

# A Blueprint for Creating a More Active Lincolnshire



Lincolnshire's Physical Activity Taskforce (LPAT) has a shared vision and commitment to tackling low levels of physical activity across the county. This 'Blueprint' outlines that vision and describes a new way of working, a "whole system approach", to increasing the opportunities for people of all ages and abilities to be more physically active every day.

The **Blueprint** sets out four goals and provides a 'roadmap' for implementing a countywide approach to increasing physical activity, health and wellbeing.

With your help, LPAT will develop the Blueprint into a comprehensive 'Let's Move Lincolnshire' strategy that identifies key priorities and actions, across multiple sectors, designed to support a physically active lifestyle.

Join us in creating the strategy and a future for Lincolnshire where physical activity is the natural choice, the easier choice, the preferred choice for everyone.

- Dr Jayne Mitchell, Chair, Lincolnshire Physical Activity Taskforce



# A Blueprint for a more active Lincolnshire

This document outlines our approach to get Lincolnshire moving: to improve health and well-being, social and community development and our economy, by making physical activity a normal part of every day and a lifelong habit.

Our vision is to improve everyone's lives through habitual physical activity, with the ultimate ambition for Lincolnshire to become the most active county in the country. In order to gain the maximum benefits from an active lifestyle we will:

- support people who are **inactive to become active** throughout their lives
- address the **inequalities** that prevent people from being active
- enable people within communities to **remain active**

**“Our mission is for everyone in Lincolnshire to lead a physically active life, regardless of age, wealth, gender, ability or circumstance.”**

This means creating conditions and situations where being active becomes routine rather than an aspiration. To achieve this, changes are required to the way that public, private, voluntary and community organisations work, share information, plan together and make physical activity a key element of our collective thinking, discussions and actions.



**Vision** To improve people's lives through habitual physical activity



**Mission** Everyone in Lincolnshire is leading a physically active life, regardless of age, wealth, gender, ability or circumstance



**Goals**

Active Society	Active Place	Active People	Active Systems
Enhancing understanding of, and appreciation for, the many benefits of regular physical activity, according to ability and at all ages	Creating environments for people, of all ages, to have equitable access to safe places and spaces, in which to take part in regular physical activity	Providing opportunities and programmes, across many settings, to help all people and communities to take part in regular physical activity	Creating the leadership, governance & partnerships, plus workforce capabilities across sectors to use resources in a more coordinated way to reduce sedentary behaviour



**Intended outcome** Lincolnshire will become the most active county in England where physical activity is part of everyday life



**Benefits of physical activity**

Physical wellbeing	Mental wellbeing	Social & community development	Individual development	Economic development
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The Blueprint is focussing on four main areas that have the greatest potential to change physical activity levels across Lincolnshire.

## 1. Active Societies

An active society empowers people to take control of their lives by providing them with the information they need to make good choices.

**Goal 1:** To create a paradigm shift in Lincolnshire by enhancing knowledge and understanding of, and appreciation for, the multiple benefits of regular physical activity, according to ability and at all ages.

### We will:

- Implement behaviour-change communication campaigns
- Build upon partners' engagement with national and local campaigns, e.g. Change4Life, One You and Self Care Week
- Develop mass participation events, e.g. community events, festivals, park runs
- Enhance staff and volunteers' knowledge and ability to be advocates for physical activity and apply behaviour change approaches within their roles

## 2. Active Places

Lincolnshire's towns and rural communities have a strong sense of community and place, which we intend to utilise.

**Goal 2:** To create and maintain environments that promote and safeguard opportunities for all people, of all ages, to have equitable access to safe places and spaces, in which to engage in regular physical activity, according to ability.

### We will:

- Create safe, modern and well-maintained facilities and public open spaces that provide opportunities for all to enjoy walking, cycling and other active pastimes
- Promote active travel which will be an embedded feature of all future planning and transport developments
- Create areas where people can relax and enjoy physical activities safely. We will ensure that everyone can access good quality open areas, sports and leisure facilities, green networks and other recreational sites including river and coastal sites

#### This Blueprint has been informed by and aligns with:

- Lincolnshire Joint Health and Wellbeing Board (2017) *Joint Health and Wellbeing Strategy delivery plan for Physical Activity*
- Active Lincolnshire (2018) *Strategic Plan*
- Public Health England (2016) *Everybody Active Everyday*
- WHO (2018) *Global Action Plan on Physical Activity 2018-2030*

## 3. Active People

People will be at the centre of our opportunities, programmes and services.

