

Dundee
Physical
Activity
Strategy



MISSION :
TO IMPROVE HEALTH AND WELL-BEING IN DUNDEE SO OUR CITIZENS EXPERIENCE FEWER HEALTH INEQUALITIES

CONTEXT

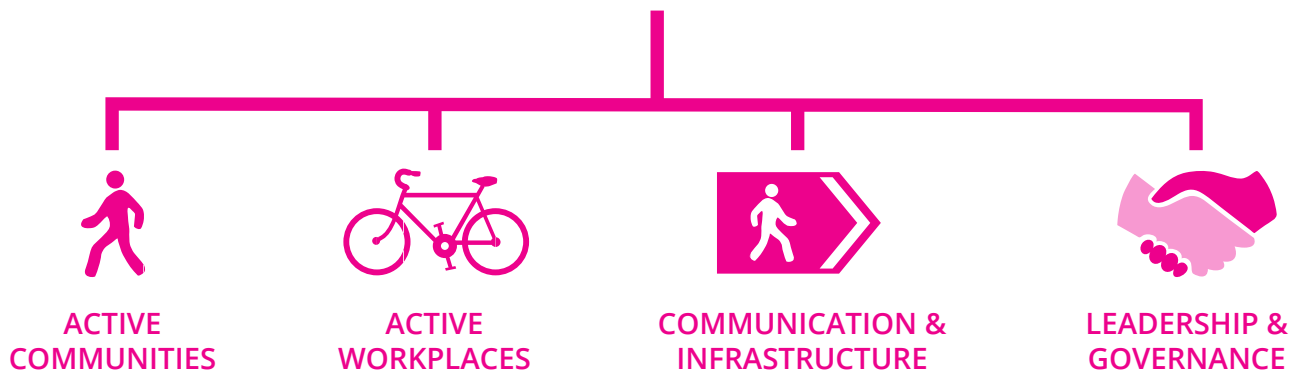
We will work collectively through a managed physical activity network to enable people who are inactive to become active and those who are active to remain active.

The Integrated Health & Social Care Delivery Plan, the Community Planning Partnership and the NHS Local Delivery Plans will explicitly include actions that will result in improved outcomes for physical activity. Lead Partners will formally commit their Organisations to opportunities for sustained increased levels of physical activity/strength & balance for older people.

We will coproduce local solutions that enable access to and promotion of Physical Activity opportunities for inactive people in their local communities.

We will endorse the AHP Physical Activity Pledge, the Academy of Medical Colleges Physical Activity Position Statement, the National Physical Activity Implementation Plan and the Active Scotland Outcomes Framework.

VISION : DUNDEE - CHOOSING TO BE ACTIVE IS OUR WAY OF LIFE



OUR PRINCIPLES AND VALUES

We aim to be progressive and demonstrate ambition'

We strive for equality and to be inclusive whilst respecting diversity;

We take pride in being respectful and delivering high quality services;

We are committed to meeting community needs by involving and engaging our local people;

Our resources are allocated and prioritised based on evidence and understanding of need;

Sustainability is a key priority in terms of both long term outcomes and environmental impact;

We value the importance of partnership working.

PRIORITY 1 : ACTIVE COMMUNITIES

1.1 : GETTING THE INACTIVE, ACTIVE

We are committed to increasing the activity levels of inactive adults in the city.

OUTCOMES

- 1.1.1** Develop a Social Prescribing framework that directs the current resources towards the interventions that work - referral to exercise and green exercise prescriptions will increase by 5% annually.
- 1.1.2** Ensure Social Prescribing of exercise is consistent across the Community Planning Partnerships through delivering multidisciplinary training.
- 1.1.3** Ensure community resources such as libraries and community pharmacies will promote physical activity opportunities and act as focal points for populations who face the greatest difficulties when trying to access services.
- 1.1.4** Every local recovery network will have a menu of physical activity options as an integral element to the care plan they offer.
- 1.1.5** The NHS and Social Care Sector will increase the use and improve the consistency of the national referral pathway for physical activity as a Health Promoting opportunity.
- 1.1.6** Mainstream provision of leisure services will expand their range of programmes and focus on reducing inequality. For example access to activities for people with sensory impairment, Implement Care About Physical Activity (CAPA) and increase the number of Going for Gold events.

