

EAST HERTS COUNCIL

COMMUNITY SCRUTYING COMMITTEE : 28 MARCH 2017

REPORT BY HEAD OF OPERATIONS

DRAFT PHYSICAL ACTIVITY STRATEGY

WARD(S) AFFECTED: All

Purpose/Summary of Report

- To provide an overview of the draft Physical Activity Strategy for East Herts included in Essential Reference Paper B.
- To propose that, subject to consultation feedback being adopted (where appropriate), the strategy is taken forward to an Executive meeting in Summer 2017 for approval.

RECOMMENDATIONS FOR COMMUNITY SCRUTINY COMMITTEE:

That:

(A)	Members' comments on the draft Physical Activity Strategy in Essential Reference Paper B be incorporated prior to public consultation; and
(B)	the strategy be submitted to the Executive in Summer 2017 for approval.

1.0 Background

1.1 In July 2016 the Executive agreed to explore the future direction of travel for its leisure facilities and the joint use pools in preparation for the contract renewal for the operational management of the sites.

1.2 During this exploration for future options it was identified by the Leisure Task and Finish group that there is a need to adopt a physical activity strategy for East Herts that would provide a set of principles that could underpin future leisure provision development.

The strategy aims to demonstrate our strategic vision and commitment to shaping future physical activity opportunities. This allows us to be clear about our overarching objectives and approach to ensure future provision is appropriate and accessible to all sectors of our community . The physical activity strategy provides a further contribution to our health and well-being aspirations. There is no current physical activity strategy adopted by East Herts Council.

2.0 Report

- 2.1 A physical activity strategy provides an understanding of local need, how and where physical activity/resources are best delivered to meet those needs and the partnerships required to achieve this. Promoting a physical activity strategy demonstrates to residents and stakeholders our commitment to increasing physical activity levels in our District and opens the door for collaboration in this field. To this end a draft Physical Activity Strategy is appended as **Essential Reference Paper “B”**.
- 2.2 This strategy is about East Herts Council being committed to improving the health and well-being of its community and enhancing the quality of people’s lives. It recognises that sport and physical activity is key to achieving this. We want every member of our community to have the opportunity to participate in physical activity in the way they wish. Whether that is, walking in our parks and open spaces, cycling to work, playing sport with friends and family or simply going to the gym.
- 2.3 Physical activity is essential for overall health and well-being. It benefits both mental and physical health directly and indirectly. It is associated with a reduction in mortality, and long term conditions and diseases such as diabetes and heart disease. It also positively impacts mental health, stress, excess weight and community cohesion.
- 2.4 In order to engage with key partners and local communities it is proposed that a consultation process is conducted to both engage and enable people to shape our plans and priorities. The consultation will include formal discussions with key stakeholders such as Active East Herts, County Sports Partnership and colleagues within the County Council. It will also seek the views of Town, Parish Councils and local sports and voluntary organisations and residents. Members are also be invited to comment. The consultation will take place over 30days.

- 2.6 It is proposed that the responses will be collected and collated into a penultimate Physical Activity Strategy and that these will be reported back to the Leisure Task and Finish Group. A final draft of the strategy will be presented to the Executive for approval and recommended for adoption by Council. A copy of the strategy will be made available to elected members through the Members Information Bulletin.
- 2.7 The risk of not having a strategy in place could indicate to potential funders and partners that the Council does not recognise the importance that leisure and physical activity provides to the life of our community.
- 3.0 Implications/Consultations
- 3.1 Information on any corporate issues and consultation associated with this report can be found within **Essential Reference Paper 'A'**.

Background Papers

Draft East Herts Sport and Physical Activity Framework Plan 2017 – 2021

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