

NOTTS: GETTING ACTIVE TOGETHER 2017-2021

*The Physical Activity and Sport Strategy
for Nottingham and Nottinghamshire*



FINAL VERSION FOR DISTRIBUTION, 26TH FEBRUARY 2018

INTRODUCTION

This document sets out the Physical Activity and Sport Strategy for Nottingham and Nottinghamshire and has been produced by **Active Notts**. It is not the strategy for Active Notts, but instead it represents the shared strategy to be adopted by all those that have a role to play in getting people who live, work and/or study in our communities to be more active.

A significant shift in our approach has been to be more inclusive, reaching out to the non-sporting sector. As such, we want to engage with those partners across health and wellbeing, active travel, community engagement, facility provision, education (including FE and HE), the economy and much, much more.

However, it is our desire, as it is Sport England's, not to totally ignore the sporting sector. Instead we want to adopt a strategy that recognises the need to alter our approach, the language and methods used and the stakeholders with whom we work, in order to engage more people in physical activity, for a longer period of time and for the sustainable future.

Active Notts is now part of **Active Partners Trust**, the new charitable organisation consisting of the County Sports Partnerships (CSPs) for Derbyshire and Nottinghamshire. We are currently funded through a combination of Sport England investment and a number of local authority partnerships.

We have created a central Active Partners Trust support team, covering the areas of Marketing and Insight, Support Operations, Personnel, Finance and Funding. This team will drive and support our more local place-based personnel in Active Derbyshire and Active Notts.

Active Partner's Trust is governed by a Non-Executive Board of Directors with a Senior Management delivery team lead by Chief Executive, **Ilana Freestone**. Central functions are managed by Head of Operations – **Margaret Blount**, with Strategic Directors – **Stuart Batchelor** in Derbyshire; and **Kerryn Chamberlin** in Notts, responsible for the local delivery.

Collectively, we will work with our partners to help deliver the Physical Activity and Sport Strategies for each location – ***Towards an Active Derbyshire*** and ***Notts Getting Active Together***. Both strategies are similar in their approach, but each has slightly different priorities based upon the results of recent Active Lives Data, combined with our developing knowledge, insight and Understanding of certain communities.

This document sets out our approach and proposed partnership strategy for Nottingham and Nottinghamshire.

If you have any feedback, or would like to discuss the contents in person, please get in touch with one of our [team](#).

WHAT IS GETTING ACTIVE TOGETHER?

Getting Active Together is all about individuals, groups, clubs, communities and organisations working together to help **more people**, in Nottingham and Nottinghamshire, **to lead more active lives by 2021**.

A key aim is to **decrease levels of inactivity** within our communities.

To do this we need to put **people** at the heart of everything we do.

Partners and stakeholders who share this **purpose**, will work together **collaboratively** to make physical activity the norm for people who live and work within our communities.



TELLING THE STORY

CHAPTER 1: WHY DO WE NEED TO BE MORE ACTIVE?

The benefits of physical activity and sport

The National picture

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Active Lives data

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The role for Active Notts

Making it happen

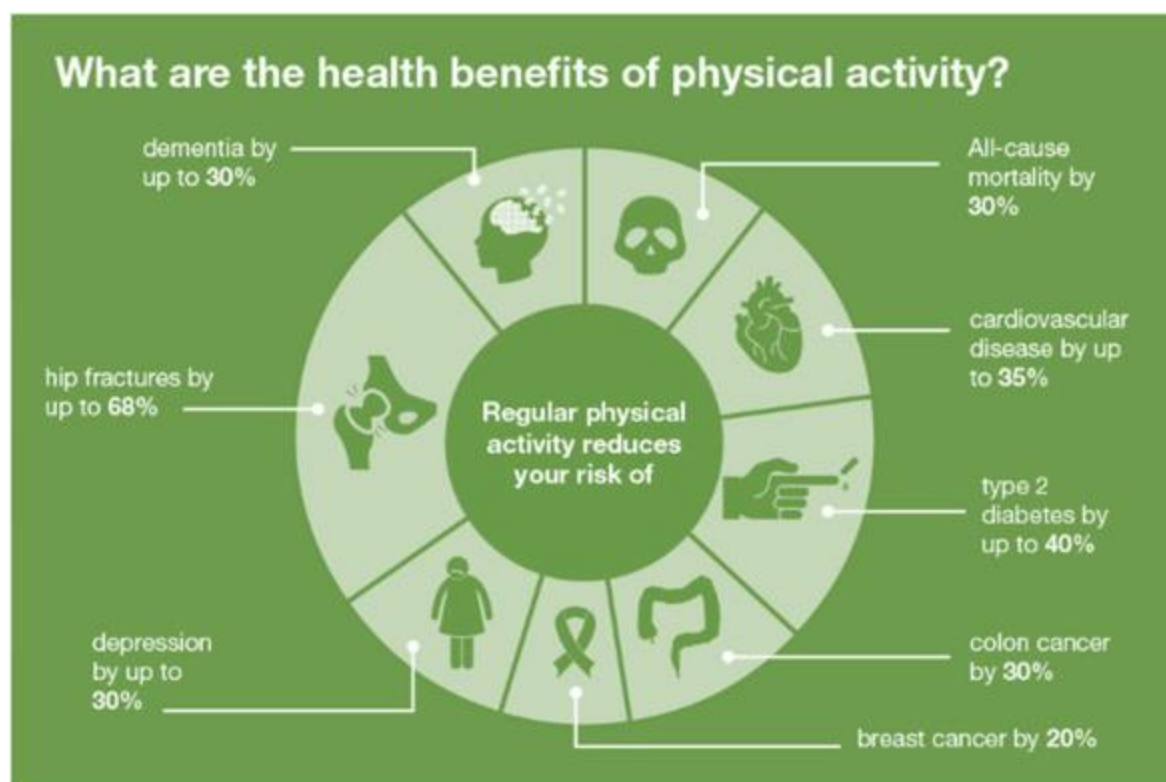
A call to action

CHAPTER 1: WHY DO WE NEED TO BE MORE ACTIVE?

The benefits of being physically active

“Being active can reduce the risk of developing type 2 diabetes by 30-40% and can reduce the risk of a range of medical conditions, including cancer, dementia, strokes, heart disease and depression.”

Bailey, R et al; Physical Activity: an underestimated investment in human capital? Journal of physical activity and health, 10 289-308 (2103)



In our area...

