

# **Physical Activity Strategy – Tamworth Borough Council**

## **Tamworth's Residents**

The mid 2011 population estimate for Tamworth is 76,800 with the health of its residents being varied when compared to the England average. Deprivation is lower than average but 3,200 children in the borough live in poverty. Over the past 10 years all cause mortality rates, early death rate from heart disease and stroke have all fallen. Priorities for Tamworth include focusing on improving healthy lifestyles by addressing obesity, alcohol consumption, physical activity and diet, supporting the ageing population in falls prevention and ensuring young people get a good start in life.

## **Health in Tamworth**

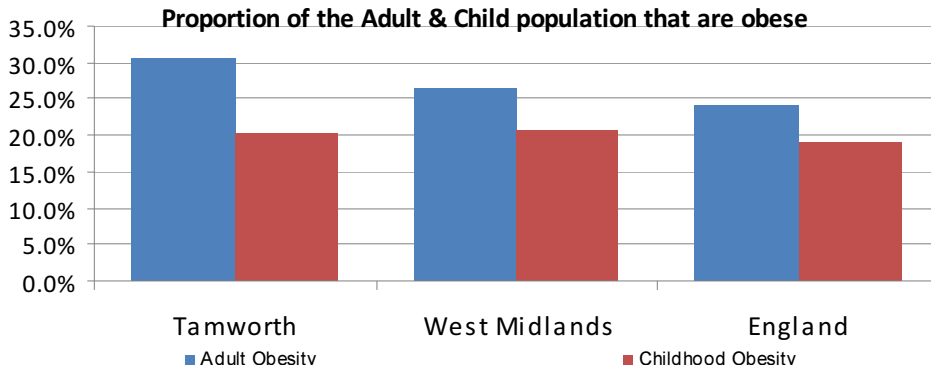
There are lower proportions of adults aged 20-24 and 30-34 years in Tamworth but larger proportion of adults aged 55-64 years. Population projections for Tamworth from 2010 to 2035 suggest there will be an overall growth in population (14%). There will be an increase in the number of children under 16 (7%) and no change in people aged 16-64. The population is however projected to see significant growth in people aged 65 and over (91%) and in particular those aged 75 and over (145%).

Overall life expectancy at birth has increased both nationally and locally. Men and women in Tamworth have similar life expectancy to the national average. However inequalities in the Borough exist. For both men and women, the gap between the ward with the lowest life expectancy and the ward with the highest life expectancy is six years. Men and women in Belgrave ward have shorter life expectancy than the England average. Women in Spital ward also have shorter life expectancy. Life expectancy is 8.9 years lower for men and 5.6 years lower for woman in the most deprived areas of Tamworth than in the least deprived areas.

Healthy life expectancy is estimated to be 68 years for men and 71 years for women in Tamworth. Both men and women live significantly more time in ill or poor health compared to the national average of 69 and 72 years respectively.

Using figures from the National Child Measurement Programme (NCMP), the proportion of obese children in Tamworth in Reception year remained at 10% in 2010/11. Levels of obesity are much higher (20%) for children in Year 6 and although the rise is not statistically significant, the rate has increased from the previous year. The percentage of obese children in Reception and Year 6 is similar to the England average.

Estimates suggest that 31% of Tamworth adults are obese, which is significantly higher than the England average of 24%. The prevalence of obesity across Tamworth varies with the percentage estimated to range between 28% and 34%.



Obesity in adults is defined for epidemiological purposes as body mass index (BMI) > 30 kg/m<sup>2</sup>. There is an association between all cause mortality and obesity. A BMI of 30-35 reduces life expectancy by 2-4 years while severe obesity is estimated to reduce life expectancy by 10 years. Obesity causes insulin insensitivity, which is an important causal factor in diabetes, heart disease, hypertension and stroke. Obesity is associated with the development of hormone-sensitive cancers; the increased mechanical load increases liability to osteoarthritis and sleep apnoea. It is estimated that obesity costs the NHS over £1 billion per year and society as a whole up to £3.5 billion per year

## Physical Activity in Tamworth

### *What is physical activity?*

There are many technical definitions of physical activity. However, for the purposes of this document we will use the following terms in the following ways: Physical activity is any body movement that works muscles and uses more energy than when resting. Walking, running, cycling, dancing, swimming, yoga, gardening, DIY and housework are examples of physical activity.

Exercise is a type of physical activity that is planned and structured. Lifting weights, taking an aerobics class, and playing sports are examples of exercise. Moderate intensity physical activity is a level of activity which produces:

- Increased breathing rate
- Increase in heart rate and power of beat so that the pulse can be felt
- Increased warmth and sweating at least on warm days.

As a rough estimate, most people experience moderate intensity activity when they walk at 3mph, or walking uphill, or when they are carrying a lot of shopping. This also applies to cycling at 10mph or cycling uphill. However, the fitter you are, the more activity you have to do for it to be of moderate intensity, so fit individuals may want to engage in more vigorous activity as it brings extra health benefit and also allows the benefit to come from shorter sessions.

### *Why Physical Activity?*

Despite the widely reported benefits of physical activity, the majority of adults and many children across the UK are insufficiently active to meet the recommendations. Physical inactivity is the fourth leading risk factor for global mortality (accounting for 6% of deaths globally). This follows high blood pressure (13%), tobacco use (9%) and high blood glucose (6%). Overweight and obesity are responsible for 5% of global mortality. There are clear and significant health inequalities in relation to physical inactivity according to income, gender, age, ethnicity and disability.

The benefits of regular physical activity are clearly set out across the lifecycle. In particular, for adults, doing 30 minutes of at least moderate intensity physical activity on at least 5 days a week is known to help to prevent and manage over 20 chronic conditions, including coronary heart disease, stroke, type 2 diabetes, cancer, obesity, mental health problems and musculoskeletal conditions. The strength of the relationship between physical activity and health outcomes persists throughout people's lives, highlighting the potential health gains that could be achieved if more people become more active throughout the lifecycle.

### **Where are we now?**

Data from the Active People Survey (2009/10) shows that only 9% of men and women in Tamworth achieved the recommended levels of physical activity, which although similar to the national average is still too low and is the lowest in Staffordshire. In addition, over half (57%) of men and women were inactive, which is significantly higher than the national average.

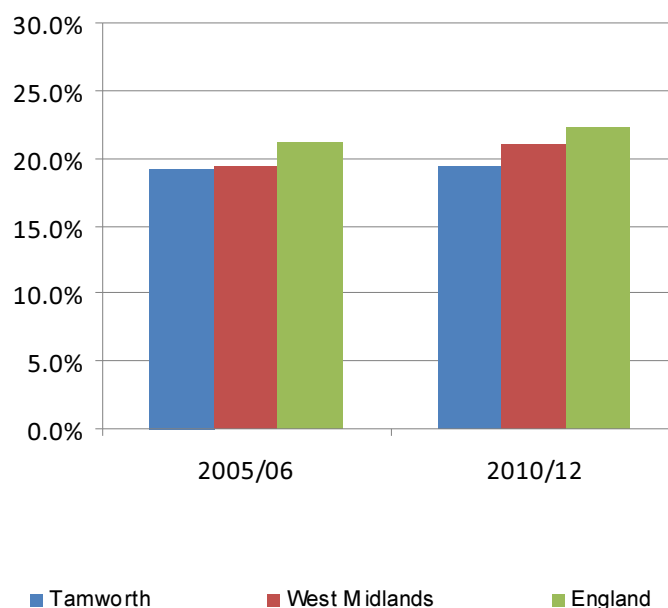
### **Adult (16+) Participation in Sport (at least once a week\*), by year & demographic breakdown**

Year	Tamworth		West Midlands		England	
	2005/06	2011/12	2005/06	2011/12	2005/06	2011/12
All	34.9%	35.6%	31.9%	33.5%	34.2%	36.0%
Male	40.4%	46.1%	36.3%	38.6%	38.9%	41.1%
Female	29.7%	25.6%	27.7%	28.6%	29.8%	31.1%
White	35.0%	36.2%	32.0%	33.5%	34.3%	36.2%
Non-White	*	*	31.2%	34.1%	33.2%	35.5%
Limiting Disability	*	*	13.5%	16.1%	15.1%	18.3%
No Limiting Disability	40.1%	39.8%	35.6%	37.1%	37.8%	39.4%
16-25	58.0%	*	53.4%	51.4%	55.7%	54.0%
26-34	48.4%	*	41.7%	45.0%	45.2%	47.1%
35-54	33.4%	41.2%	33.1%	34.6%	35.2%	37.6%
55+	18.5%	22.0%	17.3%	19.8%	18.8%	21.3%

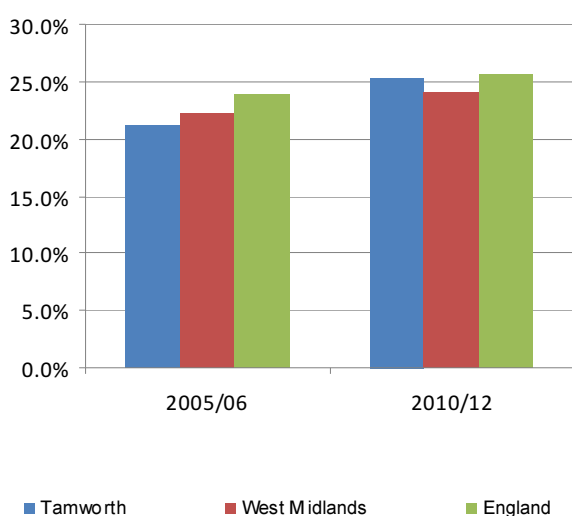
\* 1 session a week (at least 4 session of at least moderate intensity for at least 30 mins in the previous 28 days)

Source: Active People Survey Sport England

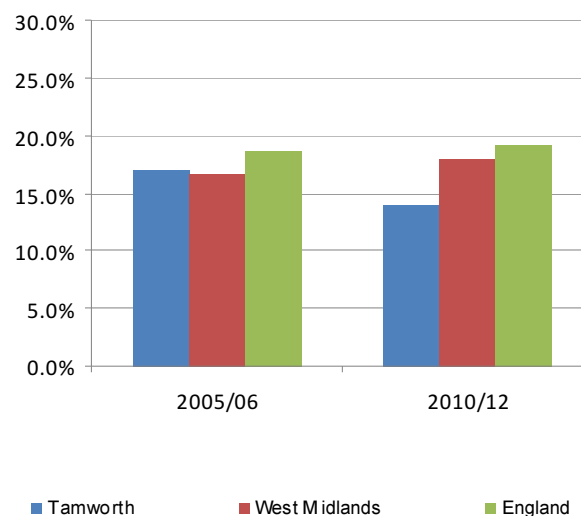
### Total Participation (at least) 3x30



### Male Participation (at least) 3x30



### Female Participation (at least) 3x30



### Adult (16+) Participation in Sport & Active Recreation (formerly NI 8) by year, frequency & gender

Indicator	Year	Tamworth			West Midlands			England		
		All	Male	Female	All	Male	Female	All	Male	Female
0 days / 0x30	2005/06	50.6%	44.5%	56.3%	53.3%	48.7%	57.6%	50.0%	45.1%	54.6%
	2010/12	49.9%	40.7%	58.6%	52.3%	46.8%	57.6%	49.1%	43.1%	54.7%
1-11 days / 1-2x30	2005/06	30.4%	34.2%	26.8%	27.2%	28.9%	25.6%	28.8%	30.9%	26.7%
	2010/12	30.7%	34.0%	27.4%	26.7%	29.1%	24.4%	28.6%	31.3%	26.1%
12+ days / 3x30 - NI8	2005/06	19.1%	21.2%	17.1%	19.5%	22.3%	16.8%	21.3%	24.0%	18.7%
	2010/12	19.5%	25.3%	13.9%	21.0%	24.1%	18.0%	22.3%	25.6%	19.2%
20+ days / 5x30	2005/06	11.0%	11.5%	10.4%	10.6%	12.2%	9.2%	11.7%	13.1%	10.3%
	2010/12	10.2%	12.5%	8.1%	11.5%	13.1%	9.9%	11.8%	13.6%	10.1%

Sport England has commissioned data from the British Heart Foundation to estimate the health costs of physical inactivity. It estimated that the health costs of physical inactivity in Tamworth were £2.014m per 100,000 population. This compared unfavourably with a West Midlands average of £1.923m and a national average for England of £1.817m.

<i>The Health Costs of Physical Inactivity by disease category</i>						<i>The Health costs of Physical Inactivity</i>	
Geography	Cancer Lower GI eg. bowel cancer	Breast Cancer	Diabetes	Coronary Heart Disease	Cerebrovascul ar Disease e.g. Stroke	Total Cost	Cost per 100,000 pop
Tamworth	£127,657	£93,535	£279, 823	£806,456	£181,894	£1,489,365	£2,014,108
West Midlands	£7,963,815	£7,124,341	£21,586,403	£53,599,4 84	£14,731,738	£105,005,780	£1,922,771
England	£67,819,189	£60,357,887	£190,660,420	£491,095, 943	£134,359,285	£944, 289,723	£1,817,285

## What should Children & Young People be doing?

### **Early years (under 5s)**

1. Physical activity should be encouraged from birth, particularly through floor-based play and water-based activities in safe environments.
2. Children of pre-school age who are capable of walking unaided should be physically active daily for at least 180 minutes (3 hours), spread throughout the day.
3. All under 5s should minimise the amount of time spent being sedentary (being restrained or sitting) for extended periods (except time spent sleeping).

### **Children and young people (5–18 years)**

1. All children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day.
2. Vigorous intensity activities, including those that strengthen muscle and bone, should be incorporated at least three days a week.
3. All children and young people should minimise the amount of time spent being sedentary (sitting) for extended periods.

