

Meeting of:	Date	Agenda item	Ward(s)
Health and Wellbeing Board	20 March 2013	Islington Proactive Strategy	All

SUBJECT:

1. Synopsis

This paper provides an overview of the recently produced Islington physical activity strategy (Pro Active Strategy) and accompanying action plan, which covers the period 2012-2017. The strategy is based around five themes and has been aligned to the three priorities of the Health and Well-Being Board. This paper summaries these themes, the identified priorities and core actions included within the strategy. The Health and Wellbeing Board is asked to note the content and actions of the Islington ProActive Strategy. Essential to the success of the strategy and the wider work of ProActive Islington is effective collaborative working. The Health and Well Being Board is asked to discuss approaches for maximising engagement in physical activity across the borough.

2. Recommendations

1. Note the actions and contents of the Islington ProActive Strategy
2. The Health and Well-Being board are asked to discuss approaches for collaborative working to maximise the impact of ProActive Islington, particularly:
 - a. How we can promote and increase participation in physical activity and exercise among those with either mental health conditions or learning disabilities
 - b. Approaches to how we can work together to develop an environment which is more 'physical activity friendly' and thereby encouraging physical activity across the population and particularly among those who currently are in active.

3. Background

ProActive Islington was set up in 2005. It brings together organisations in the borough that provide, promote or commission sport and physical activity including: Aquaterra Leisure, Arsenal FC , Access to Sports , Camden and Islington NHS Foundation Trust, City and Islington College, City University, The Elfrida Society , Isledon Partnership, Islington Council , London Metropolitan University , London Youth, Public Health, ProActive Central London and Voluntary Action Islington.

ProActive Islington provides a strategic and coordinated lead to promote physical activity and its benefits, and works with partners to increase participation levels in Islington, and secure funding to expand the range of opportunities available.

The ProActive Strategy 2012-17 is a collaborative piece of work which provides a framework that will be used to continue to improve physical activity and sport in Islington over the next five years.

The Strategy is aligned with the borough's Corporate Plan, 2011-15, and the 2011 Islington Fairness Commission report. It targets communities that are less involved in sport and physical activity than the rest of the borough; live in areas of deprivation; and have greater health inequalities. The strategy

	<p>seeks to provide services that are easy for people to access. It considers what we have to achieve and how we should set about it by calling upon key community organisations and delivery agents to pull together. The strategy includes a detailed action plan, through which, by working together, we can make Islington truly “proactive”: a borough that is healthier, fairer, more active and more inclusive.</p> <p>Our ultimate aim is to promote physical activity as an enjoyable pursuit that improves health and wellbeing, supports social cohesion and reduces social exclusion, and enables people to live full and active lives and reduce the health inequalities that are evident in Islington.</p>
4.	Key findings and actions
4.1	<p>The vision for physical activity in Islington has two overarching themes and three priority areas these have purposely been aligned to the three priority areas of the Health and Well-Being Board - ensuring every child has the best start in life; preventing and managing long term conditions; and improving mental health and wellbeing . These are described below.</p>
4.2	<p>The first overarching theme focuses on providing the strategic development and co-ordination of ProActive Islington to increase physical activity. Actions to support this theme include ensuring the delivery and sustainability of local sports opportunities; building the Standard Evaluation Framework Physical Activity (SEPFA) into all project plans for local physical activity projects; increasing awareness of local people and front line staff about the benefits of physical activity and exercise and options available in Islington; incorporating sport and physical activity into building design; encouraging community cohesion through volunteering, work experience and vocational courses and ensuring sport and physical activity opportunities in Islington are inclusive of disabled people.</p>
4.3	<p>The second overarching theme is the delivery of high quality, efficient services within available resource. Proactive Islington will use the commissioning cycle to ensure services and programmes can show value for money, are delivered within the health and well-being framework and achieve the expected outcomes whilst ensuring high standards of quality and delivery. Actions include ensuring service improvement is informed by user feedback, evaluation and user participation within the commissioning process; supporting provision of a strong vibrant and sustainable infrastructure for sport and physical activity; and establishing robust monitoring and evaluation of physical activity, active play and sport projects.</p>
4.4	<p>Priority one of the strategy is about ensuring every child has the best start in life. Proactive Islington recognises the importance of sport, physical activity and active play in the development of motor skills and performance and its contribution to psychosocial development. Proactive Islington will:</p> <ul style="list-style-type: none"> • Align with the First 21 Months Strategy to support physical activity during pregnancy and during the first year of the child’s life. The actions included within strategy will encourage families to maintain a healthy weight, enjoy active play together and access community resources that offer physical activity and active play • Work with Children’s Services and other providers to give children and young people opportunities to participate in sport, physical activity and active play • Build on the legacy from London 2012 Olympic and Paralympic Games to promote sports. Including supporting opportunities for young people to gain training and employment in sports, leisure and physical activity industries.
4.5	<p>The second priority is preventing and managing long term conditions. The strategy acknowledges how increased participation in sport and physical activity play an important role in preventing ill health and managing a number of long term conditions. Proactive Islington will:</p> <ul style="list-style-type: none"> • Work to ensure sport and physical activity programmes are inclusive and give equal access to disabled people, people with long term conditions, those living with dementia and to communities most at risk from poor health due to lack of activity or sedentary lifestyles. • Work in partnership with sports, exercise and leisure providers, primary care, and other providers of health and social care to identify people living with long term conditions and

	<p>promote the benefits of increased activity and the range of exercise services available to them</p> <ul style="list-style-type: none"> • Contribute to the adult obesity care pathway through the commissioning of evidence based activities in community settings for patients with specific health conditions to improve their mobility and quality of life <p>The third priority is improving mental health and wellbeing. The strategy builds on evidence suggesting exercise contributes to improved mental health and is a potential protective factor for mild forms of depression. Proactive Islington will:</p> <ul style="list-style-type: none"> • Promote sport, exercise and physical activity as a means of social cohesion • Use a range of opportunities to encourage residents to be active through improving the borough's infrastructure to encourage and increase active travel and use of parks and open spaces for sport and physical activity. • Will explore and use media platforms to promote sport and physical activity to communities, so that access to a range of activities is increased • Will ensure a programme of activities is available from family friendly projects through to services for people with long term conditions to give local people opportunities to keep learning and active and where applicable enter this as an area of employment • Will promote the rewards to be gained through volunteering, doing things with others, joining in and giving to the wider community <p>The action plan to enable this to happen will be monitored through the ProActive Islington Steering group. The group meets quarterly and these meetings will be focused on one of the specific themes at each of its meetings.</p>
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1.	Conclusion and reasons for recommendations
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	<p>Being and remaining physically activity is essential across all age groups and a collaborative approach to ensuring this happens is essential. Being physically active contributes to healthy growth and development in childhood; maintaining a healthy weight; development of important life skills such as working with others; improving physical functioning and coordination; and building social cohesion and networks. The Islington ProActive Strategy 2012-17 sets out the local approach, priorities and actions for increasing availability and participation in a range of exercise and physical activity options across Islington. Ultimately our success will be measured year on year by the number of children, young people, children and adults participating in regular physical activity.</p>
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Received by:		
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