- Women in Nottingham can expect to live 30% of their life in poor health and 24% of their life if they live in Nottinghamshire (*Nottingham and Nottinghamshire STP*)
- Men in Nottingham can expect to live 25% of their life in poor health and 22% of their life if they live in Nottinghamshire (*Nottingham and Nottinghamshire STP*)
- There is a 22.5year difference in Healthy Life Expectancy (HLE) for women and 22.9 for men, between areas with the lowest (Nottingham) and highest (Rushcliffe) HLE (*ONS, 2012-14; Nottingham and Nottinghamshire STP*)
- In Nottinghamshire, 30.6% of children aged 10-11 are classified as overweight, or obese and in Nottingham the figure is even higher at 37.1%. (*NHS England, 2014-15*)
- 43.3% of our 15 year olds are sedentary for 10 hours or more on a weekday, rising to 71.6% at the weekend. In Nottingham, inactivity at weekends for boys age 15 is the 5th highest in the whole country at 76.1% (source What about YOUth? Survey 2014)

BUT, the benefits of being active extend well beyond physical health and wellbeing...

A 1% reduction in the rates of inactivity each year for 5 years would save the UK around £1.2 billion

UK Active: Turning the tide of inactivity

Estimated that physical inactivity cost the UK economy approximately £20 billion every year

Sport England: Towards an Active Nation

Five outcomes from: 'A Sporting Future' – the Government's Sports Strategy 2015:

Physical Wellbeing

- Regular physical activity reduces the risk of health issues, such as: diabetes, cancer, cardiovascular disease and dementia
- Physical activity and sport increases life expectancy significantly
- Improved sleep and increased energy levels
- Improved strength, balance and motor skills

Individual Development

- Taking part in sport improves educational behaviour and attainment, through greater self-esteem and confidence and direct cognitive benefits
- It can have a positive impact on the employment opportunities available to individuals
- Sport can play a positive role in tackling problems of those who are not in employment, education or training

Social and Community Development

- Sport can help build stronger communities by bringing people from different backgrounds together
- This can make them feel better about where they live, improve community links and cohesion and build social capital
- People who volunteer in sport are more likely to feel they belong in their area
- People who take part in sport are likely to enjoy stronger social links with other people

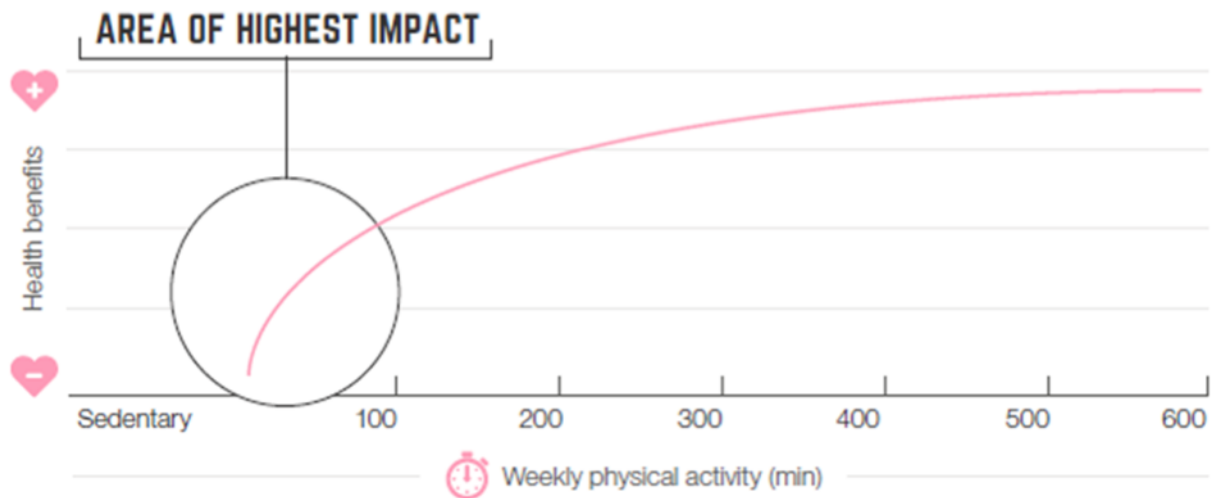
Economic Development

- A significant proportion of the £39bn sport contributes to the UK's GDP comes from grassroots sport
- The UK's economic success is bound up with our sporting engagement, and vice versa
- Improved employability and employment
- Economic value of crime prevention

Mental Wellbeing

- Physical activity and sport can be a hugely enjoyable experience
- Being active can reduce stress and anxiety
- Mastering new skills can increase confidence and self-esteem
- Volunteering to help other people at local sporting events can be very satisfying
- Major sporting success leads to great national pride
- Research has shown that exercise can be as effective as anti-depressants for those with mild clinical depression

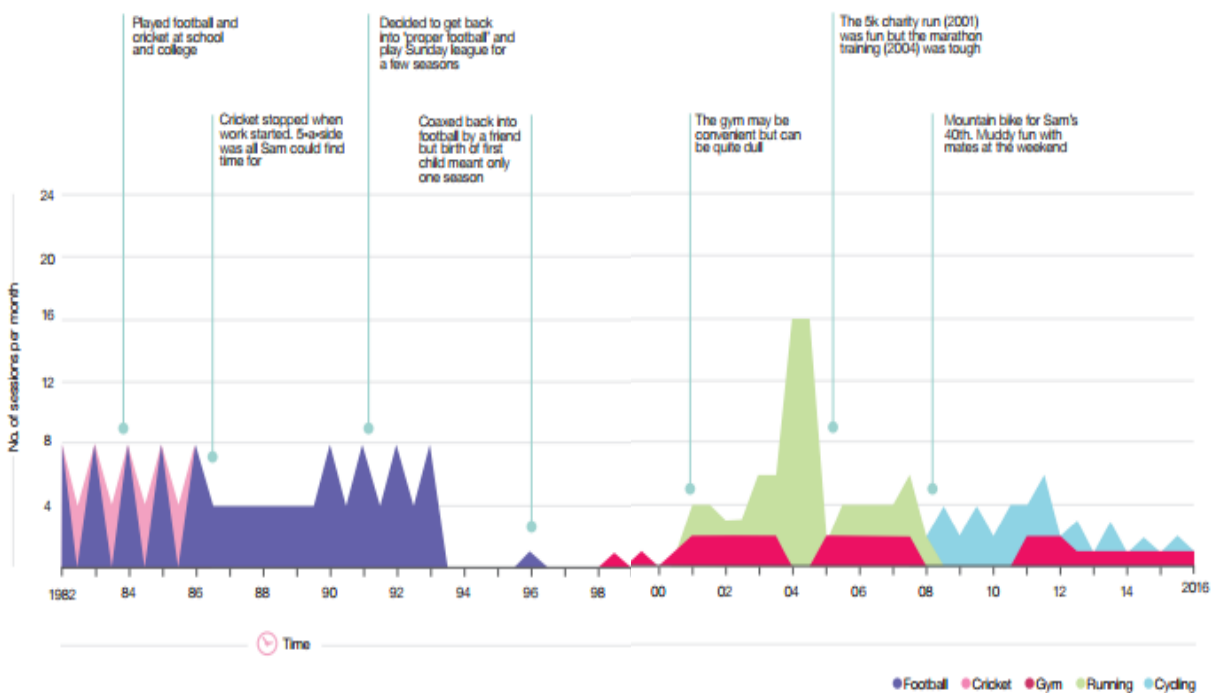
The greatest health impact can be gained by concentrating on the inactive