**Goal 3:** To create and promote access to opportunities and programmes, across multiple settings, to help people of all ages and abilities to engage in regular physical activity as individuals and communities.

### We will:

- Make sure that people of all ages and abilities have access to the services and support they need to take part in regular physical activity in a variety of settings. This will start at an early age by increasing physical activity and active learning opportunities within nurseries, schools and other educational settings
- See a vibrant Lincolnshire, with more opportunities for physical activity in numerous diverse settings, including community venues, parks and open spaces, workplaces, public buildings, sports clubs and the home
- Embrace physical activity over the whole of someone's life
- See physical activity opportunities as a feature of health and care provision and settings
- Support the least active communities to become more active and to enjoy the health and well-being benefits of a more active way of life

## 4. Active Systems

Underpinning all of our work will be a strong and effective leadership.

**Goal 4:** To create and strengthen leadership, governance, multi-sectoral partnerships, workforce capabilities, advocacy and information systems across sectors in order to achieve excellence in resource utilisation and implementation of coordinated county-wide and district-level actions to increase physical activity and reduce sedentary behaviour.

### We will:

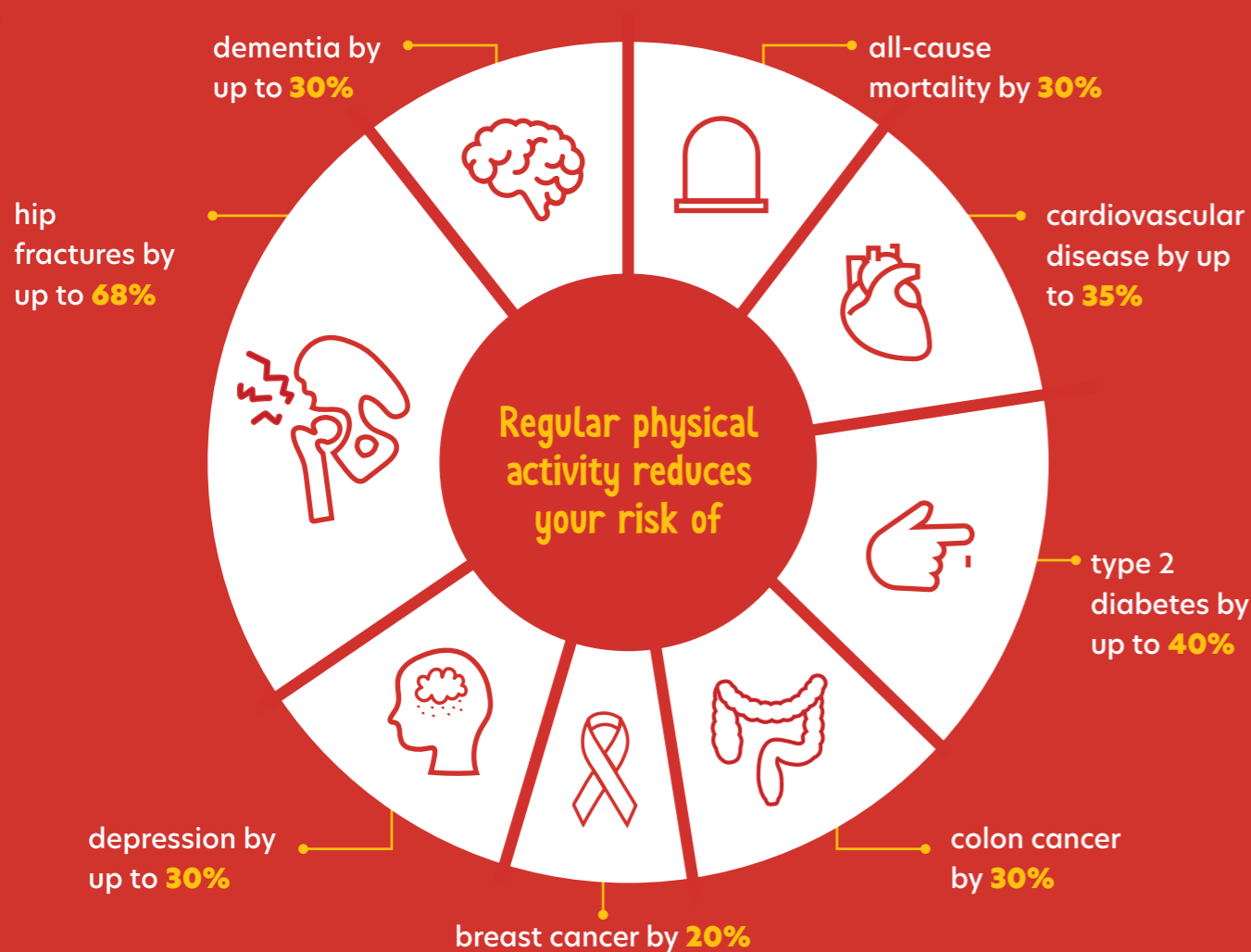
- Strengthen leadership, governance, partnerships, workforce, research, advocacy and information systems to support coordinated policy implementation
- Establish multi-partner collaboration
- Utilise information and digital solutions to help make better decisions
- Build upon and escalate an advocacy role with partners
- Share the growing evidence-base for greater levels of physical activity
- Create the conditions that make sure our efforts are sustainable

