



# Active Thanet Strategic Framework 2018-2022

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## Foreword

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*.

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.

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.

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.

This however is no easy task, we need to be working more jointly with multiple agencies to build upon the previous strategy successes. We need to enhance and empower communities to thrive and work together to make small, but long term changes to improve their health, prospects and overall wellbeing.

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.

**Cllr Lesley Game**, Cabinet Member for Housing and Safer Neighbourhood

## Executive Summary

The purpose of the new Active Framework is to ensure there is a new approach to how we as a local authority tackle the inactivity timebomb and wider public health inequalities that challenge our local communities.

This new framework highlights the local authorities vision in reducing the economic impact and burden inactivity has for the NHS and other health care providers. In December 2015, the government published *sporting future, a new strategy for an Active Nation*. It sets a bold and ambitious shift in direction for sport specific policy which has been widely welcomed. The government's new direction looks more beyond sports participation, but contributes towards how sport and physical activity and leading a more active lifestyle can become a force of social good.

At the core of the government's outcomes includes five key priorities, **physical wellbeing, mental wellbeing, individual development, social and community development and economic development**. Linked to this, Sport England's vision and response to the government's new policy, *Towards and active nation* focuses on Sport England's priorities and key investment principles including, **Tackling inactivity, children and young people, volunteering, mass markets, sustaining the core market, working locally and facilities**.

The new framework will also support Public Health England (PHE) strategic framework, **'Everybody active, every day'** and wider Public Health policies in addressing health inequalities across Thanet. Public Health is about creating conditions and environments in which people can live longer and healthier lives. Local authorities are showing that we are well placed in developing innovative programmes that can reduce the wider public health issues through physical activity interventions. This however is no easy task, there is much to be done alongside partners to address the inequalities between the most affluent and the most disadvantaged communities in Thanet. This is an economic challenge and whole system approach. Good health and wellbeing stem from more than just health care. A good start in life, education, decent work and housing conditions and strong and supportive relationships all play their part.

With these policies in place, the correlation between Public Health England (PHE), Sport England and other strategic partners can all play their part in the Active Thanet framework. It is evident we need to look beyond the national level statistics and explore how we can develop new and innovative methods to improve the health and increase activities for our most vulnerable communities.

**'Active Thanet'** will become Thanet District Councils new identity replacing the previous sports development service. We have identified and will work towards **'five key priorities'** using our ability as a frontline service to engage with hard to reach audiences and devise plans and interventions to develop sustainable change. We will take advantage of new technologies, understand and evaluate behavioural change when liaising with our residents

and tailor services to specific needs. We will continue to utilise this core offer when addressing wider public health issues such as, smoking prevalence, obesity, drinking awareness, mental and physical health, sexual health and inactivity.

## Local context - Snapshot of Thanet

- Thanet has a population of 140,700 residents (ONS mid year estimates.)
- Thanet has an ageing population in comparison to its neighbouring districts with 32,600 residents aged 65 years or over.
- Thanet young people aged 0-15 years represent 26,400 of the population, with residents aged 16-64 years 81,700.
- Thanet is predominantly white British with at 95.5% of the population with 4.5% of residents falling within the BME groups.
- The populations are characterized by high levels of deprivation with Thanet ranked the most deprived district in Kent.
- Over 64% of the district are economically active with 8.4% of the population unemployed.
- Over 27.9% of Thanet families are living in poverty which contributes to wider health inequalities.
- Thanet has a higher mental health contact rates for 16-64 years (per 1000) with 36.68%



## Activity levels in Thanet

**Inactive**

**(Less than 30 mins per week)  
28.6%**

**Fairly active**

**(30-149 per week)  
11.8%**

**Active**

**(150 mins per week)  
59.6%**



# Thanet Health profile

- The health of residents is generally worse than the England average. Thanet is one of the 20% most deprived districts in England and around 28% of children live in low income families
- Life expectancy is 10.2 years lower for men and 7.1 years lower for women in the most deprived areas of Thanet than in the least deprived.
- In year 6, 21.4% (300) children are classified as obese, with 71% of adults classified as having excess weight
- Thanet residents that have a registered disability, or activities limited due to poor health equates to 21% of the district.
- Smoking prevalence accounts for 19.1% of the population and is higher for routine and manual workers at 28.0%.
- Of all residents with a Long Term Condition in Thanet, 30% also have a mental health problem.