1.2 : WALKING

We are committed to increasing the number of walking opportunities.

OUTCOMES

- 1.2.1** Volunteers are recruited and supported to increase walking opportunities in the city.
- 1.2.2** Local people will identify barriers to walking opportunities and these will be understood and addressed through partnership working.
- 1.2.3** Community Sports Hubs will expand activities like walking groups for older age groups and individuals who are excluded from taking part in activities because of various adverse life circumstances.
- 1.2.4** Communities are enabled to participate in walking challenges and become vibrant and active.
- 1.2.5** Dundee will deliver environmental measures that work to enable numbers of people to walk e.g. traffic calming, reallocation of road space to wider pavements, safe routes to schools, access to quality greenspace; street design that promotes walking.
- 1.2.6** Seek opportunities to improve social interaction for older people through walking groups and activities.



1.3 : ACTIVE TRAVEL

We will increase the number of everyday journeys walked or cycled.

OUTCOMES

- 1.3.1 The Smarter Choices, Smarter Places behaviour change programme funded by Transport Scotland will assist people to engage in active travel.
- 1.3.2 We will implement the cycling strategy using initiatives like I Bike, cycling to school, functional cycling and recreational cycling.

PRIORITY 2 : ACTIVE WORKPLACES

We are committed to increasing physical activity and reducing sedentary behaviour within the workplace.

OUTCOMES

- 2.1 Support a range of organisations to become Exemplar Physical Activity Employers (EPAE) that will provide a range of provisions to increase levels of physical activity in the workplace.
- 2.2 Increase the profile of physical activity in the workplace and recognising excellence (e.g. awards ceremonies).
- 2.3 Measure the impact of increased physical activity in the workplace on areas such as staff absence levels, amount of corporate leisure memberships, staff surveys etc.
- 2.4 Support local associations to promote and increase programmes of activity in the workplace (Chamber of Commerce, Just Enterprise, Business Gateway, Traders Association, Healthy Working Lives, etc.)
- 2.5 Maximise the use of resources from current health related bodies and strategies to support implementation (e.g. Health Scotland, Dundee Cycling Strategy, HWL. Etc).

PRIORITY 3 : COMMUNITY & INFRASTRUCTURE

3.1 : INFRASTRUCTURE

Utilise our local natural environment and community infrastructure to promote and encourage physical activity within local communities.

OUTCOMES

- 3.1.1 We will better connect primary routes for walking & cycling in the city.
- 3.1.2 We will take advantage of our local green space to promote healthier lifestyles and reduce health inequalities.
- 3.1.3 We will increase the number of green spaces achieving the 'green flag award' so that the quality of our outdoor spaces offer people a sense of pride in their community.
- 3.1.4 Facilitate and improve access to green space for dog walkers as an incentive to increasing physical activity.
- 3.1.5 Create 20mph speed limit restrictions in the city making our streets safer places.



- 3.1.6** Work with local communities and agencies to address the adverse socio economic circumstances that have an impact on people's ability to access services such as public transport.

3.2 : COMMUNICATION

We will ensure a clear and consistent message about why physical activity is communicated using a variety of communication mediums.

OUTCOMES

- 3.2.1** Increased community cohesion, access to facilities, jobs and an environment that encourages physical activity will all contribute to reducing inequalities.
- 3.2.2** Capitalise on the investment of health & social care integration to support people to be active in their care choices and embrace physical activity in their own care plans (for example, choosing opportunities to get outside, go for a walk and go to the leisure centre) and facilitate access to these activities.
- 3.2.3** Colleges/universities will make significant progress to incorporate physical activity into all undergraduate education.