### **What counts as light activity for children?**

Light activity for children includes a range of activities such as:

- standing up
- moving around
- walking at a slow pace
- less energetic play

### **What counts as energetic activity for children?**

Examples of energetic activities suitable for most children who can walk on their own include:

- active play (such as hide and seek and stuck in the mud)
- fast walking
- riding a bike
- dancing

- swimming
- climbing
- skipping rope
- gymnastics

## **Physical activity benefits for children**

- Healthy growth and development – muscle and bone
- Contributes to a healthy energy balance and helps manage weight
- Reduces the early development of risk factors such as hypertension, abnormal lipids, and insulin resistance
- Provides opportunities for friendship and fun
- Learning sports and life skills
- Helps to set positive attitudes and values
- Improves health as an adult

## ***Physical activity for adults aged 19-64***

To stay healthy, adults aged 19-64 should try to be active daily and should do:

At least 150 minutes (2 hours and 30 minutes) of moderate-intensity aerobic activity such as cycling or fast walking every week, **and** muscle-strengthening activities on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders and arms).

75 minutes (1 hour and 15 minutes) of vigorous-intensity aerobic activity such as running or a game of singles tennis every week, **and** muscle-strengthening activities on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders and arms).

An equivalent mix of moderate- and vigorous-intensity aerobic activity every week (for example 2 30-minute runs plus 30 minutes of fast walking), **and**

muscle-strengthening activities on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders and arms).

### **What counts as moderate-intensity aerobic activity?**

Examples of activities that require moderate effort for most people include:

- walking fast
- water aerobics
- riding a bike on level ground or with few hills
- doubles tennis
- pushing a lawn mower
- hiking
- skateboarding
- rollerblading
- volleyball
- basketball

One way to do your recommended 150 minutes of weekly physical activity is to do 30 minutes on 5 days a week.

Moderate-intensity activity will raise your heart rate and make you breathe faster and feel warmer. One way to tell if you're working at a moderate intensity is if you can still talk, but you can't sing the words to a song.

### **Number of adults (16+) wanting to do more sport**

	Tamworth		West Midlands		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Yes	32.8	52.7%	2,403.9	55.1%	23,335.6	55.4%
No	29.0	46.6%	1,912.9	43.9%	18,427.9	43.7%
Don't Know	0.5	0.7%	42.1	1.0%	390.5	0.9%

### **Specific Sport(s) that adults want to do most**

Sport	Tamworth	
	No. (000s)	Rate
Swimming	5.6	8.9%
Cycling	4.6	7.4%

Source: Active People Survey 6

Population data: ONS Annual Population Survey 2012

Measure: Top sport(s) in latent demand by adults (16+) based on proportion

### **Older adults (65+ years)**

1. Older adults who participate in any amount of physical activity gain some health benefits, including maintenance of good physical and cognitive function. Some physical activity is better than none, and more physical activity provides greater health benefits.
2. Older adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.
3. For those who are already regularly active at moderate intensity, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous activity.
4. Older adults should also undertake physical activity to improve muscle strength on at least two days a week.
5. Older adults at risk of falls should incorporate physical activity to improve balance and co-ordination on at least two days a week.
6. All older adults should minimise the amount of time spent being sedentary (sitting) for extended periods.

### **Physical activity benefits for older people**

- Improves physical mobility or delays its loss
- Contributes to a reduction in injuries and falls
- Improves cognitive function
- Prevents mental health disorders common in older age including depression, cognitive decline and dementia

- Assists with weight management
- Promotes social contact

### **What are the costs of inactivity?**

Apart from the obvious costs to individuals and their families in terms of ill health and reduced life expectancy, there are other costs associated with physical inactivity. These include:

- treatment of disease (such as heart disease, diabetes, cancer , obesity, depression and dementia)
- injuries from falls
- social care arising from loss of functional capacity and mobility in the community
- sickness absence from work and school
- loss of work skills through premature death or incapacity
- lower quality of life and mental wellbeing for individuals and carers

*(Department of Health, 2011)*



## **Active Tamworth Aims:**

- Improved health outcomes for residents
- Improvement in the position of Tamworth as related to national indicators of health and wellbeing
- Improved health in the workforce

## **Tamworth Borough Council Leisure Services will:**

- Provide clear information about the positive effects of being active, what works best for different people and different settings, and use an evidence based approach to the development of policy and practice.
- Develop and maintain easily accessible resources about what's available across the borough, taking into account a wide range of interests and preferences.
- Promote physical activity as part of everyday life
- Create the environment for key organisations to work effectively together to build a healthier borough with a reduced incidence of disease
- Support, enable & influence sustainable and affordable access to quality, cost effective sport and physical activity services
- Bring additional resources into the borough to drive an increase in sport and physical activity participation
- Promote opportunities for stakeholders and partners to develop and deliver the strategy
- Increase opportunities for physical activity for all ages and abilities on a borough wide and neighbourhood level.
- Work with local employers to create healthy, active workplaces which improve the health of the working age population.
- Encourage active travel as a means of getting to school and work and as part of everyday life.
- Tamworth Borough Council Leisure Services will take the strategic lead in enabling and influencing physical activity across the Borough.