## Active Thanet vision

The '*Active Thanet framework*' will be overseen by the *Sport and Public Health service* at Thanet District Council, supported by our corporate management team (CMT) local councillors and local and national partners. The prospect of change is widely recognised given the changes and challenges that face our communities.

It is evident given the recent government policy shift that we must focus heavily on the most inactive, and use the power of physical activity to force social good and use this positivity to tackle wider public health agendas. We want to create a more active and healthier district, empower intergenerational learning as a means to transform behavioural change. If families are being active together, they should remain active for life.

In order to achieve this we must continue and create new and wider partnerships in the next 4 years. As well as continue our work with National Governing Bodies (NGB) we must think outside the box and work more joined up with our voluntary, private and third sector partners. We must utilise are natural resources and open spaces as a

means to enhance physical activity and wellbeing. We want physical activity to be built into everyday life, and not to be seen as a chore, or short term commitment. Recent Sport England data suggests that if more residents adopted a more active and healthier lifestyle the savings to care costs equate to over £36.5 million.

We must advocate and promote cultural change in Thanet, liaising with partners from education to local businesses to link in the positive feel good factors an Active Lifestyle can have for the body and mind. We need to understand and recognise the culture change for our young people, who face numerous risks and barriers such as poverty, crime, increase in mental health related illnesses and peer pressure.

We need to engage with our residents to understand attitudes, cultural backgrounds, hard to reach groups and social and economic backgrounds, rather than rely on those 'Active individuals'. At the key to our vision is the need for '*empowering*' and one of *collaboration*. We need to enhance and build resilience for communities to implement our vision for the next 4 years.



## Framework priorities

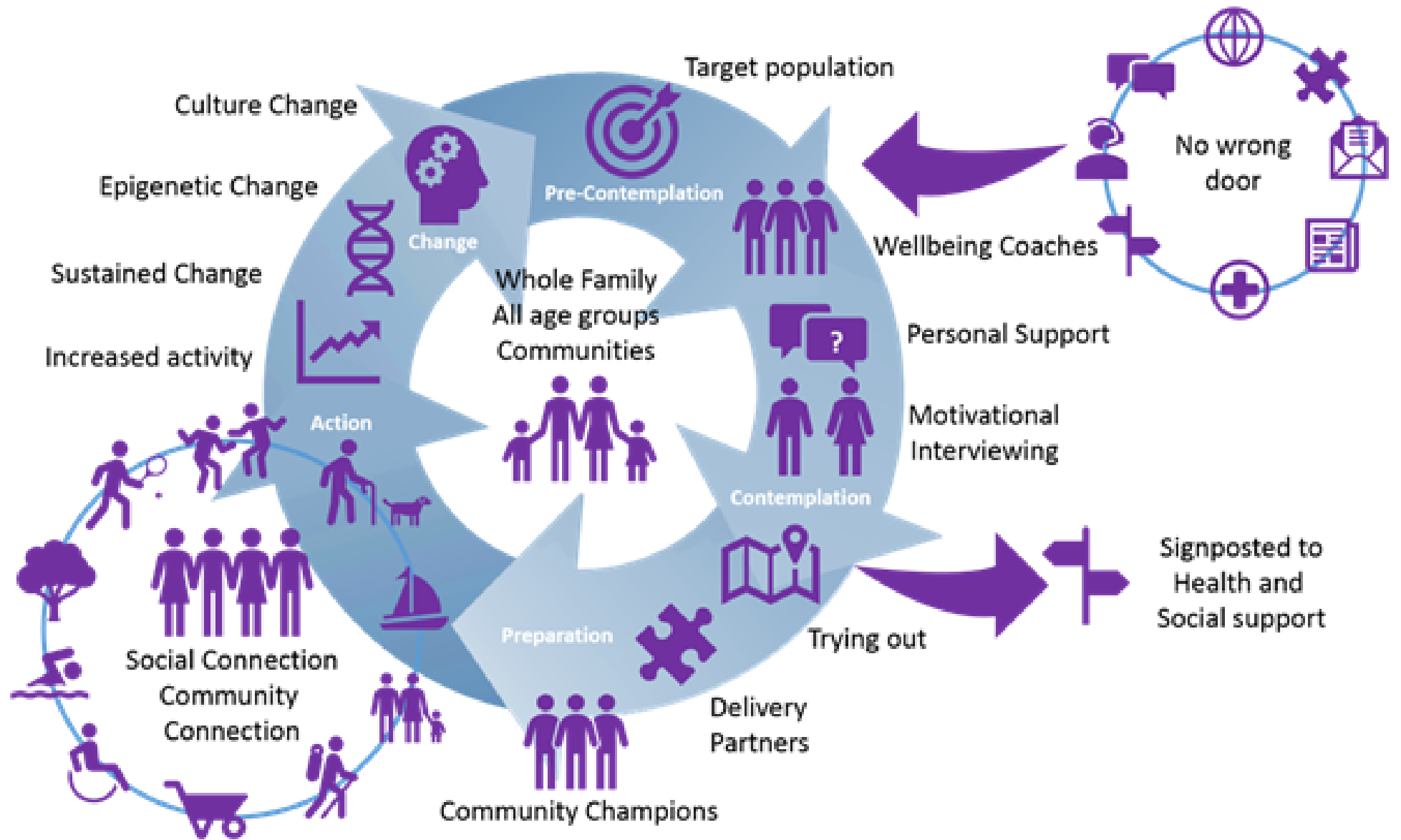
*By 2022* we want to see more residents across Thanet enjoying the benefits associated with a more active and healthier lifestyle. We are committed to work with our local, regional and national partners to achieve these goals. Over the next 4 year *'cycle of change'* we will:

- 1. Increased diversionary opportunities for young people and hard to reach groups through Active participation, training & education.*
- 2. Increase opportunities to develop Public Health initiatives for all ages and target audiences to empower and support communities to reduce health inequalities.*
- 3. Enhance & implement the 'Active Communities scheme' to provide support to local community clubs, groups, employers and voluntary sector.*
- 4. Increased fundraising & commissioning opportunities working alongside partners to bring in grants to tackle*

*inactivity and wider health inequalities through a collaborative approach.*

- 5. Increasing workforce development & volunteering opportunities to support frontline services become more effective.*





*Active Thanet cycle of change model*

# Priority 1: *Increased diversionary opportunities for young people and hard to reach groups through ‘Active participation, training & education’*

## Overview:

In England, over 4.5 million 11-25 years olds do not achieve the Chief Medical Officers (CMO) recommended levels of physical activity. As a result there is an economic cost to the NHS and other care providers which in a young person's lifetime will cost £53.billion over their lifetime.

Thanet has a higher than average percentage of young people living in poverty and disadvantage, as such many of which unable to access opportunities to lead a more *Active and healthier lifestyle*. There is also growing pressure for low income families with evidence suggesting 60% of families with an annual income of £25,000 can't always afford food. This then leads to a ‘spike’ of unhealthy eating habits and families often eating non-nutritious meals.

Young people experience many transitions physically and emotionally. The big jump from primary to secondary school, moving on to further education, the pressure of meeting new friends, having the latest technology gadgets can have a huge impact on a young persons mental wellbeing. A young person's mental and physical wellbeing is often a product of their family, home, environment, friends and peers, quality of education and the support services available to them.

In some cases there is still a huge risk to vulnerable young people often being lured into gangs or crime. We need to use our diversionary programs to further understand the challenges and issues that face

young people in Thanet. We need to learn from them and their experiences in order to influence positive change.

As well as engaging with hard to reach young people, we most offer *alternative opportunities* through physical literacy and learning. Not all young people are sporty, or active, however we need to use best their skills and qualities to fulfil future employability and training pathways.

## Priority 1: We will...

Action(s)	Combined outcome
<ul style="list-style-type: none"> <li>● <b>Deliver the Sport 4 NRG outreach project to provide diversionary activities for young people in Thanet to reduce ASB, inactivity and reduce health inequalities.</b></li> <li>● <b>Work with our local and national partners to support the ‘Fit and Fed’ national campaign to support young people living in poverty.</b></li> <li>● <b>Deliver partnership driven educational campaigns to highlight the importance of exercise and nutrition.</b></li> <li>● <b>Target hard to reach audiences and cultural groups.</b></li> </ul>	<ul style="list-style-type: none"> <li>● Increased participation</li> <li>● Reduce level of ASB &amp; crime related issues.</li> <li>● Increase in low income families accessing services.</li> <li>● Increase in educational attainment &amp; awareness.</li> <li>● Developing training opportunities for potential volunteers &amp; coaches.</li> <li>● Increase in hard to reach groups i.e. females, BME groups.</li> </ul>



## **Priority 2:** *Increase opportunities to develop Public Health initiatives for all ages and target audiences to empower and support communities to reduce health inequalities*

### **Overview:**

Thanet has a diverse population that encompasses different cultures, different age groups, social classes and different problems. At the forefront of this framework, we will use the evidence based approach that adopting a more *'active' lifestyle* can have for both mental and physical health. We want to empower residents to take control of their current and future health and to support families how to educate their children to eat better and move more.

