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Our strategy reflects the views of the health and wellbeing board in recognising that Barnsley faces some significant health challenges over the next few years. It recognises that too many people across Barnsley are inactive.

As a Council, we have a significant role to play in supporting people to begin to take responsibility for their own health and wellbeing through leading a physically active lifestyle. It is clear from the evidence that we need to take a more strategic approach to addressing the low levels of sport and physical activity participation in Barnsley in order to improve the overall health of the borough.

The majority of people take responsibility for their own health and wellbeing but there is a need to ensure that everyone is able to do so. This may mean providing extra help to remove barriers and help those that are unable to help themselves to increase the levels of sport and physical activity in the borough and improve peoples overall health and wellbeing.

The council are only one of the many organisations involved, providing much of the infrastructure from which sport and physical activity can take place, however, it is the many voluntary clubs and organisations that deliver the vast majority of the provision and activity.

Our strategy makes use of available data and evidence from Sport England and Public Health, setting out the Council’s broad vision and high level priorities for internal and external partners to address, to increase physical activity across the Borough for the next 3 years.

It builds on the physical activity and sporting initiatives that have already been delivered across the Borough. The aim is to build on the progress Barnsley has made towards achieving its long-term goal of everybody in the Borough being physically active across their lives regardless of age, gender, ethnicity, wealth, or disability.

Our vision is to see everyone within the Borough taking responsibility for their own health and wellbeing and leading active and healthy lives irrespective of age, gender, health and ethnicity or social status. We will drive change and improvements to achieve the following 4 broad aims:

1. To increase the number of people being physically active year on year.
2. To target under-active and under-represented groups to increase sports and physical activity participation.
3. Providing pathways to personal success.
4. To improve access to the opportunities to being active.
We recognise this is a hugely ambitious aspiration and that in order for individuals to be active throughout the whole of their lives they require different levels of support and opportunities.

In recognition of this, we have identified four enablers of physical activity in which our objectives sit:

• **PLACES** – creating the right physical environments for activity to take place including safer walking and cycling routes to parks and open spaces to sport specific built facilities.

• **PEOPLE** – creating a skilled and motivated paid and volunteer workforce who are able to inspire, promote and lead others to an active lifestyle.

• **COMMUNITY** – recognising that all activity takes place in local communities that are the major source of providing activities.

• **COMMUNICATION AND ADVOCACY** – ensuring everyone is aware of the benefits and opportunities to be physical active. Ensuring the decision makers in the Borough promote physical activity and sport to achieve specific outcomes.
INTRODUCTION

Leading a physically active lifestyle has been proven to offer opportunities to improve both the length and quality of life for individuals and also offers huge social and economic benefits for society as a whole.

Increasing levels of sport and physical activity has the potential to positively impact on physical and mental health, reduce all cause mortality and improve life expectancy (CMO, 2011). There are also positive wider impacts such as reducing the economic cost of chronic disease on health and social services. Reducing car journeys by replacing short journeys with walking and cycling will reduce traffic, congestion and pollution and in turn improve the health of communities (CMO, 2011).

Other potential benefits are linked to the social benefits of physical activity including its ability to reduce social isolation, develop social skills and displace anti-social and criminal behaviour — which in turn helps to create strong and vibrant communities (CMO, 2011).

Barnsley is a great place to be active with stunning countryside to enjoy, a range of leisure and sports facilities available, over 50 miles of Trans Pennine Trail running through the borough, a widespread volunteer workforce who support the delivery of sport and physical activity and a number of physical activity programmes.

Despite this and a growing body of evidence highlighting the benefits of physical activity, too many people across Barnsley are inactive. Levels of physical activity and sport are significantly lower in Barnsley than the national average for both children and adults.

Simply put in Barnsley we want more people to be active more often throughout their lives, irrespective of age, gender, ethnicity, disability or wealth.

This Sport and Active Lifestyle Strategy has been developed to increase sport and physical activity and in turn improve the overall health and wellbeing of our communities. It provides a common vision for everyone involved in the delivery of sport and physical activity across Barnsley. The approach we are taking fits well with Barnsley’s Health and Wellbeing strategy, and focuses on enabling people to take responsibility for their own health and wellbeing by providing environments, infrastructure, skills and opportunities to be physically active. Like Barnsley’s health and wellbeing strategy, collectively we recognise that we achieve little working in isolation. We need to work together, with our local people and communities to address the key health and wellbeing challenges facing the borough and recognise that this is how we will improve health and wellbeing in Barnsley.

Our sport and active lifestyle strategy has been developed with the input of local clubs, schools and both voluntary and private organisations as well as internal council departments and is aimed at the key agencies across the borough and its residents. It will drive and support a more co-ordinated and targeted approach to the work already being delivered to increase participation and the opportunities to be active across the Borough.

The responsibility to drive this strategy lies with Barnsley Metropolitan Borough Council, Area Councils and Barnsley Sport and Active Lifestyle Partnership which includes representatives from local schools, leisure providers, community groups, health and sports clubs who are best placed to co-ordinate and deliver this strategy.
OUR APPROACH

Barnsley Metropolitan Borough Council and its partners are working towards a brighter future and a better Barnsley. Barnsley’s sport and active lifestyle strategy has a vision to see everyone within the borough taking responsibility for their own health and wellbeing and leading active and healthy lives irrespective of age, gender, health, ethnicity, or social status. We want to drive change and improvements to achieve the following broad aims:

TO INCREASE THE NUMBER OF PEOPLE BEING PHYSICALLY ACTIVE YEAR ON YEAR.

