inactive' (HSE)



21% of boys and 16% of girls ages 5-15 meet the CMO recommendations for activity for children.



Walking trips decreased by 30% between 1995 and 2013 (NTS)

47% of boys and 49% of girls in the lowest economic group are 'inactive' compared to 26% of boys and 35% of girls in the highest (HSE)



23% of girls aged 5 - 7 meet the recommended levels of daily physical activity by ages 13 - 15 only 8% do (HSE)



22% are made on foot (NTS)



64% of trips are made by car



2% are made by bike

Data Sources:
 Health Survey for England 2012 (HSE)
 Active People Survey 8 April 2013 - April 2014 (APS)
 National Travel Survey July 2014 (NTS)



State of the **District of Wakefield**

Physical inactivity costs Wakefield £6,454,100 per year

Self reported levels of Well Being ranging from low satisfaction through to high anxiety, shows Wakefield is worse than the national average

45.8% of males and 70.7% of females do 'No sport or physical activity'

26.6% of males and 17.7% of females do sport or physical activity' 1-2 times per week for 30mins

29.7% of males and 14.2% of females do sports or physical activity '3 times a week or more'

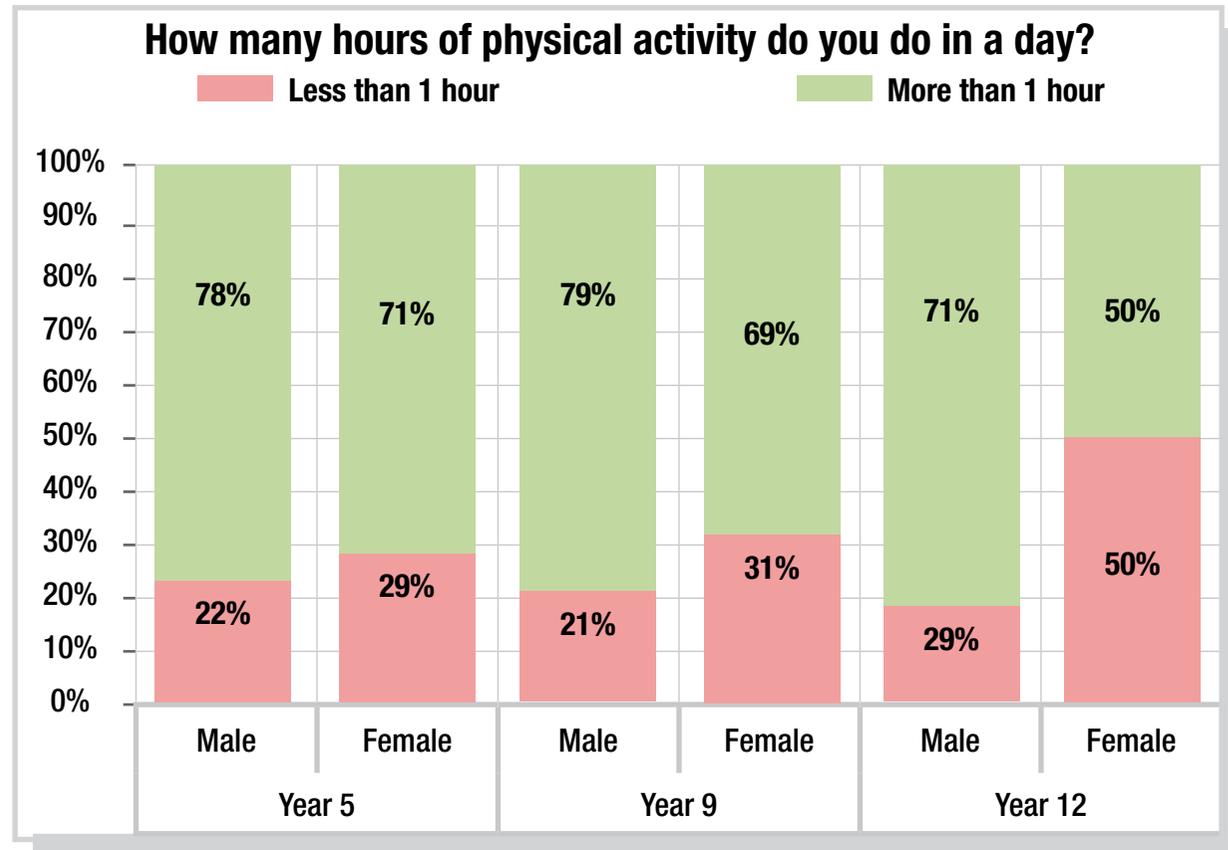
7 out of 10 adults in Wakefield are Overweight

