

DERBYSHIRE COUNTY COUNCIL

CABINET

28 February 2019

Report of the Director of Public Health

**Physical Activity and Population Nutrition Funding
(Health and Communities)**

1. Purpose of Report:

To seek Cabinet approval for investment in physical activity and population nutrition programmes to encourage healthy lifestyles and champion local communities across Derbyshire. This includes:

1. Cabinet approval to increase grant funding for projects that support and improve access for both adults and children to physical activity and nutrition opportunities across the County of Derbyshire.
2. Cabinet approval to procure a social return on investment evaluation (SROI) of the existing Exercise by Referral (EbR), facilitate the development of a specific cancer pathway within the EbR, plus an external evaluation of our existing Daily Mile project.

2. Information and analysis:

Background

There is £0.250m of PH grant funding available to improve outcomes for physical activity and population nutrition across Derbyshire.

Approval is sought to procure and grant fund a total of six new elements to improve the access and reach of our current programmes such as Exercise by Referral, Food for Life, Daily Mile and District & Borough Innovation Fund. Grant funding will also provide new opportunities to tackle physical inactivity and obesity through a new 'Local Innovation Fund' delivered by Active Derbyshire.

Information

Daily physical activity is hugely important for maintaining health and wellbeing. Physical activity reduces the risk of cardiovascular disease, cancer (bowel and breast), type 2 diabetes, falls and mental health. It benefits people of all ages, ranging from helping children maintain a healthy weight to reducing conditions such as hip fractures in older people.

The Chief Medical Officer (CMO) currently recommends that adults undertake 150 minutes (2.5 hours) of moderate activity per week, in bouts of 10 minutes or more. The recommendations are different for children and young people depending on their age, but in general children should aim for 60+ minutes of physical activity every day.

Derbyshire, like the rest of the nation, has an inactivity problem. Among children in Derbyshire only 14.6% are active for 60 minutes or more every day and 33.1% are classed as less active and so doing less than 30 minutes on average each day of the week.

The Sport England Active Lives survey in 2017/18 tells us that only 63.7% of adults in Derbyshire are active for the CMO recommended 150 minutes a week. Further, 23.4% of the population are inactive, doing less than 30 minutes a week. Of the 153,000 people who are inactive in Derbyshire, over half (55.9%) have done no activity in the past month. Physical inactivity is associated with social deprivation and females are less likely to be active than males. Physical activity declines significantly with age.

Across Derbyshire almost 3,000 children entering Reception and almost 4,000 children leaving Year 6 in 2016/17 were overweight or obese. At age 15 children are eating significantly fewer portions of fruit and vegetables each day than the average for England and many other Local Authorities in the East Midlands. And in adulthood, just 50.9% of the population eat 5 portions or more of fruit and vegetables each day.

To encourage Derbyshire residents to live healthy lives, and in support of priorities identified in the Council Plan, the Public Health Department is proposing the following investment in physical activity and nutrition services from March 2019.

2.1 Proposed Grant Funding

District & Borough Innovation Fund (Year 2) – In June 2018 Cabinet approved grant funding to the eight District and Borough Councils across Derbyshire for each to develop an innovative new project to reduce physical inactivity locally. These Innovation Fund projects started in autumn 2018 and are funded for one year. Year 2 funding will be made available to successful innovation projects that require a small amount of additional money to ensure sustainability into the future.

Estimated cost: £22,000 to ensure sustainability of our Year 1 projects through Year 2

Physical Activity: Local Innovation Fund – The establishment of the Innovation Fund in 2018 has generated significant knowledge and experience, with capacity for developing and testing new initiatives to increase physical activity, at the local level across Derbyshire. Supported by Active Derbyshire (part of Active Partners Trust, previously Derbyshire Sport), the eight District and Borough Councils are developing local strategic partnerships and substantial local innovation is emerging in relation to physical activity and community capacity building. This success has been driven and enabled, in part, by previous Derbyshire County Council investment in programmes such as Walk Derbyshire, Exercise by Referral, and the Innovation Fund (above) and through organisations such as Active Partners Trust.