# Physical Activity Charter

The Physical Activity Charter highlights key areas of implementation which Tamworth Borough Council feel will help make its residents more active, more often. The charter will be used to pledge our support and commitment to its residents and physical activity deliverers in the Borough to enable them to make a difference to current activity levels.

## 1. Increase Physical Activity

Increase opportunities for physical activity for all ages and abilities on a borough wide and community level by implementing sustainable actions in partnerships at national, regional and local level to create a Healthy Tamworth.

## 2. Resources

Develop and maintain easily accessible resources on physical activity & health regarding what's available across the borough that are accessible to all sectors of the community and their wide range of interests and preferences.

## 3. Develop Partnerships for Action

Physical activity planned and implemented through partnerships and collaborations involving different sectors and communities themselves at national, regional and local level through identified common values, program activities sharing responsibilities, accountabilities and information.

**We will do this by focussing our work on the following work strands:**

1. Active Early Years
2. Active Children & Young People
3. Active Nutrition
4. Active Travel
5. Active Places & Communities
6. Active Clubs
7. Active Employment
8. Active Retirement
9. Active Families
10. Active Recovery

### 1. Active Early Years

A healthy start in life matters. Investment in the early years can lay the foundations for health and well-being, ensuring that children are able to achieve their full potential and grow up into healthy and stable adults. As well as leading to better outcomes for children and families, there is good evidence that money invested in prevention and early intervention can lead to

substantial savings to the NHS and other public services, by avoiding the need for specific interventions or reducing the intensity of the intervention required.

During the early years, young children undergo rapid and wide ranging physical and psychological developments that lay the foundations for their future health and well being.

Physical activity is central to optimal growth and development in the under 5's. Evidence from observational research and experimental studies indicates that regular physical activity is valuable in developing motor skills, promoting healthy weight, enhancing bone and muscular development and the learning of social skills. Physically active children are more likely to maintain healthy levels of activity later in life, which can help mediate the effects of health inequalities.

### **How will this be achieved?**

Active Tamworth will highlight the essential role of physical activity in promoting physical and psychological development during these years and contributing towards establishing patterns of behaviour that may persist into later childhood and adulthood. We will help achieve this through our community based services & activities. We will provide support to other partners and deliverers including Staffordshire County Council through their Early Years provision.

### **Impact**

- Promotes social and emotional development
- Promotes healthy eating
- Promotes breastfeeding
- Increases physical activity in children aged 0-5 years.

## **2. Active Children and Young People**

This section applies to children and young people aged between 5 and 18. During this period children and young people establish behaviour patterns that have important implications for their immediate and long term health and well being. However it is often the case that during this period of a persons life there are many emotional and institutional transitions that take place which will often lead to reductions in physical activity due to an increase in certain sedentary behaviours which go on to have a huge impact on public health.

Active Tamworth wants to help children and young people to establish and maintain high volumes of physical activity into adulthood. By doing this we will be able to reduce the risk of morbidity and mortality from chronic diseases later in life.

### **How will this be achieved?**

- **Free/subsidised public swimming** – providing opportunities for Tamworth residents to access swimming at an affordable cost at Wilnecote Leisure Centre & Snowdome Fitness. An extensive public access recreation swim programme is in place at both of these venues allowing children and young people to access water based physical activity. Performance indicators are collected on a quarterly basis from these venues to assess the impact the scheme is having.
- **Community Exercise Classes** – A range of group exercise classes including Zumba, Kettlebells & outdoor fitness are available at an affordable £2 per class, from April 2014 we are expanding the class programme to include dance and box-fit opportunities for

children & young people. In April 2014 we will be carrying out a consultation exercise with other local providers to see how we can extend these opportunities while making them more cost effective.

