

DUNDEE CITY COUNCIL

REPORT TO: Leisure and Arts Services Committee – 24 October 2005

REPORT ON: Active Dundee - Dundee's Physical Activity Strategy

REPORT BY: Director of Leisure and Communities

REPORT NO: 623-2005

1.0 PURPOSE OF REPORT

1.1 To inform the committee of the partnership working being undertaken to develop, promote and provide physical activity across the City of Dundee.

1.2 To seek the approval of the Committee for the Active Dundee Strategy and Action Plan document and the principles contained therein, which are designed to promote the health of the citizens of Dundee through physical activity.

2.0 RECOMMENDATIONS

2.1 It is recommended that the Committee approve the Active Dundee Strategy and Action Plan, support the principles contained therein and remit the council staff involved in the development of the strategy to continue to work with all of the existing partners and to develop additional partnership working to implement the action plan.

3.0 FINANCIAL IMPLICATIONS

3.1 There are no financial implications. All actions can be contained within existing budgets and through external funding applications.

4.0 LOCAL AGENDA 21 IMPLICATIONS

4.1 There are no Local Agenda 21 implications

5.0 EQUAL OPPORTUNITIES IMPLICATIONS

5.1 The strategy promotes inclusiveness throughout.

6.0 MAIN TEXT

6.1 In 2003 representatives from partner organisations including Dundee City Council Leisure and Arts, Communities, Social Work and Education Departments, Tayside Primary Care Trust, Tayside Health Board, University of Abertay, University of Dundee, Sport Tayside and Tayside and Fife Institute of Sport were invited to participate in a working group to prepare a report on physical activity to Healthy Dundee - The Community Planning Health Action Team (HAT).

6.2 As well as preparing a report to HAT the Dundee Physical Activity Group (PAG) also prepared submissions for inclusion in the Dundee Joint Health Improvement Plan 2005-2008.

6.3 The strategy document identified current provision, areas of good practice, gaps in provision and where short term funding was supporting the provision of physical activity were identified.

6.4 The full list of specific improvement proposals contained within the Active Dundee Strategy represents the aspirations of the partner organisations and confirm the range of physical activity programmes which are required to get people more active in Dundee.

The success of the action plan relies heavily upon the ability of the PAG to work together to attract funding to continue with existing short term funded programmes and to attract external funding to initiate proposals which have been identified as priorities.

6.5 The key to the Active Dundee Strategy is that some physical activity is better than doing nothing and more is better than doing a little.

The simple message that the strategy presents is that there is no need to become a sports person to achieve health benefits through physical activity, 30 minutes of moderate activity on most days of the week for adults and 60 minutes of moderate activity on most days of the week for children will be sufficient to achieve significant health improvements.

These amounts do not have to be done all at once. Health benefits are achieved when the amount of activity is accumulated over the day. For example:

Parking the car further away from work then walking	5 minutes
Taking the stairs instead of the lift	5 minutes
Walking to and from the shop	10 minutes
Washing the car by hand	10 minutes
Total	30 minutes

As people are living longer there is an increasingly large proportion of the population who, as a result of the low levels of physical activity allied to the other lifelong factors such as smoking and poor diet, require greater care.

The strategy aims to combat the effect of inactivity by focusing on the creation of supportive environments and lifestyles that promote participation and physical activity. This will lead to the prevention and reduction of the conditions that impact on Dundee's current and future burden of disease.

A main benefit across all age groups will be the opportunity to achieve health improvements immediately as well as in the longer term and help to reduce the risk from illnesses including Coronary Heart Disease and type 2 diabetes.

Clearly outlined are the barriers to inactivity faced by various target groups including people who are currently inactive, those at risk of or suffering from chronic conditions, children and adolescents.

The strategy details initiatives and programmes to combat the barriers and create the environments required to make activity sustainable.

In addition the strategy recognises that there are different agencies within the Dundee area each delivering opportunities and support for participation in physical activity. It is through close working relationships, shared resources and mixed economies that this strategy will be successful.

The lead agency for each initiative has been identified and the contribution of other partners defined within the action plan.

The strategy recognises that funding combined with efficient and effective monitoring and evaluation will ensure that Dundee enjoys a culture for physical activity and improved health.

The potential effect on NHS Tayside and local authority services will be reduced expenditure on services for the treatment of disease due to the impact of regular activity allied to other lifestyle improvements resulting in preventive rather than curative action.

- 6.6 The long term continuation of partnership working will be achieved through the perpetuation of the PAG to become a Sport 21 Local Implementation Forum in accordance with the recommendations of Sport 21 2003 – 2007 (The National Strategy for Sport – Shaping Scotland's Future)

7.0 CONSULTATION

- 7.1 Extended consultation was undertaken following the production of the final draft strategy. An Active Dundee Seminar was organised inviting a larger number of representatives from the existing partners and organisations which had not previously contributed to the formation of the strategy e.g. Age Concern, Dundee College.
- 7.2 The Chief Executive, Depute Chief Executive (Support Services) and Depute Chief Executive (Finance) have all been consulted on this report and are in agreement with its contents.

8.0 BACKGROUND PAPERS

- 8.1 None.

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24 OCTOBER 2005