Data Sources:

Active People Survey 8 & 9

Wakefield School Health & Wellbeing Survey 2015

Public Health Observatories



What are the **barriers**?

Time & commitments: fitting activity around college, work family life or caring duties

Illness/disability/fitness: a lack of understand how activities can be adapted to suit different abilities

Lack of intention to change: some people simply do not want to change

Access to facilities/swimming pools and quality of spaces to play and general places to be active

Money: People perceive they do not have the spare money to exercise and being active costs

Awareness: of what physical activity is or how much they should do

What would encourage people to become more active?

- There is a perception that it costs to be Physically Active, therefore If activities are of low cost, subsidised or offer incentives, then more inactive people will attend.
- Opportunities which are accessible and fit around life commitments, changing values, will encourage more people to be active.
- Family Activities are an incentive for people to continue to be active across the life course.

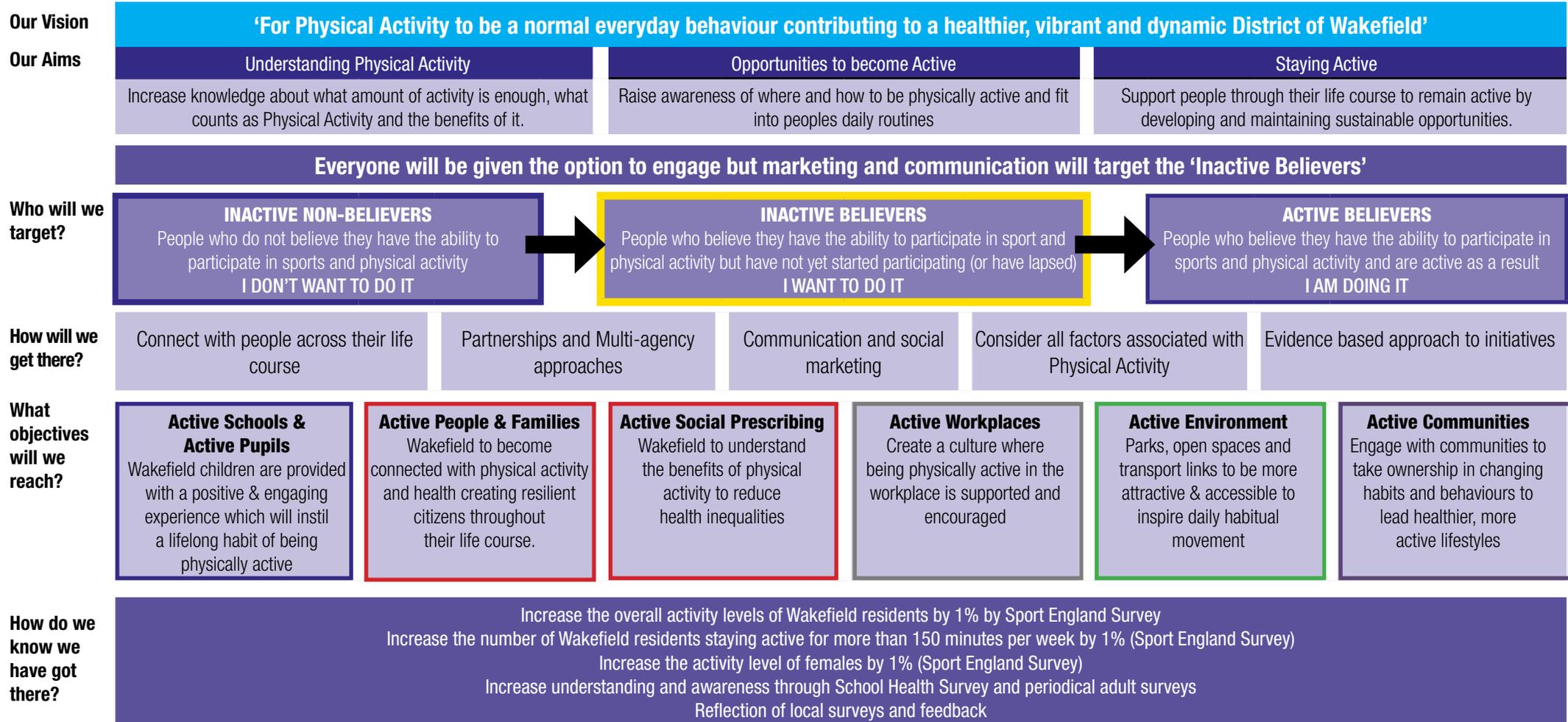
- Swimming and walking are popular activities which people would like to do to become more active
- Year 5 pupils would be more active if 'there was more space to play', 'if more of their friends went' and 'if there were new activities'