- **Holiday Activity Programme** – Throughout the school half term breaks we will provide a wide range of sessional sporting opportunities for children and young people, the sports with reflect seasonality but will include athletics, tennis, boxing, cricket, rugby, orienteering, climbing, stand up paddleboarding, fit camps, archery and many more. The sessions will be run by local providers that are based in existing clubs in the borough so that there is a clear exit route for individuals that wish to take up the activity/sport on a long term basis. This will also help support the local clubs in constantly increasing their membership base where capacity allows.
- **Club Development** - We support existing clubs in the borough and help them to gain new members through various initiatives including sports festivals and holiday activity sessions. We guide and support clubs through the cross sport accreditation, Club Mark, which ensures that the club has the correct policies, procedures and framework in place to enable them to be a safe and effective organisation which has the skills and tools to continually develop and expand where appropriate. Clubs and their athletes and coaches are also supported through our sports grants scheme which allows them to access funding for development or equipment.
- **Afterschool activities** – Facilitate a diverse range of quality afterschool sessions to local schools to enhance their afterschool programme. This will be in partnership with local clubs and activity providers to ensure that a comprehensive exit route is available to all those taking part but also helping to grow the clubs in the area.
- **Sports Grants** – there are 3 types of grant available: sport development, coach education & talent support. We support young people that wish to gain and expand their coaching knowledge and qualifications so they can volunteer in their local club which helps the club to develop and expand. Talent support grants financially help athletes at county, area or national level to meet the costs of training equipment and accessories.
- **Increased secondary school intervention** – intervention on a 1-1 basis during physical activity lessons to educate, guide and signpost teenage pupils to make positive health choices and enable them to choose a life of health and well being.
- **Kids Run Free** – Launch of a Kids Run free initiative in the Castle Grounds where children and young people can come and take part in an organised run once a month free of charge with exit routes to Tamworth Athletics Club.

## Impact

- Helps prevents weight gain & can promote weight loss helping to impact on obesity levels (currently 20%)
- Aids co-ordination, balance and flexibility
- Improves stamina and concentration
- Increases the proportion and frequency of physically active children & young people
- Increases social well-being, self esteem, self confidence and body image
- Increases volunteer opportunities
- Encouragement of a healthy lifestyle
- Combating of obesity
- Promotes on healthy eating / habit breaking advice smoking drugs etc
- Helps prevent, hyperlipidemia, & helps protect against forming certain types of cancer e.g colon, breast, lung and endometrial. This has a positive impact on mortality rates from cardiovascular disease, cancer & respiratory disease.
- Prevents weight gain & can promote weight loss helping to impact on obesity levels.
- Improves bone density & helps prevent osteoporosis.
- Improves mental health relieving the symptoms of depression & anxiety & improves mood.

### 3. Active Nutrition

Eating a healthy, balanced diet plays an essential role in maintaining a healthy weight, which is an important part of overall good health. There is good evidence that eating a healthy diet can reduce your risk of obesity and illnesses such as diabetes, heart disease, stroke, osteoporosis and some types of cancer. Obesity is not the only nutrition-related cause of disease onset and progression. Too much or too little of certain nutrients can also contribute to health issues. For instance, a lack of calcium in your diet can predispose you to developing osteoporosis, or weakening of your bones, while too much saturated fat can cause cardiovascular disease, and too few fruits and vegetables in your nutrition plan is associated with an increased incidence of cancer. Consuming foods from a wide variety of sources helps ensure your body has the nutrients it needs to avoid these health problems.

#### How will this be achieved?

- Facilitate & signpost healthy eating workshops for families, including cook and eat sessions.
- Produce literature to inform people of appropriate healthy eating options, affordable healthy meal and lunchbox recipes.
- Work with external partners such as weight management providers to highlight options available to people to help them achieve a healthy weight.

#### Impact

- Improves self confidence & body image
- Promotes weight loss helping to impact on obesity levels.
- Reduces body fat
- Promotes healthy eating

### 4. Active Travel

Walking and cycling have great benefits for health and accessibility. They can also reduce congestion and emissions when replacing short car journeys. Creating environments that are favourable to walking and cycling can improve overall quality of life in Tamworth. Our aim is to achieve these benefits by enabling and encouraging more people in Tamworth to cycle and walk, more often and in a safer environment.

#### How will this be achieved?

- Promote the current established walking and cycling routes
- Expand current walking and cycling route options
- Work in partnership with Staffordshire County Council to promote and distribute Active Travel toolkits & promote sustainable travel.

#### Impact

- Better health
- Better road safety

- A better environment - active travel can replace many short car journeys reducing traffic, air pollution, noise pollution as well as making a positive contribution towards the reduction of greenhouse gas emissions.
- Benefits to businesses – people who travel on foot or by bike tend to be healthier, be absent less often and be more productive in the workplace
- Wider economic benefits – walking and cycling make very efficient use of road space so help reduce congestion. Research by the UK Department for Transport has found that investment in cycling shows economic returns of around £3 for every £1 invested.
- Social benefits – when people walk and cycle around their neighbourhood they are much more likely to meet and interact, creating community cohesion. People walking and cycling provide ‘social supervision’ helping make our streets a safer place to be.
- Improved quality of life – the combined benefits of more people getting about on foot and by bike add together to give a better overall quality of urban life.

