

Meeting: Cabinet **Date:** 24 May 2022

Wards affected: All

Report Title: Torbay on the Move; 'More people, more active, more often'

When does the decision need to be implemented? May 2022

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1. Purpose of Report

- 1.1 In 2018 a series of recommendations were made through the Director of Public Health's Annual Report; Torbay on the Move. In partnership with Active Devon, we have undertaken a review of Torbay on the Move and delivered a consultation with partners and key stakeholders across Torbay.
- 1.2 The consultation models used have increased our understanding of the strengths of Torbay and its residents as well as the opportunities for making a difference for our communities.
- 1.3 Four main findings have arisen from the consultation process. These are set out in the supporting document and below, together with a series of recommendations which the Council is asked to consider and commit to.
- 1.4 Eight Strategic Outcome Themes have been identified for Torbay on the Move:

Active Environments	Active Travel	Active Schools	Active Health
Active Clubs	Active Places	<i>Active for All</i>	<i>Active Workforces</i>

The final two themes in *italics* are cross-cutting in nature and underpin the other six themes.

2. Reason for Proposal and its benefits

- 2.1 The proposals in this report help us to deliver against our corporate objectives of wanting our residents to thrive; turning the tide on poverty; reducing inequalities and making Torbay a premier resort in the UK. We will help to deliver this ambition by;
- 2.1.1 Increasing physical activity levels across Torbay, which has the potential to make a positive contribution, not just to the health and wellbeing agendas but also to the local economy and the environmental agenda with an established link to cleaner air, less carbon produced and cleaner and safer roads.
 - 2.1.2 Realising the range of benefits of physical activity (including sport) at both an individual and societal level. It is proven to have significant health benefits for hearts, bodies and minds and it contributes to the prevention and management of noncommunicable diseases such as cardiovascular diseases, cancers, and diabetes.
 - 2.1.3 Reducing the symptoms of depression and anxiety, as well as the enhancement of thinking, learning and judgement skills through physical activity; ensuring healthy growth in young people and improves overall wellbeing.
 - 2.1.4 Addressing physical inactivity which is known to increase the risks of experiencing poor physical and mental health and has a strong link with lower life expectancy. In Torbay there is a gap in life expectancy between the most and least deprived quintiles of 8 years.
 - 2.1.5 Improving the physical inactivity profile of Torbay were currently 1 in 4 Adults and 1 in 4 Children & Young People are physically inactive. The impact of physical inactivity and obesity falls hardest on those from lower income backgrounds rates for both being higher among children and adults from the most deprived areas. Children aged five from the poorest income groups are twice as likely to become obese compared to their more well-off counterparts and by age eleven they are three times more likely to become obese.
 - 2.1.6 Reducing the burden on the public purse by helping Torbay residents become more resilient to the daily challenges they face; challenges which have increased in recent times as a result of the pandemic and inflation.
- 2.2 The Torbay on the Move strategy has close alignment to other key strategic priorities including the Torbay place story and 'One Torbay: Working for all Torbay', the Community and Corporate Plan 2019-2023.
- **Active Environments** has alignment with the **Thriving People** vision
 - **Active Travel** has alignment with the **Tackling Climate Change** Vision
 - **Active Schools** has alignment with the **Thriving People** Vision
 - **Active Health** has alignment with the **Thriving People** Vision
 - **Active Clubs** has alignment with the **Thriving Economy** Vision
 - **Active Places** has alignment with the **Council fit for the Future** Vision

Sharing the Torbay on the Move strategy across the council and aligning with other key strategic objectives is important to increase the likelihood for success and reduce the potential for duplication or confusion.

- 2.3 Investing in the proposed way of working will require a sizeable shift from transactional behaviours to transformational. Typically, a shift of this nature takes long-term sustained commitment alongside investment in people and resources to develop and implement new ways of working.
- 2.4 There is a significant opportunity to continue to engage with Community Partners and capitalise on the commitment and energy given to the consultation process. Delivering Torbay on the Move will require close community working and supporting local solutions resulting in increased community resilience with the Council as an enabler for change.

3. Recommendation(s) / Proposed Decision

That the Torbay on the Move Findings Report and recommendations as set out below, be approved:

- i) Endorse the proposed Strategic Outcome Themes and pull them together into overarching strategy documentation;
- ii) Commit to a 'Whole Systems' approach as the way of working to deliver the outcomes of Torbay on the Move;
- iii) Communicate Torbay on the Move internally within the Council (including SWISCO & TDA) to ensure broad support for the strategy, break down silos and foster internal collaboration; and
- iv) Give its support to the formation of a 'Strategy Oversight Group' to consist of leaders from within the Council and Community partner organisations. Group's remit to be taking forward delivery, overseeing and distributing investment (where available) and providing collective leadership.

Appendices

Appendix 1: Torbay on the Move; 'More people, more active, more often' Findings Report

Background Documents

None

Supporting Information

1. Introduction

- 1.1 Torbay on the Move was launched in 2018 with a series of recommendations that sought to increase physical activity levels in Torbay.
- 1.2 Work has been done and progress has been made but a lot more is needed to ensure a positive behaviour change and a shift in activity levels to improve overall population health and wellbeing.
- 1.3 A simple vision statement is being proposed to act as a unifying force for Torbay Council and its partners.
- 1.4 With investment and capacity, increasing activity levels across Torbay has the potential to make a positive contribution, not just to health and wellbeing agendas but also to the local economy and the environmental agenda with an established link to cleaner air, less carbon produced and cleaner and safer roads.
- 1.5 The Torbay on the Move Findings Report concluded that the following approach is required to make a significant impact on activity levels and overall health and wellbeing in Torbay:

Overarching Strategy - There is a requirement to produce external facing strategy documentation which clearly articulates the Council's vision for Torbay on the Move and the intended audiences.

