

## **Adopt new Active Thanet Strategic Framework**

Cabinet	<b>26 July 2018</b>
Report Author	<b>Gavin Waite, Director of Operational Services</b>
Portfolio Holder	<b>Councillor Lesley Game, Cabinet Member for Housing &amp; Safer Neighbourhoods</b>
Status	<b>For Decision</b>
Classification:	<b>Unrestricted</b>
Key Decision	<b>Key</b>
Reasons for Key	<b>Significant effect on communities in more than one ward</b>
Ward:	<b>District wide</b>

### **Executive Summary:**

The Sport & Public Health Development service is responsible for developing opportunities for residents to lead a more active and healthier lifestyle. Following the most recent restructure, the service needs to realign its services by focussing our priorities on the wider public health agendas to help tackle many of the health inequalities that affect our district.

The current Sport and Active recreation strategy 2015-2019 currently focusses on 4 priorities as highlighted below.

- Raising the profile of sport and active recreation;**
- Increasing opportunities for sport;**
- Developing and promoting healthier lifestyles;**
- Enhancing sports facility provision.**

In line with the shift in national policy, the government's strategy for sport, Sporting Futures highlights the government's new approach to use new approaches to engage with the most inactive and hard to reach audiences and highlighting the importance that physical activity can have for wider detriments of health.

In order to achieve these goals locally, we have developed a new action plan and a proposed internal rebrand, one that will set a new and clear direction for the future services we deliver, rather than focus solely on sport specific intervention. The Active Thanet Framework will incorporate how physical activity and a more collaborative approach can address many public health issues locally whilst still supporting the core sports market.

The new framework will replace the existing 'Sport Matters' branding, and become more open in terms of the potential projects and wider investment to deliver health related projects.

### **Recommendation(s):**

To adopt the proposed Active Thanet strategic framework 2018-2022 to replace the Sport and Active recreation 2015-2019 strategy.

<b>CORPORATE IMPLICATIONS</b>							
<b>Financial and Value for Money</b>	No direct budget implications. The current core budget is in place for the service until March 2019.  The Active Thanet framework will be used as a catalyst to apply for small and large external grants given the change in strategic approaches. This will long term provide potential savings moving forward.						
<b>Legal</b>	None – The strategic framework is a new policy following change in direction. As the service is non-statutory there should be no legal implications.						
<b>Corporate</b>	<p>There are no major risks in adopting the new Active Thanet framework. The proposal is an opportunity to expand and improve the local authority's current strategy which is very sport specific. This would be a welcomed opportunity to further support other community and voluntary groups who can work with Active Thanet and reference the new framework when applying for community grants that are not necessarily sport specific, but public health related.</p> <p>This proposal will also recognise TDC corporate priorities as highlighted below.</p> <p>Priority 1 – A clean and welcoming environment (Keeping streets, parks and open spaces clean for residents and visitors).</p> <p>Priority 2 – Supporting Neighbourhoods (Continuing our commitment to work with the public, private and community sector to ensure the best outcomes for Thanet. Continuing to work with partners to improve community safety. Proactively enabling a collaborative partnership to reduce health inequalities).</p> <p>Priority 3 – Promoting inward investment and job creation (Working with partners to make the most out of the buildings and land we own).</p>						
<b>Equality Act 2010 &amp; Public Sector Equality Duty</b>	<p>Please indicate which aim is relevant to the report.</p> <table border="1"> <tr> <td>Eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act,</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Advance equality of opportunity between people who share a protected characteristic and people who do not share it</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Foster good relations between people who share a protected characteristic and people who do not share it.</td> <td></td> </tr> </table>	Eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act,	<input checked="" type="checkbox"/>	Advance equality of opportunity between people who share a protected characteristic and people who do not share it	<input checked="" type="checkbox"/>	Foster good relations between people who share a protected characteristic and people who do not share it.	
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<b>CORPORATE PRIORITIES (tick those relevant)✓</b>	
A clean and welcoming Environment	<input checked="" type="checkbox"/>
Promoting inward investment and job creation	<input checked="" type="checkbox"/>
Supporting neighbourhoods	<input checked="" type="checkbox"/>

<b>CORPORATE VALUES (tick those relevant)✓</b>	
Delivering value for money	<input checked="" type="checkbox"/>
Supporting the Workforce	<input checked="" type="checkbox"/>
Promoting open communications	<input checked="" type="checkbox"/>

## **1.0 Introduction and Background**

- 1.1 Our vision for Thanet residents is that everyone, regardless of their age, background, ethnic minority or level of ability feels able to engage and adopt a more active and healthier lifestyle.
- 1.2 With the modern world changing and technology playing a key role in day to day activities, we need to be working with our local, regional and national partners and voluntary groups to inspire and motivate communities to be more active, more often and promote and deliver initiatives that can make a substantial difference to the health and wellbeing of our district.
- 1.3 Physical activity is crucial to our health, both mental and physical. The benefits of physical activity have been acknowledged for many years but the pressures of modern living, advances in technology and e-communications and change in eating and drinking habits throughout the years has led to a district that is becoming more inactive and contributing to much wider health inequalities.
- 1.4 The new **Active Thanet framework** will focus on addressing many of the challenges that face our communities. With many of us working longer hours, dealing with financial pressures and unemployment, this new framework will respond to those issues that often lead to much wider strains for both the NHS and other agencies.
- 1.5 The framework will implement the context and priorities for the next 4 years. This new framework will be one of collaboration and utilise the huge benefits that partnership working can have to build a culture for Thanet that builds physical activity into their everyday lives.

## **2.0 The Current Situation**

- 2.1 Following the recent restructure a new role of Public Health Development Officer was created. The service will be focussing more widely on key public health initiatives to contribute to TDC and other agencies strategic priorities to reduce health inequalities in the district.
- 2.2 The current Sport and Active recreation strategy 2015-2019 was developed in line with national policy, since then the government has produced a new strategy for sport, one that focuses on the wider benefits sport and physical activity can contribute towards wider issues including, physical wellbeing, mental wellbeing, community development, individual development and economic development.
- 2.3 With local communities changing, we need to be more dynamic in our approach as a local authority to work collaboratively with partners to support these wider outcomes. We need to be innovative and combine the positivity physical activity can contribute towards issues including, smoking prevalence, inactivity, mental health, diabetes to name a few.
- 2.4 The new Active Thanet Framework will replace the current Sport Matters branding to become more open in terms of incorporating the benefits physical activity can have for public health related issues. The framework will open up new opportunities for collaboration and to use the brand and an opportunity to bring in much needed investment to deliver for our communities.

### **3.0 Options**

- 3.1 To adopt and support the new Active Thanet Framework 2018-2022 to set out the new direction to promote a more active and healthier district.

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Reporting to:	Penny Button, Head of Safer Neighbourhoods

### **Annex List**

Annex 1	Active Thanet Framework 2018-2022
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### **Corporate Consultation**

<b>Finance</b>	Matthew Sanham, Corporate Finance Manager
<b>Legal</b>	Sophia Nartey, Interim Head of Legal Services