Being more active can have a huge impact on other health issues for Thanet. Smoking prevalence, unhealthy eating habits, poor diet and higher than average diabetes rates with more than 11,000 residents living with the condition. The impact on poor housing and living conditions and rise in homelessness often leads to wider social issues including alcohol related issues. We need to also target workplaces to help reduce inactivity within the workplace that results in an increase in staff turnover and wider health issues including heart

diseases and musculetal injuries. At the centre of this we will follow the wider determinants of health tool, also known as social determinants which highlights a range of social, economic and environmental factors which impact people's health.

The next 4 years will face huge challenges, however we will increase and develop opportunities jointly with our partners to enhance our districts health. We will develop campaigns with partners that target hard to reach communities most in need.

Public Health (PHE) estimates suggest that if we can reduce the wider health risks locally through effective investment and engagement we can reduce premature deaths, and long term illness which in hand delivers savings to government by reducing treatment costs and welfare payments, and lower costs to society at large by reducing sickness absence and crime.



## Priority 2: We will...

Action(s)	Combined outcomes
<ul style="list-style-type: none"> <li>● <b>Deliver physical activity interventions to address wider health issues that reduce health inequalities in Thanet.</b></li> <li>● <b>Develop initiatives that address mental health issues to reduce the level of mental health related illnesses.</b></li> <li>● <b>Work with partners from NHS, Health and wellbeing board, PHE, leisure trusts, commissioners, voluntary and community sector to support local approaches to improve health and reduce health inequalities in Thanet.</b></li> <li>● <b>We will become more digital in our approach to engage with residents reaching out to individuals and families.</b></li> <li>● <b>Provide frontline information and improved awareness around the key public health issues.</b></li> </ul>	<ul style="list-style-type: none"> <li>● Increased physical activity projects that enhance health and wellbeing.</li> <li>● A reduction in mental health related issues &amp; referrals.</li> <li>● Collaborative campaigns that raise awareness around wider public health issues.</li> <li>● Improved communications &amp; marketing in various settings i.e. GP surgeries, workplaces &amp; open spaces.</li> <li>● Engagement events with partners to communicate key messages.</li> </ul>





## Priority 3: *Enhance & implement the ‘Active Communities scheme’ to provide support to local community clubs, groups, employers and voluntary sector.*

### Overview:

It is evident the huge impact the sports clubs and voluntary groups have for local communities. It extends beyond **‘sport for sports sake’** and can play a role in bringing communities together, having social and cultural impact, developing social capital and reducing crime and anti-social behaviour.

We need to ensure we continue to support the core groups and organisations that deliver ‘Active lifestyles’ to the mass market, individuals and teams across Thanet. We need also support those groups that set up ‘new age clubs’ or social recreational classes as a way to increase further opportunities to target those individuals and groups that want to engage in a less formal club environments.

At the centre of this is learning, how to best support those organisations that are engaging with those groups and how we can sustain their engagement more long term. We need to support and identify new platforms and methods to work more joined up in our attempts to promote a more ‘Active Thanet’. We need to change styles, but

enhance the quality and environments of our clubs and groups to make that first impression for new members a sustainable one. We will develop and implement the *‘Active communities charter’* an opportunity for clubs to sign up to demonstrate their commitment to provide opportunities from grassroots to over 50’s.

We will continue to build our relationships with National Governing Bodies (NGB) employers, sports charities such as Street Games UK to develop ‘doorstep clubs’ as a way to engage with hard to reach audiences and families. We will work with voluntary groups to establish a ‘Active Thanet Network’ that should be encouraged to share and support each other's goals and priorities.