Priority Audiences - Torbay on the Move should aim to support people with lower incomes or experiencing poverty; people with a disability or long-term health conditions including mental health difficulties, and children and young people. Focusing on these groups will provide the biggest gains and best value for public investment and shared resources.

Whole Systems Approach - There is a requirement to adopt an overarching methodology for Torbay on the Move, to assist with tackling the complex challenge of inactivity. [A whole system approach works with communities and stakeholders to both understand the problem and to support identification and testing of solutions.

Maximising Strategic Alignment - Torbay on the Move needs to be recognised across the various Council Departments as an enabling strategy that can support wider corporate goals.

2. Options under consideration

- 2.1 If we do nothing at all, we will have very little impact on activity rates in Torbay. Overall health and wellbeing will not be supported by improvements in our population's participation in physical activity.
- 2.2 If we carry on with the silo, disconnected approach currently being taken which will have little impact on activity rates and improved health and wellbeing of our population.
- 2.3 If we move forward with a strategy for physical activity and sport, we will have strategic alignment within the Council and with external partners as well as a strategic direction for gaining the best possible impact on physical activity rates and therefore improvements in overall health and wellbeing.

3. Financial Opportunities and Implications

- 3.1 The consultation process has unearthed opportunities to make a difference without additional investment using the capacity that already exists in the system. To capitalise on these opportunities, there needs to be a clear 'call to action' and we consider producing and sharing the strategy is the catalyst for this.
- 3.2 Other opportunities exist where small amounts of funding can make the difference between something 'happening' and 'not happening' so investment will make the difference here.
- 3.3 Finally, there are of course bigger opportunities where more significant funding either into capacity or resources is needed.
- 3.4 Decisions taken over funding and investment will need to be consistent with the aim of tackling inactivity and supporting those that are most disengaged.

4. Legal Implications

- 4.1 None

5. Engagement and Consultation

- 5.1 Recognised methodologies have been used to gather and interpret insight from key partners, stakeholders, and members of the community.

5.2 Efforts were made to identify a broad range of stakeholders who had an interest in improving the lives of people in Torbay. These stakeholders were then surveyed. A small number of stakeholders were invited to take part in focus groups and workshops. A small number participated in deep-dive 1:1 interviews.

5.3 Fifty-two organisations completed the survey, with a further eight individuals being interviewed. Thirty-five individuals attended focus groups and 39 individuals attended two workshops to codesign the vision.

Approach	Date	Stakeholders Consulted
Survey	12 th October – 18 th November	52 responses from individuals
Interviews	November – February	8 x 1-2-1 interviews
Focus groups	November – January	5 (5 different stakeholder focus groups)
Workshops	19 th & 25 th January	19 & 20 participants

6. Purchasing or Hiring of Goods and/or Services

6.1 Not applicable

7. Tackling Climate Change

7.1 Active Travel has a key role to play in the council's commitment to tackling climate change being a key contributor to reducing Torbay's carbon footprint.

7.2 This theme featured strongly throughout the consultation within the survey and workshops, with active travel helping to connect people with place. Torbay's Local Cycling and Walking Infrastructure Plan (LCWIP) is clear in its statement that this adoption is a crucial step for Torbay in achieving our vision for Torbay to be a place that thrives. Investment in cycling and walking schemes can help address challenges and supporting improved public health through active travel.

7.3 People in Torbay want to feel safe within their local communities, and identified that good clear pathway's, improved lighting, safer cycling and walking routes, a reduction of cars on the road and enhanced bus routes will help to support more people choosing active travel.

7.4 Taking a whole systems approach and applying behaviour change principles and methodologies will help to increase physical activity with more people walking and cycling, creating a safer, greener, more connected place.

8. Associated Risks

8.1 If this strategy is not implemented, an efficient, cohesive approach would be missed, and we would forego the opportunity to achieve the greatest impact to overall health and wellbeing through increased physical activity.

9. Equality Impacts - Identify the potential positive and negative impacts on specific groups

	Positive Impact	Negative Impact & Mitigating Actions	Neutral Impact
Older or younger people	YES		
People with caring Responsibilities	YES		
People with a disability	YES		
Women or men	YES		
People who are black or from a minority ethnic background (BME) (Please note Gypsies / Roma are within this community)	YES		
Religion or belief (including lack of belief)	YES		
People who are lesbian, gay or bisexual	YES		
People who are transgendered	YES		
People who are in a marriage or civil partnership	YES		
Women who are pregnant / on maternity leave	YES		
Socio-economic impacts (Including impact on	YES		

child poverty issues and deprivation)			
Public Health impacts (How will your proposal impact on the general health of the population of Torbay)	YES		

9.1 This strategy supports the promotion of and participation in physical activity and sport for all, no matter age, gender, ability, disability, sexuality, nationality, race, religion etc. This is clearly identified in the Active for All strand of the strategy.

10. Cumulative Council Impact

10.1 Torbay on the Move will see a positive impact across several areas including but not limited to; reducing the Council’s carbon footprint through encouraging walking and cycling; improved benefits to overall health and wellbeing; benefits to mental health, benefits to our Tourism offer and reducing demands on other health services.

11. Cumulative Community Impacts

11.1 Torbay on the Move will see a positive impact across several areas including but not limited to; reducing the Council’s carbon footprint through encouraging walking and cycling; improved benefits to overall health and wellbeing; benefits to mental health, benefits to our Tourism offer and reducing demands on other health services.