## 5. Active Communities

A healthy community is one that embraces the belief that health is more than merely an absence of disease; a healthy community includes elements that enable residents to maintain a high quality of life and productivity. We will work with partners to look to combat a number of health concerns around the borough such as lack of physical activity, obesity, tobacco and substance abuse through a number of community based health care systems.

Physical activity and sport can help build strong communities in a number of ways, Sport and physical activity produce a healthier population, both physically and mentally, which in turn places less stress on the health care system. International research shows that increasing community participation in organized sport and recreation contributes to what is known as "social capital", which is the ‘social fabric, or glue’ that ties members together in a given locality. Generally, places with high levels of social capital are safer, better governed and more prosperous, compared to places with low levels of social capital.

Through participation, sport helps address anti-social behavior and can support education. Sport can provide a safe environment, the opportunity to develop skill and demonstrate competence, opportunities to create networks, deliver specific moral and economic support, give participants autonomy and control through taking part. Physical activities have the advantage of both creating a diversion from boredom and providing an engaging setting in which to work on improving the other risk factors relating to crime and antisocial behaviour. In addition, long term activities and programmes can lend themselves to progression as a volunteer or coach, which can increase an individual’s confidence, self-esteem, sense of community and belonging and enhance employment prospects (Centre for Social Justice 2011; Audit Commission, 2009). Sport is ideally placed to engage young people at risk of committing crime and acts of antisocial behaviour because it lends itself to informal, short-term activities and create a natural environment for interaction between different generations

### How will this be achieved?

- Community events
- Care homes
- Targeted activities
- Community exercise classes
- Dietary/smoking cessation workshops
- Increase skills base and volunteering opportunities through coaching qualifications
- Promotion of sports clubs

## Impact

- Enhanced confidence and self-esteem
- Empowering disadvantaged groups
- Improving the capacity of the community to take initiatives
- Reduction in crime, vandalism and delinquency
- Increased social integration and co-operation
- Encouraging pride in the community, improving employment prospects
- Generating employment and income
- Increasing productivity through a fit and healthy workforce
- Improving health
- Improving the environment.

## 6. Active Clubs

Active Tamworth runs a grant scheme to support local sports clubs as well as providing talented individuals the chance to obtain funding towards competing, equipment and training opportunities. It is envisaged that this funding will help clubs in a number of ways including club coaches gaining further NGB qualifications, improving club facilities, reaching club mark accreditation and gaining safeguarding certificates.

- Ensures capacity to involve all sectors of the community in physical activity/sport
- Promotes physical activity/sport to all sectors of the community
- Reduces body fat
- Strengthens bones
- Aids co-ordination, balance and flexibility
- Improves stamina and concentration
- Fights depression and anxiety
- Increases social well-being, self esteem and self confidence
- Increases the proportion and frequency of physically active children & young people

## 7. Active Employment

Working age people spend 60% of their waking hours at work. This makes the workplace an important setting to support and encourage people to increase their physical activity levels and to lead healthy lifestyles. Developing Active Travel plans, providing facilities to support activities and bringing fitness initiatives (such as Change4Life, British Heart Foundation's Think Fit Challenge and public and private health promotional activities) into the workplace are a few measures that help to increase physical activity in the workplace. Supporting an increase in physical activity can have a beneficial effect on not only the health and wellbeing of the workforce, but through reducing sickness absence, benefit the employer. In addition, there is a larger benefit to society as a result of the positive effect that physical activity has on reducing and preventing illness. This, in turn, reduces the demand placed on our health care services.

Common mental health problems and musculoskeletal disorders are the major causes of sickness absence. This is compounded by a lack of appropriate and timely diagnosis and intervention. Small workplace interventions can make big differences.

The average cost of absence per employee in the UK is estimated at £692 per year and on average there are 7.4 days lost per employee per year to sickness absence (CIPD 2009).

The annual economic costs of sickness absence and worklessness associated with working age ill-health is estimated to be over £100 billion (Dame Carol Black Report 2008).

A healthy workforce is a sustainable workforce; it makes common sense to ensure that, wherever possible, the people who make up organizations' are in good health and feel good about themselves and their work environment.

Alcohol is estimated to cause 3-5% of all absences from work; about 8 to 14 million lost working days in the UK each year (HSE).

Levels of obesity are increasing dramatically and, if current trends continue, around 90% of men and 80% of women will be overweight or obese by 2050 (Dame Carol Black, 2008). What implications will this have on business productivity, staff sickness and the energy and motivation levels of staff.

Back pain alone accounts for 119 million days of certified incapacity each year, consuming 12 million GP consultations and 800,000 in-patient days of hospital care, at an annual cost to the nation of nearly half a billion pounds (*Black, 2008*). 1 in 5 people report feeling extremely stressed at work, and approximately 90 million working days are lost across the UK as a result of stress-related absence.

