

# **Healthy and Active Lives Framework**

**2022 – 2027**

**Helping Swale be healthy  
through active lives**

## **Foreword**

It is with great pleasure that I can introduce the Healthy and Active Lives Framework that sets out our vision for the borough, engaging with partners to develop a document that can also be used by them to support their priorities and developments. The focus has been to explore how the Physical Activity & Sport sector can link closer to the Health sector to help residents of Swale understand how being active can and will have positive effects on both their mental and physical health.

This framework builds upon the success of the Sports and Physical Activity Framework (2012 – 2017) and the Active Lives Framework (2017-2022) continuing the emphasis on how the sectors can review their provision and programmes to engage with the 29.9% of individuals in our communities that are currently inactive.

Although this document is away from the historic focus of sport for sport's sake it is still key to the success of this framework to support the organisations, clubs and residents that are running, supporting, or participating in current and traditional activities in the borough. Working with these partners is key to help explore ideas of how traditional physical activity and sports can be adapted within their programmes to increase activity levels and the wellbeing of residents.

This framework provides an overarching document that will help engage and encourage partnerships across public, private, and voluntary sectors throughout the borough. Supporting all levels of interest from those wanting to improve their mental and physical health to those representing their club, county, or national team; this framework is 'Helping Swale be healthier through active lives'

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**Angela Harrison**  
**Cabinet Member for Health and Wellbeing**

## Introduction

The Council has had a Framework to guide its work within the Physical Activity and Sport (PAS) sector going back to 2012 with the adoption of the Sport and Physical Activity Framework (SPAF) for Swale and followed up in 2017 with the Active Lives Framework (ALF). Both documents provided the Council with its direction to support the sector as well as a document partners can use to help them develop their programmes, activities, and facilities. This new version, the Healthy and Active Lives Framework (HALF) aims to help demonstrate and create a stronger link between the benefits of an active life and the affect it has on an individual's physical and mental health.

The HALF will remain the overarching document for PAS and links with the Health and Wellbeing Plan adopted in March 2021. Together these documents will drive the strategic priorities that PAS and Health can deliver for the Council and partners in the borough. It draws together the suite of strategies both that Swale Borough Council has developed and those from external bodies to review the existing priorities for the borough.

The new direction for PAS to link closer with Health partners and programmes is mirrored at a national level with the continued influence of Sport England; their new strategy has set out a ten-year plan to engage, develop opportunities and create awareness to support individuals to become more active. The Sport's Governing Bodies that oversee and manage the range of activities related to their sport are too recognising the important role they and the organisations delivering activities can play to support both the enthusiast that wants competitive opportunities as well as identifying recreational activities to help inactive residents to become more active.

The PAS network in Swale has been key to influencing the work of the Council as well developing this framework and at a local level this provides a key partnership for providers to review their programmes to make them more inclusive. Exploring links with Health partners will help share information, good practice and synergies of provision that will identify resources that are focused on those at risk of health issues and how PAS can support them the embrace positive attitudes towards their own lifestyles.

## Methodology

The Healthy and Active Lives Framework has been developed by:

- Hosting six online focus groups and an online survey with partners to explore their priorities and views on the framework
- Analysing key PAS and Health influencers at a national, regional, and local level to understand their priorities.

The Healthy and Active Lives Framework sets out:

- A Vision for promoting Healthier and Active Lives in Swale.
- How PAS partners can support each other to sustain and increase participation.
- Exploring the synergies between PAS and Health partners to work together, adapt and encourage positive changes to address issues affecting individual mental and physical health.
- How success can be measured

## ALF 2017 - 2022

The 2017-22 framework focused on the following 6 objectives:

1. **Active You** - This priority is about offering activities that are in the right places at the right time and will enable residents of all abilities to participate and challenge themselves in a supportive environment.
2. **Active and Healthier Lives** - This priority is about the development of programmes and campaigns that help residents understand the benefit that an active life can have on their health.
3. **Active Facilities** - This priority focuses on making the best use of the facilities available in Swale including open spaces, land, and water, ensuring they are as accessible and affordable as possible to encourage participation and usage.
4. **Active Learning** - This priority identifies opportunities through SPA to develop activity specific skills and general learning to support the social and personal development of the volunteers delivering opportunities in Swale.
5. **Active Together** - This priority is about ensuring the SPA infrastructure in Swale is strong with almost 300 known organisations offering activities but the cultural differences can provide barriers to partnership work, opportunities should be explored to help develop partnerships.
6. **Active Promotion** - This priority is about co-ordinating the promotion of the benefits of a more active lifestyle with activity at the heart of the message will raise the profile and recognition of the SPA partners.