This Local Innovation Fund will provide additional support to embed and work towards the sustainability of emerging local strategic physical activity partnerships. It will enable the seed funding of community-led physical activity projects across Derbyshire, harnessing the experience, skills and imagination of local communities to establish new activity initiatives in an area. Simultaneously, Active Derbyshire and the Public Health Department have established a learning and development network across Derbyshire that enables partners to come together to share learning, best practice and challenges in supporting inactive Derbyshire residents to move more.

As the strategic lead organisation for physical activity in Derbyshire, the Local Innovation Fund will be held and administered by Active Derbyshire. Active Derbyshire is a Charitable Organisation and part of Active Partners Trust. Local strategic partnerships will be able to bid for seed funding for the Local Innovation Fund, with funding awarded to applicants according to a set of investment principles that ensure money is used to address Council Plan Priorities. Investment principles will ensure projects:

- Build on existing community assets
- Are co-designed with Public Services, the Voluntary and Community Sector and local people
- Form part of a coherent plan for physical activity in the local area whilst addressing social and health inequalities
- Consider how the activity might be sustainable beyond the life of the seed funding
- Are evaluated and the learning shared across Derbyshire

Additionally, part of this Local Innovation Fund budget (total £24,000 over 3 years - £8,000 per year from 1st March 2019) will be allocated to the Derbyshire School Sports Association to support young people's engagement in physical activity and sport across Derbyshire.

Estimated cost: £170,000 as a one-off grant to Active Derbyshire, includes £8,000 per year for 3 years which will be re-allocated to Derbyshire School Sports Association

Food for Life (FFL) – Is a national evidence-based programme bringing schools and their surrounding communities together around the core ethos of healthy, tasty and sustainable food (where food is produced, processed, bought, sold and eaten in ways that provide social benefits and contribute to thriving local economies). The programme is about more than just food on the plate, the intervention works to change food culture, by considering where food comes from, how it is grown, cooked and experienced. The programme contributes to a community-wide whole systems change that can positively impact on education, sustainability, inequalities, communities and health. DCC – Public Health provide £70,000 grant funding to The Soil Association a registered charity to work intensively with 15 schools across Derbyshire and DCC catering services. Due to the success of this programme it is proposed to grant fund extra training sessions across the county to enable more schools to be involved.

Estimated cost: £15,000 to provide a further 4 training sessions targeting schools across the county (The Soil Association will also put an additional £3,000 towards the programme expansion)

2.2 Proposed Procurement Activity

External Evaluation: Social Return on Investment of Exercise by Referral (EbR) – DCC (Public Health) currently funds an Exercise by Referral programme across Derbyshire to cover the period 1st September 2018 to 31st August 2020. The physical activity benefits of this programme for the individual participant are measured by the Providers involved in the provision. However, there is likely to be a range of other Social Value benefits around reducing social isolation and loneliness, improved mental health and wellbeing, and community cohesion. This proposed external evaluation will examine the wider impacts (e.g. social and economic) of the programme in Derbyshire to inform our understanding of the range of benefits the programme brings to our local people and communities. It is therefore proposed to procure an external organisation at a contract value of up to £20,000 to evaluate the effectiveness of this programme and develop proposals for expanding involvement.

Estimated cost: £20,000 for an external evaluation of the wider benefits of the EbR programme

External Evaluation: Daily Mile – The Daily Mile is a growing movement that helps support children to be active as well as reach their educational potential. It is proposed to support more schools to implement the Daily Mile. To do this we need to understand the barriers to participation in order to

tailor our approach to get more schools joining the movement and delivering the Daily Mile every day. It is therefore proposed to procure an external organisation at a contract value up to £15,000 to evaluate the effectiveness of this programme and develop proposals for expanding involvement.