TO TARGET UNDER ACTIVE AND UNDER REPRESENTED GROUPS TO INCREASE SPORTS AND PHYSICAL ACTIVITY PARTICIPATION.

PROVIDE PATHWAYS TO PERSONAL SUCCESS.

IMPROVE ACCESS TO THE OPPORTUNITIES TO BEING ACTIVE.

Achieving our Vision

We recognise this is a hugely ambitious aspiration and that in order for individuals to be active throughout the whole of their lives they require different levels of support and opportunities.

In recognition of this, we have identified four enablers of physical activity in which our objectives sit:

• PLACES creating the right physical environments for activity to take place from safer walking and cycling routes to parks and open spaces to sport specific build facilities.

What can we do? Link sport and health policy with other policy strands such as planning, housing and transport.

• PEOPLE creating a skilled and motivated paid and volunteer workforce who are able to inspire, promote and lead others to an active lifestyle.

What can we do? Develop a volunteer programme aimed at supporting new and current volunteers.

• COMMUNITY recognising that all activity take place in local communities that are the major source of providing activities.

What can we do? Work towards establishing referral pathways between Be Well Barnsley and community opportunities for sport and physical activity.

• COMMUNICATION AND ADVOCACY ensuring that everyone is aware of the benefits and opportunities to be physical active. Ensuring that the decision makers in the Borough promote physical activity and sport to achieve specific outcomes.

What can we do? Ensure online and social media resources are used effectively to promote both sporting and physical activity opportunities across the borough.

This Strategy provides broad themes and identifies key priorities for Barnsley Council and its partners to achieve. The Strategy seeks to ensure:

• There is a clear vision for sport and physical activity across the Borough.
• More people of all ages are physically active across the Borough.
• Barnsley’s environment enables people to live a healthier, more active and better quality of life.
• There is a framework for collective action through partnership working between stakeholders.

FIGURE 1

Growing the Economy

Leading Healthy, Safe and Fulfilling Lives

Improving people’s potential and achievement

Everyone within the Borough of Barnsley leading active and healthy lives

More People

Increasing the number of people who lead active lifestyles

More Active

Target underactive and under-represented groups

Success

Providing pathways to personal success

Access

Improving access to opportunities

Early Years

Children and Young People

Adults

Older Adults

Places

People

Community

Communication and Advocacy

Improving people’s potential and achievement

Growing the Economy

Leading Healthy, Safe and Fulfilling Lives

Improving people’s potential and achievement

Everyone within the Borough of Barnsley leading active and healthy lives

More People

Increasing the number of people who lead active lifestyles

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Target underactive and under-represented groups

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Access

Improving access to opportunities

Early Years

Children and Young People

Adults

Older Adults

Places

People

Community

Communication and Advocacy
This sport and active lifestyle strategy reflects the vision of the health and wellbeing board and recognises that Barnsley faces some significant health challenges over the next few years.

People are living longer but with this comes an expected rise in the number of people with one or more long term conditions, placing extra demand on our health and care system. It also recognises that in order to improve health and wellbeing outcomes that we must transform the models for service delivery, focus on self-care by promoting universal information and advice, signpost people earlier into a range of community based support and combining earlier intervention with greater short term / targeted interventions.

The leisure provision we have across the Borough today has grown organically. In the future there will be fewer resources and grants available and our approach will need to be smarter and more co-ordinated to take advantage of these funding opportunities. The vision and outcomes set out in this strategy will provide the starting point and basis for how we will work closer with our partners to ensure that future opportunity for facility developments, grants and programmes are appropriate, accessible and sustainable.

Whilst providing a more strategic approach and framework from which to work within was the fundamental reason behind the development of this strategy there is also a clear need to increase physical activity levels across the Borough. Levels of physical activity participation in Barnsley are below the national and regional average, resulting in the health issues related to low physical activity attainment, being a risk for a large percentage of our population and therefore a requirement for us as a council to address this issue.

The reasons for the differences in physical activity attainment are complex but they are often linked to differences in health, wealth and education.

With the councils new public health responsibilities Barnsley Metropolitan Borough Council is looking to tailor and deliver services that better meet the needs of people living and working in the Borough. In terms of health and wellbeing, this could mean supporting those with long term conditions to increase their levels of physical activity and sport.

This sport and active lifestyles strategy will help to address many of the issues that are highlighted in both the Health and Wellbeing Strategy and Barnsley’s Joint Strategic Needs Assessment, including the high levels of excess weight and obesity in adults and children.
Barnsley falls below the national and regional average for physical activity participation with the latest figures from the Active people survey indicating that only 51.6% of adults achieve the recommended levels of 150 minutes of moderate intensity physical activity a week. Conversely, 36% of adults are classified as inactive i.e. achieve less than the England Average.

Whilst there have been some changes year on year generally participation rates in Barnsley have been fairly static and been consistently lower than the national and regional average for physical activity since the survey started.

Sport England’s Active People Survey (APS) provides us with indicative data regarding our adult population (16 years of age) and highlights that Barnsley resident’s participation in physical activity is lower than the national average across all genders and age groups. The APS survey also highlights a widening gender gap in participation between male and females with males participating in more physical activity than their female counterparts (Appendix 2).

