



Towards an Active Hull

2018-2028

We will improve the health and wellbeing of the city by making Hull a place where people choose to be more active as part of their everyday lives.

Our pledge to Hull



Councillor Hester Bridges, Chair of Health and Wellbeing Board

I fully support the ambitions of Towards an Active Hull, doing more activity is vital for better health and wellbeing. Time and cost can be an issue, but all of us can make small changes to our routines to fit in physical activity. We are fortunate that we have so many local parks and leisure facilities in the city offering a wide range of physical activity opportunities.



Councillor Craker, Portfolio Holder for Culture, Leisure and Tourism

Working together with other partners in the city to encourage people to be more physically active is really important to improve people's health and wellbeing. Hull offers such great opportunities to be active in the local parks and leisure facilities, or get involved in local sports teams, and we have some great sporting heroes to inspire us. I wholeheartedly support the ambitions of Towards an Active Hull.



Councillor Brabazon, Chair of Hull Culture and Leisure Ltd

Hull Culture and Leisure Ltd offers a wonderful, exciting and diverse programme of events to people across the city and beyond, which has many social and health and wellbeing benefits. I strongly support Towards an Active Hull and the ambition that it has.



Councillor Lunn, Portfolio Holder for Adult Services and Public Health

I support the ambitions of this strategy and believe by increasing physical activity levels we will improve the health and wellbeing of the City. Physical activity reduces the risks of major illnesses, such as heart disease, stroke, type 2 diabetes and cancer it also helps people's mental health; helping people to make connections and contributing to their community.



Julia Weldon, Director of Public Health and Adult Social Care

I am really proud to put my support behind Towards an Active Hull that will, through active design, active recreation and active travel, create an opportunity for everyone to get involved and active in their community. This strategy will also make a huge contribution to reducing childhood obesity in the City and to reducing health inequalities overall.



Dr Dan Roper, Chair of NHS Hull Clinical Commissioning Group

We fully support Towards an Active Hull with its focus on encouraging people of all ages and abilities to get involved in sport and activities. There is a great deal of evidence that regular activity is good for our physical and mental wellbeing, and it can also help to prevent the health problems that lead us to become more dependent on NHS services in later life. Our challenge over the next 10 years is to make Hull an exercise-friendly city where everyone can enjoy the health benefits of being more active every day.



Jane Stafford, Chair of Voice and Influence Partnership

The Voluntary and Community Sector in Hull play an enormous role in grassroots engagement with residents and welcome the Towards an Active Hull strategy which aims to include everyone in becoming more active in everyday life. The Hull Voluntary and Community Sector Voice and Influence partnership welcomes the opportunity to endorse this strategy.



David Gent, Chief Executive Officer Active Humber

Towards an Active Nation has set a big challenge to get the most physically inactive, active and Active Humber as Sport England's funded partner in the Humber believe that Towards an Active Hull very much shows that Hull as an area has risen to that big challenge. We are looking forward to playing our part with partners in Hull to getting the most inactive, active.

In ten years' time we will:

1. Reduce the level of inactive children and adults that live in Hull, contributing to improved health outcomes.
2. Create a culture where people of all ages choose to become more physically active as part of their day to day lives.
3. Reduce the inequalities in physical activity levels in Hull.
4. Embed the promotion of physical and mental health benefits that physical activity gives us in the advice provided by healthcare specialists, teachers, professionals working to support families and those working in the leisure sector.
5. Maximise our fantastic local sport and recreational assets and use them to their full potential.
6. Ensure that all built environments support people taking part in physical activity.
7. Motivate 10,000 adults to move from inactive to active.*
8. Become a leading city for sporting excellence, champion local sporting heroes and celebrate the success of local teams.
9. Recognise sport and physical activity as contributor to economic development and regeneration.

* From the most recent Active Lives survey (2017/18), to achieve the same 'active' rate as England, Hull would require an additional 9,990 or 11.2% adults (aged 16+) moving from the 'inactive' or 'fairly active' categories (based on 2017 ONS mid-year population estimates)



Strategic Framework for Action

- What will success look like?

Making Hull a place where people can be more active as part of their everyday lives.

Active Design

Ensuring the environment encourages and facilitates activity

Hull will be a place which has an inspiring environment that encourages and enables physical activity.

Create places and spaces in Hull which encourage and support both formal and informal activity.

Ensure the principles of active place are embedded as essential elements of planning policy.

Recognition of the impact that physical activity can have on community cohesion.

Active Recreation

Choose to be active in your own time

Create a culture when people choose to become more physically active for relaxation, improving health and wellbeing and enjoyment.

Encourage more people and families to use leisure and recreational facilities, parks and open spaces.

Raise awareness of the benefits of active recreation to improve health and wellbeing.