Research shows some inactive people want to be more active

- 16% of boys & 5% of girls from Year 9 said they would like to cycle to school
- 35% of year 5 pupils said they would like to cycle to school
- 78% of 5-18 year olds
- 62% of male aged 36-45
- 69% of women aged 26-45
- 72% of females aged 18-25
- 53% of 0-4 year olds



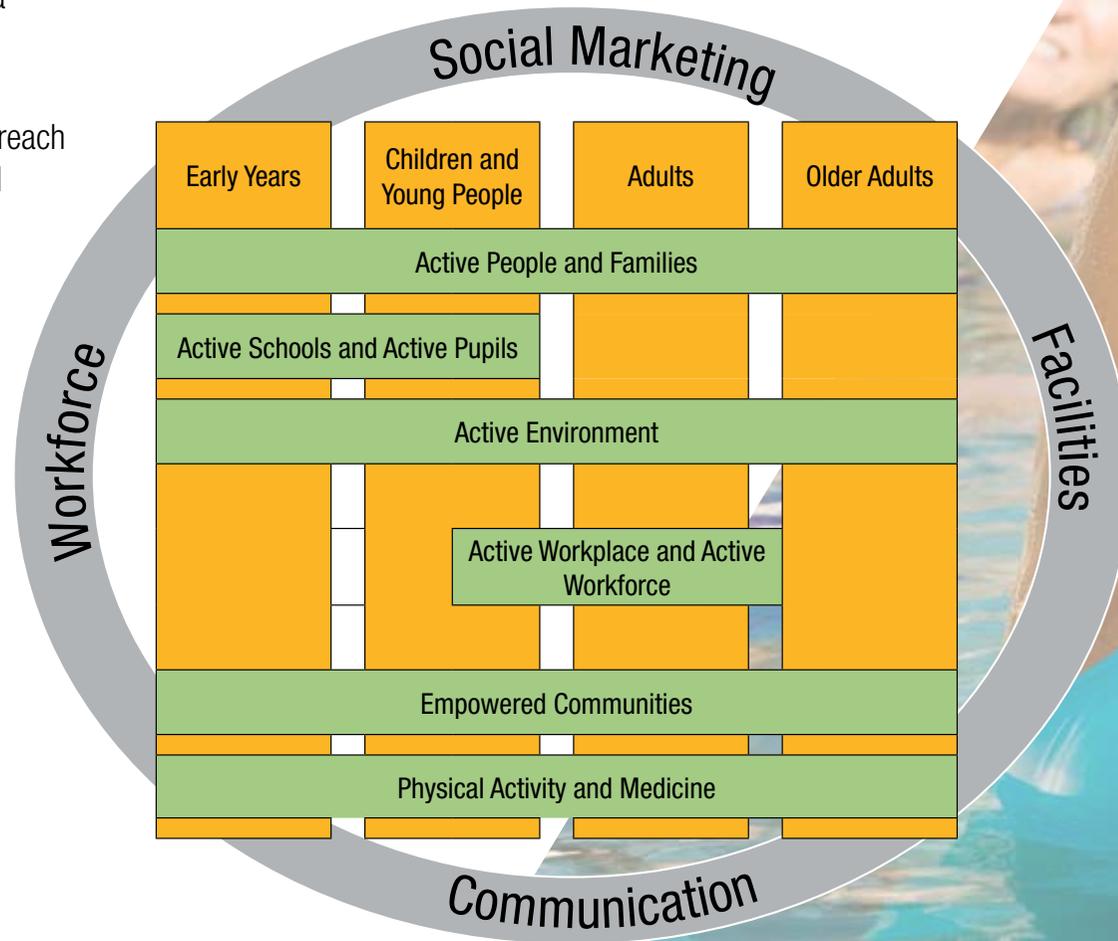
Active Wakefield Strategy



Active across the **life course**

Throughout people's lives, priorities and values change. Therefore we would like to ensure there are always opportunities throughout the life course, regardless of change to enable people to lead a Active, Healthy Lifestyle.

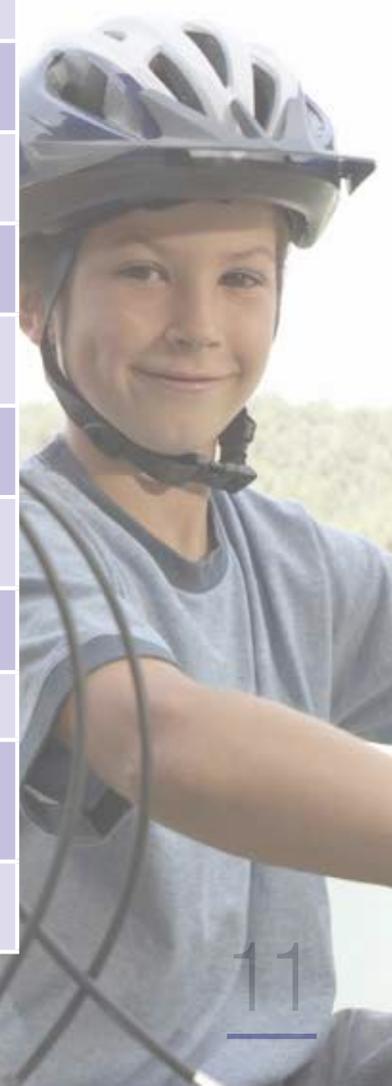
It will be key to use social marketing and communicate through appropriate channels to reach the people of Wakefield to raise awareness and understanding.



Objectives and **outcomes**



Objective	Outcomes	Relation to Aim
<p>Active schools & active pupils</p> <p>To establish a working pathway between the four educational strands of Primary, Secondary, Further Education and Higher Education.</p>	<ul style="list-style-type: none"> Wakefield have established a working pathway between the four educational strands of Primary, Secondary, Further Education and Higher Education. 	Opportunities to become Active/ Staying Active
	<ul style="list-style-type: none"> The whole school community understands and advocates the benefits of physical activity on cognitive development, behaviour and attainment. 	Understanding Physical Activity
	<ul style="list-style-type: none"> Educational establishments are more accessible for after school and community use 	Opportunities to become Active
	<ul style="list-style-type: none"> Implemented the Change4life Schools programme across the Wakefield district 	Understanding Physical Activity/ Opportunities to become Active