The APS also provides us with geographical information on participation – indicating lower levels of participation in the east of the borough than in the west (see appendix 3). This is not surprising when overlayed with health and deprivation data for the borough. There is a strong geographical correlation between the areas with low levels of physical activity, poor health and low educational attainment.

In children, data from the Year 10 healthy lifestyle survey gives us an insight into physical activity attainment in young people. This survey shows that around 59% of boys and girls are active at the recommended levels of at least 7 hours of activity per week, with a clear differential between the number of boys (39%) and girls (20%) who are achieving the recommended levels of physical activity (see appendix 4).

National level data indicates that disabled people and those living with long term conditions are half as likely as non-disabled people to be active. Only 1 in 4 people with learning difficulties take part in physical activity each month compared to over half of those without a disability.

Similar figures are presented for that of the lesbian, gay, bisexual and transgender (LGBT) communities with half of these people stating that they would not join a sports
Barnsley is a mix of urban communities and rural areas. Barnsley’s population is 235,757 (ONS) and expected to rise to 242,000 by 2017, this is expected to rise across all age groups, particularly in the 0–15 and 65+ age brackets.

The indicators for health, education and deprivation have shown the same issues in the same areas for a significant period of time.

Barnsley has higher than average levels of obesity, diabetes, and cardiovascular disease. If we are to make a difference then we really need to address the factors that affect participation and the culture that exists around taking part.

If we are to make significant cultural change in participation this need to take place within our generation. Children’s first experience of sport and physical activity is through their parents.

The risk is that the low participation currently amongst our adult population is continued into the next generation.

To increase participation in physical activity amongst Barnsley residents we must increase the number of children who have a positive experience with sport and physical activity now. We need to get this right from an early age and this is key to the success of this strategy.

Alongside this we need to continue to address the increasing gender gap between male and female participation rates, alongside addressing current low levels of participation across the adult and older adult populations, including in those living with long term conditions, black and ethnic minority groups, disabled and LGBT communities.

By using information available within the Active People Survey, Barnsley’s Joint Strategic Needs Assessment and working with our local equality forum we can begin to work with these communities to identify need and develop targeted programmes where we know participation and health issues are of greatest concern.

Information is now freely accessible from a range of organisations such as Sport England, the Department of Health and the National Institute of Clinical Excellence as well as local intelligence on the most effective ways of communicating with different groups within Barnsley. This needs to be used together with informed and proven approaches for encouraging and supporting participation in our communities.
It is clear from the evidence presented that we need to take a more strategic approach to addressing the low levels of sport and physical activity participation in Barnsley in order to improve the overall health of the borough.
The majority of people take responsibility for their own health and wellbeing but there is a need to ensure that everyone is able to do so. This may mean providing extra help to remove barriers and help those that are unable to help themselves to increase the levels of sport and physical activity in the borough and improve peoples overall health and wellbeing.

Based on a model first developed by the London Borough of Merton, we have identified three levels of participation which can be influenced by the Sport and Active Lifestyles Strategy (Figure 1).

At the base of the inverted triangle Level 1 represents the greater proportion of the population where people take personal responsibility of their own health and well being and physical activity. At this level, the actions of the Sport and Active lifestyles Strategy is to ensure that people are able to access opportunities to be active – for example ensuring the appropriate design of public spaces enables access to open space and sports facilities for all.

Level 2 represents a smaller group of people who may need additional support to enable them to become more physically active, and therefore healthier. This is the level where the majority of the Sport and Active Lifestyles actions will focus, through effective targeting of scarce resources. The aim of programmes and interventions will be to move people from level two to level one, where they can take personal responsibility for their own health and wellbeing.

Level 3 represents the smallest number of people, but the greatest cost; at this level people have already developed health problems and are receiving interventions from the National Heath Service. At this level CCG funding may commission specific interventions, for example cardiac rehabilitation, with the aim of moving people into level two.
Our vision is to see: ‘Everyone within the borough leading active and healthy lives’.

Whilst simple, we recognise our vision is a hugely ambitious aspiration for all Barnsley residents irrespective of age, gender, health, wealth or other aspect to build physical activity into their everyday lives. We see no reason why everyone can’t be active if we can provide the right motivation and environment for individuals and communities.

To outline our high level strategic priorities for addressing inactivity across the Borough how we will address the poor levels of inactivity we have broken this into 4 themes – Place, People, Community and Communication Advocacy.

**Key priorities:**

**Active travel**

Active travel offers a way in which we can build activity into our everyday lives. Pedestrians, cyclists and users of other forms of transport that involve physical activity need the highest priority. However, it isn’t just about giving walkers and cyclists the priority; it is also about changing attitudes and creating a culture for active travel, encouraging people to replace short journeys with walking or cycling.

Town and transport planners are key to addressing the barriers to active travel such as providing walking and cycling friendly street and road layouts, better access, good lighting, improved road crossings and restriction of motorised vehicles and re-allocation of road spaces.

As a council, we have already been making progress on this working with local businesses and schools to improve walking and cycling infrastructure through the local sustainable transport fund, supporting schemes such as Cycleboost, however it is important that further investment is provided to continue this progress.