## Priority 3: We will...

Action(s)	Combined outcomes
<ul style="list-style-type: none"> <li>● <b>Develop the ‘Active Communities charter’ to support Thanet Clubs &amp; groups support ‘Active Thanet’ values.</b></li> <li>● <b>Work with National Governing Bodies (NGB) and other non-sport specific partners to develop and identify ‘new age’ opportunities for participation.</b></li> <li>● <b>Deliver the ‘Active Thanet forum’ an opportunity for clubs and groups to source information about training, funding, volunteering and coaching.</b></li> <li>● <b>Work with local employers to enhance workplace wellbeing and opportunities.</b></li> <li>● <b>Implement and support an inclusive sport offer to develop wider disability activity programmes.</b></li> </ul>	<ul style="list-style-type: none"> <li>● More joined up support from local clubs and community groups.</li> <li>● Developed new ideas and address behaviour change to target those hard to reach individuals and groups.</li> <li>● More engagement and togetherness from local clubs and groups.</li> <li>● Sourcing of information and adopting the ‘Active Thanet’ values.</li> <li>● Increase in ‘Active inclusion’ programmes that provide opportunities for residents with learning or physical disabilities.</li> </ul>



## Priority 4: *Increased fundraising & commissioning opportunities working alongside partners to bring in grants to tackle inactivity and wider health inequalities through a collaborative approach.*

### **Overview:**

At the heart of the new ‘Active Thanet’ Framework is the importance of collaboration. We are fully aware of the significant importance in seeking investment to fund new and existing programmes that tackle inactivity and wider public health issues.

We need to work more joined up with both public, private and third sector funders and commissioners to highlight the role that local authorities, alongside key partners can play in tackling these issues head on. We need to justify the rationale and value for money to our funders to ensure we enhance and develop long term investment opportunities.

We need to be clear about the wider benefits that ‘Active lifestyles’ can contribute for wider social outcomes to our funders by developing innovative programs that incorporate much more than engagement but wider outcomes such as, employability links, volunteering, life skills, improved health, training and development.

To achieve this, we will be working on developing a new and improved ‘**Active Thanet Network**’ one of which will be driven by key partners to secure much needed investment. We will use this network to secure grants from various bodies both public and private to share priorities, rather than duplicate.

We need to be working with multiple organisations to ensure our residents have the opportunity to lead a more active and healthier life and improve the lives of the most disengaged communities. To achieve this, we also need to change the dynamics of how we support and fund these programs. We need think more long term about our investments and consult with those most in need to identify fundraising plans.

## Priority 4: We will...

Action(s)	Combined outcomes
<ul style="list-style-type: none"> <li>• Develop the ‘Active Thanet Network’ with support and insight from multiple partners including public health bodies, Sport England, county sports partnerships (CSP) private and third sector organisations.</li> <li>• Maximize and support opportunities for collaboration to avoid risk of duplication with other partners.</li> <li>• Develop opportunities for commissioning of services to community and private organizations.</li> <li>• Work more joined up with the Health and Wellbeing board and clinical commissioning group to provide input and direction from a local authority prospective.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in successful smalls and large grants for the district.</li> <li>• More collaboration and joined up working.</li> <li>• Less duplication, and more bespoke programs catered for a wider audience.</li> <li>• Commissioning of funding to support network achieve project outcomes.</li> <li>• Increased strategic input and relationships with key partners to highlight the importance of the network.</li> </ul>



## **Priority 5:** *Increasing workforce development & volunteering opportunities to support frontline services become more effective.*

### **Overview:**

In order to drive forward the aims of the ‘**Active Thanet**’ framework, we need to invest and support the true role models that deliver those opportunities. We need to support and train club and community coaches who are capable, but also have the skills, passion, knowledge and behaviours to deliver in a way that is mindful of physical well being, mental wellbeing and personal development goals.

We need to educate and change the workforce landscape to upskill new and experienced coaches to be aware of the changing climate, different behaviours and advancements in technology. A residents first impression of any activity is the most important encounter. We need dedicated and inspiring role models who have the soft skills and wealth of knowledge to embrace the ‘Active Thanet’ ethos.

In contrast, we realise the huge value that the wider volunteering network can contribute to local groups and organisations. Volunteers play a special role for communities and without them grassroots activities and most clubs and community groups would not run.

We will work with partners to develop a ‘**Community Champions**’ programme, one of which will incorporate a range of volunteering opportunities rather than physical activity specific. Volunteering can have a huge impact on your employability prospects, overall wellbeing and provide residents with additional skills and development opportunities. We will encourage different types of volunteering by developing training and links with partners to utilise their skill base. We will develop increased training opportunities to change coaching styles for certain audiences to ensure all coaching is enjoyable.

## Priority 5: We will...

Action(s)	Combined outcomes
<ul style="list-style-type: none"> <li>• Develop the ‘Community Champions’ programme to develop volunteering opportunities to support wider public health agendas.</li> <li>• Support and develop training opportunities linking in with National Governing Bodies (NGB) public health England (PHE) and other training providers to upskill new and existing workforce.</li> <li>• Encourage new thinking in delivery styles to target hard to reach groups and audiences.</li> <li>• Support club and community groups with workforce development and volunteering links.</li> <li>• Encourage local employers to support Active Thanet initiatives to enhance social good.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in local volunteers supporting a range of community groups and organizations.</li> <li>• Increase in training opportunities and new qualified coaches in Thanet.</li> <li>• Increase in behaviour change and coaching styles to target hard to reach groups &amp; inactives.</li> <li>• Increase in volunteer resources for clubs and voluntary groups.</li> <li>• More employers using staff wellbeing days to support local groups.</li> </ul>






**Advisory partners**

- Public Health
- Sport England
- Kent Sport
- NHS services
- Housing associations
- Education sector
- Community groups
- Charity sector



**Core priorities**



**Sport & Public Health Service**

**Active Thanet Network**

**Priority 1**

**Priority 2**

**Priority 3**

**Priority 4**

**Priority 5**

# Next steps to achieve an Active Thanet

## Overview

In order to drive forward the aims of the ‘**Active Thanet Network**’ it is essential that all partners, providers, deliverers and communities play an important role moving forward. We are realistic about the challenges that face our communities, but furthermore our driven by the huge positivity that collaborative working and community cohesion can have to enhance social change. We need to utilise the existing services and support those that are already delivering good services, rather than duplicate.

We need to use our open environment, open spaces, green spaces, coast, and local facilities to drive participation and reduce inactivity. We need to learn what makes people want to engage in physical activity rather than predetermine what services we feel they should engage in.

**\*This framework has been developed in line with local and national policies. For more information and to source underlying framework principles, please see appendix 1 for references.**

We need to use physical activity as a means to tackle the wider public health agendas and work with agencies to establish effective marketing and engagement plans to target those hard to reach audiences. With the economic pressures for many public services, we need to highlight and measure the success of our programmes and work together to achieve these goals.

We need to understand that social trends, technology and behaviours have changed. We need to be more dynamic with our approaches and use soft skills to engage. We need to promote and develop preventative services that reduce the burden on the NHS and other services through this framework. This framework will be reviewed and monitored annually to reflect the priorities within this strategy.

# Appendix 1 - Sources of information

**Sporting Future, A new strategy for an Active Nation**  
<https://www.gov.uk/government/publications/sporting-future-a-new-strategy-for-an-active-nation>

**Sport England, Towards an Active Nation**

<https://www.sportengland.org/news-and-features/news/2016/may/19/sport-england-triples-investment-in-tackling-inactivity/>

**Public Health England: Strategic plan for next four years - Better outcomes by 2020**

<https://www.gov.uk/government/publications/public-health-england-strategic-plan>

**Kent Sport and Physical Activity Service: Towards an Active County**

<https://www.kentsport.org/about-us/towards-active-county/>

**Everybody active, everyday, a framework to embed physical activity into everyday life**

<https://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life>

**Kent Public Health observatory: Source of district public health statistics and data**

<https://www.kpho.org.uk/>

**StreetGames UK: The inactivity timebomb study**

<http://www.streetgames-web.co.uk/www/content/uk%E2%80%99s-%C2%A353bn-inactivity-time-bomb-new-streetgamescebr-report>

**Thanet Community Safety Strategic plan**

<https://www.thanet.gov.uk/info-pages/thanet-community-safety-partnership/>

**Thanet Clinical Commissioning group, mental health needs assessment**

[http://www.kpho.org.uk/\\_data/assets/pdf\\_file/0007/43927/MHNAThanetCCG2014.compressed.pdf](http://www.kpho.org.uk/_data/assets/pdf_file/0007/43927/MHNAThanetCCG2014.compressed.pdf)