

REPORT TO: COMMUNITY PLANNING BOARD ON 29 FEBRUARY 2024

SUBJECT: SYSTEMS BASED APPROACH TO PHYSICAL ACTIVITY IN MORAY

BY: DEPUTE CHIEF EXECUTIVE (EDUCATION, COMMUNITIES AND ORGANISATIONAL DEVELOPMENT), MORAY COUNCIL

1. REASON FOR REPORT

1.1 To provide the Community Planning Board with information on a Systems Based Approach model for physical activity in Moray and request partnership support for this approach from the CPP Board.

2. RECOMMENDATION

2.1 It is recommended that the Board –

- (i) recognise the centrality, importance and contribution that physical activity provides towards the achievement of the Local Outcome Improvement Plan and Community Planning priorities;
- (ii) note the initial discussions undertaken with partner organisations in preparation for this approach in Moray;
- (iii) endorse and agree to support work required to deliver this approach in Moray; and
- (iv) agree to receive 6 monthly updates to the Community Planning Board on progress and to champion and challenge this work accordingly.

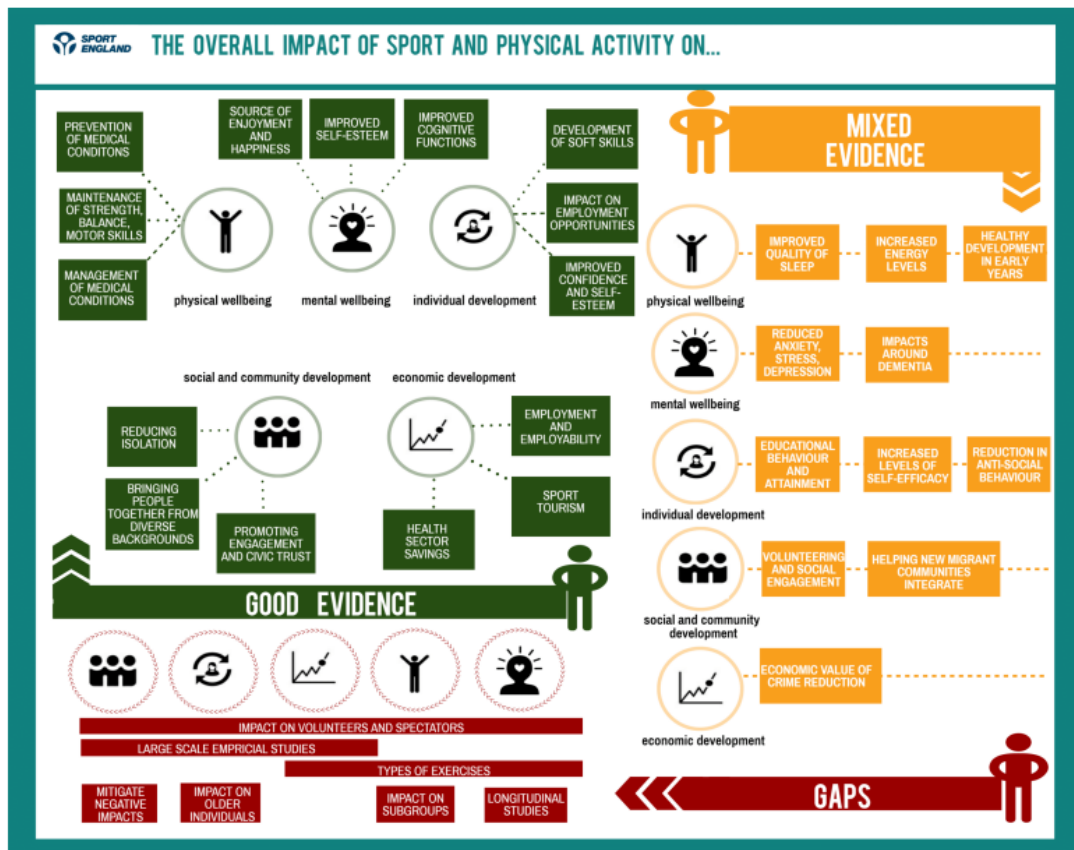
3. BACKGROUND

3.1 The Sport & Leisure Strategic Business Plan for Moray 2020-2023 was approved at the Education, Communities and Organisational Development Committee on 18 November 2020.