**Additional Priorities:**

- Develop a new playing pitch and sports facilities strategy – will provide an evidence base to inform the protection and provision of existing and new facilities. Having an up-to-date evidence base and strategy will not only underpin policy but help the Council and partner organisations bid to secure outside funding to help future delivery of sport and physical activity in the Borough.
- Link health policy with other policy strands such as planning, housing and transport.
- Maximise opportunities to influence developer contributions to be used for physical activity and sport via our representation on the 106 strategic panel and community infrastructure levy arrangements.

**Active travel offers a way in which we can build activity into our everyday lives. Pedestrians, cyclists and users of other forms of transport that involve physical activity need the highest priority.**
People

Key to achieving the vision of this strategy and increase physical activity is to take a whole system approach to tackling physical inactivity. Enabling and inspiring people who are able to be more physically active to do so will mean that limited resources can be directed on removing the barriers for those individuals and populations that find it most difficult to be active i.e. those living with long term conditions. Developing a culture of self help and self care, where local people and communities have the skills and resources to become active and feel empowered to use them remains crucial in enabling people to take control of their own individual health.

Key priorities:

**Workplaces** – The Workplace Wellbeing Charter and workplace health policy provide an opportunity for employers to demonstrate their commitment to the health and well-being of their workforce. The positive impact that employment can have on health and wellbeing is now well documented. There is also strong evidence to show how having a healthy workforce can reduce sickness absence, lower staff turnover and boost productivity – this is good for employers, workers and the wider economy.

The Workplace Wellbeing Charter provides employers with an easy and clear guide on how to make workplaces a supportive and productive environment in which employees can flourish. Within the council we have staff working closely with employers to support them achieving the nationally recognised charter. Continuing and expanding this support to more workplaces will help increase the number of people leading a physically active lifestyle.

**Children’s centres and schools** – Critical to the development of children and young people are the opportunities they have to take part in physical activity and sport, this includes discussing children’s levels of activity and involving them in choosing from available sports. Some children and groups will need more support i.e. those with health issues and disabilities.

Through children’s centres there are a range of services and support which includes a number of activities aimed at Early Years and their parents. The children’s centre care pathway combines universal and targeted services for families with children under 5.

Through government funding primary school sport in the Borough is receiving around £720,000 of investment going directly to primary schools each year. This money is being used to improve the quality of PE teaching at a primary school level, increase participation and help schools understand the value and benefit of a high quality PE and use it as a tool for development. In addition advanced learning centres across the Borough deliver local and national programmes such as sportivate, satellite clubs through Sport England funding which aims to focus on addressing the issue of participation decline in 14–25 year olds.

**Additional priorities:**

- Inspire people to be active through supporting high profile sporting events such as the Tour de Yorkshire, Town Centre Criterium race.
- Provide a strategic lead to increase the number, skills and confidence of those working in the sector to enable people to take part in sport and physical activity.
- Develop a programme of young volunteers.
- Demonstrate our commitment to support culture change, enhance existing delivery, develop new provision, increase participation and provide sector support for BME, disabled and LGBT communities through effective use of our equality forum.

There is strong evidence to show how having a healthy workforce can reduce sickness absence, lower staff turnover and boost productivity – this is good for employers, workers and the wider economy.
**Community**

Our new Area Governance arrangements, aim to unlock the capacity in our communities and optimise one of the resources still in great supply: the willingness of people to help each other and to mobilise citizens more effectively around locally agreed priorities, as well as to achieve measurable impact through volunteering. The new arrangements established a framework to enable this to happen at a community level.

Throughout this framework we will work with local communities to plan, develop and deliver a programme of Sport and Active Recreation activities which will help to tackle locally identified priorities and challenges, utilising and training local resident and volunteers wherever possible.

Some work has already been done with the 21 Ward Alliances to ensure that any projects that are funded by them impact on the 5 Ways to Wellbeing – Connect, Be Active, Take Note, Keep Learning and Give.

**Key Priorities:**

Be Well Barnsley – we want to encourage behaviour change amongst Barnsley residents by giving them more control over the decisions that affect them to stimulate behaviour change and make being physically active an easy choice for individuals. Be Well Barnsley is Barnsley’s new integrated healthy lifestyle service which aims to enable the improved wellbeing of individuals, families, communities and businesses in a healthy, safe and more prosperous Barnsley. By working together to support individuals, families and communities to make healthy choices and tackling the wider determinants of health, will maximise individual and community potential to ensure that health and sustainability remain a key focus. Partnership working, creating effective referral pathways and signposting between Be Well Barnsley and sport and physical activity providers will remain key to the delivery and sustainability of healthy behaviour change across the Borough.

**Additional priorities:**

- Work towards establishing referral pathways from Be Well Barnsley to community opportunities for sport and physical activity.
- Support the local community to plan develop and deliver sport and physical activity recommendations.

**Communication and Advocacy**

Social norms can only shift if we can change attitudes and behaviours, projecting a message that being active is not just fulfilling and fun but can be the easy choice and this needs to be a linking thread that unites the public sector with the voice of charities, local residents and community leaders.

Good marketing and communications strategies can strike deep into the psyche of individuals. Good examples include Public Health England’s ‘Change4Life 10 minute Shake Up’ campaign with Disney and supported by local partners saw a quarter of a million families across the nation sign up. Other notable success on a national scale included the NHS Choices ‘Couch to 5K’ an app and podcast that was downloaded 209,000 times in its first month.

There are a huge variety of opportunities for people to be active across the Borough. These range from organised and well-marketed opportunities to self-funded, informal opportunities that rely on word of mouth for promotion. Some of these activities are funded by the local authority such as Barnsley’s Walking for Health Scheme and Sky Ride Local Programme, others receive funding from a wide range of local and national grants to make these opportunities available. Even more are run informally by volunteers or local individuals who see a need and set up self-funding sessions.

**Our challenge**

is raising the awareness of the local opportunities to be active i.e. knowing what is available where, and its target audience.

**Key Priorities:**

Social Marketing – is a planning approach to develop activities aimed at changing or maintaining people’s behaviour. Where marketing in the commercial world seeks to influence consumer behaviour for profit, social marketing encourages behaviours that benefit individuals and society as a whole through helping to design products and services that are customer led. This involves research to identify key pieces of understanding about what motivates our audience – not what we think will work, recognising that one size does not fit all is key to seeing things through the eyes of our residents and developing interventions and opportunities that meet the specific needs of key priority groups.

**Additional priorities:**

- To explore the opportunities to use social marketing to develop activities aimed at changing or maintaining people’s behaviour.
- Explore options to develop a sport and physical activity specific webpage.
- Work towards developing a communications plan for sport and physical activity.
MEASURING PROGRESS

We will report our performance against a range of cross cutting issues on an annual basis to review the impact of each of these settings have had upon addressing inequalities within the different demographic groups of the life span.

We will be responsible for the production and implementation of a 3-year delivery plan which will sit outside of this document. This will reflect the context in terms of current policy, levels of investment and resources available.

Progress of our Sport and Active Lifestyles Strategy will be regularly reviewed by Barnsley Council and the Barnsley Sport and Active Lifestyle Partnership against both the Council’s corporate performance indicators and the Public Health outcome indicators outlined below:

- 2.13i Percentage of physically Active Adults.
- 2.13ii Percentage of inactive adults.

APPENDIX 1

PHYSICAL ACTIVITY RATES 2013–2014

For Barnsley, in comparison to regional and national figures (Active People Survey).

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<td>0–20</td>
<td>51.6%</td>
<td>50.8%</td>
<td>54.9%</td>
<td>53.0%</td>
<td>55.3%</td>
<td>55.3%</td>
<td>56.0%</td>
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<td>20–40</td>
<td>36.0%</td>
<td>34.0%</td>
<td>30.6%</td>
<td>32.1%</td>
<td>28.7%</td>
<td>28.7%</td>
<td>28.3%</td>
<td>28.3%</td>
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<tr>
<td>40–60</td>
<td>54.9%</td>
<td>53.0%</td>
<td>30.6%</td>
<td>32.1%</td>
<td>28.7%</td>
<td>28.7%</td>
<td>28.3%</td>
<td>28.3%</td>
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<tr>
<td>60–80</td>
<td>30.6%</td>
<td>32.1%</td>
<td>28.7%</td>
<td>30.3%</td>
<td>28.7%</td>
<td>28.7%</td>
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<td>80–100</td>
<td>28.7%</td>
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There is a widening a gender gap in participation between males and females with, male participation increasing to 29.4% and female participation decreasing to 18.8% in 2013/2014 — leaving a 9.6% gap in variance between the genders (Active People Survey, 2015).
Using Sport England’s modelling tool we can demonstrate the uneven spread in physical activity attainment between the East and West of the Borough. The map below clearly illustrates that people in the East of Borough achieve less physical activity compared to those who live in the West of the Borough which follows a similar trend to that of deprivation i.e. lower levels of deprivation in the West and higher levels of deprivation in the East. Such data sources can be used to target inactive areas with targeted and specific interventions and promotion.
APPENDIX 4

NUMBER OF HOURS PER WEEK OF YEAR 10 (14–15 YEAR OLDS) STUDENTS BEING PHYSICALLY ACTIVE

There are few sources of data for participation levels in children and young people at a local authority level; however the Year 10 (14–15 year olds) Healthy Lifestyle Survey gives us an insight into participation levels for 14–15 year olds across Barnsley. Currently 59% of Year 10s achieve at least the recommended 7+ hours of physical activity a week, the survey also highlighted a large variance in activity between boys (39%) and girls (20.3%) a key challenge therefore in increasing physical activity across the borough is to keep this proportion of children active into adulthood, alongside increasing participation amongst inactive children.

APPENDIX 5

LINKS TO NATIONAL AND LOCAL STRATEGIES

Our Sport and Active Lifestyles Strategy supports delivery against a variety of national and local strategies.

National Strategies

Everybody Active Every Day, Public Health England, 2014

This Sport and Physical Activity strategy supports the delivery of:

- PHE’s ambition to embed physical activity into the fabric of daily life, making it an easy, cost effective and ‘normal’ choice in every community in England.
- PHE’s four areas for action at local as well as national level:
  1. Active society: creating a social movement.
  3. Active environments: creating the right spaces.
  4. Moving at scale: scaling up interventions that make us active.

Creating a Sporting Habit for Life – A New Youth Sport Strategy, 2012, DCMS

Aims to increase consistently the number of young people developing sport as a habit for life. Sport England will work with a variety of partners including local authorities to achieve this in a variety of ways, including investing in community sports clubs and facilities, and building better links between schools and sports clubs.