# Why Physical Activity Matters

The Chief Medical Officer's report 'Start Active, Stay Active' (Department of Health 2011) presents a compelling case for the benefits of physical activity and the damage associated with a sedentary lifestyle.

Physical inactivity contributes to many diseases and premature deaths, including heart disease, strokes, diabetes and certain cancers. Regular physical activity can help to prevent and manage over 20 chronic conditions and diseases; it also plays an important role in good mental health.

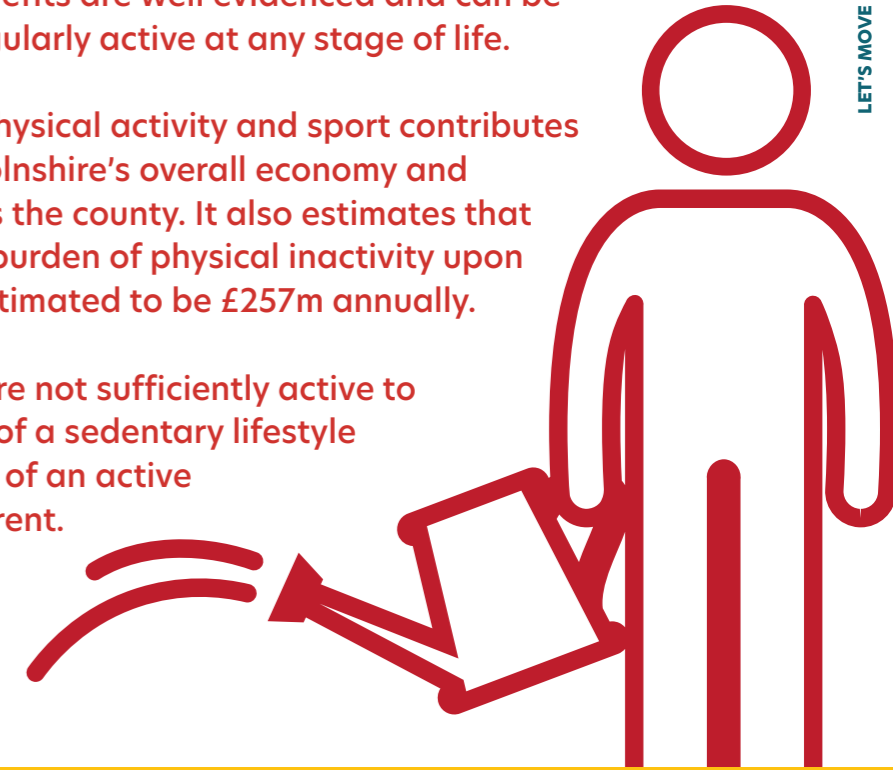
## What are the health benefits of physical activity?



Regular physical activity has also been shown to improve educational attainment, community cohesion, resilience in our economy and improve overall quality of life. These benefits are well evidenced and can be achieved by becoming more regularly active at any stage of life.

Sport England estimates that physical activity and sport contributes over £170 million a year to Lincolnshire's overall economy and supports over 4,500 jobs across the county. It also estimates that there is a substantial financial burden of physical inactivity upon the health and care systems; estimated to be £257m annually.