During 2017 – 2022 the PAS partners have delivered a wide range of programme and activities to enhance and develop activity in Swale. Some of the highlights include:

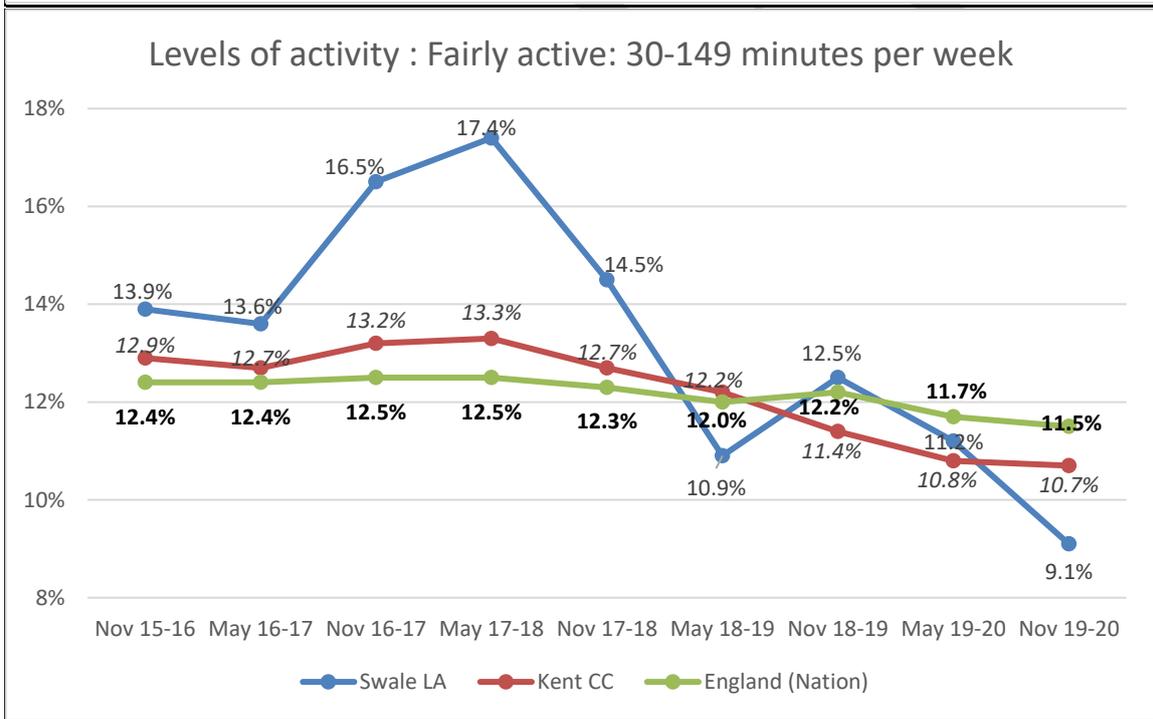
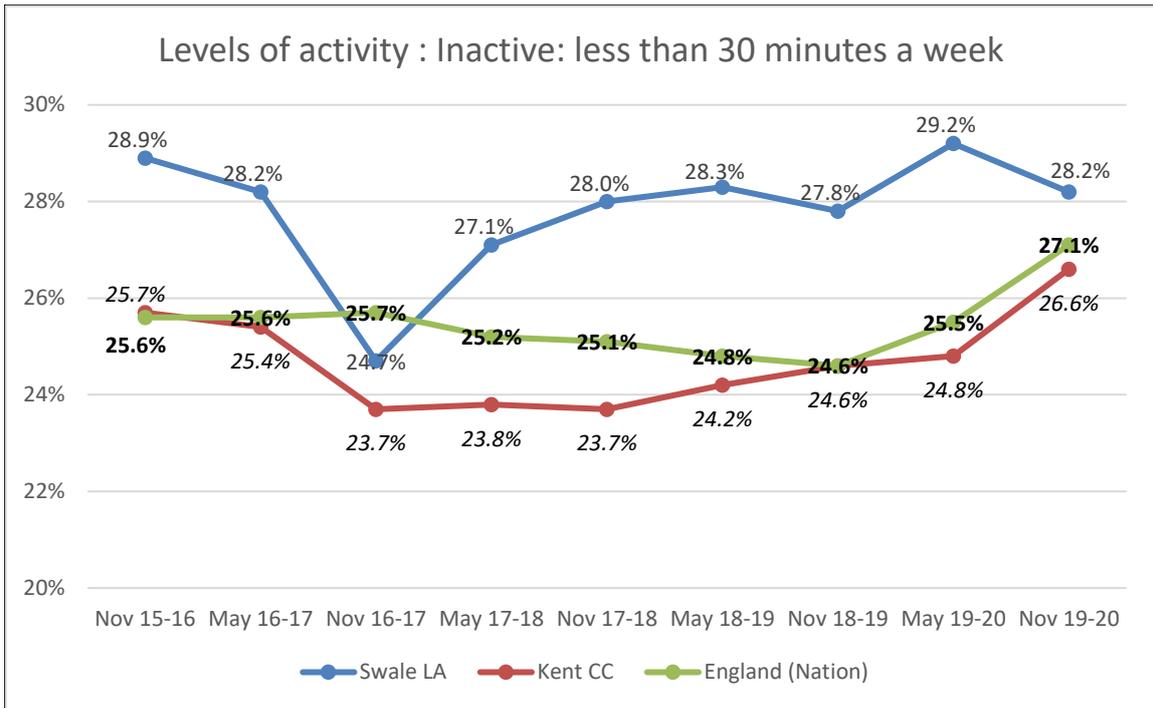
- Continued 'enabling and facilitating' role within the Council to support organisations with PAS as their core objective, responding to their needs and supporting the public, private and voluntary sectors.
- The council has employed a Health & Wellbeing Officer to develop links with the Health Sector and explore delivery of programmes to improve healthier lifestyles, producing the councils 'Health & Wellbeing Plan'.
- Managing the Sports Grant Scheme of £20k per annum until March 2020, distributing over 100 grants of up to £1000 to local organisations to help increase participation in their programmes.
- Establishing the new Community Grant scheme to provide up to £1k grants for organisations develop opportunities to support PAS and Health programmes, activities and opportunities.
- A successful Heritage Lottery Fund application lead by Swale Borough Council to develop the Faversham Recreation Ground.
- Continued funding for local leisure provision at Sheerness, Sittingbourne and Faversham.
- Annually support the Swale Youth Development Fund (SYDF) with a grant of £3,690 that compliments their own fundraising to distribute to young people with talent in Swale.
- Facilitating the Secondary school Heads of PE meetings to establish an Inter-school activity shield for participation and attainment, linking with the Sport England School Games Co-ordinators for the area.
- Until the end of the programme in 2020 the Council has managed the Sport England Satellite Club Programme in Swale to develop community links with schools securing over £40k to support after school activities.