Source: Sport England, 'Towards an Active Nation'

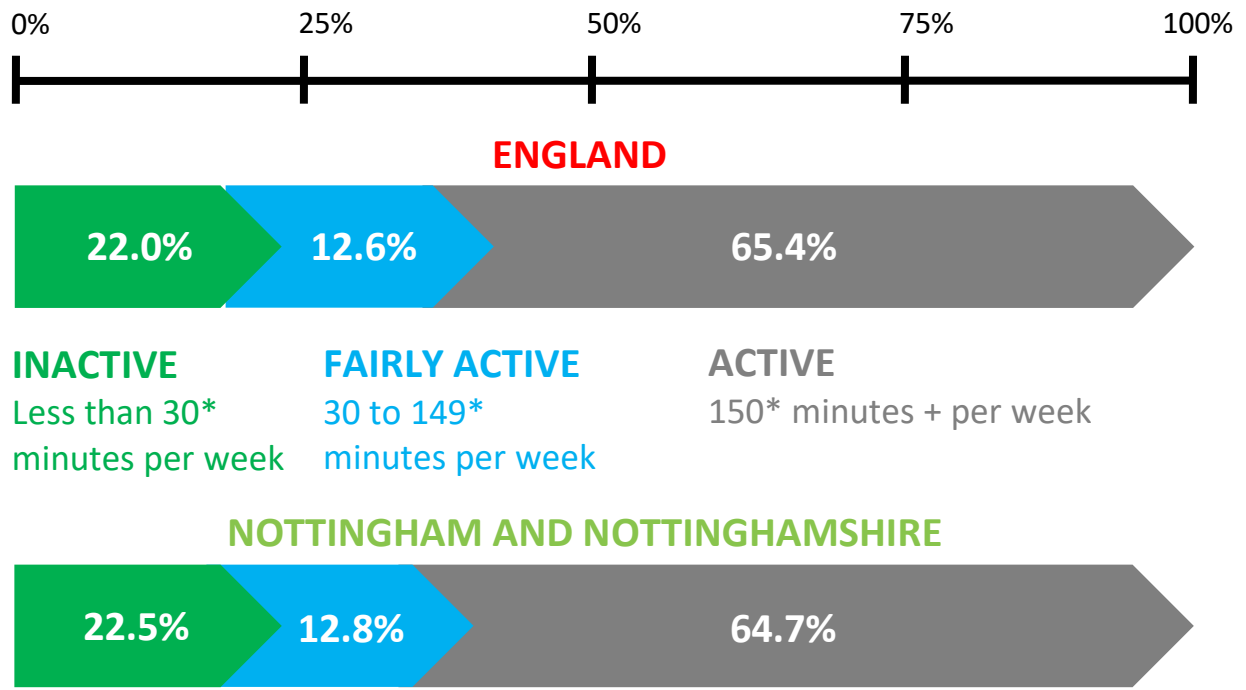
As well as ensuring we protect those that dip in-and-out of activity

Sam's Sporting Life: We know that people don't have a linear relationship with activity or sport. Being inactive fluctuates with life stages, key transition times and life events and most people don't take part in the same activities throughout their life. Supporting people to develop a more consistently active life needs to take these factors into account.



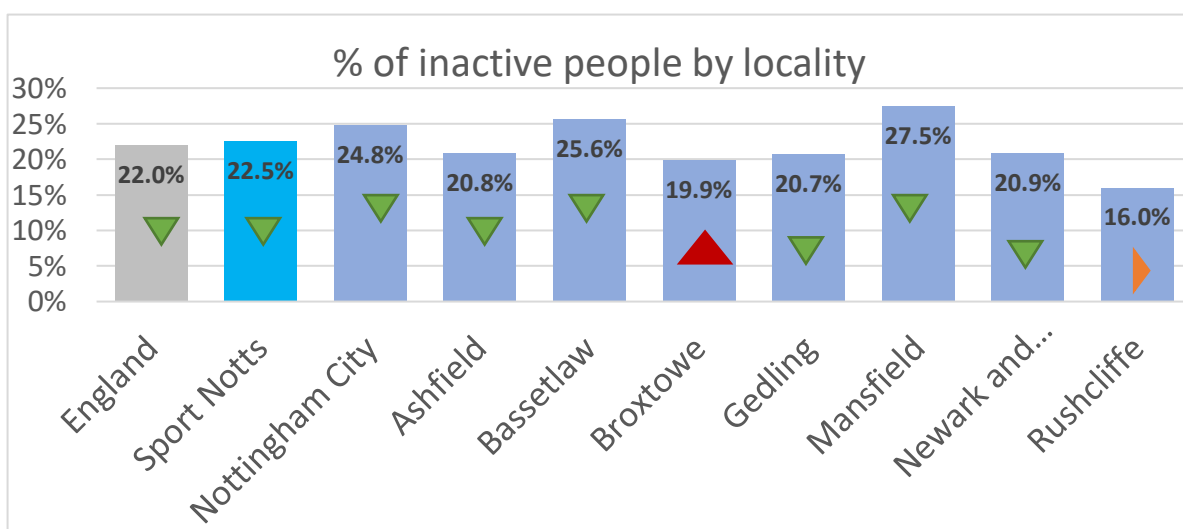
What’s happening in Nottingham and Nottinghamshire?

Whilst Nottingham and Nottinghamshire fair favourably against the national picture, we are still not as active as we need to be (2016 Active Lives Survey data, to be updated with 2017 for the final strategy).



Sport England: “Towards an Active Nation 2016 – 21” (Active Lives: Adults aged 16 plus) (*of moderate intensity)

How do activity levels differ across our population?