<p>Active environment</p> <p>Parks, open spaces, playing pitches and transport links to be more attractive & accessible to inspire daily habitual movement</p>	<ul style="list-style-type: none"> The environments are attractive and accessible so they encourage and influence people to become more active within. 	Opportunities to become Active/ Staying Active
	<ul style="list-style-type: none"> Play opportunities are supported, promoted and encouraged across the district ensuring links are in place with formal opportunities in sport for those young people wanting to progress 	Opportunities to become Active/ Staying Active
	<ul style="list-style-type: none"> Wakefield district is a walk, run and cycle friendly place including a transport system that promotes active travel 	Opportunities to become Active
	<ul style="list-style-type: none"> The Playing Pitch Strategy action plan is implemented and supports related developments across the district. 	Staying Active
<p>Active people and families</p> <p>Wakefield to become connected with physical activity, health and wellbeing creating resilient citizens throughout their life course.</p>	<ul style="list-style-type: none"> A city-wide brand and associated standards of use for physical activity has been created with a high quality digital hub for signposting and promotion 	Understanding Physical Activity/ Opportunities to become Active
	<ul style="list-style-type: none"> Created a female focused activity programme 	Opportunities to become Active
	<ul style="list-style-type: none"> Utilised national campaigns to promote physical activity across the life course 	Understanding Physical Activity/ Opportunities to become Active/ Staying active
	<ul style="list-style-type: none"> Made leisure the easy choice: Though development of family orientated projects which offer access to physical activities combined with education of leading a healthier lifestyles 	Staying Active