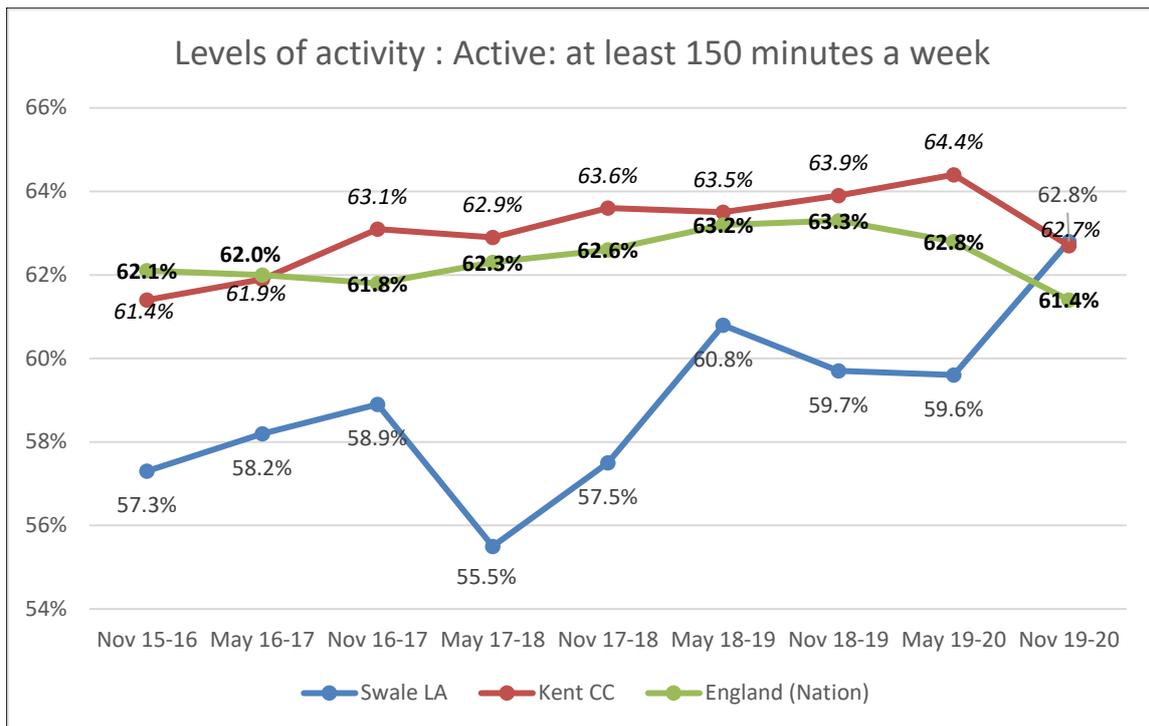
- Adding to the parkrun offer in Swale by supporting and contributing to the introduction of The Leas 5k event and the Faversham Junior 2k Established; assisting the existing Sittingbourne parkrun with staff volunteering to take over the running the event on three occasions.
- Acknowledging the continued efforts of volunteers within all clubs to maintain and increase participation in PAS.
- Assisting the Swale School Football Association to help raise the profile of talented players in Swale and establish seven district teams.
- Developing and facilitating the Walking Football network with six teams supported to provide sessions across Swale.
- Supporting organisations with facility developments including Old Bordenians Hockey Club, Swale Martial Arts, Sheerness Weight Training Club, Sheppey Utd, Faversham Town Football Club.
- Manage the Country Parks, green and open spaces within the borough.
- Establishing Tennis for Free coaching at King Georges courts and supporting Sittingbourne Tennis Club to access courts on the Milton Recreation ground multisport facility.
- Delivering the Infant Games with the School Games co-ordinator to help community clubs engage with primary schools.
- Linking through the Integrated Care Partnership with Medway Unitary Authority to establish the Medway & Swale Physical Activity Alliance.
- Supporting clubs and organisations with COVID recovery and accessing Government funding via the Council's Business Regeneration Team.