Work with health professionals to embed the role active recreation has in improving clinical outcomes.

Sport & Volunteering

Get involved in
your community

More people regularly
choose to take part in sport
and volunteering.

Raise awareness of the
benefits of volunteering
to build social inclusion,
particularly for socially
isolated individuals.

Highlight the potential
of volunteering to
support individuals into
employment.

Ensure everyone is able to
access live sport, both major
and local events, and benefit
from the experience.

Active Travel

Finding more active ways to
get from A to B

Recognise travel as a means
of activity itself and by
ensuring cycling and walking
are the natural choices for
shorter journeys, or as part
of a longer journey.

Better Safety - a safe and
reliable way to travel for
short journeys.

Better Mobility – more
people cycling and walking –
easy, normal and enjoyable.

Better Streets – places that
have cycling and walking at
their heart.

Physical Activity-The National Facts 2018

- Estimates for the annual costs to the NHS as a result of physical inactivity are between £1 billion and £1.8 billion.
- 61% of adults nationally are overweight or obese.
(Be active, be healthy: A plan for getting the nation moving. HM Government, London, 2009.)
- In England, 23% of children start school overweight or obese and 36% leave primary school overweight or obese (National Child Measurement Programme 2017/18 <https://files.digital.nhs.uk/9F/22AF4D/nati-chil-meas-prog-eng-2017-2018-rep.pdf>).
- Inactivity is more common among people with a disability (43%) than those without (21%). (Active Lives Adult Survey: May 16/17 Report).
- It is estimated that 62% of adults in England were physically active (fulfilling the national physical activity guidelines of 150 minutes or more of moderate physical activity per week) and 25% were physically inactive (undertaking fewer than 30 minutes of moderate physical activity per week). (Active Lives Adult Survey: May 16/17 Report).
- 65% of men are more likely to be active in comparison to only 60% of women. (Active Lives Adult Survey: May 16/17 Report).
- Physical activity has a huge potential to enhance our wellbeing. Even a short bursts of 10 minutes' brisk walking increases our mental alertness, energy and positive mood. (Ekkekakis, P., Hall, E.E., Van Landuyt, L.M. & Petruzzello, S. (2000). Walking in (affective) circles: Can short walks enhance affect? Journal of Behavioral Medicine, 23 (3), 245-275.)





Inactive

Less than 30 minutes per week

Fairly active

30 - 149 minutes per week

Active

150+ minutes per week

25.6%

13.7%

60.7%

25.6% of people (11.3M) do fewer than 30 minutes a week

13.7% (6.1M) are fairly active but don't reach 150 minutes a week

60.7% (27.0M) do 150 minutes or more per week

61%

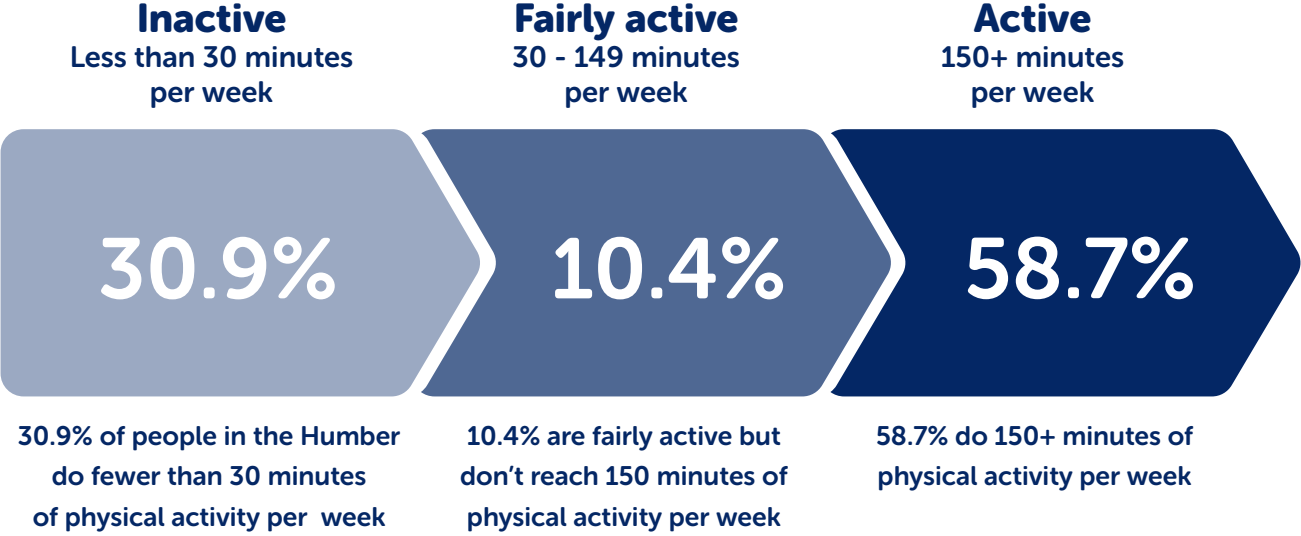
Of adults nationally are overweight or obese.



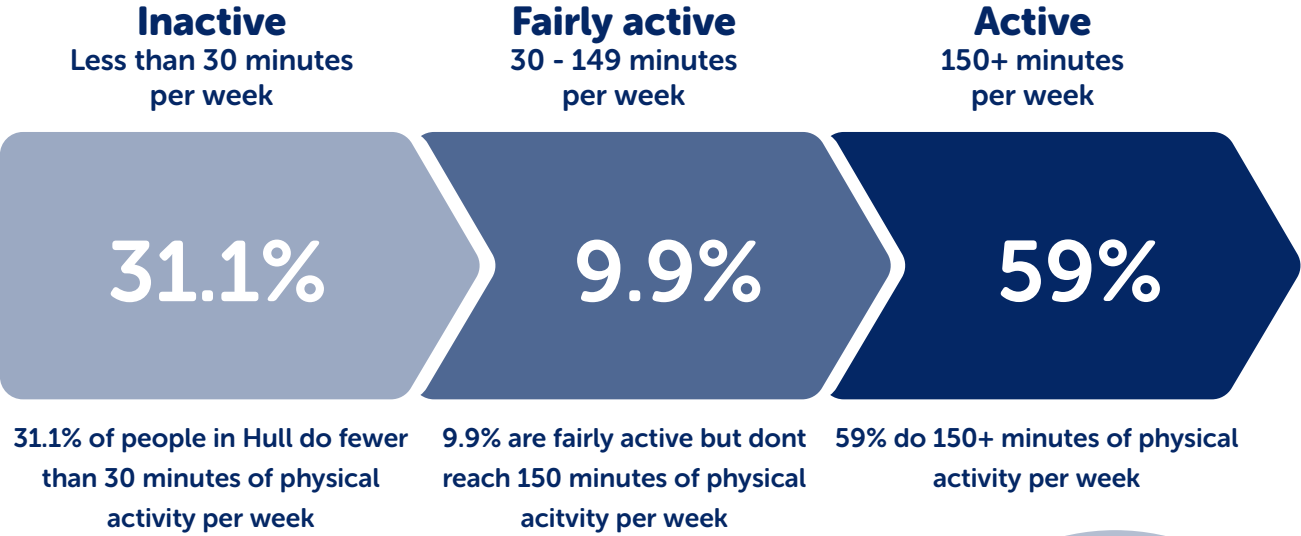
Physical Activity- The Local Picture



Humber Statistics



Hull Statistics



31.1% of adults in Hull do fewer than 30 minutes of physical activity per week



Active lives adult survey May 17/18



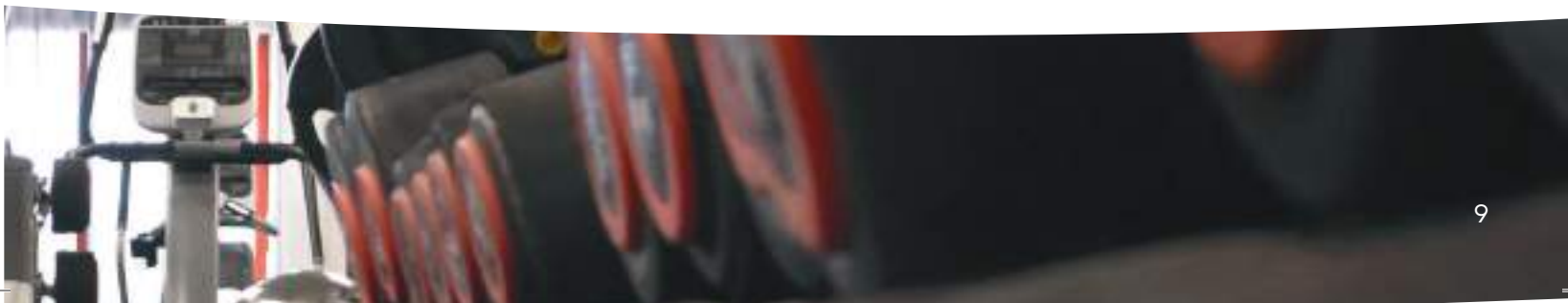
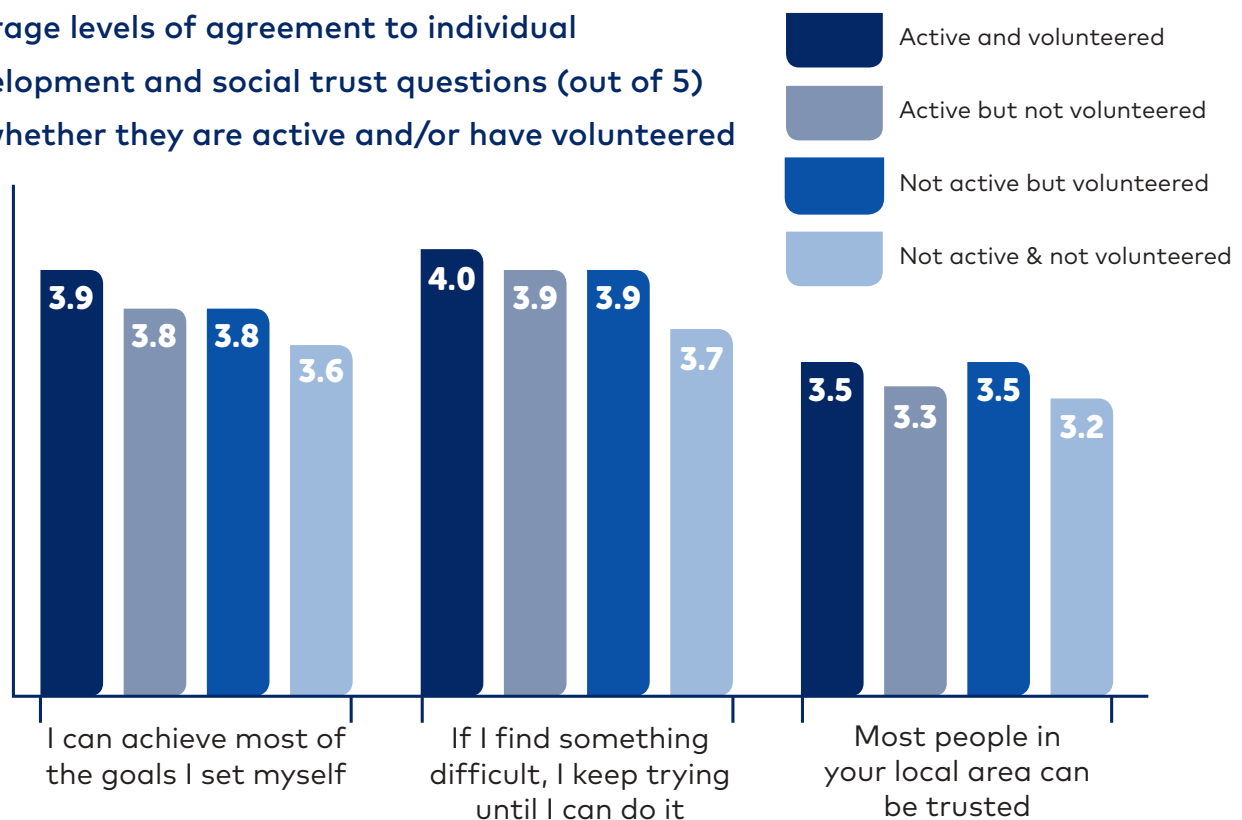
People who take part and volunteer have higher scores across all outcomes

The combination of both being active and volunteering is associated with higher scores across the mental wellbeing measures. It should be noted that volunteering is particularly associated with higher levels of feeling worthwhile.

For the individual development measures, those who were active and volunteered were more likely to meet the goals they set themselves and kept trying when they found things difficult, compared to those who did just one and not the other.

As with feeling worthwhile, it is volunteering that is particularly associated with higher levels of social trust. Those who volunteered reported an average score of 3.5 out of 5 for trusting people in their local area, which is the same as people who both volunteered and were active and higher than those who were active but not volunteering.

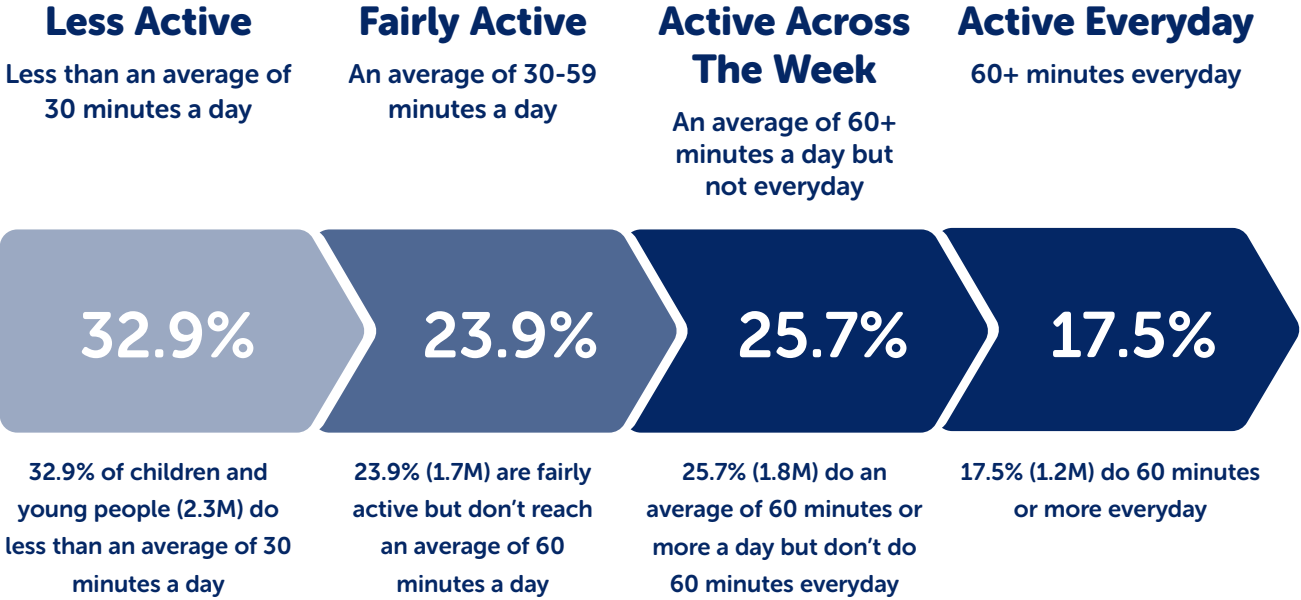
Average levels of agreement to individual development and social trust questions (out of 5) by whether they are active and/or have volunteered