Objectives and **outcomes**

Objective	Outcomes	Relation to Aim
Active Communities Engage with communities to take ownership in changing habits and behaviours to lead healthier, more active lifestyles	<ul style="list-style-type: none"> Community health networks are established which are led and influenced by professional, voluntary organisations and local residents to develop and tailor projects to specific community needs. 	Opportunities to become Active
	<ul style="list-style-type: none"> A community and volunteer development training programme has been developed to offer depth, skills and knowledge. 	Staying Active
	<ul style="list-style-type: none"> Community based events, community groups and sports clubs have been supported to encourage resilience and sustainability so opportunities are endless within the communities of Wakefield 	Understanding Physical Activity/ Opportunities to become Active/ Staying active
	<ul style="list-style-type: none"> Good practice, innovative projects , good role models and influencers are recognised within Wakefield 	Staying Active
Active Workplaces Create a culture where being physically active in the workplace is supported and encouraged.	<ul style="list-style-type: none"> An increased awareness amongst Wakefield employers and employees of the financial and health benefits of a healthy and active workforce 	Understanding Physical Activity
	<ul style="list-style-type: none"> Workplace physical activity policies and action plans (including active travel) have been implemented: following the five principles (5 E's) that help to create health places – Evidence, Everyone, Everything, Everyday. Easy 	Opportunities to become Active
	<ul style="list-style-type: none"> A culture of physical activity amongst the workforce has been promoted and encouraged 	Opportunities to become Physically Active
Active Social Prescribing Wakefield to understand the benefits of physical activity to reduce health inequalities	<ul style="list-style-type: none"> Exercise on referral scheme is supported, promoted and through the multi-agency and district wide partnerships 	Understanding Physical Activity/ Opportunities to become Active
	<ul style="list-style-type: none"> People of Wakefield are supported to be resilient and instill physical activity into their daily lives acting as a preventative measure and enhancing mental and physical well being 	Opportunities to become Active
	<ul style="list-style-type: none"> There is an increased awareness of the health benefits of physical activity and opportunities available 	Understanding Physical Activity/ Opportunities to become Active/ Staying active
	<ul style="list-style-type: none"> Physical activity is used to support Public Health priorities and initiatives 	Staying Active



What is the **Active Wakefield Partnership?**

The 'Active Wakefield Partnership (AWP)' brings together representatives of key public, private and third sector organisations from across the District. This overarching body will:

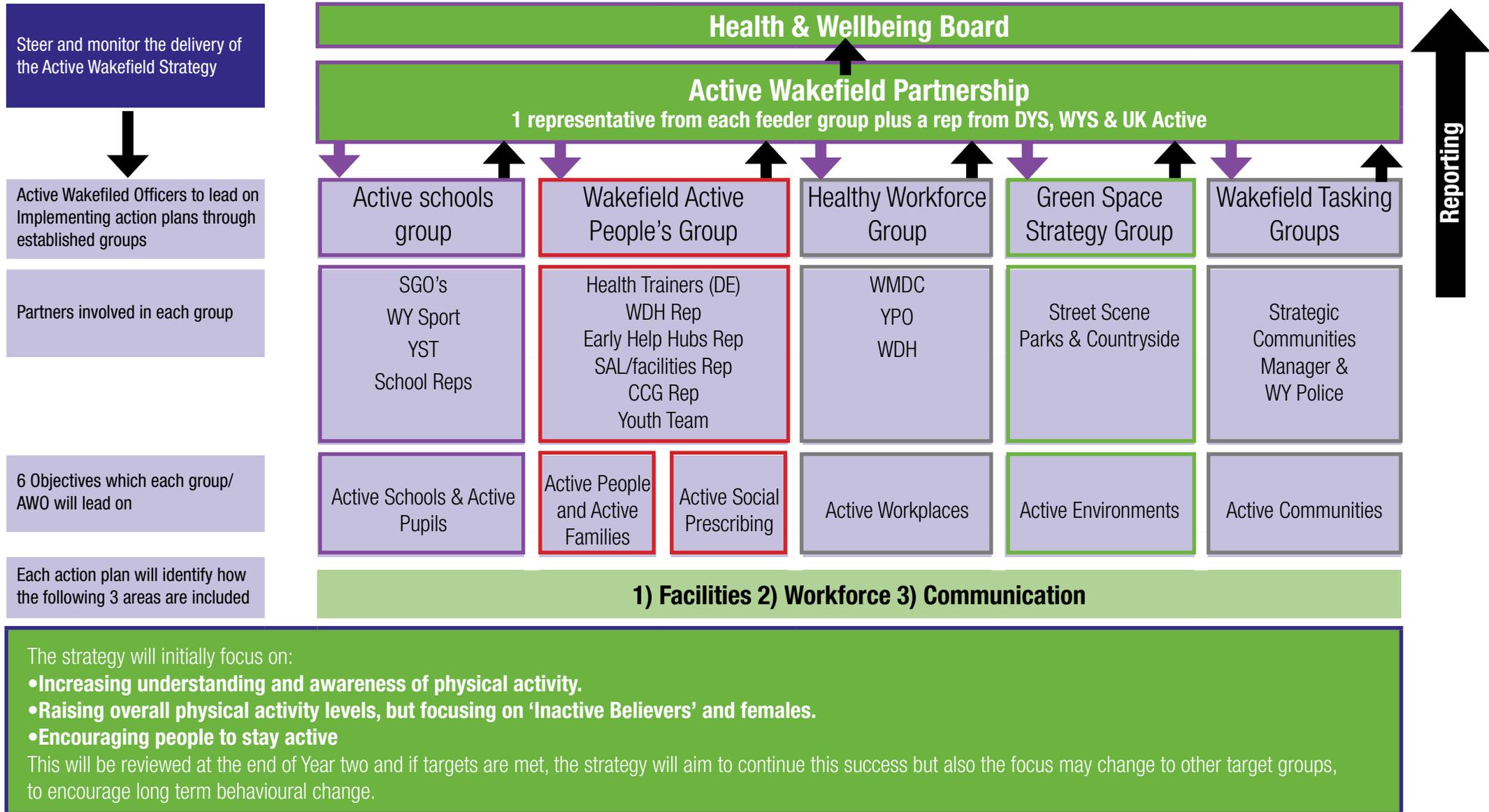
- Identify partners and organisations to lead on implementing projects within the action plans.
- Offer support, guidance and advice to project leads.
- Monitor and evaluate the success of projects
- Report to the Health and Wellbeing board.

The strategy aims to positively influence and reach all citizens through embedding its outcomes in other local policies, frameworks and guidelines. This will include meeting outcomes from the following:

- Public Health Outcome Framework for England 2013- 2016
- Health and Wellbeing Strategy 2013 - 2016
- A Strategy for Sport and Physical Activity in Colleges 2015-2020
- Joint Strategic Needs Assessment
- Local Development Framework – currently under review
- West Yorkshire Transport Plan
- Draft Wakefield Greenspaces Plan 2015
- Wakefield Playing Pitch Strategy - currently under review
- NICE Guidelines
- Sport England Whole Sports Plan
- Cycle Strategy for Wakefield 2013
- Our Wakefield State of the district report
- Wakefield district plan (Wakefield Together)
- Strategy for the Yorkshire Sport Foundation



Accountability and reporting structure





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