Across England, many people are not sufficiently active to reduce the health-related risks of a sedentary lifestyle or gain the many other benefits of an active lifestyle. Lincolnshire is no different.



## What is physical activity?

Physical activity is any form of movement or force upon the skeleton and muscles that results in energy expenditure and raises the heart beat above a resting level.

Active Living	Active Travel	Recreation	Sport
Housework	Walking	Exercise	Informal sport
Gardening	Cycling	Dance	Organised sport
Walking	Running	Swimming	Structured competition
Play			Elite & professional sport



# Physical Activity in Lincolnshire

Within the county's adult population Lincolnshire is identified as one of the most inactive areas in England (Sport England, The Active Lives: Adults Survey, 2019). The survey reports that:

30.5%

do **no activity** or **less than 30 minutes** per week to be of benefit to their health

12%

are **fairly active** (30-149 minutes of **moderate physical activity** a week)

57.6%

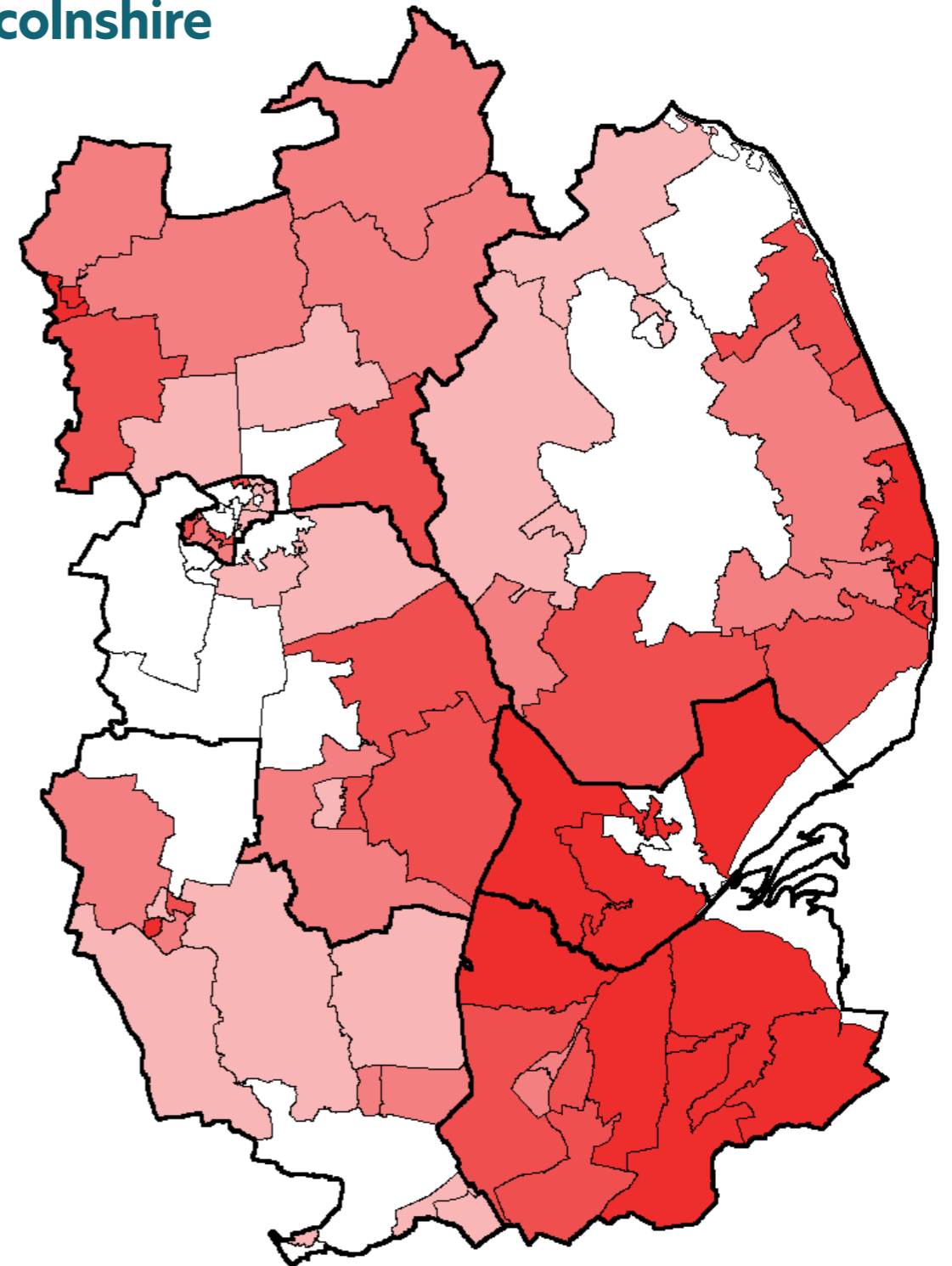
of the population are **active sufficiently** to reach the Chief Medical Officers' physical active recommendations (150+ minutes of moderate physical activity a week)