Estimated cost: £15,000 for an external evaluation of the Daily Mile programme

Develop a specific cancer pathway within Exercise by Referral – One in two of us will have a cancer diagnosis during our lifetime. Cancer diagnosis and treatments are improving, meaning many people are living longer but those that are, are not necessarily living well. Many people are living with disabling consequences of cancer treatment and multiple health conditions. Supporting people to be physically active from diagnosis through to end of life has been called a ‘wonder drug’. It has a crucial role to play in both prehabilitation (process of enhancing an individual's functional capacity before treatment) and rehabilitation afterwards. Not only does moving more help improve clinical outcomes, it can also help people take control of their lives, reduce social isolation, and enable people to live independently. DCC - Public Health are currently working with Macmillan to develop a physical activity pathway as part of their recovery programme across the county (this already exists in Derby City) and integrate this into the current EbR scheme delivered through our Districts and Boroughs. To achieve this we need to have fully trained physical activity advisers in order to deliver to the required standards in line with Macmillan recommendations. It is therefore proposed to commission an external organisation to facilitate the training of advisers and ensure we can achieve countywide provision.

Estimated cost: £8,000 to enable the development of a specific cancer pathway through the training of at least 12 advisers spanning all eight Districts & Boroughs

3. Financial Considerations:

The total project value is £0.250m which will be met from the ring fenced Public Health Grant budget. The funding breakdown per project is as follows:

Table 1: Grant Funded Projects

Service/Project	Principal Target Population	Principal Provider	Proposed Dates for Awards	Total Financial Investment
District & Boroughs Innovation Fund (year 2)	Inactive population	Derbyshire Districts & Boroughs	June 2019	£22,000
Physical Activity: Local Innovation Fund	Adults, Families & Children	Active Derbyshire	April 2019	£170,000
Food for Life	Whole Schools and local community	Soil Association	May 2019	£15,000

Table 2: New Procurements

Service/Project	Principal Target Population	Principal Provider	Total Financial Investment
External evaluation: SROI Exercise By Referral	Inactive adults with certain health conditions	Independent provider to be identified following a procurement exercise	£20,000
External evaluation: Daily Mile	Whole school community	As above	£15,000
'Living With & beyond Cancer' Physical Activity Pathway into Exercise by Referral	People living with and beyond cancer	As above	£8,000

4. Legal Considerations:

The increase in grant funding and new procurements referred to in this report will be processed in accordance with the Council's Financial Regulations. The standard grant agreement shall be used to set out the terms and conditions for which grants are made, which provides for

clawback of funding in certain circumstances and shall also provide that the Council is not liable for any employment liabilities.

5. Other Considerations:

In preparing this report the relevance of the following factors has been considered: prevention of crime and disorder, equality of opportunity, human rights, human resources, environmental, health, property and transport considerations.

6. Background Papers:

Food for Life Cabco Paper July 2018

[..\Food For Life CabCo July 2018.docx](#)

Public Health Cabinet Member Cabco Report

[..\Public Health Cabinet Member Cabco Report CSTv1.docx](#)

Public Health Cabinet Report Active Partnership Trust

[..\Public Health Cabinet Report APT \(004 CS\).docx](#)

Public Health Physical Activity Grant Funding 14th June 2018

[..\Public Health Physical Activity Grant Funding - 14 June 2018 Cabinet Paper.docx](#)

7. Key Decision:

No

8. Call-in:

Is it required that call-in be waived in respect of the decisions proposed in the report?

No

9. Officer's Recommendation:

That Cabinet:

- Approves the increase of grant funding for projects that improve access for both adults & children to physical activity and nutritional opportunities across Derbyshire for a period of 1 year as detailed in the report to commence from March 2019.
- Approves the procurement of the two evaluation programmes and an exercise by referral programme for people with cancer for a period of 1 year to commence from March 2019.

Dean Wallace
Director of Public Health