



BRIEFING PAPER

The Development of the West Midlands 2012 Health & Physical Activity Legacy Plan

1. Context of the Legacy Plan

“The prize is the greatest in a generation – the chance to turn the rhetoric of Olympic Legacy into fact. Faster progress towards a healthy nation. Higher aspirations for young people in their work and play. A stronger community, bound by self belief and the knowledge that Britain has hosted the greatest ever Games.”

Rt Hon Tessa Jowell MP

Minister for the Olympic Games and Paralympic Games in London

It should be recognised that a legacy from the 2012 Games will not just materialise as a matter of course and that to achieve tangible, lasting benefits across the region, planning, policy, development and capacity will be needed to enable the Games to be harnessed as a catalyst for achieving a health legacy and helping to change the sedentary culture that is prolific.

To maximise the opportunities that 2012 could bring to health agendas, the development of a 2012 Health and Physical Activity Legacy Plan is a key objective for the Department of Health Regional programmes between 2007 and 2009 across all regions in England. The delivery of the plan will be a focal point up until 2012 and beyond. Nationally the Department of Health are developing three main workstreams;

- The 2012 Health legacy, that focuses on the legacy Action Plan Target for 2 million more adults to get active in the run up to 2012.
- Health resilience planning for the Games
- Health Services requirements of the Games. Further information regarding this will be disseminated in the coming months.

The Plan will detail how we will work in the West Midlands to capitalise on London hosting the 2012 Olympic and Paralympic Games to progress faster towards a healthier community, providing inspiration for individuals to reach higher, healthier lifestyle aspirations and develop stronger cohesive communities.

1.1 Strategic Links

The Regional 2012 Health and Physical Activity Plan will link to the following strategies that aid the delivery of PSA 22, the Olympic and Paralympic target that is owned by DCMS:

The PSA Target: PSA 22 Deliver a successful Olympic Games and Paralympic Games with a sustainable legacy and get more children and young people taking part in high quality PE and Sport

4.1.1 National Strategies relating to the Regional 2012 Health & Physical Activity Legacy Plan;

Before, during and after: making the most of the London 2012 Games

The plan builds upon the five legacy promises, detailed in the “Our promises for 2012: how the UK will benefit from the Olympic Games and Paralympic Games” document;

1. To make the UK a world leading sporting nation.
2. To transform the heart of East London.
3. To inspire a new generation of young people to take part in local volunteering, cultural and physical activity
4. To make the Olympic park a blueprint for sustainable living
5. To demonstrate that the UK is a creative, inclusive and welcoming place to live in, visit, and for business.

The Plan sets a target for 2 million adults to be more active by 2012.

Headline areas of work relating to Physical Activity and Health;

- World leading community sport
- Healthier families
- Targeting the least active
- Removing barriers and creating incentives to be more active
- Creating a better environment for physical activity
- Better co-ordination with Primary Care Trusts

Sport England Strategy 2008 – 2011

This strategy provides details of how Sport England will drive up participation in sport by 1 million people in the run up to 2012, as part of the contribution to the target of 2 million adults being more active.

Physical Education, School Sport and Young People Strategy

This strategy follows on from the previous P.E, School Sport and Club Links strategy and focuses on 2 main targets for P.E, School Sport and Community Sport;

- Offer all 5 – 16 year olds 5 hours of high quality sport a week by 2012
- Offer all 16 – 19 year olds 3 hours of high quality sport a week by 2012

Healthy Weight, Healthy Lives

This strategy has direct links across to the physical activity agenda that the Legacy Action Plan Targets are focussing on. Regional 2012 Health legacy plans are ensuring that priorities are linked to tackling the obesogenic environment and driving up participation in physical activity and increasing healthy eating in our communities.

The National Physical Activity Plan

This cross Government Plan is due for publication in the middle of February and will initially focus on achieving 1 million adults being more active through physical activity to aid the meeting of the National Legacy Action Plan target by 2012. The plan will also set out longer term challenges and targets for developing a more active nation.

The National Play Strategy

This strategy provides a focus for driving up high quality opportunities for children and young people to be involved in play in their communities.

4.1.2 Regional Strategies relating to the Regional 2012 Health & Physical Activity Legacy Plan

Regional Health and Well Being Strategy

The Health and Well Being Strategy has a priority to “Secure a long-term health and physical activity legacy from the 2012 Olympic and Paralympic Games for the West Midlands”.

Regional 2012 Plan – “Prepare for 2012

The Regional 2012 Plan, “Prepare for 2012” determines how we will work in the West Midlands to achieve a true legacy from London hosting the 2012 Olympic and Paralympic Games in the West Midlands. The document contains a commitment regarding,

“Encouraging everyone in the region to embrace the spirit of the Games and to commit to a healthy active lifestyle including participation in sport and cultural activities”

The Regional 2012 Health and Physical Activity Legacy plan will set the practical context and challenges to deliver the above priority.

Investing 4 Health

The SHA’s strategic document for the region has a number of work streams that link to this agenda including the obesity, mental health and vascular risk programmes.

2. The Structure for delivering the National and Regional 2012 Plans

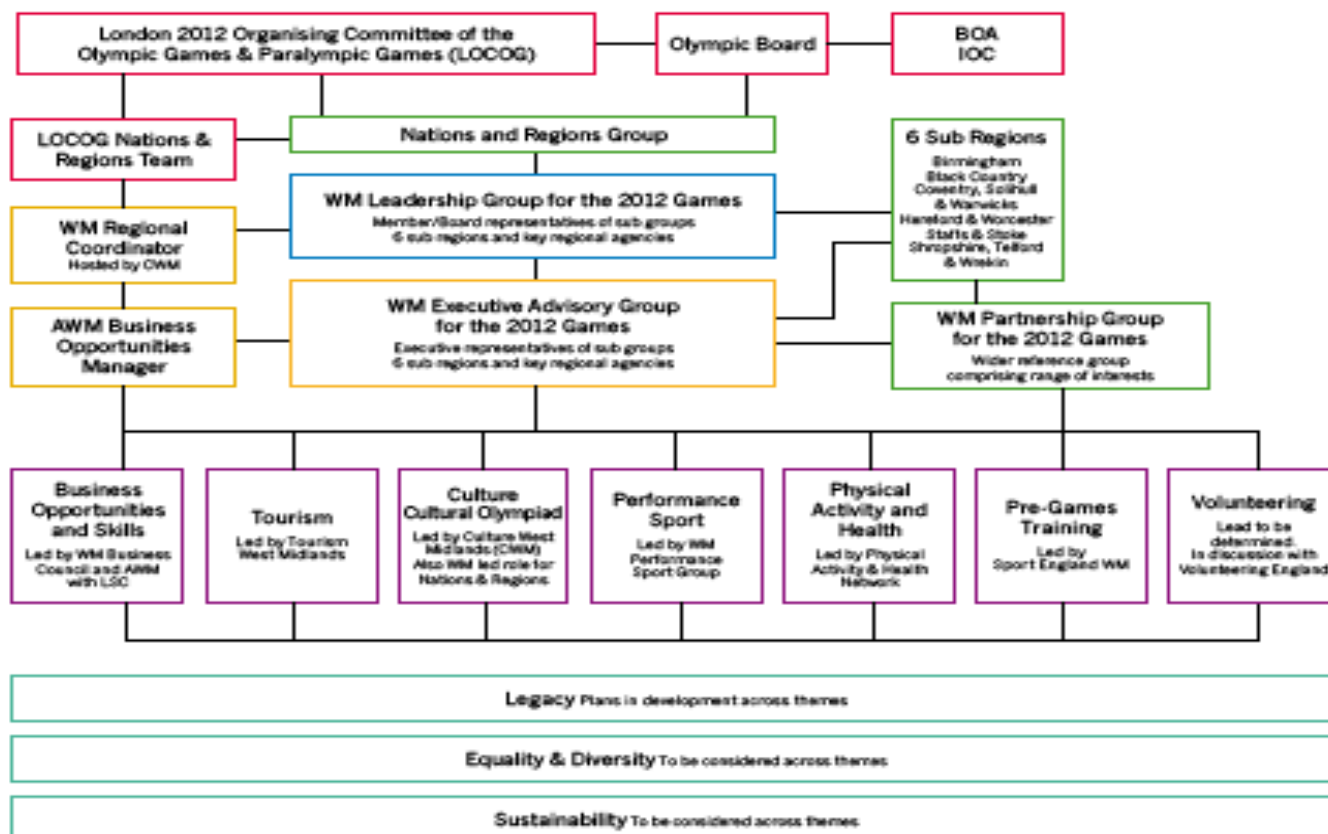
The Physical Activity Network West Midlands (PAN-WM) has taken the lead in developing the Regional 2012 Health and Physical Activity legacy Plan on behalf of the Department of Health West Midlands and the Regional 2012 Leadership Group.

The infrastructure for delivering the region’s 2012 Legacy programmes can be seen in diagram 1.

It has been agreed that the health sector will be represented on the 2012 Leadership Group for the 2012 Games and also the WM Executive Advisory Group to ensure that the health legacy workstreams are integrated into the region’s overall 2012 legacy planning.

Diagram 1: The infrastructure for delivering the 2012 Legacy programmes

Overview of Structures



3. The Development Process for the Regional Health & Physical Activity Plan

3.1 Early development

2006

In 2006 the early development work regarding a 2012 health and physical activity legacy revolved around national discussion regarding the development of a national plan to secure a health legacy from 2012. The Department of Health Regional Team provided responses to initial consultations on draft national plans and participated in 2012 health group events in London.

There was also regional representation at the UK Public Health Association conference debate regarding whether it was possible to secure a health legacy from the Olympic and Paralympic Games.

2007

In 2007 there was further regional representation at a British Association of Sport and Exercise Science debate regarding the Olympic legacy.

The development of the regional approach to securing a health and physical activity legacy was initiated with a workshop session on the topic at the Public Health Excellence Conference. This raised the query again of what the evidence base for developing a legacy from large scale sporting events. A further workshop was run at the Regional School Travel Co-ordinators away day.

In December 2007 PAN-WM held the “Legacy for a Lifetime” conference, that incorporated a key note speech from Lord Sebastian Coe and a consultation on the draft vision and ethos of the regional plan. The evaluation report and presentations from the event can be downloaded from http://www.pan-wm.org.uk/pastevents.aspx?id=PAN_PAST_EVENTS. The information from the consultation has been used to determine the way to progress towards developing a full plan.

6.2 Full development of the plan in 2008– 2009

The 2012 Health and Physical Activity Sub group was initiated in June 2008 and hosted its inaugural meeting on the 20th of June. The group is tasked with the writing of the Region’s 2012 Health and Physical Activity Plan and determining the consultation processes that will followed prior to the plan being finalised.

The group will liaise with the Regional 2012 Leadership group and Advisory groups to ensure that the plan links to other regional 2012 legacy planning structures. The group will ensure that local 2012 plans are fed into the process working with County Sports Partnerships and local 2012 Co-ordinators to achieve this.

The group have determined the following timescales for drafting and consulting upon the plan;

20 th June 2008	Inaugral meeting of group
27 th June 2008	Draft Vision developed and agreed
11 th July 2008	Clarification of statements within the vision and development of the ten high level priorities for the plan
End of July 2008	Briefing paper on the development process finalised Initial draft containing the introduction, vision, priorities and challenges developed and sent to group for comments

August 2008	Consultation with CSP's and local 2012 Co-ordinators regarding local plans and links for the regional plan 2012 research report due Rewrite initial draft – adding in research elements and reworking actions and challenges based on the research.
24 th August 2008	Initial Draft of Plan completed
24 th September 2008	Initial consultation with task group completed
10th November 2008	Rewrites completed
November & December 2008	Consultation with Regional colleagues and 2012 Leadership Team
January 2009	Update Plan following National Physical Activity plan publication
January & February 2009	Consultation on draft plan with Regional partners, Health Legacy Sub group, DPH's, SHA etc
March 2009	Full consultation on the final draft of the Plan
April 2009	Plan re drafted following consultation Plan launched Web pages launched for organisations and individuals to commit to developing the health and physical activity legacy.

7.0 The Evidence Base for the approaches that will be taken to realise a health and physical activity from London hosting the 2012 Olympic and Paralympic Games

Prior to the development for the plan being initiated a literature review and gap analysis of key Olympic and 2012 related texts and reports was undertaken to identify the evidence base on which to build our legacy plans. The search of key texts and reports found little to no hard evidence that any previous Olympics had been successful in increasing participation in physical activity or the achievement of health outcomes and identified the need for further more detailed research, including searches of grey literature to be undertaken into the evidence base for such legacies to occur. This has led to PAN-WM working with the East Midlands, South East, London and East regions to commission a systematic review of the evidence base for developing a health and physical activity legacy from the London 201 Olympic and Paralympic Games.

The contract was awarded to the SPEAR group at Canterbury Christ Church University, led by Professor Mike Weed and the final report is due for publication in early February. DPH's will receive a copy of the report and the reports Quick Reference Guide to aid local planning discussions regarding 2012 legacy planning.

8.0 The Draft Plan

The plan details how we in the West Midlands will challenge ourselves and capitalise on London hosting the 2012 Olympic and Paralympic Games to speed up progress on increasing participation in physical activity, increasing healthy eating, tackling obesity and improving mental health and well being in the West Midlands. We will use the London 2012 Games as an opportunity to create;

- Faster progress to a healthier region
- Higher aspirations for individuals and communities with regards to their health and well-being,

- Stronger Communities who are motivated to make full use of their local environment.

This plan will integrate with the other Regional legacy programmes and plans to create a coherent approach to ensuring that in the run up to London 2012 and in the immediate aftermath of the 2012 London Games we have supported organisations, communities and individuals to be the “Best Version of Themselves” to meet the challenges presented to us by modern life in the West Midlands.

The plan sets a vision to,

“Embrace the spirit of the Games to inspire and motivate communities and organisations in the West Midlands to commit to a future of increasingly active, healthier lifestyles and environments”

The plan focuses on 6 challenges for the region and some individual and family based challenges to encourage people to get involved in community activities in the run up to 2012;

- **Challenge 1: Influencing National Agendas**
- **Challenge 2: Raising the profile of 2012 within the region**
- **Challenge 3: Raising the Profile of and Industrialising Physical Activity**
- **Challenge 4: Decreasing Sedentary Behaviour and maximizing Activity Levels**
- **Challenge 5: Creating Healthier Communities**
- **Challenge 6: Supporting Healthier Individuals & Families**
- **Challenges for Individuals & Families**

An interactive web based action planning resource will be developed to enable organisations, communities and individuals to sign up delivering specific actions linked to the challenges and priorities within this plan.

The resource will enable flexibility in the delivery of the plan and enable a wide range of stakeholders, partners and individuals to be the “Best Version of Themselves” and play their part in the 2012 health and physical activity legacy for the West Midlands.

This approach will enable the regional co-ordination of the commitments being made, enabling regular updates of organisational, community and individual approaches to being part of the health and physical activity legacy.

9.0 How to get involved at a Regional Level

The 2012 Health and Physical Activity Legacy Sub Group is chaired by Vince Mayne, Director of Sport at Coventry University.

The secretariat support for the group is provided by Suzanne Gardner, Regional Physical Activity & Sport Co-ordinator on behalf of PAN-WM.

The following Primary Care Trusts have representation on the group at present;

- Dudley PCT
- North Staffordshire PCT
- South Staffordshire PCT
- Worcestershire PCT
- Sandwell PCT
- Telford PCT
- Heart of Birmingham PCT
- Birmingham East & North PCT

Please contact either Vince or Suzanne if you or a colleague would like to get involved in the group

Chair of Group: Vince Mayne
Tel: 02476795990
Email: ssx343@coventry.ac.uk

Secretary of Group: Suzanne Gardner
Tel: 07875 684834
Email: suzanne.gardner@pan-wm.org.uk

10. How to get involved at a local level

If you are interested in finding out more about what opportunities exist locally regarding the London 2012 Olympic and Paralympic Games and embedding health within the legacy planning that is happening in your locality please contact your local 2012 Co-ordinator and your County Sports Partnership Director who are both working on elements of the 2012 legacy (contact details can be accessed from Suzanne Gardner at the email address given above). This approach will ensure that you are connected effectively with the 2012 infrastructure and opportunities in your locality and ensure that a joined up approach is being taken across the region to secure a true legacy for the West Midlands from London hosting the 2012 Olympic and Paralympic Games.

Appendix 1:

Draft Terms of Reference

2012 Health & Physical Activity Legacy Sub Group

The following terms of reference have yet to be agreed by the group and its stakeholders as the guiding principles for the group.

- 1) To lead and agree the process that will be followed to fully develop the regional 2012 Health and Physical Activity Legacy Plan.
- 2) To lead the writing and consultation phases of the regional 2012 Health and Physical Activity Legacy Plan.
- 3) To liaise with the regional 2012 Leadership, Advisory Group and local 2012 infrastructures to ensure that the Regional 2012 Health and Physical Activity Legacy Plan is absorbed into Regional and local 2012 planning functions.
- 4) To publish and launch the regional 2012 Health and Physical Activity Legacy Plan.
- 5) To monitor the delivery of the regional 2012 Health and Physical Activity Legacy Plan.

Appendix 2:

Current Membership of the 2012 Health & Physical Activity Sub-Group

July 2008

Alan Parker	Birmingham & Solihull Mental Health Trust
Alison Williamson	Sport Across Staffordshire & Stoke on Trent
Angela Smith	Natural England
Chris Hogarth	Natural England
Chris Kirkland	Staffordshire County Council
Dawn Griffiths	Natural England
Dean Hill	Dudley PCT
Debbie Reynolds	North Staffordshire PCT
Emily Robinson	South Staffordshire PCT
Frances Howie	Worcestershire PCT
Gareth Mapp	Sport England
Gordon Andrews	Sandwell PCT
Jan Perridge	Herefordshire Council
Jane Waterhouse	CSW Sport
Jeff McBride	Walsall Council
Jenny Bradshaw	Telford PCT
Karen Clark	Trident
Karen Saunders	Department of Health West Midlands
Kevin Haywood	Heart of Birmingham PCT
Lee Goddard	Trident
Martin Gershon	Natural England
Michelle Dent	Inclusive Fitness Initiative
Paul Wicker	Walsall Council
Racheal Griffin	Arts Council
Rachel Chapman	South Staffordshire PCT
Richard Twigg	Telford Council
Richard Whincup	Herefordshire & Worcestershire Sports Partnership
Rosemary Smith	Shropshire County Council
Ruby Dillon	Birmingham East and North PCT
Russell Cartwright	Solihull MBC
Sarah Arden	Shropshire County Council
Stuart Bourne	Worcestershire PCT
Suzanne Gardner	Department of Health West Midlands & Sport England
Tim Bryan	Culture West Midlands
Vince Mayne	Coventry University, Chair of Group