

Coventry on the Move framework

2019 - 2024





CONTENTS

| | |
|---------------------------------|------------|
| Introduction | Page 4 |
| Background | Page 5-6 |
| Priority one | Page 7-8 |
| Priority two | Page 9 |
| Priority three | Page 10-11 |
| Priority four | Page 12 |
| Find out more and References | Page 14 |



INTRODUCTION

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It is anticipated that the framework will be 'owned' by everyone that has an interest in physical activity in the city.

We must all do what we can to involve, encourage and enable all our communities to take action to improve their chances of living a fit and active life. The Council, West Midlands Combined Authority and our partners are working together to involve and communicate the opportunities and the benefits of being more active to all our residents. The aim is to improve health and wellbeing, reduce health inequalities and increase access to physical activity, leisure and interactive cultural activities.

The current economic climate means that future investment in physical activity, public leisure, and culture will only be achieved through strong partnership working – within and outside of the city. Such partnerships need to be founded on a collaborative, coherent and joined up vision going forward which is set out in the framework.

The development of this framework has involved a number of partners, agencies and individuals. It is anticipated that the framework will be 'owned' by everyone that has an

interest in physical activity in our city as well as our regional and national partners. It is important that through this framework and our collective approach to physical activity we can uplift people in our society and communities.

We launch the framework at a time when the spotlight is on Coventry. We are European City of Sport 2019, City of Culture 2021 and working with Warwickshire to deliver a Year of Wellbeing across the city in 2019.



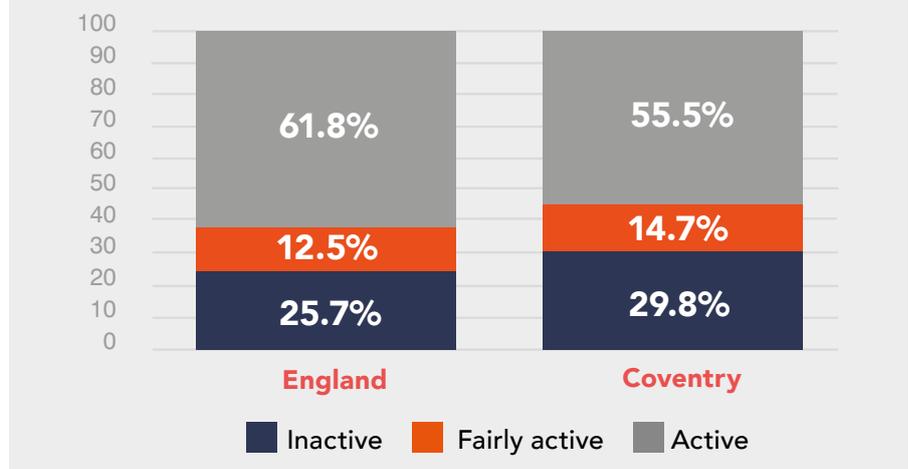
BACKGROUND

We want to make sure that Coventry is a far more active city by 2024 with everyone moving more and levels of inactivity reduced. Currently only just over half of the city's adult population undertake regular physical activity with significantly lower rates than the England comparators for women, those with long-term limiting illness or disability and groups in semi-professional and technical occupations. We need to take collective action to improve this.

This framework – developed by stakeholders and supported by Coventry City Council and West Midlands Combined Authority - aims to involve residents in a collective campaign to increase movement and physical activity and to support stakeholders in recognising their role in enabling and promoting change. To do this, we must ignite a social movement that makes physical activity and getting actively involved in local communities a part of daily life in Coventry.

There is no single solution to getting more people taking part in physical activity – particularly for those who have an inactive lifestyle or face challenges around disability or ill health. We need to have a framework that encourages stakeholders and communities to work as a whole system and create a city on the move where physical activity and health improvement are placed at the forefront of all relevant strategies, policies

Activity levels of whole population (16+)



and practice. To succeed, the framework needs to resonate with all partners and be reflected within health, physical and cultural activities and the planning and design of public realm.

We need to have a framework that encourages stakeholders and communities.

Based on existing local and regional plans, Coventry has considerable infrastructure and plans¹ already in place to support the 2024 vision;

■ 'Whole-of-school' programmes - Coventry Sports Network, a multi-agency partnership hosted by the City Council, and Coventry Headteachers have been working to develop local priorities around education, school sport, PE, participation and wellbeing. This is supported by the County Sports Partnership,

Coventry, Solihull and Warwickshire Sport, who provide resources and advice to schools.

■ Transport policies and systems that prioritise walking, cycling and public transport; in Coventry there are a number of plans in place that set out how active travel, cycling and walking opportunities are being developed and these are linked to plans across the region via the West Midlands Combined Authority (WMCA).

■ Urban design regulations and infrastructure that provide for equitable and safe access for recreational and transport-related walking and cycling across the life course – again plans are managed by the Council and are also aligned to the WMCA's Spatial Investment and Delivery Plan Wellbeing Principles.

- Physical activity and prevention of non-communicable diseases linked to lifestyles and health behaviours integrated into health care systems; programmes around out of hospital care, social prescribing and community navigation
- Public education and behaviour change, including mass media to raise awareness and change social norms on physical activity
- Community-wide programmes that mobilise and integrate community engagement and resources. Coventry already has a

significant head start here in terms of the opportunities that the Year of Wellbeing and European City of Sport 2019 provide as well as plans for the City of Culture 2021

- Sports systems and programmes that promote inclusivity - 'sport for all' promoting inclusivity and addressing inequalities and encouraging participation across the life span are developed within the Coventry Sports Strategy 2014- 2024¹

Through strong partnership working at local, regional and national levels, the opportunities for local organisations, communities and local people to engage and mobilise to become healthier and achieve higher levels of participation in regular physical activity can be developed. To help local people become more active, this framework outlines the information and ability to be active, and highlights the plans for the facilities and spaces to enable this to happen.

The framework has been developed with partners and has four main priorities, each with a number of objectives.



1 PRIORITY ONE: ENHANCE OUR PLACES AND SPACES FOR ALL

OBJECTIVES

- Promote, provide and develop Coventry's leisure, cultural and sporting facilities and increase outdoor access to equipment and leisure and cultural opportunities
- Support communities to lead on the use of their spaces and to be active in ways that work for them
- Increase and enable local people's movement via active travel planning, air quality improvement sites, walking and cycling, green space, city parks, the canal and rivers

WHY?

The best way to achieve the substantial health-enhancing potential of physical activity on a population level is if people can incorporate physical activity into their daily livesⁱⁱ. For example by replacing time spent commuting by car with physically active forms of travel such as walking and cycling, physical activity becomes embedded in participants' daily routines. Moderate-intensity, high-frequency activity like physically active commuting can improve health related fitness. Active Travel may also reduce stress levels for those swapping from their car to their bicycle to commute. Moderate aerobic physical activity, like walking to work, can have an anti-depressant effect.

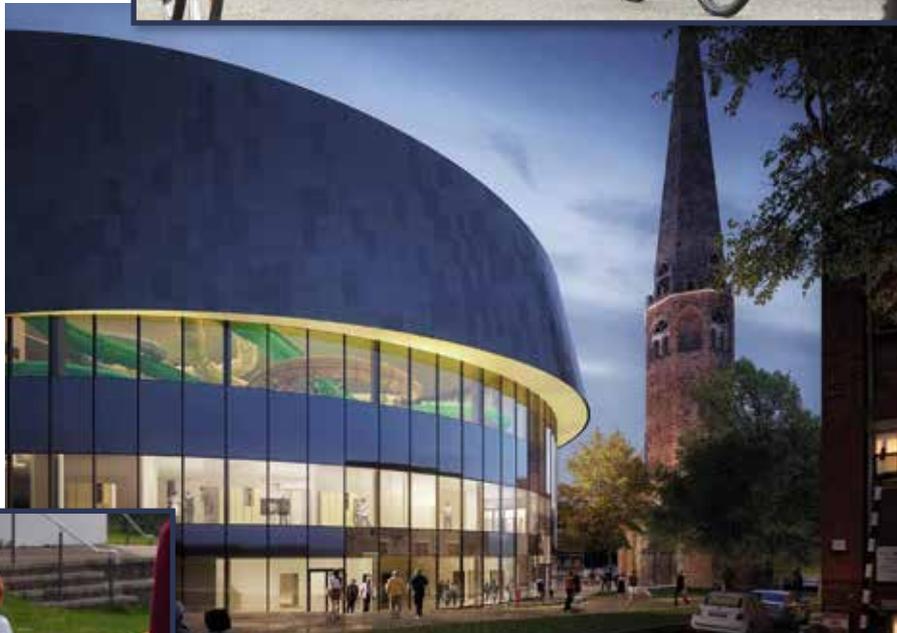
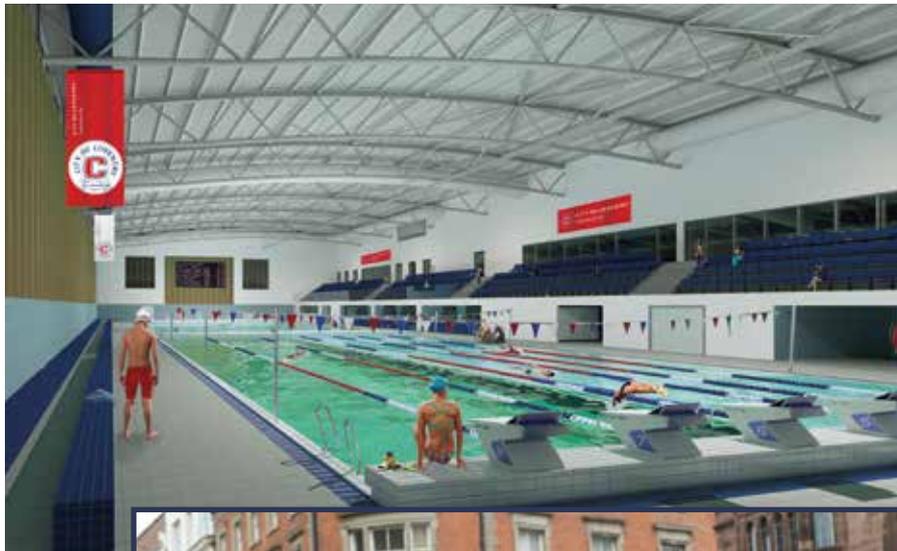
Those with close access to green space also live longer than those without it, even adjusting for social class, employment and smokingⁱⁱⁱ. The impact is most significant amongst groups who are affected by deprivation. The health of older people increases where there is more space for walking near home, with parks and tree-lined streets nearby. Children become more active when they live closer to parks, playgrounds, and recreation areas.



HOW?

By designing in environments and public realm improvements that encourage physical activity, implementing our active transport policies, clean air initiatives and encouraging green space utilisation. We have a number of strategies, plans, awards and schemes already in place or in the development stage that will support this priority, these include:

- Coventry Sport Strategy 2014 – 2024
- The Cultural Strategy
- European City of Sport 2019
- City of Culture 2021
- Year of Wellbeing 2019
- Connecting Coventry
- Education Sport, Participation and Wellbeing Strategy
- West Midlands on the Move
- Walking and Cycling Improvement Schemes
- Review of the use of the canal and canal basin area
- Destination Management Plan for business and leisure tourism



WHAT DOES SUCCESS LOOK LIKE?

There will be improvements in visitor numbers at leisure and tourism sites. The amount of greenspace used for leisure activities and the number of people choosing active travel – walking and cycling - will increase.

2 PRIORITY TWO: IMPROVE HOW WE COMMUNICATE



OBJECTIVES:

- Work together to promote existing good practice with new and innovative opportunities for movement
- Develop the role of digital media and use this to create new opportunities
- Establish a clear brand and consistent messaging using a range of appropriate methods to engage with the diverse audiences in the city

WHY?