National Planning Policy Framework
planningguidance.planningportal.gov.uk/blog/guidance/health-and-wellbeing/what-is-the-role-of-health-and-wellbeing-in-planning/

The inclusion of health and wellbeing guidance within the NPPF strengthens the need for planners to actively consider public health gains/losses, and develop healthy communities, including the requirement for open space and access to active and safe travel. This is through consulting with health colleagues on planning applications, and using Health Impact Assessments in decision making. It also strengthens the case for using S106 or the Community Infrastructure Levy as appropriate to mitigate against health impacts resulting from development.

Local Strategies

Barnsley Health and Wellbeing Strategy 2014–2019
www.barnsley.gov.uk/media/3517554/h_wbsfinal.pdf

Our Sport and Active Lifestyle Strategy supports the vision that residents should lead healthy, safe and fulfilling lives, are able to access their health and wellbeing needs, and live independent lives.

- Specifically supports.
- Outcome of reducing excess weight in children.
- Desire to take a life course approach to planning and commissioning of activity, with a focus on the prevention of ill-health.

Corporate Plan
www.barnsley.gov.uk/about-us/the-councils-corporate-plan

The Sport and Active Lifestyles strategy supports all three Corporate Plan priorities; particularly Helping Citizens achieve their potential, through:

- Making the improvement of health and wellbeing everybody’s business, with an emphasis on prevention and the contribution all services can make.
- Reducing health inequalities.
‘More People Cycling More often’, Cycle Yorkshire
cycle.yorkshire.com/documents/tdf/legacy/Strategy/
CycleYorkshireStrategyv2.pdf

Supports the goal to get more people across Yorkshire cycling regularly. Specifically by making cycling easier and increasing access, raising awareness of benefits and opportunities, holding cycling events, and supporting cycling related businesses.

(No web site address, so just Public Health, BMBC, 2013 in reference)

Contributes to:
• Priority of supporting all children, young people and families to make healthy lifestyle choices.
• Suggested activity aimed at increasing physical activity levels (particularly extra-curricular) and ensuring initiatives are better promoted amongst young people. This should include more active travel, better referral pathways to services, better access to play opportunities and more active use of open space for families.
• Desired approach to involve young people in the design and development of initiatives.


Supports the Sport and Active Lifestyle Strategies aim to improve the experience of leading a physical active lifestyle. Specifically by supporting one of four enablers ‘place’ – creating the right environments for activity to take place from safer walking routes to parks and open spaces.

Contributes to:
• Desired approach for physical activity infrastructure and green space to be considered in design stage of developments.
• Public health outcome framework – indicator 1.16 – utilisation of outdoor space for exercise & health reasons.


Supports our strategic aims to improve access to the opportunities to be active and to improve the experience of leading an active lifestyle.

One Path One Door 2009–2014 – A strategy for children and young people with special needs
www.barnsley.gov.uk/media/CYPFS%20-%20Safeguarding,%20Health%20and%20Social%20Care/Children%20And%20Family%20Wellbeing/Protective%20Services/One%20Path%20One%20Door%20Final%20version%20Dec%202010.pdf

Supports strategic aim to ensure local authority universal play and leisure provision is accessible to disabled children and young people.
Draft Local Plan 2016–2033, BMBC
Whilst currently in draft stage, the Local Plan will serve as the spatial framework through which improvements to quality of life, including health, will be driven in Barnsley.

Transport Strategy 2014–2033, BMBC
Supports Barnsley’s priority of achieving a healthier and safer population, with improved walking and cycling infrastructure, better promotion of active travel, improved road safety and contribution to Air Quality Management.

South Yorkshire Green Infrastructure Strategy
syforest.co.uk/projects.php?p=273
- Compliments vision of creating a vital, productive and attractive green infrastructure across the region.
- Supports delivery of the specific goal to create and extend opportunities for access and recreation, to promote (amongst other outcomes) physical health.

The Playing Pitch and Sports Facility Strategy sits within the context of the Council’s Corporate Plan 2012–2015 – whilst the current strategy is due to expire, the strategy is currently being updated and will be available from 2016.
- Supports three strategic aims to improve the experience of people being physically active, improve the access to the opportunities to be active and increase the number of people being physically active.
- Contributes to addressing the wider determinants of health by prioritising the reduction in health inequalities.
The children show superb awareness of adopting healthy lifestyles, understanding the need for exercise and a healthy diet. They thoroughly enjoy the well-equipped children’s gym as part of daily routines, with cross trainer, treadmill, balancing beams and an exercise bike.

Ofsted March 2011
“Dylan really benefited from being part of this club. He felt he had friends for (“once in his life”) and it was so good to see his self esteem rise. This was without doubt a spot on summer holiday camp for Dylan; he’s still talking about it now!”

Due to the success of the holiday, afterschool and weekend clubs we would like to continue to hold the disability camps every holiday at Barnsley FC and Shaw Lane to give the opportunities for new participants to attend and for the current participants to continue developing.

Health Trainer Service Delivered by PSS
PSS Health Trainers are part of a Government initiative to help people across the UK become healthier. Working across the Barnsley and Dearne area in a variety of communities to support, motivate and encourage individuals to make healthier lifestyle choices. Components of this service include the Fit WAGS and Fit Mums programmes.

Fit WAGS
Fit WAGS is an 8 week course consisting of health workshops carried out around weight management, the eatwell plate, fats and food labelling and provides information on physical activity and its effects on health. The scheme is specifically aimed at supporting women with antenatal and post natal activity. For example, Aquanatal, Buggy Fit and relaxation as well as providing support on other health related issues such as stopping smoking.

afPE Quality Mark for Physical Education & Sport
All young people are entitled to benefit from a high quality physical education and there is significant evidence to show this supports other learning right across the curriculum. It also contributes to healthy and active lifestyles, improves emotional well being, reduces poor behaviour, increases attendance and develops key skills such as leadership, confidence and social skills.

High quality physical education and all the additional benefits are a great cause of celebration and the afPE Quality Mark will provide the independent endorsement.

The pilot which ran from October 2012 to February 2013 proved an over whelming success and clearly identified the need for such a rigorous award to demonstrate good and outstanding practice. The afPE Quality Mark recognised, through a succinct self review and evaluation process, the strength and quality of physical education and sport in school, raising the profile of the subject and the school both locally and nationally and promoting the high quality work that is being undertaken on a day to day basis.

Benefits of the afPE Quality Mark:
- Ensures rigour and sustainability in the planning, monitoring and continuous development of high quality physical education and sport.
- Recognises outstanding practice and innovation in physical education and sport.
- Raises the profile of physical education and sport at a local, regional and national level.
- Involves individuals and groups in recording and celebrating success so that the school ‘stands out from the crowd’.
- Recognises best practice in physical education and sport and provides a platform for sharing excellence and success.
- Promotes a positive message to the local community.
- Celebrates excellence in the organisation, management and delivery of physical education and sport.

Barugh Green Primary undertook the process for achieving afPE Quality Mark in 2014.

Michael Gilmore, Head Teacher said:

“We were delighted to hear that we have been awarded the afPE Quality Mark for PE and Sport with distinction. We found the whole process very beneficial, it has raised the profile of Physical Education at Barugh Green as well as enabling us to clearly identify our next steps for improvement and celebrate our work so far throughout the school.”

Participant Case study – Barnsley Health Trainer Service
John had suffered 3 heart attacks and was becoming depressed with his physical appearance. He was very motivated to change the lifestyle issues that were affecting his health. He wanted some advice on how to improve his diet and access exercise groups and facilities.

John was working as a touring coach driver which meant he was sedentary through the day and snacking whilst driving.

John was suspended from driving role due to his condition but this helped address some of his health issues. He was given advice on how to eat healthier and changes were made to his diet. John’s willpower was good and along with support and motivation from the Health Trainer Service he began to lose weight. John was inducted to the Shaw Lane gym and now attends regularly. He also joined exercise groups including PSS Boxercise and Circuit Training. This has helped with his health issues as well as his confidence. John was given advice on alcohol units and although he still enjoys a social drink he doesn’t drink as much as he used to.

John has lost 14.4% of his total body weight. His initial aim was to lose 5% so he has more than exceeded his target and has increased his physical activity sessions from not participating in exercise to doing 3 to 4 hourly sessions a week.

John achieved his weight loss target and has continued to exercise on a regular basis. His confidence improved and he passed a medical which allowed him to return to work. His general appearance improved dramatically and with his improved confidence he looked much better in himself.

John will continue a weekly exercise regime and maintain his improved diet as well as continuing to attend the gym at Shaw Lane and have monthly maintenance checks with the Health Trainer.

Participant Case study – Fit WAGS
Emily joined the Fit WAGS course for advice around her diet and to take part in physical activity in order to achieve her primary goal of losing weight.

During the 8 weight course Emily completed food diaries and feedback was given around ways she could improve her diet. Emily also took part in the group physical activity which included circuits, boxercise, Zumba, and kettlebell classes. Emily continued to take part after the completion of the course with the Fit WAGS Extra class.

Emily placed 2nd for weight loss in the group with a 4.2kg weight loss but placed 1st with a total body weight loss of just under 5%.

Emily has shown such a high level of commitment and interest in this that she has now been asked to assist in running the group as a Health Champion. She has been able to advise others on the benefits of making positive changes towards health as well as motivating the group from the knowledge gained and her past experiences and achievements.

The social aspects of the group also worked well to motivate Emily as she became very outgoing and has formed friendships with other members of the course who motivate each other to attend the group.

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Children’s Weight Management Service

Since January 2012, Active Barnsley has delivered a Healthy Lifestyle Programme to children and families on behalf of South West Yorkshire Partnership NHS Foundation Trust and Barnsley Change 4 Life.

The programme has been delivered in both Primary School and Community settings and involves a 10-hour evidence-based programme, spread across five weeks, that aims to educate children and their parents about the benefits of leading a healthy lifestyle.

The course combines a strong practical element involving physical exercise that teaches families how to be active together, with classroom based theory sessions involving fun activities to help families find out about healthy eating, portion control, label reading and suggest practical strategies to help increase physical activity.

The groups aim to help children achieve and maintain a healthy weight by improving eating habits, increasing physical activity levels and boosting self esteem.

Since 2012, 40 courses have been delivered, with over 350 families benefiting from the initiative.

Below is the testimony of one of the parents that has accessed the course;

“Melanie said her 3 children benefited greatly from attending the program with regards to understanding the benefits of a good diet, how to read food labels and the importance of exercise.”