▼ – trend downwards

▲ – trend upwards

▬ – trend flat

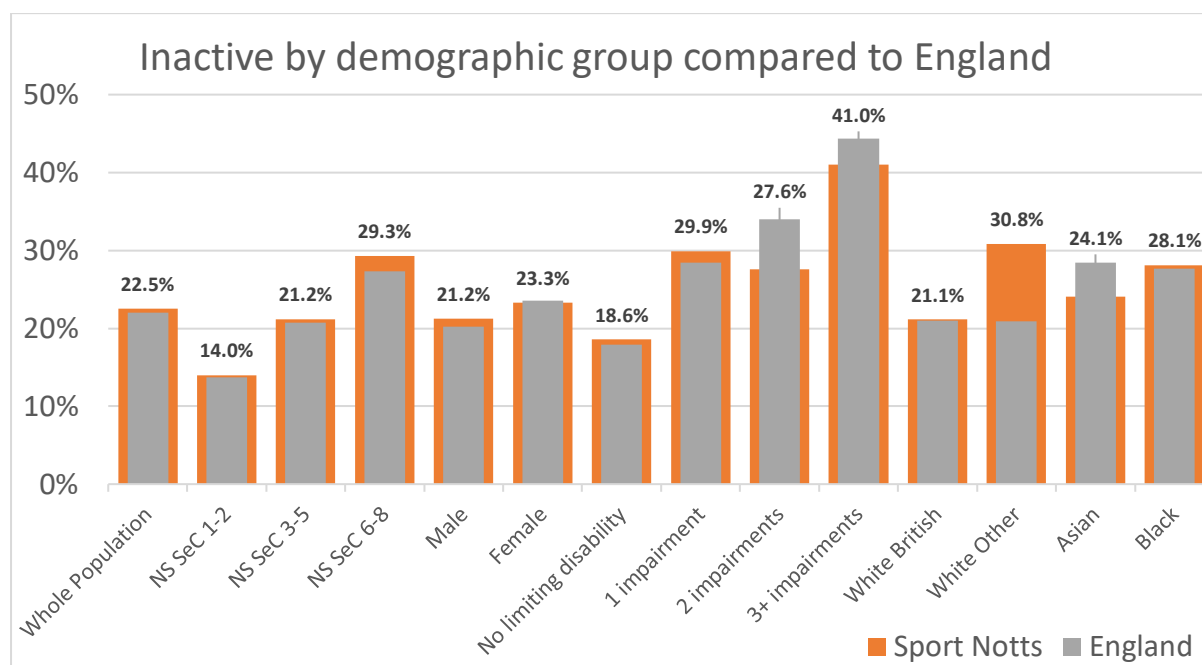
Source: For proportions, Active Lives including gardening (Nov 15 - Nov 16)
For trends APS, (Jan 12 to Jan 16)

Our trends show we have a shrinking number of **inactive people** and a growing number of **active people** within our populations. After four years of data from Active People, Nottinghamshire is improving at a faster rate than England. It suggests that our proportion of inactive people is shrinking at an average of 0.6 percentage points per year over the last 4 years, compared to 0.2 percentage points nationally.

However, within the **different geographical areas** that make up our area there are **contrasting levels** of physical activity and sport behaviours. Mansfield and Nottingham City both have downward trends, but this is moving at a slower rate than across the whole of Nottinghamshire.

For those playing sport once a week for 30 minutes, the trend is fairly static and on a very slight decline.

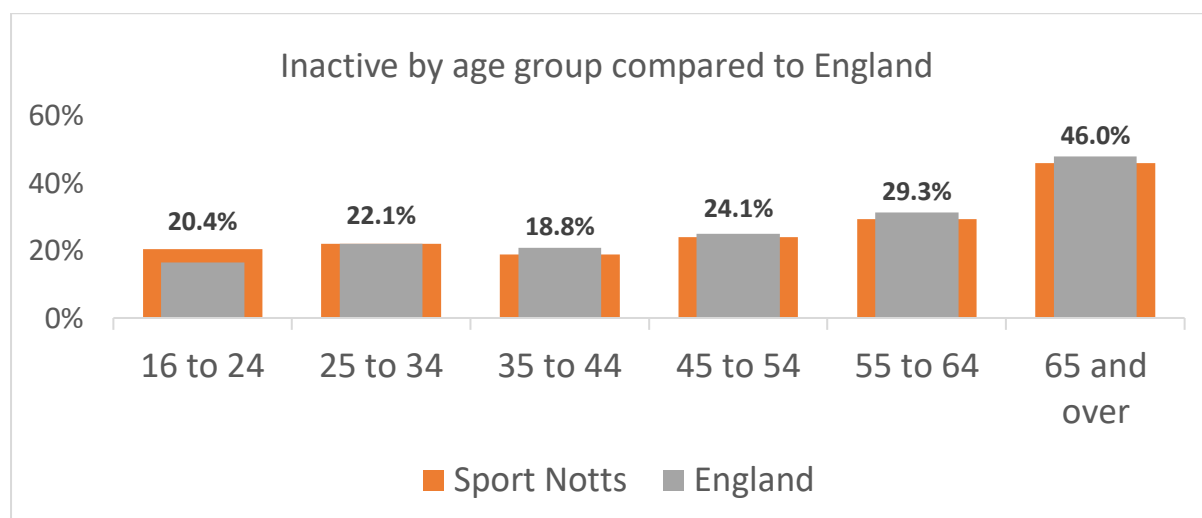
Local inequalities suggest a more place-based approach



Source: = Active Lives including gardening (Nov 15 - Nov 16)

Across the whole of Nottinghamshire, the **greatest inequality** in activity levels is with those with a **limiting illness, or disability**. However, inequalities in **male and female activity** vary significantly across our area as do activity levels for different **social grade groups**.

Therefore, we need accurate information at a **very local level** to identify specific groups where inactivity is a concern.



But, what about traditionally active groups?

We know nationally that people don't have a linear relationship with activity or sport (see Page 6 – 'Sam's Sporting Life'). Being inactive fluctuates with life stages, key transition times and life events and this trend is also evident in Nottingham and Nottinghamshire.

There is some cause for concern in some of our traditionally **most active** population groups, specifically with **men** and **adults under 45 years**. We have a **greater proportion of inactive men** than the national average and a **lower proportion of men achieving 1x30 minutes of sport** in a week. Our **adults aged under 45 years** are **less active** and take part in sport less often than their national counterparts.

Given the size of their populations and their historic propensity to be active, this will undoubtedly impact on our **overall levels of inactivity if left to continue** unchecked.

CHAPTER 2: WHAT DO WE WANT TO ACHIEVE?

The national context has changed

Sport England's vision is:

“Everyone, regardless of their age, background, or level of ability, feels able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We want everyone to feel welcome, to find something in sport and activity that meets their needs; and for the sector to value them as customers.”

During the period of this strategy, **25%** of Sport England's resource will be focused on **addressing inactivity**. They will challenge and support us to 'put **customers at the heart** of what we do, responding to how people organise their lives and helping the sector to be more **welcoming and inclusive**, especially of those groups **currently under-represented in sport**'.

All investment into sport and physical activity will impact on the **five outcomes** (physical wellbeing, mental wellbeing, individual development, social & community development, and economic development). **Sport England's new strategy (June 2016, Appendix 1)**, also identifies the following key changes:

- Focusing more money and resources on **tackling inactivity**;
- Investing more in **children and young people from the age of five** to build positive attitudes to sport and activity as the foundations of an active life;
- Helping those **who are active now** to carry on, but at a lower cost to the public purse;
- Putting **customers at the heart** of what we do (see above box);
- Establish **stronger local collaboration** to deliver a more joined-up experience for sport and activity for customers;
- Work with a **wider range of partners**, including the private sector;
- Encourage innovation and share best practice, particularly with regards **behaviour change**;

Our Vision for Nottingham and Nottinghamshire is:

“to make physical activity the norm for people who live and work in our communities by ensuring everyone can easily take part, volunteer and engage in sport and activity as part of their everyday life”

To do this we need to change the culture and system that exists. We need to maximise the amount of funding; recruit, develop and retain the workforce; and ensure the place in which people live provides what is needed to generate sustainable behaviour change.

(see graphic on next page)

Getting Active Together



WORKFORCE

- Volunteers
- Employment
- Coaching

INVESTMENT

- Investment
- Public
- Private

Focusing support on those people that need our help the most

PLACE

- Infrastructure
- Facilities
- Support

What are our priorities?

1. **INACTIVE PEOPLE** – We will **reduce** the number of **people** that are **inactive** in our communities.

We will do this by addressing inequalities and **focusing** our support on the **people** who need our help the most:

- Across our whole area this will be people with a limiting illness or disability
 - We will use local information to further identify which other groups are most inactive and where they are. This could be people from different social backgrounds, genders or age groups.
2. **YOUNG PEOPLE** – We will give all **children and young people** a foundation of competence and enjoyment so they can **positively engage** in physical activity and sport during their childhood and beyond.
 3. **KEEPING PEOPLE ACTIVE** – We will **keep people involved** in physical activity and sport, supporting them through the key transitional stages in their lives.

By collectively focusing on these priorities across Nottingham and Nottinghamshire we believe we will be able to have **the biggest impact** on the five outcomes in the Government strategy - a Sporting Future. In particular for Nottinghamshire:

- Because of the active lives they lead, people in **Nottingham and Nottinghamshire will be happier and healthier**, with physical activity and sport playing a central role. They will have improved physical and mental wellbeing, and individual development. People will have a strong belief in their own ability to succeed and in their capability to accomplish their goals.
- Because physical activity and sport will play a bigger part in enhancing relationships and social networks within communities, **Nottingham and Nottinghamshire's communities will be stronger and safer**. People will have the opportunity to access healthy environments where the healthier choice is the easiest choice.
- Because of its healthy, active and productive workforce, and because of the growing role that physical activity and sport play in the economy, **Nottingham and Nottinghamshire will be more prosperous**.

CHAPTER 3: HOW ARE WE GOING TO ACHIEVE IT?

What is our approach?

PURPOSE

Sharing a common **PURPOSE** for the direction of this strategy – the vision, priorities, outcomes and approach

PEOPLE

Focusing above all on the **PEOPLE**, listening and responding positively to their needs.

PARTNERS

Working together with **PARTNERS** at all levels to build co-operation, collaboration and capacity to develop the skills and understanding needed

How will we do it?

By establishing a shared, customer-centred, insight-led approach

Set out below is an approach that articulates how the vision can be achieved. At its heart is the customer whose behaviour we need and wish to positively change. There are a number of behavioural change models, one of which – the COM-B model is shown in appendix i! at the end of this document.

Key to this is the continuous generation and application of insight that informs and drives decisions about how to have the greatest impact.



- **Vision and outcomes** – By setting a vision of *helping more people to lead more active lives by 2021*, we are challenging ourselves to make a significant difference to the sport and physical activity behaviours of our communities and this will require a significant shift in the physical activity culture.

- **Understand:**
 - Consumer behaviour: Continuously building a picture of all the factors that can impact upon the physical activity and sport behaviour of our population.
 - Partner needs: What they are seeking to achieve and why? Identifying the common ground between partners.
 - Community needs, dynamics and infrastructure: Reviewing the information and data that help us to build a better picture of our local communities: Where those in need live and what infrastructure and supply is available.
 - Investment made and needed: Where is current investment being made and why? Where is it needed in the future?
 - Priorities: Knowing which focus population groups and communities we need to target.

- **Engage** – Building key relationships with existing and new partners that can help achieve the vision and outcomes and shape our understanding of the consumer. Delivering this strategy and progressing towards our vision will be challenging. It will only be possible if all partners align their own resources behind it. Traditional sport and physical activity partners may have to rethink what they have done in the past and break new ground from tried and trusted formulas. This will involve education at all levels, from senior strategists to front line volunteers. We also need to embrace new partnerships with community groups with no prior experience of sport or physical activity but who are able to reach our target audience. This may involve persuasion, education, capacity building, hand holding...

- **Reach our audience** – For many of our target markets, our existing offers may seem invisible or irrelevant. We need to create messages that resonate with the benefits they are seeking. We have to go to them rather than wait for them to come to us. Communicating in new ways, through new channels and using new and varied platforms. Embracing the wave of new technologies, particularly those that provide digital feedback on performance and progress – a key motivator.

- **Positive offer and experience** – Tailoring our offers to the needs of the communities on which we focus, means being knowledgeable and responsive to how local people wish to experience sport and physical activity. It means breaking down all elements of the customer journey and reassembling it in ways that appeal to different abilities, motivations and desired experience. This is not a one-off process. The culture of constantly seeking feedback from participants will be vital in order to keep our offers fresh and relevant.

- **Demonstrate impact** – We want to know what works. And to do this we must put mechanisms in place to evaluate the impact of our offer so that we know the progress we're making towards our vision. This is both on the grand scale of how active our populations are becoming and on a small scale of knowing what difference an intervention is making to an individual and to a group.

Why is Insight so important?

We need...

- a tailored approach in our different localities
- to be led by insight in order to target behaviour patterns within specific population groups
- to share our findings with local partners and help them to see what the data tells us about their communities
- to understand the patterns of physical activity behaviour, the ranges within it, and ultimately guide our partners on how best to focus their efforts.