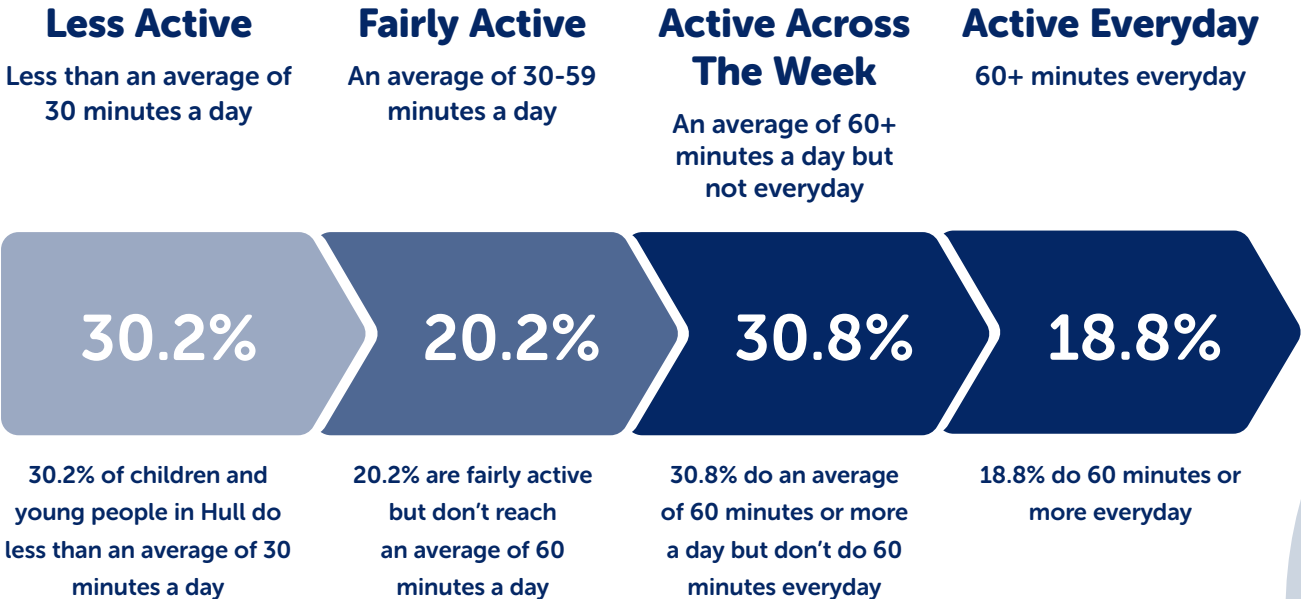
Levels of Activity for Children



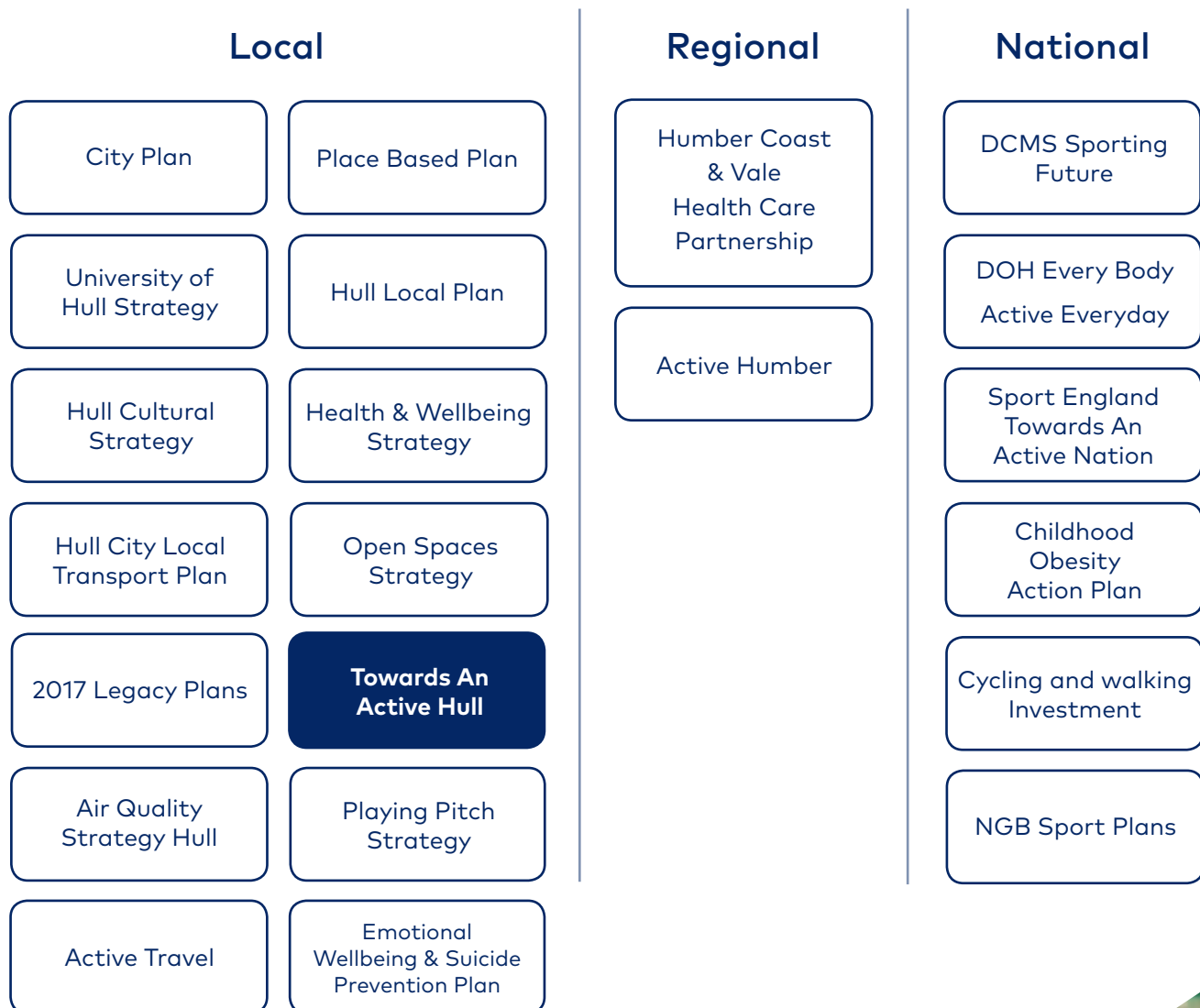
National Statistics



Hull Statistics



Where Does the Strategy Fit?



It's very important for Hull to have a plan to improve how active people are



What People Said:

As part of the development of Towards an Active Hull 2018 – 2028 local people, community leaders, organisations and professionals were consulted on this plan and their ideas how to get the inactive more active. Online, social media platforms and face to face consultation allowed a wide range of individual people, agencies, schools, clubs, organisations, Councillors, Area Committees, Youth Networks, internal Council departments and health organisations to provide feedback.

The face to face consultation sessions were arranged in community and recreational spaces including Pearson Park, Woodford Leisure Centre, Ennerdale Leisure Centre, West Park Skateboard Jam, East Park, Hessele Road Network, Ennerdale Cycle Circuit Healthy Holiday Programme, Peter Pan Park, Hull Central Library, Costello Stadium, Beverley Road Baths, Unity in the Community and Albert Avenue Pools.



**Improved
walking
and cycling
infrastructure
and activity**


-
- 91% of respondents think that it is important or very important for Hull to have a plan to improve how active people are.
 - The most important ten year ambition was to reduce the level of inactive children and adults that live in Hull, and increase the levels of healthy weight and related health outcomes.
 - The three main barriers to getting active were thought to be cost, time and a lack of information about what is available.
 - Respondents felt that schools were the most important key partner that can help encourage people to be more active.
 - 61% of respondents were Hull residents.

More trained
sports and
fitness coaches,
volunteers
and staff



Top Ten Big Ideas to Get People Active:

1. A focus on increasing physical activity in schools, and working in partnership with schools to develop active involvement in healthy community activities and campaigns.
2. Improved walking and cycling infrastructure and activity, including protected bike lanes, development of school walking bus activities.
3. Well designed and accessible public places where it is easy for people to be physically active.
4. City wide joined up promotion of diet and physical activity campaigns.
5. Community and volunteer led, family friendly events and activities e.g. Parkrun, GoTri , skateboarding festival, including free events.



A focus on
increasing
physical activity
in schools

6. NHS and Public Health programmes, for example exercise prescription.
7. More trained sports and fitness coaches, volunteers and staff who inspire people to be active.
8. Develop physical activity programmes in the workplace for example corporate leagues and cycle to work schemes, and the promotion of corporate fitness memberships.
9. Large scale sports events to inspire the next generation e.g. Rugby League world cup.
10. An inspiring range of activities for older people and for all abilities.

City wide joined
up promotion
of diet and
physical activity
campaigns



Scope of the Challenge in Hull

- Public Health England estimates the total cost of physical inactivity to be £7.4 billion, which equates to approximately costing Hull £35 million.
- Physical inactivity is responsible for 17% of deaths (1 in 6 deaths), which would equate to more than 400 deaths per year in Hull.
- High levels of deprivation- Hull is the 3rd most deprived local authority (out of 326) in England, 52% of the areas in Hull fall within the most deprived fifth (20%) of areas nationally and <1% of the areas in Hull fall within the least deprived fifth of areas nationally.
- 64% of adults in Hull are overweight or obese, which equates to approximately 133,000 adults.
- 29% of children start school overweight or obese and 38% leave primary school overweight or obese.
- Local surveys show that 44% of residents were physically active although there was a relatively large difference between men (51%) and women (39%).

Physical inactivity
equates to more
than 400 deaths
per year in Hull



- Across the wards in Hull, adults living in St Andrew's & Docklands (53%), Pickering (53%) and Marfleet (52%) were most likely to be inactive, whereas adults living in Kingswood (23%), University (26%) and Beverley & Newland (33%) were least likely to be inactive. There were statistically significant differences across the wards, which is associated to the differences in the age structure of the population, and the fact that students are less likely to be inactive.
- The highest percentages of physically active adults (2.5+ hours per week) by 2018 wards were in University (59%), Kingswood (57%) and Boothferry (56%), with the lowest percentages in Derringham (37%), Marfleet (35%) and Pickering (35 %).
- Adults living in the most deprived fifth of areas of Hull were less likely to be active (38%) and more likely to be inactive (52%) compared to adults living in the least deprived fifth of areas of Hull (52% and 35% respectively).
- From Hull's 2016 Health and Lifestyle Survey of Young People, 44% of boys and 34% girls in years 7 to 11 engaged in at least one hour of physical activity per day on average. The percentages tended to reduce with age particularly among the girls. The percentage fulfilling these national physical activity guidelines did not differ greatly among either boys or girls by deprivation.
- Every year in Hull approximately 52,000 adults (16+) and 3,548 children and young people (aged five to 16) will experience a mental health problem. Emotional Wellbeing and Suicide Prevention: *Action Plan for the City of Hull 2018-2022*.

Physical inactivity
costs Hull approx
£35million



How Active Should We Be?

These guidelines are issued by the four Chief Medical Officers (CMOs) of England, Scotland, Wales and Northern Ireland. They draw on global evidence for the health benefits people can achieve by taking regular physical activity throughout their lives.

Physical activity benefits for adults & older adults

Benefits Health	Type II Diabetes	-40%
Improves Sleep	Cardiovascular Disease	-35%
Maintains Healthy Weight	Falls, Depression and Dementia	-30%
Manages Stress	Joint and Back Pain	-25%
Improves Quality of life	Cancers (Colon and Breast)	-20%

What should you do?

Be Active		Sit Less	Build Strength	Improve Balance
Vigorous	Moderate			
Running	Walking	TV	Gym	Dance
Sport	Cycle	Sofa	Yoga	Tai Chi
Stairs	Swim	Computer	Carry Bags	Bowls
75mins per week	150mins per week	Break up sitting time	2 Days per week	



Physical activity for children and young people (5 - 18 Years)

 Builds confidence & social skills	 Maintains healthy weight	 Improves health & fitness	 Improves sleep
 Develops co-ordination	 Strengthens muscles & bones	 Improves concentration & learning	 Makes you feel good

Be physically active

Spread activity throughout the day. All activities should make you breathe faster & feel warmer

 Play	 Run/Walk	 Aim for at least 60 minutes everyday Include muscle and bone strengthening activities 3 times per week	 Bike	 Active Travel
 Swim	 Skate		 Sport	 PE
 Skip	 Climb		 Workout	 Dance

Sit less

Move more

Move more, sit less



A Whole System Approach to Increasing Phys



1- Strategy, policy & commissioning

Develop and establish strategic partnership steering group. Consult and create a strategy. Ensure the strategy is fully adopted and utilised with Planning and Commissioning departments. Establish priorities and Action Planning.