The ALF listed indicators that are used by national partners to demonstrate the impact being active can have on an individual and how Swale is performing regarding PAS and Health indicators. The measures were directly taken from research undertaken by Sport England through their Active Lives survey, building on the foundations of their Active People survey.

### **Physical Activity Indicators**

The Sport England 'Active Lives Survey' takes a cross section of the population and provides data on activity levels at a local, regional, and national level. The charts taken from Sport England's online tool show the trends in activity levels –





The charts show in Swale and across the County that participation has fluctuations but does demonstrate there are segments of the community that are inactive, what is unclear is it it's the same people or do residents move between levels of activity.

## **Current Situation**

### **Swale Context**

- Swale is made up of over 37,000 hectares of countryside, coastal and urban areas and has 3 distinct parts: Faversham, Sittingbourne, and Isle of Sheppey plus a large rural hinterland.
- The population is estimated to increase from 151,000 to 165,500 by 2029, with the 65+ age group continuing to be a growing population. PAS and Health provision for this demographic will be key to keeping this ageing population active, helping to prevent high-cost health conditions.
- Addressing issues surrounding deprivation continues to be a priority with Swale being the third highest in Kent and 69<sup>th</sup> across the Nation.
- There are 20.7% of children in the borough living with poverty, over 6,500 children within families receiving Child Tax Credit and over 4,200 qualifying for free school meals.
- In the Census 2011 - 92.9% of Swale's residents classify themselves as White British, 2.6% as White Other, 0.6% as White Irish, 1.2% Mixed/multiple ethnicities, 1.2% as Asian/Asian British and 1.0% Black/African/Caribbean/Black British. The diversity of the borough is increasing.

### **Sport and Physical Activity**

- The Sport England Active Lives survey 2020/21 classifies 29.9% of adults in Swale as 'Inactive' doing less than 30 minutes in a week; this is above the national average of 27.5%.
- In addition, the Active Lives survey 2020/21 results classifies 7.9% of adults in Swale as 'Fairly Active' taking part in 30-149 mins of activity compared to 11.6% Nationally; 62.2% are classified as 'Active' taking part in 150+ of activity compared nationally with 60.9%.
- The COVID pandemic has seen the emergence and importance of online content to motivate individuals within their home active environments with the Chartered Institute for the Management of Sport & Physical Activity (CIMSPA) launching their first policy for 'Delivering Sport and Physical Activity online'.

### **Health and well being**

- Significant health inequalities exist with a 11.7-year difference in life expectancy between the two ends of the deprivation scale, and a 3.4-year difference between males and females; at the time of the report specific data on other genders was not available or statistically significant to be included but will be monitored.
- The latest figures available for 2019/20 by Public Health England showed that 61.6% of Swale residents were classified as overweight or obese compared to 62.8% Nationally and 61.5% in Kent.
- In Swale the prevalence of excess weight in Year six in 35.6%, slightly higher than 34.6% Nationally. The latest results from the 2018/19 academic year Sport England Active Lives Children and Young People Survey, show that Swale had 36.7% of Years 3 to 6 and 25% of years 7 to 11 doing less than 30 minutes of activity a day
- Prior and during the COVID pandemic in 2020 the barriers to participation included lack of information, time constraints, cost, access, travel constraints, childcare requirements, ill health, and a lack of motivation.

- Diabetes is a condition that can directly result from lack of exercise and poor diet often associated with obesity and being overweight. In Swale, Public Health England figures have the rate of diabetes at 7.8%, slightly higher than the National rate of 6.8%. Whereas the diagnosis rate shows 84.2% of people who display symptoms that could be, but not exclusively are attributable to diabetes, are being diagnosed with the illness against 78% Nationally.

## **PAS Infrastructure**

- Latest data from the Sport England Active Lives shows 44.0% of residents in 2019/20 are currently members of clubs and participated in activities in the past year.
- There are over 300 known PAS and Health contacts connected to the Healthy and Active Swale network.
- There are 285 sports facilities in Swale.
- The Sport England 'Social and economic value of community sport and physical activity in England' research shows that for every £1 spent on community sport and physical activity in England £3.91 worth of impacts are generated... there are over 50 sports related businesses in Swale contribute to the local economy.

## **What you said**

Virtual focus groups were held during August and September 2020 with a range of partners attending the six sessions, and during October an online survey was circulated to the Healthy & Active Swale network to gauge their views on the direction of the framework.

The 24 partners that attended the focus groups and the one that completed the electronic survey all indicated that the vision and priorities were still relevant and combining some to reduce from six to four doesn't lose any of the areas of focus. Supporting the development of the framework internal council colleagues were involved. The summary of the feedback is detailed below:

- Clubs and organisations need support from Local Authorities to help recruit and build confidence for members to return after COVID lockdowns.
- How PAS organisations can help spread good practise with healthier lifestyles as well as delivering activities.
- Are we able to use the same thinking to help build confidence for residents to be more active as well as working and cooking with raw food ingredients; helping to reduce food waste?
- It will still be a club's priority to focus on members and those that are active; but bigger clubs could diversify to help inactive residents with support from Governing Bodies and Local Authorities.
- Support should be available for the range of private, public, and voluntary sector facilities that provide a range of opportunities, engaging local businesses with community groups.
- There needs to be an organisation(s) to help promote what is available in the borough for all levels of ability.
- Funding information and or grants are vital for voluntary clubs, organisations, and individuals.
- Stronger links between Health and PAS sector to help provide opportunities to get residents active as well as share health related information and programmes.