The Active Lives Survey results demonstrate for Lincolnshire that physical activity:

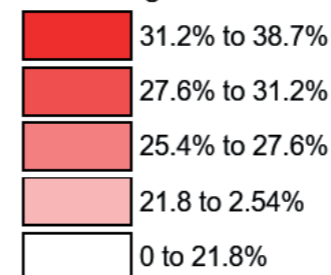
- decreases with **age**
- is **limited** by poor health and disability
- mirrors a social gradient, where the more active tend to be in the most **affluent areas** and the least active in more **disadvantaged areas**.



## Map of Physical Inactivity in Lincolnshire



Percentage of inactive people by MSOA in Lincolnshire



The Active Lives: Children & Young People survey of physical activity (Sport England 2018) shows that Lincolnshire's children and young people are **similar to the average for England**. In terms of overall activity for children and young people in the county:

Active Lives, 2018

**22.2%**

report being active **every day**  
(60+ minutes every day)

**32.4%**

report being **less active**  
(less than 30 minutes a day)

**45% of children and young people** in this survey are **active most days**; however, only **22% of young people** meet the **recommended guidance** for daily activity that will benefit their health. **One third of children** are deemed **inactive**.



## Whole System Approach

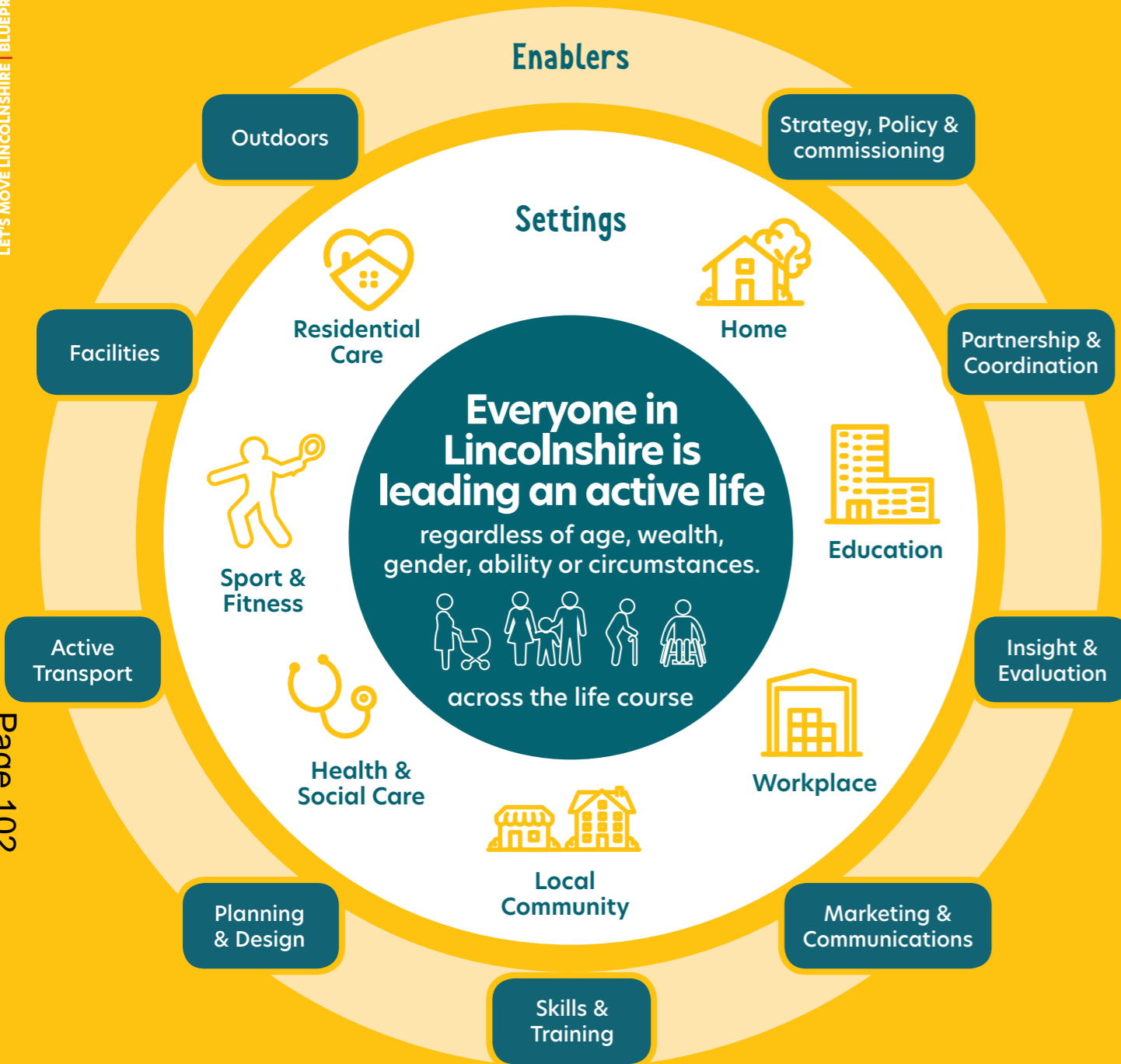
In 2018, Lincolnshire Health and Wellbeing Board - the local strategic forum for health and care made physical activity one of its seven priority areas for improvement, recognising that being physically active is one of the key ingredients of a healthy and fulfilled life.