### **How will this be achieved?**

- Help local business to work towards and achieve the Staffordshire Workplace Health Framework as devised by Staffordshire County Council
- Offer employee wellbeing packages formulated in conjunction with other local health and leisure providers.
- Offer effective lunchtime physical activity opportunities for workforces.

### **Impact**

- Reducing absenteeism & presenteeism
- Reducing staff turn over increasing productivity
- Improving corporate image improving staff morale and loyalty
- Improving health of the workforce

## **8. Active Retirement**

Retirees who take part in regular physical activity are privy to countless health benefits, including lower body weight, greater strength and endurance, increased flexibility and balance, and better mental health. In fact, you'd be hard-pressed to find any research suggesting the older you get, the less active you should be. Engaging in physical activity carries very low health and safety risks for older adults. In contrast, the risk of poor health as a result of inactivity is very high. There are also many social benefits to be had for this specific age range.

### **How will this be achieved?**

- Offer opportunities for older individuals to get involved in bowls by providing free taster session throughout the summer period in conjunction with Tame Anker Bowls Club



- We offer 2 free walking sessions per week for individuals to socialise and take a gentle walk of varying difficulties led by a qualified walk leader.
- In 2014 we will make an addition to our activity offer by introducing a weekly Tea Dance for older individuals with the aim of obtaining external funding to be able to take this into the care home setting around the Borough.

## Impact

- Active seniors have better balance, agility and strength, and are less prone to falling therefore helping to reduce hospital admissions for falls.
- Older adults can even increase muscle and bone strength through using their major muscle groups twice per week
- 150 minutes of moderate physical activity a week decreases the risk of CHD by 14% (13)
- 300 minutes of moderate physical activity a week decreases the risk of CHD by 20% (13).
- Older adults who participate in high levels of physical activity have a 38% reduced risk of cognitive decline and those with low-to-moderate levels of physical activity have a 35% reduced risk of cognitive decline compared to sedentary individuals.
- Physical activity can reduce the decline in functional status by enabling older adults to continue performing tasks of daily living, delaying the decline in cognitive function and providing a medium for social interaction

## 9. Active Families

Engaging in physical activity as a family can be a fun way to get everyone moving. Studies show that kids who believe they are competent and have the skills to be physically active are more likely to be active. And those who feel supported by friends and families to become active, or surrounded by others interested in physical activity, are more likely to participate.

### How will this be achieved?

- Produce literature promoting health, nutrition, and physical activity
- Work in partnership with Staffordshire & Stoke on Trent Partnership NHS Trust to establish a Fit Family targeted intervention for overweight & obese families to encourage them to be more physically active and reinforce healthy eating through structured advice and cook and eat sessions.
- Promote physical activity and healthy eating with 0-6 years through our education stay and play sessions taking part in community venues across the borough, linking in with Sure Starts service offer for family service and activities.
- Promote Change 4 Life initiatives through promotional literature.

## Impact

- Children's and parents' physical activity participation helps increase levels of self esteem and confidence.
- Children will gain a greater understanding of the benefits in leading a healthy active lifestyle.
- Parents will gain a greater understanding of why it is important for their children to be physically active.
- Parents can have a greater understanding of the capabilities and achievement of their child, including where they may need additional support.

- Learning through physical activity and sport can be an enjoyable way for parents and children to spend time together and having fun.

## **10. Active Recovery**

Active Tamworth work in partnership with a number of external agencies to provide a Structured Exercise programme. The scheme is available to residents who suffer a number of health issues such as physical inactivity, hypertension, obesity, osteoporosis, mild depression and type 2 diabetes. This scheme runs for 12 weeks and is free of charge to the participant once referred by their GP or the Waistlines Service. The service user has vital health measurements taken at the start and the end of the scheme so that improvements can be quantified and referred back to their GP.

We also work in conjunction with the Heart of England NHS Foundation Trust to provide Phase III and Phase IV cardiac rehabilitation. Individuals receive 8-10 weeks of physical activity and health education to help them make positive lifestyle changes following a cardiac event.

### **How will this be achieved?**

- Delivery of the Structured Exercise Programme in partnership with Staffordshire and Stoke on Trent Partnership NHS Trust
- Delivery of Phase III and Phase IV Cardiac Rehabilitation in conjunction with Good Hope Hospital

### **Impact**

- Reduces the likelihood of future cardiac events
- Reduces the risk of dying from coronary heart disease
- Reduces blood pressure
- Helps patient recover from surgery
- Encourage positive changes to patients lifestyle that will help them improve their heart health

The above work strands will be delivered across the Borough under the banner of Active /Healthy Tamworth