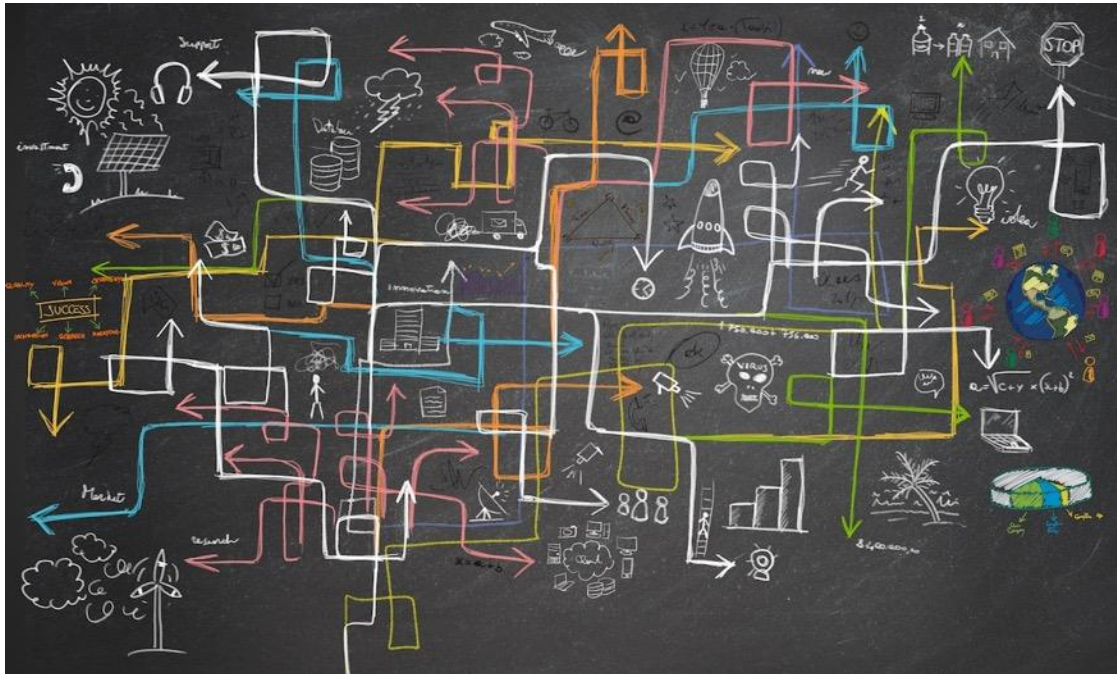
Extensive research tells us we don't have to promote the benefits of sport and physical activity. Almost everyone knows it is good for them and most would like to do more.

Sport England: Towards An Active Nation

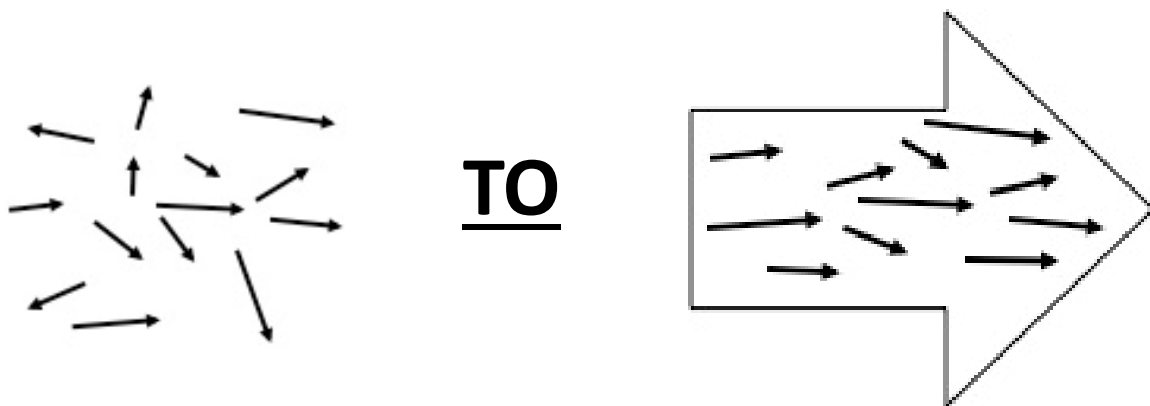
'We need to make being active an easy, practical, attractive choice, especially for people who tend not to take part in sport or activity now: women and girls, disabled people, those in lower socio-economic groups and older people' Sport England: Towards An Active Nation 2016

Addressing system change

The current system that influences sport and physically could be described as disjointed, even chaotic, with stakeholders pulling in all sorts of different directions.