- The gap between school and community activities/relationships has been affected during the COVID lockdowns, how can the framework help with this and strengthening relationships.
- The understanding that Active Travel can be as important to creating healthier lifestyles than taking part in activities.
- PAS needs to embrace social media to communicate internally as well as promoting its programmes and activities.
- Costs of using facilities a barrier, can school sites be accessed?
- Accessibility of facilities and activities can depend on geographical and social barriers that are hard to address.
- Having the right volunteer workforce is key to the running of clubs as well as the delivery of activities.
- Not one sector will be able to address the obesity issue and all elements of the community can support.
- Can the framework help co-ordination between council departments especially with Planning and the development of suitable and appropriate facilities?

## Strategic Fit

There is a need for stronger partnerships between the Health and PAS sector to support residents with healthier lifestyles, as a result there are several national and local strategies that will be important in the development and delivery of opportunities, table 1 provides a summary of the strategies:

National/ Regional	Local
<ul style="list-style-type: none"> <li>▪ Department of Digital, Culture, Media, and Sport – Sporting Future: A New Strategy for an Active Nation.</li> <li>▪ Sport England – Uniting the Movement 10-year vision to transform lives and communities through sport and physical activity.</li> <li>▪ Kent Sport – Strategy currently under consultation and delayed whilst appointing new Director.</li> <li>▪ Department of Health &amp; Social Care – Single departmental plan??</li> <li>▪ Public Health England – Everybody active, every day</li> <li>▪ Change4Life campaign (PHE)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Working together for a better borough: Corporate Plan 2020-2023</li> <li>▪ Swale’s Local Plan</li> <li>▪ SBC - Health and Wellbeing Improvement Plan</li> <li>▪ Playing Pitch Strategy – 2016 - 2026</li> <li>▪ Open Spaces &amp; Play Strategy – 2017-2022</li> <li>▪ Indoor &amp; Built Facility sports Strategy 2015 - 2025</li> </ul>

## **The Vision**

That residents of Swale are encouraged, motivated, and informed of the benefits that being active has on their mental and physical health. Enabling them and partners to adapt and address issues and influences surrounding them and live life to the full, be happy, well and reach their full potential.

## **The Priorities**

### **Healthier and Active Lives**

Providing and developing of activities and or programmes that help residents be more active. Sharing information and opportunities that enable residents to become more aware of the benefits of a healthier and active lifestyle, empowering them to get involved within their local community.

PAS and Health partners can contribute through –

- Offer activities and programmes for various levels of ability that will help residents be more active and understand the benefits of healthier lifestyles.
- Understanding the motivations for individuals to be active and provide a supportive environment to encourage them.
- Providing targeted support or information for all residents and or specific demographics
- Existing or exploring new partnership working to enhance your offer.
- Provide activities that safely raises the heart rate and gets you moving.
- Understand what creates barriers for people to join in and see if you can address them e.g., isolation, health.
- Explore opportunities to promote within your workplace
- Provide opportunities to engage with families of participants to become more active with multi-generational opportunities
- Embracing new technologies to raise awareness of the benefits of being active
- Promote the social benefits of volunteering within local community organisations

## **Healthy & Active Environments**

Understanding the requirements for traditional facilities to provide safe places to be active along with the ability for residents to create their own environment to be active at home and in their community.

PAS and Health partners can contribute through –

- Raising the profile of existing facilities, open spaces and areas activities can or do take place in.
- Supporting the development and planning of new and existing facilities, ensuring National Governing Bodies of Sport requirements are considered.
- Explore ways to diversify facilities and the offer they can provide to residents of Swale.
- Adapting to new ways and technology that can enhance facilities and resident's ability to engage with them.
- Share knowledge of the full range of community facilities that can host activities and programmes.
- Explore opportunities to transfer facilities to community organisations
- Provide PAS and Health sector representation and influence into local planning and developer contributions
- Provide facilities that are safe, good quality, multi-sport, accessible and affordable.
- Awareness for residents on how they can create their own active environment at home, work, and leisure.
- Working with the education sector to explore ways to promote facility use and engagement with PAS and Health activities and programmes.

## **Learning and adapting**

Creating awareness of the variety of courses and training available through Governing Bodies and providers for individuals in both professional and voluntary roles, ensuring the provision of PAS and Health activities and programmes is to the highest standards. Exploring related training to be able to adapt provision to support the social and personal development of those delivering and the participants.

