

## Oxfordshire Local Delivery Pilot proposal

### 1. Purpose of Report

To make the Health and Well Being and Growth Boards aware of the work done to date on the Oxfordshire bid to Sport England's Local Delivery Pilot fund, seek approval for Oxfordshire's approach and agree how the Boards can contribute to a successful bid.

### 2. What is the problem that a bid to the Local Delivery Pilot can help with?

Public Health England state that inactivity contributes to 1 in 6 deaths within the UK, the same number as smoking, with the estimated cost of inactivity nationally of £7.4 billion per year.

Getting people more active has the benefit of:

- People who have a physically active lifestyle have a 20-35% lower risk of cardiovascular disease, coronary heart disease and stroke compared to those who have a sedentary/inactive lifestyle
- Regular physical activity is also associated with a reduced risk of diabetes, obesity, and osteoporosis and colon/breast cancer and with improved mental health
- In older adults, physical activity is associated with increased functional capacities and reduction on loneliness and social isolation
- Helps maintain a healthy weight

Within Oxfordshire according to the 2016 Active People Survey there are presently 114,866 adults in Oxfordshire over the age of 16 who are termed inactive (*doing less than 30 minutes of moderate intensity activity per week*) and 218,192 who are not doing the Governments recommended level of activity, 150 minutes per week.

### 3. National and Oxfordshire context

The publication of *Sporting future - A New Strategy for an Active Nation* (DCMS) in December 2015, and Sport England's *Towards an Active Nation* in May 2016 set out a significant change in direction for Government policy and public funding. Central was a focus on investment to the achievement of social outcomes such as:



In view of this change of direction partners and stakeholders have been working within the Oxfordshire Sport and Physical Activity Partnership over the past 8 months to replace the current Strategic Framework for Sport and Physical Activity 2013-2017 with 'An Active Oxfordshire' the new Strategic Framework for Sport and Physical Activity to take us to 2021. Which has at its main element a revised outcomes framework, see appendix 1 for Oxfordshire's outcomes framework and how sport and physical activity can contribute to wider social outcomes within Oxfordshire.

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### 4. Sport England's new funding rounds and the Local Delivery Pilot fund

As part of the new Sport England strategy they have £1 billion to distribute of lottery funding over the next 4 years. One of the 7 funding streams they have is the Local Delivery Fund which has £130 million to distribute to 10 pilot projects across the county. (Sport England have been clear they want a mix of rural/urban/north/south pilots)

They will judge the 10 pilots successful if they lead to:

- **More people taking part** – measured by a significant decrease in inactivity (as measured by the Chief Medical Officer guidelines i.e. 30 minutes of moderate intensity activity a week) in a sustainable way
- **Improved inclusivity** in terms of who is taking part –being more representative of the population of the pilot places than when the pilots began
- **Improved outcomes** as a result of the above – with proven contributions to some or all of the Government's outcomes in pilot places.
- **Replication of success** in *other* places (extra to the local delivery pilots) because of adoption and implementation of learnings from the local delivery pilots.

In view of the money available we expect the process to be highly competitive and with no guarantee of success. Sport England does not expect an estimate of the cost of the bid for the initial EOI but rather will work with successful bids to build up a budget in phase 2. An expression of interest will need to be submitted by the 31<sup>st</sup> March 2017 with 4 initial pilots notified by May 2017.

### 5. Work done to date

- Consultation event on the 23<sup>rd</sup> November 2016 attended by 45 partners
- Online consultation and stakeholder survey in 2016
- Individual meetings with key strategic partners such as Public Health and District Council's
- Briefing the Chairman of the Health and Well Being Board, Cllr Ian Hudspeth,
- Health Improvement Board workshop looking at Health Inequalities report
- Briefing David Smith, Chief Executive, at the Clinical Commissioning Group
- Attendance at Sport England workshop
- Meeting at South/Vale District Council involving Cllr Badcock
- Discussion paper circulated to partners for comments
- Presentation at Health Improvement Board
- Attendance at Sport England workshop- Cllr Badcock-Rosie Rowe-Chris Freeman
- Partner Steering Group set up
- Strawman EOI written – now at version 4
- Oxfordshire Sport and Physical Activity Board involvement
- Partners workshop on 7<sup>th</sup> March 2017 involving each Local Authority, Age UK, Mind, Sported, Bicester Healthy Town, Cllr Badcock and Oxfordshire Sport and Physical Activity Board and Core Team Members