PRIORITY 4 : LEADERSHIP & GOVERNANCE

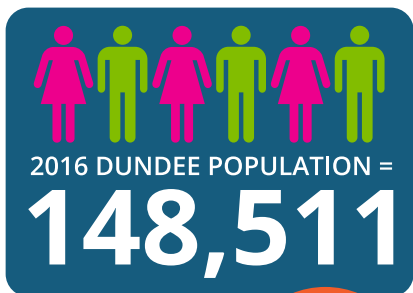
Ensure an integrated coordinated and planned approach to the delivery of the Active Living Framework.

OUTCOMES

- 4.1** The leadership group are accountable for the production, resourcing and performance management of an integrated implementation plan.
- 4.2** The Active Living Framework group is effectively administered with a regular meeting cycle, clear lines of communication and appropriate reporting mechanisms.
- 4.3** A coordinated and planned approach across all partners.
- 4.4** Partners own shared priorities and outcomes.
- 4.5** Strong relationships between all partners with a role in planning resourcing and delivering the priorities and outcomes within the framework.
- 4.6** Outcomes are measured and can demonstrate impact and a contribution to the broader physical activity performance framework and corporate, community plan and Active Scotland outcomes.
- 4.7** Maximised use of shared resources across the partnership.
- 4.8** Performance monitoring information is used to influence planning and resource decisions.
- 4.9** Active living needs in local communities are identified and addressed through effective engagement and delivery of the implementations plan.



DID YOU KNOW?

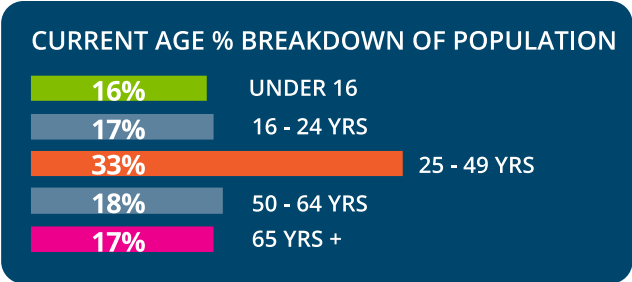


Projected increase in overall population over next 25 years =

5.9% (nrs)

IT HAS INCREASED EVERY YEAR SINCE 2012

31% of Dundee areas within 15% most deprived areas in Scotland



Working age population in Dundee is expected to fall by 1% in the next 25 years.

28% increase in over 65's expected over next 25 YRS



ACTIVE SCOTLAND OUTCOMES

WORLD CLASS
SPORTING SYSTEM

NATIONAL PLAY
STRATEGY

PHYSICAL ACTIVITY
IMPLEMENTATION PLAN

CREATIVE SCOTLAND
NATIONAL OUTCOMES

DUNDEE PHYSICAL ACTIVITY STRATEGY

VISION: - 'DUNDEE - AN ACTIVE CITY WITH ACTIVE PEOPLE'

SPORTS & RECREATION FRAMEWORK



Priorities:

- Education & Community Sport
- People & Places
- Events & Communications
- Leadership & Governance

PLAY FRAMEWORK



Priorities:

- Play at Home
- Play in Childcare Settings, Nursery & School
- Play in the Community
- Leadership & Governance

ACTIVE LIVING FRAMEWORK



Priorities:

- Active Communities
- Active Workplaces
- Communication & Infrastructure
- Leadership & Governance

DANCE FRAMEWORK



Priorities:

- Access & Participation
- Profile & Communication
- People & Places
- Leadership & Governance

DUNDEE PERFORMANCE FRAMEWORK

PHYSICAL ACTIVITY STRATEGY

For more information on the Dundee Partnership Physical Activity Strategy please contact us at physicalactivity.strategy@leisureandculturedundee.com or visit our website at www.dundeepartnership.co.uk

ACTIVE LIVING FRAMEWORK

If you would like more information on the Active Living Framework, any activities in the city or be linked to any of the partners involved please email the framework group chairperson, Mary Colvin at mary.colvin@nhs.net