Since then, more than 60 partners have come together to form the **Lincolnshire Physical Activity Taskforce** - an alliance of partners from across the county taking a fresh look at the problem of inactivity using a "whole system approach".

**“Increasing physical activity requires a system-based approach – there is no single policy solution.”**

(World Health Organisation, Global Action Plan 2018)





**The Taskforce is working towards:**

- fully developing a 'Let's Move Lincolnshire' strategy
- encouraging collaborative leadership among partners
- publicising the many benefits of physical activity
- promoting environments that bring physical activity opportunities within everyone's reach
- supporting behaviour change

This collaborative way of working is evident throughout the range of partners that have already come together in workshops, engagement events and taskforce meetings to share their views and experience. Together they are identifying the actions that are meaningful to their sector and communities that will lead to active societies, people, places and systems.

## Measuring **impact**

The aim of this Blueprint is to change systems that help people to be more active every day.

There are several ways we will monitor and measure our progress towards achieving this aim. In addition to using Sport England Active Lives surveys to identify changes in activity levels, we are creating a model that will help us to evaluate how we are 'transforming' the systems that impact on habitual physical activity. This will include monitoring:

- our actions and outputs within the delivery plans
- how we work in collaboration
- the adoption of behaviour change models to our decisions and work
- how physical activity becomes a 'social norm'
- how we create the support networks that help people to be more active.

The full 'Let's Move Lincolnshire' strategy, with its four goals, detailed action plans and measures of success will provide the guidance to help plan interventions and capture the impact and learning from our work.

### Next steps

The strategic plan that emerges from this Blueprint - Let's Move Lincolnshire - will be published in autumn 2019. It has been, and continues to be, developed by a number of workshops, engagement events and Taskforce meetings with partners from all sectors.

If we are to achieve the ambition of this Blueprint, we will need the input of as many partners, organisations and individuals as possible. Already there are more than 60 partners committed to making our vision a reality. If you would like to get involved or find out more, please contact our Strategic Programme Manager on:

 [info@lpat.org.uk](mailto:info@lpat.org.uk)



# We are committed to working better together to challenge 'the way we do things around here' to help more people in Lincolnshire lead an active life.

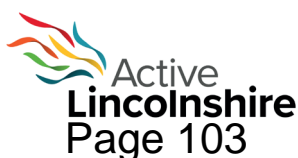
We are doing this by building on what we already have, by championing innovation and by making sure that the key organisations with the influence to broker change are fully involved.

Through our Blueprint for creating a more active Lincolnshire, we are prioritising the key interventions that will have the most impact on physical and mental health, our economy and our local communities.

Statement of Intent, LPAT Executive Group, April 2019.



## Lincolnshire Physical Activity Taskforce Executive Group current members:



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