She also added that the tutors were approachable and gave her family the chance to contribute at all times. She further added that her children have since developed an appreciation for sport and taking part in different group activities in and around school.”

What Healthy Bones Has Done For Me – Mrs Janet Lawcock

“I am 74 years old, until four years ago I had a fairly active lifestyle, and then suddenly I developed problems walking. The Doctor sent me for x rays and the results showed degeneration of the hips. I couldn’t go walking or swimming anymore. I eventually had to pay for my gardening to be done and even someone to do my housework as I couldn’t even push the hoover around.

A year ago a friend suggested that I try “Healthy Bones” and told me what they did – I decided to give it a try. On my first visit Bronia asked about my health and what problems I had been having.

At first I had difficulty with some of the exercises but Bronia found time to sit with me and suggest alternatives.

A year in – what a difference!!

I can do the exercises with everyone else – and I can do my own housework again. Although my hips still need to be done, Bronia says that all the exercise will help me recover more quickly from my operation because my bones and muscles are stronger. I used to need a walking stick – now its use is very rare.

I enjoy the social aspect of classes because it’s fun to do. I have met lots of new people which is good for me as I live alone. I also enjoyed very much people coming to give talks and demonstrating their skills, but as funding has been cut sadly we don’t get it any more.

Starting “Healthy Bones” is the best thing that I have done for some time – I would hate to have it stopped.”

SPORT AND ACTIVE LIFESTYLE STRATEGY

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APPENDIX 7

BARNESLEY SPORT & ACTIVE LIFESTYLES STRATEGY – CONSULTATION

Adam Harris – Public Health Specialist, BMBC
Alison Rumbal – Senior Commissioning Manager, Mental Health, Planning and Commissioning, Adults & Communities, BMBC
Anita Dobson – Public Health Specialist Nurse, BMBC
Anthony Deenport – Group Leader, Benenentum, Parks, Sport and TPT, BMBC
Carl Hickman – Public Health Principle, People, BMBC
Cathy Utley – Healthy Setting Services 0–19 – Children, Young People & Families, BMBC
Claire Barnes – Volunteer Policy Lead, BMBC
Claire Gray – Barnsley Health Trainers, PSI
Claudia Fulchini – Play Strategy – Children, Young People & Families, BMBC
Chris Reeves – Development Manager, Active Barnsley
Dan Carver – Barnsley CCG
David Albertson – Sustrans Bike It Officer, BMBC
Daren Padgett – Head of Partnership Development, Team Actic Ltd
David Redfern – Leisure Operations Manager, Barnsley Premier Leisure
Gavin Batty – Assistant Director, Sport & Public Services, Barnsley College
Hannah Philips – Disability Sports Officer, Barnsley FC’s Community Sports & Education Trust
Helen Munnery – Head of Operations, South Yorkshire Sport
Jane Baker – Physical Activity Assistant, Physical Activity Team, SWYFPT
Jasmine Walters – Public Health Principle, Place, BMBC
Jayne Wise – Equality & Diversity Manager, Adults & Communities, BMBC
Joe Micheli – Lead Locality Officer, Community & Area Governance, Adults & Communities, BMBC
Julia Burrows – Director of Public Health, BMBC
Julian Horser – Equality & Diversity Manager, Performance & Partnerships, Corporate Services, BMBC
Julie Hammerton – Extended Learning, CYP&F, BMBC
Karen Harkness – Education Advisor, Looked After Children, BMBC
Kaye Mann – Public Health Specialist, BMBC
Kyra Ahy – Head of Service, Mental Health & Professional Support, BMBC
Lisa Billingham – Sport & Active Recreation Officer, BMBC
Lee Garsden – Extended Learning, CYP&F, BMBC
Mark Anderson – Transportation Officer, Highways, Engineering and Transportation, BMBC
Mary Dyson – Funding Officer, Barnsley FC’s Community Sports & Education Trust
Matt Gladstone – Executive Director Development, Environment and Culture, BMBC
Mike Kemp – Service & Strategy Manager, Disabled Children, BMBC
Mick Downesap – Manager, Shaw Lane Community Sports Centre
Nick Bowen – Head of Horzon ALC
Nickly Bloodworth – GSDL Co-ordinator, Extended Learning, CYP&F, BMBC
Nick Gillett – Barnsley Health Trainers, PSS
Nigel Harrison – Chief Executive Officer South & West Yorkshire Sport
Nina Sleigh – Early Childhood Strategy & Service Manager, Early Childhood Services, CYP&F, BMBC
Paul Clifford – Group Leader, Development, Environment and Culture – planning and regulatory services, BMBC
Penny Greenwood – Acting Assistant Director of Public Health, BMBC
Pete Slayn – Carlton Community College
Phil Hollingsworth – Lead Locality Officer, Community & Area Governance, Adults & Communities, BMBC
Philip Spurr – Service Director, Culture – planning and regulatory services, BMBC
Public Health England (2014) Everybody active, every day: an evidence – based approach to physical activity:
Public Health England (2014) Everybody Active, every day: what works the evidence:
Sport England, Active People Survey Interactive Tool:
activepeople.sportengland.org/
Sport England (2014) Partnering Local Government in Barnsley:
www.sportengland.org/research/about-our-research/market-segmentation/
If you need help understanding this document:

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