PAS and Health partners can contribute through –

- Support workforce development across the sectors and raising awareness of the skills in the borough to provide safe and suitable opportunities.
- Develop the awareness within providers to explore options for adapting opportunities and the need for change to encourage inactive residents.
- Respond to wider health influences and issues that arise that can affect activities and programmes.
- Encourage and promote the role of volunteers supporting your organisation.

## **Partnerships and Promotion**

These two focuses will be encouraging and facilitating partnerships between organisations that can offer a range of activities and programmes that builds the PAS and Health infrastructures across Swale. Promotion of these partnerships, campaigns, and the benefits their services have in creating healthier lifestyles for residents in Swale.

PAS and Health partners can contribute through –

- Contribute to the local network and develop partnerships to help explore how the PAS and Health sectors and deliver opportunities and services to residents.
- Link with national campaigns and events that showcase local and national examples of good practice to cover all aspects of a healthier lifestyle
- Be open to partnerships with non-traditional PAS or Health organisations that will support shared objectives.
- Share information and promotional material with members, participants, and colleagues to raise awareness and profile of PAS and Health initiatives.
- Demonstrate good practise on the delivery of activities and programmes and share within the PAS and Health networks.
- Use of new technologies to help promote opportunities and engage residents to make positive changes to their lifestyles.
- Advertise their organisation, activity, or programmes for the borough through agreed channels

**Activities and Case Studies**

*(note: suggested case studies if we want to include, this was debated in the last version?)*

**Swale Borough Council Sports grants**

**parkrun UK events in Swale**

**Sheppey Utd Facility Development**

**Faversham Recreation Ground Heritage Lottery**

**Swale Youth Development Fund**

**Swale Borough Council – Health & Wellbeing Officer and Health & Wellbeing Improvement Plan**

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## Outcomes/ Success Measures

### PAS Indicators

The Sport England 'Active Lives Survey' is being used to measure sport and activity throughout England providing data on the levels of activity at a local, regional, and national level. The 2020/21 results will be used to help track the trend in Activity levels during the HALF.

Activity Levels		Swale	Kent	England	5-year trend
Inactive	0-30 mins	29.9%	27.3%	27.5%	
Active	31-149 mins	7.9%	11.5%	11.6%	
Active	150 mins +	62.2%	61.2%	60.9%	

### Health Indicators

The following information has been taken from the KCC Public Health Observatory findings listed as of October 2021, that provides 'Analysis, knowledge and evidence to improve health and wellbeing across Kent: starting well, living well and ageing well'.

Measures	Swale	Kent	5-year trend
Reception year obesity	11.2%	10.4%	
Year 6 Obesity	22.3%	20.0%	
Reception year excess weight	27.5%	22.2%	
Year 6 excess weight	35.6%	34.6%	
Adults classified as overweight or obese	61.6%	61.5%	
Life expectancy at birth (male/female)	78.72 / 82.71	79.89 / 83.46	
Life expectancy at 65 years (male/female)	18.84/20.95	18.9/21.3	
Recorded serious mental health conditions	0.72	0.84	
Hospital admissions for mental health (per 1000k)	198.2	194.9	

## **Be involved**

Not one organisation can be responsible for encouraging and motivating more people to choose a healthier lifestyle. The main aim of the HALF will be to help align the key priorities of agencies involved in PAS and Health in Swale. We welcome contact from any organisation interested in playing its part.

## **How to use the Framework**

The Healthy and Active Lives Framework has been developed to help support partners to both sustain their current provision and explore options to adapt and develop their programmes to help increase opportunities for inactive residents. It will be through partnership working and aligning PAS and Health organisations priorities that the network will be able to maximise resources.

The Healthy and Active Lives Framework will help:

- Evidence the role PAS can take to support healthier lifestyles
- Support organisations to deliver and develop PAS and Health programmes and activities
- Build on existing and encourage new partnerships
- Diversify partners programmes to meet changing needs of the sector
- Provide a focal point for the PAS and Health network in Swale
- Promote equality and safeguarding good practise in provision
- Sustain organisations and celebrate the PAS heritage in Swale
- Identify funding sources to invest in PAS and Health in Swale
- Put the varying needs of the user at the centre of services and activities

## **Further information**

If you would like to help achieve the priorities set out in the Healthy & Active Lives Framework or for more information on the Healthy and Active Swale Network then contact:

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