Media campaigns can lead to change, especially when they are linked to specific community programmes. Changing technology means campaigns can be directed like

never before and informing, encouraging and empowering individuals using a variety of tools and the latest technologies are proving effective. Measuring individual behavioural change is difficult, but national evaluation, for example the Change4Life movement, has shown that over 2.7 million people signed up, and purchase data showed an 8.6% reduction in purchasing of carbonated sugary drinks during the 2014 Smart Swaps campaign.

Positive emerging practice also highlights the use of short informational, instructional, and motivational messages about physical activity at key community sites. Point-of-decision prompts; single-component interventions designed to remind and motivate people to move more such as using stairs in buildings instead of the lift or escalator to get to another floor is also supported by sufficient evidence and has been successful when population-specific signage has been used in various settings.

HOW?

Each of the programmes outlined in priority one has a communications plan highlighting how we will share information about the programmes and how people can get involved. We are also working on Digital Coventry which will make sure we have the infrastructure we need to share and collect information digitally.

We will work with our partners and communities to share information in the way people want to access it – and we have seen significant impact where we build trust in our communities in order to make transformational change.

WHAT DOES SUCCESS LOOK LIKE?

People know about local and citywide opportunities to be active, our community programmes have communication plans which are monitored and evaluated and the results used to develop further opportunities for getting active.



3 PRIORITY THREE: MOVEMENT FOR LIFE

OBJECTIVES:

- To improve activity rates across the whole population – taking a life course approach
- To ensure that opportunities for movement are available in our most deprived wards and that they reflect the interests of all our communities and cultures
- To ensure that we target the populations where inequalities in physical activity are prevalent e.g. inactive females (particularly young females) and inactive people with a long term limiting illness or disability

WHY?

We know that an active life is essential for good health at every age. National guidelines for physical activity range from three hours per day for under-fives, an hour a day between the ages of 5-18 years, and 150 minutes per week for adults and older adults.

The ukactive National Summit 2017 also introduced the concept of physical activity as the golden thread capable of solving many of our major national challenges from

an ageing population to disconnected communities; a social solution that has the power to bring people together regardless of background, age, gender, ethnicity or religion. The growth of group exercise in the UK shows that people are increasingly turning to physical activity as a means to provide the much needed social connections and feelings of togetherness important in reducing loneliness.

Taking a life course approach, physical development experiences and activities are crucial in the early years and are cited as one of the three prime areas of learning and development in the Early Years Statutory Framework (EYFS). Physical activity in childhood is important in developing motor skills. Movements related to large muscles such as legs and arms are vital for children's growth and independence and also helps with their cognitive development.

As we move into adulthood being physically active reduces the risk of preventable diseases such as cancer and diabetes and conditions such as obesity and depression. Being active also increases our chances of staying independent in later life. Falls are the number one reason older people are taken to the emergency department in a hospital, however doing simple activities regularly to improve strength and balance can significantly reduce the risk.



HOW?

We have developed a partnership approach to promoting physical activity and reducing obesity across the region and there are working groups being developed around stages in the life course.

There are also a number of local initiatives being developed, including:

- The Year of Wellbeing daily mile campaign, including work with primary schools to target children
- As a priority place for Sport England we will pilot ways of getting people active in an innovative environment where the community tests, learns and explores new ways of working with us
- Discount schemes for leisure facilities for Coventry people
- Learning from a pilot approach used in the Go Swim initiative that is led by what the participants needs are
- Online tools and tips such as the Best You and Choose How You Move campaign
- Working with GPs to develop targeted initiatives
- The WMCA Include Me campaign for disabled people
- Piloting a campaign around active travel and workforce training



WHAT DOES SUCCESS LOOK LIKE?

A sustained increase in the number of people of all ages engaging in physical activity and an improvement in the Coventry inequality gap, i.e. the difference between inactivity rates for women compared to men, those

with long-term limiting illness or disability and those without, and groups in semi-professional and technical occupations as oppose to manual and higher managerial groups where rates of activity are higher.

4 PRIORITY FOUR: DEVELOP LEADERSHIP AND SKILLS AT ALL LEVELS

OBJECTIVES:

- The Council and its partners will lead by example by developing the City's partnerships and priorities to incorporate movement within and around the city to increase levels of physical activity
- To develop the skills, capability and confidence of a workforce that reflects our diverse city
- Communities are supported and empowered to create opportunities for movement in their own neighbourhoods

WHY?

We will adopt a systems leadership approach^{iv}. This approach lead across boundaries – departmental, organisational or sector. Coventry faces some large, complex, and difficult issues. No one person or organisation can find or organise the solution to increasing physical activity on their own, and everyone is grappling with how to make resources meet demand. The way forward therefore lies in involving as many people's energies, ideas, talents and expertise as possible from senior leaders, via workforce engagement and development and from within communities themselves.

HOW?

The Health and Wellbeing Board will lead the oversight of the framework as a Partnership Board. Governance around developing the city's infrastructure as a place and destination is currently being led by Coventry City Council. Implementation of the framework will include further exploration of where these agendas will align and report.

Work is already being done by the voluntary and community sector to mobilise communities. Initiatives such as the Wave Rave and Slow Roll are good examples of how informal opportunities brought people together through activity. Skills and awareness development are part of the programmes within Year of Wellbeing and Sport 2019 and Sport England and West Midlands Combined Authority have specific workforce development plans underpinned by the County Sports Partnership (CSW in Coventry).

A programme of engaging communities via local clubs, community and cultural organisations and families will be initiated through European City of Sport 2019 and innovation funding is available to help generate local creative projects across the city.

WHAT DOES SUCCESS LOOK LIKE?

Physical activity is reflected as a key priority in the Council and its partner's plans.

Recruitment to the physical activity sector increased. Professionals feel competent to advise, signpost and refer individuals they work with into leisure, arts, physical activity and sports programme.

There are leaders in communities promoting local and citywide opportunities. Workplaces have opportunities for physical activity.





FIND OUT MORE - USEFUL WEBSITES

<http://www.coventry.gov.uk/healthandwellbeing>

<https://www.coventryrugbyccg.nhs.uk/Be-Healthy/Your-Health>

<https://www.bettercarecovwarks.org.uk/year-of-wellbeing-2019/>

http://www.coventry.gov.uk/info/276/coventry_-_european_city_of_sport_2019/3174/coventry_-_european_city_of_sport_2019

<https://coventry2021.co.uk/>

<http://covsport.org.uk/>

<https://cid.coventry.gov.uk/kb5/coventry/directory/home.page>

<https://www.wmca.org.uk/what-we-do/public-service-reform/west-midlands-on-the-move/>

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¹ <http://peschoolsportcsw.org.uk/home>

¹ http://www.coventry.gov.uk/download/downloads/id/19589/lp5_local_plan_publication_draft_2016_-_appendix_7_proposed_revisions_to_draft_idp.pdf

¹ http://www.coventry.gov.uk/info/111/planning_policy/2310/local_plan

¹ <https://governance.wmca.org.uk/documents/s1870/Consultation%20draft%20SIDP%20for%20HLDB.pdf>

¹ www.bettercarecovwarks.org.uk/year-of-wellbeing-2019/ http://www.coventry.gov.uk/info/276/coventry_-_european_city_of_sport_2019/3174/coventry_-_european_city_of_sport_2019

¹ <https://coventry2021.co.uk/>

¹ <http://covsport.org.uk/about-us/downloads/css-summary-brochure>

ⁱⁱ <https://www.sustrans.org.uk/sites/default/files/images/files/Summary%20of%20active%20travel%20projects%282%29.pdf>

ⁱⁱⁱ Maas J, Verheij RA, de Vries S, Spreeuwenberg P, Schellevis FG and Groenewegen PP (2009) Morbidity is related to a green living environment. *Journal of Epidemiology and Community Health* 63: 967–97 37

Davidson K and Lawson C (2006) Do attributes of the physical environment influence children's level of physical activity? *International Journal of Behavioural Nutrition and Physical Activity* 3 (19): 1-17.

^{iv} <https://www.leadershipcentre.org.uk/systemsleadership/insight/item/systems-leadership-for-beginners-what-it-is-how-it-works-and-why-it-helps/>

