

THURSDAY, 12 MARCH 2015

REPORT OF THE PORTFOLIO HOLDER FOR COMMUNITIES AND PUBLIC HEALTH**ACTIVE TAMWORTH - PHYSICAL ACTIVITY STRATEGY****EXEMPT INFORMATION - None****PURPOSE**

To update members on Active Tamworth and to seek endorsement for the leisure department to consult with partners on Tamworth's Physical Activity Strategy

RECOMMENDATIONS

1. That Members endorse the update on Active Tamworth and give approval for consultation on Tamworth Borough Councils Physical Activity Strategy
2. That Members authorise the Director Communities Planning and Partnerships in conjunction with the Portfolio Holder Communities and Public Health to make formatting and minor revisions to the document following consultation prior to publication on the Councils website

EXECUTIVE SUMMARY

Health and wellbeing is important to everyone enabling us to enjoy a full and active life. Physical activity and life choices play an important role and provide a good foundation for a healthy lifestyle, reducing the risk of certain cancers, cardiovascular disease, stroke and type 2 diabetes. However too few of the residents in Tamworth are active enough to benefit their health and wellbeing.

The purpose of Active Tamworth is to increase coordination between organisations and driving higher levels of physical activity and improving the life choices people make. It also provides an opportunity for residents to access information enabling them to help themselves. This supports our emerging business model around demand management.

By taking this approach Tamworth Borough Councils leisure service can contribute to early intervention in peoples life choices. Intervention early on can set people on a healthier lifestyle changing behaviour that in turn will reduce pressure and financial burden on our and in particular partner's services in the future.

Tamworth Borough Council is in the process of defining the direction and nature of operational services to ensure that vulnerable people in our community are our priority. This exercise will assess the local needs and demands and aspirations of our community. In turn Active Tamworth underwritten by the Physical Activity Strategy will be able to act upon these findings influencing people's life choices and contributing to developing healthier more confident communities.

Active Tamworth will sit alongside the strategic work of the leisure department and the Healthy Tamworth initiative being a tool to assist and develop the infrastructure and access to activity and life choices. It will become a vehicle of change that can offer advice /

commission activity / change behaviour and prevent future stresses on partners services

Active Tamworth will specifically contribute in the following areas

- Provide a reference point for all relevant organisations (Web Based) and residents to draw upon guiding their approach to physical activity and healthy lifestyles in a tailored manor for individuals /business alike. Raising the profile of physical activity
- Maximise the impact of current (and future) investment, funding and resources available for physical activity.
- Gain commitment from across sectors for an approach to physical activity that will reduce health inequalities and increase the quality of life for our residents.
- Help children and young people to migrate seamlessly from education to community sport.
- Contribute to Tamworth Borough Councils new operating model to address demand.

Active Tamworth has been informed by the Physical Activity Strategy (appendix 1) which will focus on the long term change of direction for activity among the residents of Tamworth and is firmly embedded in the Leisure departments' business plan.

The implementation of Active Tamworth and the utilisation of the Physical Activity Strategy as a working tool will enable more people that reside or work within Tamworth to enjoy the benefits of a physically active lifestyle as well as helping to

- provide a more coordinated approach to delivery and investment
- Increase skills and capacity within the public ,private and voluntary service sectors
- Provide a more strategic approach to the marketing and promotion of physical activity to ensure consistent messages and high levels of awareness
- Encourage increased participation in physical activity amongst people within key target group's
- Improve the recognition of the important role played by the sport and physical activity across the wider agenda and local corporate objectives .

The impact of Active Tamworth and the Physical Activity Strategy will be assessed by utilising recognised toolkits produced by Public Health and local Governments in association with Sport England and National Governing Bodies.

OPTIONS CONSIDERED

N/A

RESOURCE IMPLICATIONS

The implementation of Active Tamworth and the Physical Activity Strategy will be delivered by utilising existing Leisure staff who will play a strategic role enabling changes in activity and lifestyles by linking with partners and actively commissioning services across the Borough

LEGAL/RISK IMPLICATIONS BACKGROUND

N/a

SUSTAINABILITY IMPLICATIONS

The recommendations of Active Tamworth and the Physical Activity Strategy will align the service to Tamworth Borough Councils adopted operating model and sustainability plans whilst allowing direct influence on the Health of the community.

BACKGROUND INFORMATION

N/A

REPORT AUTHOR

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LIST OF BACKGROUND PAPERS

N/a

APPENDICES

1. Physical Activity Strategy

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