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### 6. Oxfordshire's proposal

Sport England wish to co-design the details of the successful pilots if they get past the first phase submission. Therefore there is time to develop more detailed proposals and project specifics in phase 2. At this stage it is proposed that the Oxfordshire pilot submission is:

6.1 Oxfordshire wide but due to the need to take a whole systems approach eventually to work with a community in each of the Districts. This 'Place' based approach builds on the work done at Bicester Healthy Town and will need to be worked through with Sport England and the project criteria. 'Places' already suggested include a mix of urban and rural areas of deprivation.

6.2 The pilot will contribute to and be guided by the work of the Oxfordshire Health Inequalities Commission.

6.3 Use the Commissions work to guide which audience we work with.

6.3 We will build on the NHS link with and trailblazing work underway in the Bicester Health Town project. This gives us a potential edge in terms of timescales, proven methodology in community involvement and a strong link to the NHS.

6.4 Build on the strong collaborative work undertaken since 2006 by the sport and physical activity sector in Oxfordshire through the Sport and Physical Activity Partnership. No other South East County Sports Partnership has worked in the Oxfordshire way and we have a track record of working together on programmes such as Get Oxfordshire Active , Get Oxfordshire Active and Healthy-, Active Women programme, Active Body Healthy Mind and Sportivate, bringing in over £11 million of funding since 2006.

6.5 The proposal at the moment is that Bicester Healthy Town, The Health Improvement Board / Public Health and Oxfordshire Sport and Physical Activity will jointly be the organisations/partnerships responsible for leading the development of the pilot.

### 7. Success Factors

Sport England has published the following criteria by which they will judge the bids:

- **Outcomes** – we expect you to be clear about what you wish to achieve from delivering a pilot for us. We would like to know why these are of importance to you, your partners and ourselves and how these outcomes will drive transformation in your place.
- **Your place** – we want to understand the story of your place. How you have defined your place and why this makes sense. What are the needs that you wish to address and how well do you understand these
- **Audience** – this is about who are you trying to target and why. What do you know about your audience – but equally important, what you don't yet know.
- **Leadership** – who leads your place and who will lead your pilot. How will they provide strong and focused leadership?

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- **Your partners** – who are committed to working on this, what value do they bring and what role will they play?
- **Readiness** – how quickly can you and your partners organise yourselves to work at pace on developing and delivering the pilot?
- **Commitment** – how will you ensure partners can provide the level of time and resource for the whole length of the pilot
- **Learning** – how will you embed evaluation and capture valuable learning from the start? How will you share this with others quickly and effectively?
- **Sustainability** – what will be the impact of the pilot in your place and how will it sustain any significant changes in people’s activity levels beyond the length of any funding from us

### 8. Recommendations

To give the Oxfordshire bid the best chance of success it is recommended that the Health and Well Being and Growth Board give the following support linked to the above criteria:

8.1 Endorse and support the Oxfordshire approach to the Local Delivery Pilot bid

8.2 To contribute to strong and focussed leadership going forward- Suggestions are:

- To receive a presentation on and approve the Oxfordshire Strategic Framework for Sport and Physical Activity 2017-2021 at the next Board meetings.
- To work with the sector to see how sport and physical activity can contribute more impact to the wider Oxfordshire social outcomes. This to link into future funding bids to Sport England.

In achieving these actions we can demonstrate that Senior Strategic Bodies are behind sport and physical activity, change has already taken place and senior leaders are behind the proposals.

8.3 Commitment from the organisations who make up the Health and Well Being Board to provide sufficient time and resource to make it a success.

### 9. Additional Information

Additional information can be found at:

Sport England: <http://www.sportengland.org/our-work/local-delivery/>

Oxfordshire Sport and Physical Activity: <http://www.oxspa.co.uk/>

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Bicester Healthy Town: <https://www.england.nhs.uk/ourwork/innovation/healthy-new-towns/>

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## Appendix 1.

