

Report to HEALTH AND WELLBEING BOARD

Oldham Moving More / Physical Activity Update – Place Partnership Journey

Portfolio Holders:

Councilor Barbara Brownridge, Cabinet Member for Adults, Health and Wellbeing

Councillor Peter Dean, Cabinet Member for Thriving Communities and Culture

Officer Contact: Rebecca Fletcher, Director of Public Health

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Date: 30 January 2025

Purpose of the Report

This report provides brief information to the board on Oldham's recent submission to Sport England for Place Partnership Funding. This is to deepen and expand the work that Oldham (& Greater Manchester) have been doing with the Local Pilot work.

Essentially how we have been working in a place based approach and a system wide approach to reducing inactivity in our borough, and thus improving the health and wellbeing of our residents and our communities.

A presentation will be given on the day regarding the progress to date, the submission and the plans for the future.

Recommendations

The Board members are asked to consider and note the content of the report including the progress made to support our residents to Move More, and our future plans. More information will be provided at the meeting on 30 January 2025

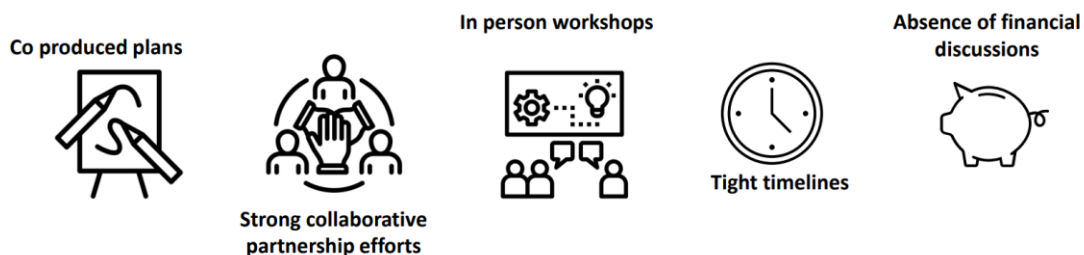
1. Background / Introduction

- 1.1. As part of the Health and Wellbeing strategy 2022 -2030, one of the five key priorities is 'Increasing Physical Activity', and it is also clear that physical activity can contribute to several of the other priorities in the strategy too.
- 1.2. It is noted in the strategy that "*we will know that we have achieved our goals*" in Increasing Physical Activity, because activity levels in Oldham residents will increase, and the % gap between Oldham and England activity levels will close
- 1.3. Physical inactivity is known to be the fourth leading cause of global mortality.
- 1.4. Many of the leading causes of ill health in today's society, such as coronary heart disease, cancer, and type 2 diabetes, could be prevented if more inactive people were to become active.
- 1.5. Moving more can support people to lead longer, healthier, and happier lives and can support the reduction in the gap in health outcomes and health inequalities between different groups & communities in Oldham
- 1.6. Since 2019 we have changed our way of working in line with the principles of the Local Pilot, which will be shared at the meeting. This has resulted in some significant examples of positive change and some learnings that continues to shape our way of working.
- 1.7. We (Oldham / Greater Manchester) were asked to consider submitting an application to Sport England so that we could 'deepen & expand' the work from 2025.

2. Current Position – Submission of application

- 2.1. A collective GM decision was made on which submission deadline we would aim for and it was agreed that we would have a dedicated GM Peer review period before submitting to Sport England
- 2.2. GM Deadline – 26 June 2024. We took a whole system approach to our application and included all partners and stakeholders involved with the Local Pilot work. We took the approach of telling 'the journey so far', our learning, and our future plans informed by what had been learnt and local need.
- 2.3. GM Peer Review – 18 July 2024. A GM wide review was carried out by the ten boroughs and GM Moving which provided good feedback and a good understanding of each of the locality submissions.
- 2.4. Sport England Deadline – 12 August 2024. GM Moving pulled together our collective submission to Sport England.
- 2.5. Sport England Board Meeting / Decision – 24 September 2024. Supported by our Sport England Northwest Relationship Manager, the submission was considered and approved by the board.
- 2.6. Reflections on the process:

Localities reflected on what the deepening process involved locally:



2.7. A summary of our submission and plans will be shared at the meeting on 30 January 2025 as well as our Principles and way of working.

2.8. Next Steps – Await & sign paperwork, starting to plan and prepare for the expansion, use local data and insight to identify specific areas in each district for the place based approach, and continue to build trust and relationships.

2.9. This approach for Moving More aligns with our Oldham ways of working too

2.9.1. Prevention

2.9.2. Place based

2.9.3. Resident focused

3. Key Issues for Health and Wellbeing Board to Discuss

3.1. Health and Wellbeing Board is asked to consider how we expand this work in to all five districts, and which small area of need we should consider in each district.

3.2. Health and Wellbeing Board is asked to consider how we align this to existing work in each district, where relationships and teams already operate.

3.3. Health and Wellbeing Board is asked to consider how we share the learning and positive impacts from this work wider.

3.4. More information will be provided in a presentation on 30 January 2025 before you need to make your considerations.