2- Physical activity in the workplace

Understand, implement and sharing effective physical activity programmes in the workplace, including active travel. Ensure building designs increase physical activity. Understand and influence workplaces about the role physical activity can have on employees health.

3- Local services: areas of work

Encourage residents to become more physically active. Understand and influence the local landscape of services that have an impact on physical activity in children, young people, adults and families lives.

4- Diet & physical activity

Encourage residents to consider diet as a key contributing factor to a healthy lifestyle and the link it has with physical activity. Consider specific target groups- adults, children and young people, pregnant women and families.

5- Training

Encourage children and young people to be physically active. Provide information and training in primary care about physical activity and adults. Share and promote training opportunities and resources for professionals and consumers. Consider older people in primary, community and residential care.

Physical Activity in Hull based on NICE Guidance

6- Physical Activity & Schools

Provide recommendations for schools on playground design, structure of physical activity programmes, delivering physical activity programmes, travel plans and planning and leadership.

7- NICE Guidance on Walking & Cycling

Provide recommendations to encourage walking and cycling, this includes; national and local strategy, policy and planning support; high level support from the health sector; ensure all relevant policies and plans consider cycling and walking and develop cross sector walking and cycling programmes. Assist in preventing unintentional injuries on the road.

8a- NHS & Public Health-Encouraging people to be Physically Active

Understand and influence the role that NHS and Public Health has on physical activity amongst children and young people and how it addresses health inequalities. Ensure that NHS and Public Health continue to provide guidance and lifestyle advice on diet and physical activity. Pedometers and walking and cycling schemes are adopted by the NHS and Public Health Exercise referral schemes targeted and promoted to sedentary/inactive residents. Ensure that adults in primary care receive brief advice.

8b- NHS and Public Health - Changes in Other Areas

Ensure that the environment and workplace (in both NHS and non NHS settings) is considered as a key contributing factor in improving physical activity by the NHS and Public Health. Walking and cycling between NHS sites is championed.

8c- NHS and Public Health. Encouraging physical activity to prevent/treat specific conditions

Understand and influence the role that NHS and Public Health has on managing obesity levels amongst children, young people and adults. Support and endorse the NHS and Public Health guidance on mental wellbeing, cardio vascular health, weight management and the role that physical activity plays in this. Women before, during and post pregnancy and who have a BMI of 30 or above are considered by the NHS and Public Health.

How we will Monitor & Measure Success?

We will monitor the success of the 10 year strategy through a Strategic Partnership bringing together key partners that are needed to deliver the required actions. The Partnership will create a rolling action plan and system of continual review and update to monitor achievements against the ambitious outcomes. Core Partners will include Hull City Council, Hull Culture & Leisure Ltd, Hull Clinical Commissioning Group, the County Sports Partnership, Schools, Colleges and the Voluntary Sector representation. The partnership will embrace the following principles:

- Target our work and efforts to people and communities that need it most.
- Agree campaigns and key messages and work together to pool our resources and improve reach.
- Advocate for Hull, raise confidence with external partners and win resources to deliver Towards an Active Hull.
- Locally led and evidence based decision making.
- Honest and realistic about what is achievable.
- Create sustainable programmes that lead to long term changes in health and wellbeing.
- Genuine collaboration and co-production.
- Develop a set of measurable actions that will deliver the ambitions of Towards an Active Hull.
- Report on the success of the delivery of the plan.

Locally led
evidence
based decision
making



Measuring Success: The critical measure of success is the Sport England annual Active Lives Survey that tracks level of activity in Hull and across the country:

- Reduction in inactivity levels- Active Lives Survey, Sport England
- Increase in fairly active and active levels- Active Lives Survey, Sport England
- Increase in volunteering levels- Active Lives Survey, Sport England

A series of local proxy measures will be established to track progress against actions through the year which may include the Hull Health and Wellbeing Survey – Children and Adults, a number of visits to Council funded leisure and recreational facilities, local volunteering rates, Active Travel utilisation and cordon survey results, Headstart Hull data. The NHS National Child Measurement Programme will also provide a useful context.

Target our work
and efforts
to people and
communities that
need it most





Working in partnership



Clinical Commissioning Group



ACTIVE HUMBER



LOTTERY FUNDED