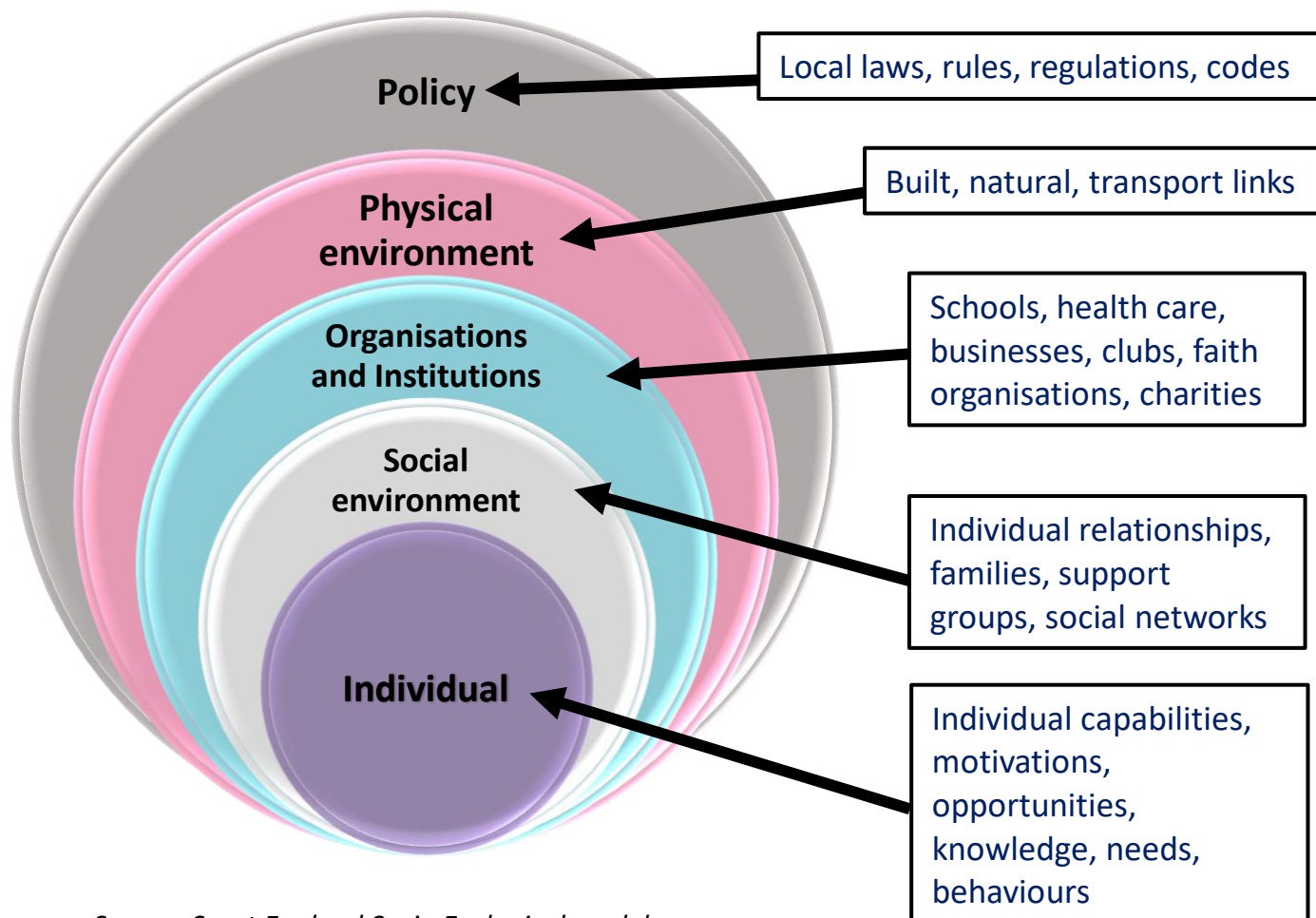


The challenge we face is to enable a change in the system and allow it to be responsive and in turn meeting the needs of individuals in our communities. We need to ensure we ALL pull in broadly the same direction.



Adopting a whole-system approach

To bring about major change, we need a transformative, co-ordinated action across a wide variety of sectors, many outside the sport and physical activity sector. The model below from Sport England, whilst overly simplified, shows the different ‘levels’ of change and influence that are needed simultaneously in all areas of society.



Source: Sport England Socio Ecological model

CHAPTER 4: HOW WILL WE KNOW IF WE ARE GETTING MORE ACTIVE?

Measuring the impact of this strategy

Regular and consistent evaluation of the projects and interventions will measure our progress towards the vision and make sure we understand our impact.

- We will publish the baseline and set targets for increased engagement in physical activity and sport that we expect to see by 2021 and 2025;
- We will capture and share what works and what doesn't to further develop our insight and improve future delivery;
- The framework we use will support consistent evaluation of our processes and the effective analysis of system change;
- We will need robust evaluation at community level to determine which interventions are working and why.
- In addition to the quantitative measures, we will also seek to capture more qualitative feedback through personal stories and case studies

Deliver a robust approach to measuring impact on both the levels of engagement, and the government's outcomes through Active Lives and our wider evaluation of investments.

Sport England: Towards an Active Nation 2016

Measuring the impact of this strategy: The Active Lives Survey

The annual Sport England managed Active Lives Survey will measure overall progress against the following Key Performance Indicators which are relevant to this strategy:

Area of focus	KPI's
Tackling Inactivity in priority areas, e.g: disability, location, W&G; CYP; etc	KPI 1: Increase in the percentage of the population taking part in sport and physical activity at least twice in the last month KPI 2: Decrease in the percentage of people physically inactive
Children & Young People:	KPI 4: Increase in the percentage of children achieving physical literacy KPI 6: An increase in the percentage of young people (11–18) with a positive attitude towards sport and being active Additional Ref: Active Lives for Young People survey (details tbc)
Keeping People Active:	KPI 1: Increase in the percentage of the population taking part in sport and physical activity at least twice in the last month KPI 2: Decrease in the percentage of people physically inactive KPI 19: Increase in the amount of non-public investment into sports bodies which are in receipt of public investment
Volunteering:	KPI 7: Increase in the number of people volunteering in sport at least twice in the last year. KPI 8: The demographics of volunteers in sport to become more representative of society as a whole.
Transforming Delivery: (A new workforce strategy)	KPI 16: Employment in the sport sector KPI 22: Headline results on the new Sport Workforce People survey

The above KPI's will be reviewed and finalised with baseline targets for the final strategy.

CHAPTER 5: A NEW WAY OF WORKING

Putting people and their communities at the centre of what we do

Existing partners to think differently

If we want a different result, we all need to change, to think and act differently and become part of, and commit to, a new way of working.

New partners to get involved

We recognise that the sport and physical activity industry does not have all the answers. We invite and welcome partners from outside the sports sector to bring new thinking, insight and access to alternative markets.

A call to action

This Strategy is a call to action for everyone to get involved, to help more people in Nottingham and Nottinghamshire to lead active lives making physical activity the norm for ALL.

The role of Active Notts (the County Sports Partnership)

The Primary role for CSP's will be to help deliver Sport England's *Towards an Active Nation* strategy. This will be done through the following:

- A strong granular understanding of the place and people
- An ability to broker and facilitate a much wider range of relationships
- Where necessary supporting projects and relationships on Sport England's behalf
- Supporting local authorities by consent

Making it happen

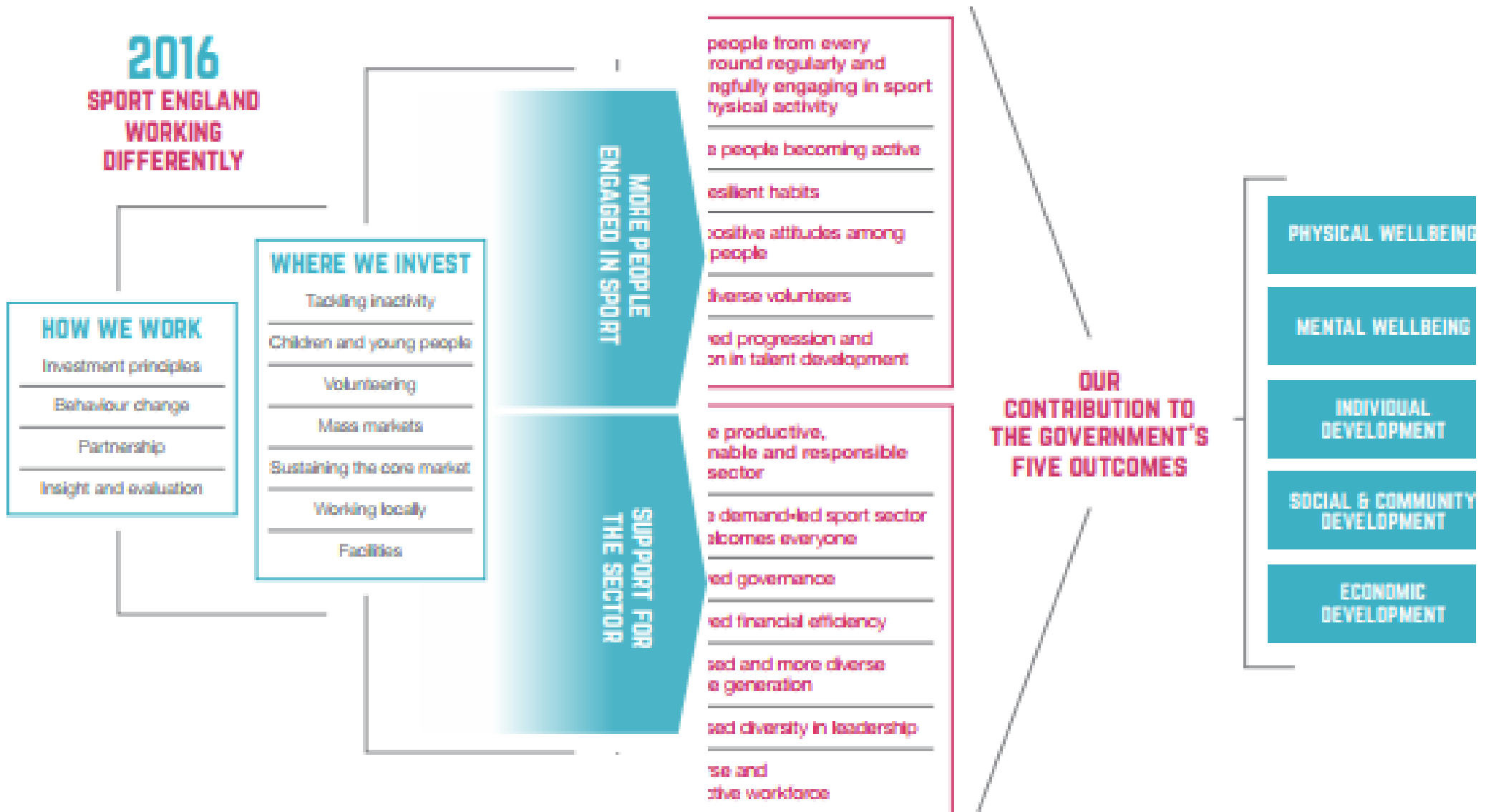
Active Notts, the County Sports Partnership for Nottingham and Nottinghamshire, will provide leadership for this Strategy. We will do this by:

- Leading, supporting and inspiring **collaboration** in the system, to **strengthen local delivery**;
- Encouraging and supporting **cross-sector partners** to tackle inactivity;
- Developing **new partnerships** and facilitating a **collaborative approach** towards our shared vision with existing and non-traditional delivery partners;
- Developing **insight** and **understanding** across the system through data analysis and interpretation, including supporting **community consultation** and engagement;
- Supporting delivery partners and providers to **evaluate** the **impact** of their work and share what's **working well** and **learn** from each other;
- Securing **investment** to support delivery against our shared vision.

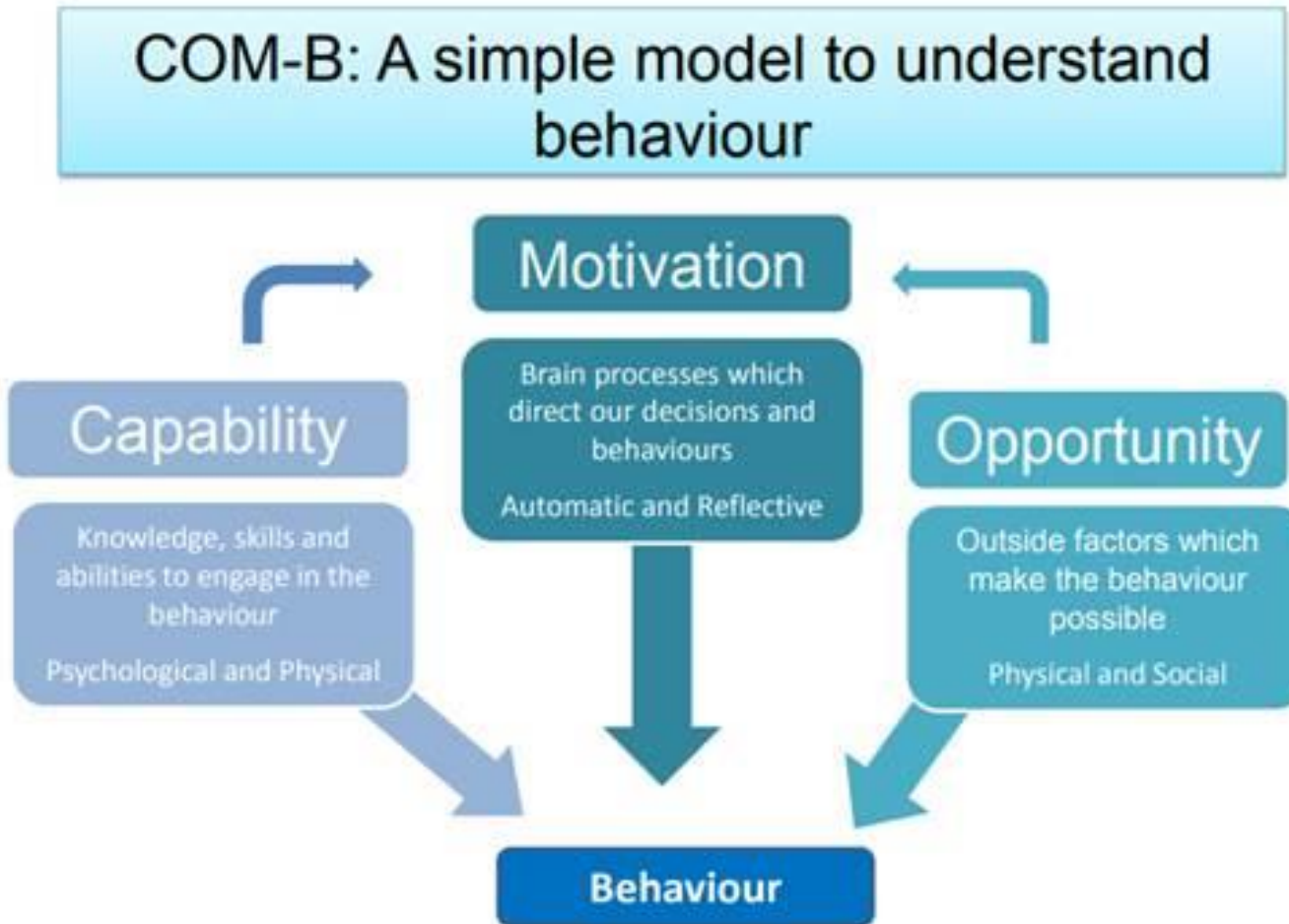
To ensure this Strategy has an impact, what role can you play?

- A cross sector, cross departmental approach to reduce inactivity and contribute to the vision
- An alignment of local plans, strategies and funding that leads to a customer focused, whole system approach resulting in behaviour change
- Support, advocacy and engagement from Politicians and Senior Officers
- Dialogue and commitment to change at the delivery level.

APPENDIX I: SPORT ENGLAND NEW STRATEGY



APPENDIX II: COM-B BEHAVIOUR CHANGE MODEL



Michie et al (2011)