- 3.2 Due to the Covid pandemic this plan was largely centred around Council priorities however there were a number of objectives that stemmed from partnership priorities and thus the need for wider collaboration. A strategic group was set up of public, private and third sector representatives connected to sport/leisure to oversee the implementation of this plan. Despite all the challenges faced over the past 3 years there has been a degree of successful implementation of this plan such as rebuilding the sport, leisure and physical infrastructure following the pandemic, developing prehabilitation and rehabilitation programmes for individuals requiring surgery or treatment for long term medical conditions and working with partners to develop projects that benefit our local communities (example Active Recovery in Moray https://www.youtube.com/watch?v=4G_YPI-ygnQ&ab_channel=sportscotland). Throughout 2023 the group have been reviewing the plan and determining next steps for 2024 and beyond.
- 3.3 In November 2022, Public Health Scotland published a framework for a systems-based approach to physical activity in Scotland, providing a framework for national and local action. A short video on the systems-based approach being applied in Scotland can be viewed via this link <https://vimeo.com/768501730/652a4c132a> . This approach recognises the complexity of the interacting components that contribute to people being physically active or not.
- 3.4 The full report can be accessed via the following link <https://www.publichealthscotland.scot/media/16184/a-systems-based-approach-to-physical-activity-in-scotland.pdf> .
- 3.5 The Moray Sport and Leisure Strategic Group, and other partners have been working with SportScotland and Public Health Scotland to consider how this approach could be adopted and delivered in Moray. The information gathered to date is contained in **Appendix I**.
- 3.6 This approach clearly aligns with the principles of the Christie Commission – integrating service provision, preventing negative outcomes and being more efficient through sharing services wherever possible.
- 3.7 A system-wide approach to physical activity would contribute to achievement of the Moray 10-year Local Outcome Improvement Plan priorities;
1. Developing a diverse, inclusive and sustainable economy;
 2. Building a better future for our children and young people in Moray;
 3. Empowering and connecting communities;
 4. Improving wellbeing of our population

Increasing physical activity across a population has social, environmental and economic benefits for communities and wider society. These come primarily from physical activities undertaken in a community setting, such as walking, cycling, active recreation, sport and play.

The image below illustrates the individual and societal health benefits of physical activity.



There is also strong or moderate evidence that physical activity promotes good health and functioning and can have immediate impact on, for example, reducing falls and frailty in older adults.

In the United Kingdom, physical inactivity is estimated to cost £8.2 billion: £1.7 billion to the national health care system, £5.4 billion due to work absence and £1 billion to early mortality.

The most common causes of sickness absence in Scotland are back pain, musculoskeletal disorders and mental health problems including depression, anxiety and stress, all of which can be reduced via physical activity. [Promoting physical activity in the workplace \(healthyworkinglives.scot\)](http://healthyworkinglives.scot)

- 3.8 The 8 strategic delivery outcomes of the systems-based approach are stated below alongside potential actions for Moray;
- **Enabling the physical activity system** – developing joint/shared data intelligence systems for evidence and evaluation purposes, develop research opportunities, integrate local and national plans, leadership and accountability
 - **Active Places of Learning** – accessible activities for all learning environments and workforce training
 - **Active Travel** – enhancing the walking, wheeling and cycling infrastructure, engaging communities in transport planning and road safety.
 - **Active Places & Spaces** – develop guidance for National Planning Framework 4 and the Local Development Plan, access to indoor and outdoor amenities and improve and develop the existing infrastructure
 - **Health and Social Care** – workforce training for health professionals, integrate physical activity into clinical pathways and strengthen partnerships
 - **Communications & Public Education** – improved marketing, central resource and recognise and share successes
 - **Sport & Active Recreation for All** – targeted work on the least active and most vulnerable, continue to strengthen community provision, training for the sport and recreation workforce (including volunteers) and utilise the changing lives approach
 - **Active Workplace** - support workplace policies and opportunities and embed national standards

Many of these actions are already underway, but the significant impact that a concerted effort from all partners can deliver has not yet been seen.

- 3.9 It is recognised that the financial situation of public and voluntary sector organisations across Moray is challenging, and that commitment to this agenda will require working differently and implementing solutions collectively within the financial resources available.
- 3.10 Public Health Scotland have advised that they will work with Local Authorities (and partners) to co-facilitate this approach and they have identified Moray as a potential early adopter. Highland is also progressing with this approach as an early adopter and are slightly ahead of the Moray timeline.
- 3.11 The intention is to re-establish a Strategic Group in Moray to drive the delivery of this approach ensuring commitment and accountability from all organisations involved.

4. **SUMMARY OF IMPLICATIONS**

- 4.1. A Systems Based Approach for Physical Activity is endorsed by the CPP and work to progress this approach is undertaken alongside partners and that the CPP seek regular updates to challenge and champion this work.

- 4.2. If the decision is taken not to support this approach in Moray, then the default will be that all organisations involved in sport, leisure and physical activity promotion and provision will create their own strategies and plans for the future.

5. **CONCLUSION**

- 5.1. The Board is asked to endorse and agree to support work required to implement a Systems Based Approach for Physical Activity in Moray and agree to receive 6 monthly updates on progress and to champion and challenge this work accordingly.

Author of Report: Kim Slater, Sport & Culture Service Manager

Background Papers:

Ref: