



Active Gloucestershire's response to the Gloucestershire 2050 consultation

- **There are eight ambitions for Gloucestershire in 2050 which describe the type of county we could be. Please choose which ones are most important to you?** (please select up to three options)
 - **A magnet county: A growing population of 18-40 year olds with high level qualifications**
 - An innovative county: More businesses starting up, growing and investing in research
 - A skilled county: More people with high-level skills and jobs in skilled occupations
 - A prosperous county: Rising productivity and household income compared to other places
 - **An inclusive county: Everyone benefits from the economic and social benefits of growth**
 - **A healthy, happy county: Good work/life balance and improved health outcomes**
 - A connected county: Improved transport and internet connections
 - A sustainable county: Efficient use of resources and sustainable energy sources
- **Please explain your responses and tell us about any other ambitions you have for Gloucestershire in 2050.**

Active Gloucestershire's vision is that "everyone in Gloucestershire is active every day". We are a charity that unites organisations and people around this vision and helps them make it a reality. We are part of a national network of county sport and physical activity partnerships (CSPs) operating across England.

A 'happy, healthy county' is an active county

Being physically active is good for both individuals and the wider community, in ways that extend beyond physical wellbeing. Well-documented benefits include better mental health and relationships, success at school and work, social

integration, and reduced crime. We want to bring those benefits to the people of Gloucestershire.

We believe that everyone, regardless of their background or situation, should have the chance to be active in the way that is right for them. We encourage any activity involving body movement that uses energy and is beneficial. We are interested in all ages, from toddlers to older people, and all activities, from dog walking to competitive sport at the highest level.

A 'happy, healthy county' is a magnet for young, skilled people

Young people are looking for places that offer great careers, so we need more businesses to choose Gloucestershire as their home. A healthy workforce improves productivity and reduces work-related ill health. Increasingly businesses recognise this and are investing in the health of their employees. How much more attractive to locate your business in a place where the workforce is already healthier and happier?

Healthier communities are also associated with higher rates of education, attract more talented employees and have a healthier customer base, which can strengthen their economies.

Finally, creating places that encourage an active and healthy lifestyle will support young and growing families. 'Active design' in urban planning can literally shape better places to live, while school-based behaviour change project to get younger children into the active habit will contribute to family health and wellbeing.

A 'happy, healthy county' is more inclusive

For everyone in Gloucestershire to feel the benefits of economic and social growth, they need to be fit and able to grasp those opportunities. Typically, people facing multiple types of deprivation face greater barriers to becoming more active, such as lack of money, lack of time and fear of judgement.

Clearing the barriers

In order to make Gloucestershire truly 'healthy and happy', we'll need to identify the barriers to getting active and find ways to remove them.

The barriers people face are varied – they are economic, social, personal and physical. For example, a lack of money, no access to transport, lack of time or fear of judgement.

Barriers that prevent people from being more active are also likely to affect other parts of their lives. If having no one to go shopping with stops an older person from getting out and about, it is probably also affecting their mental health, relationships, links to their community, and their likelihood of reaching out for help when they

need it. By connecting them to a neighbour or volunteer who will stroll to the shops with them regularly, they're likely to feel wider benefits too.

Insights for our whole community

Overcoming such barriers across our entire county will require an evidence-based approach that combines behavioural expertise, willingness to listen, and openness to citizen-led solutions.

We want Gloucestershire to embrace systemic change in order to get people more active. That is, seeking out the evidence of what gets in the way, listening to people when they tell us how best to overcome it, and being open to solutions existing in anything from urban design, to local volunteer schemes, to better bus timetables, to county-wide behaviour-change programmes.

The good news is that Active Gloucestershire has already started to lay the foundations to such an approach. For the next three years, the *Gloucestershire Moves* project will be working with local people, with behaviour-change and health experts, and with local providers to start creating the system-wide changes that are needed – from small, personal encouragements to the way we design our transport networks.

Join our county-wide effort

We'd like to see the Gloucester 2050 Vision helping to drive change. You can do this by:

- Ensuring that your 'happy, healthy county' ambition encompasses our inclusive definition of physical activity – every age, any beneficial activity, from dog walking to competitive sport
 - Making *Gloucestershire Moves* your seventh 'big idea'. We say more about this below.
- **Tell us about any alternative ideas you have to achieve the ambitions for Gloucestershire in 2050.**

Gloucestershire Moves: the seventh 'big idea'

Gloucestershire 2050 has identified some big ambitions, and the 'big ideas' that accompany them are impressive infrastructure projects. Because our county will need more than physical infrastructure to achieve the ambitions, we propose a seventh 'big idea' – *Gloucestershire Moves*.

Physical inactivity kills as many people as smoking and costs Gloucestershire's healthcare system £9m a year. One fifth of people in the county are inactive, and a

third don't move enough to benefit their health. There are significant inequalities in activity levels in relation to age, gender, ethnicity, disability and economic status.

To achieve the 2050 ambitions, we need a sea-change in the way our county responds – one fundamental enough to be a 'big idea' on its own. Only change that is embedded into the very fabric of our society will be sustainable enough to make our county more attractive for young people, reduce demand for health services, and help make Gloucestershire healthier and happier.

The good news is that we are already laying the foundation for this new approach to getting Gloucestershire more active. It's called *Gloucestershire Moves*.

Gloucestershire Moves is a completely different way of working – a whole-system approach. It will connect policy-makers, decision-takers and communities to find citizen-led solutions that really work, and that empower people to take greater ownership of their own health. A new social movement will bring Gloucestershire together to create a sense of shared effort, culture-change and responsibility.

In one sense, this approach is 'radically obvious' – we've all been talking about joined-up working and holistic solutions for decades. What is new is our framework. It's ambitious and it's the future of policymaking.

It will change the behaviour of individuals, families, communities and institutions. People will be more able to benefit from new opportunities. Alongside better physical and mental health, it will also help address the issues that put barriers in people's way: loneliness and isolation, community fragmentation, poor transport, poverty, lack of family time.

The case for the *Gloucestershire Moves* whole-system approach

The whole-system approach integrates communities, policy, infrastructure and on-the-ground delivery. The goal is to change social norms for everyone, deliver targeted programmes for the least active, and remove the complex barriers to being active.

Gloucestershire Moves will build a social movement and use established behaviour change models to create a culture of daily physical activity, through interventions at individual, community and county-wide levels. It is structured as an ongoing cycle of planning, implementation and evaluation – so it will continuously improve. Bespoke plans for the most inactive will combine with local community support and public campaigning.

Benefits – attract and retaining young people

Young people are looking for places that offer jobs and, importantly, careers. This means we need more businesses to choose Gloucestershire as their home.

A healthy workforce improves productivity, staff morale, and employee engagement. It also reduces accidents, work-related ill health, sick pay and insurance costs, and pressure on those covering for absent colleagues. Increasingly businesses recognise this and are investing in the health of their employees.

How much more attractive to locate your business in a place where the workforce is already healthier and happier?

Benefits – boost young people’s education and skills

Research suggests that healthier communities are associated with higher rates of education, attract more talented employees and have a healthier customer base, which can strengthen their economies.

Benefits – attract young families

Creating places that encourage an active and healthy lifestyle will support young and growing families. *Gloucestershire Moves* is looking at ‘active design’ in urban planning, using our behavioural insights to shape better places to live.

Gloucestershire Moves is already developing a school-wide behaviour change approach for younger children, with pilots planned in ten primary schools. Once it is clear what works, the ambition is to scale-up this work across our county. A similar project is planned with the University of Gloucestershire, targeting its student population.

Benefits – reduce inequalities

For everyone in Gloucestershire to feel the benefits of economic and social growth, they need to be fit and able to grasp those opportunities. Typically, people facing multiple types of deprivation face greater barriers to becoming more active, such as lack of money, lack of time and fear of judgement. In 2017, the *Beat the Street* game (running this year as part of *Gloucestershire Moves*) found that 59% of players came from areas of mid-high or high deprivation.

Benefits – reduce health costs

Our county has an older than average population. Gloucestershire County Council expects the number of older people to grow 67% by 2039. We already have 30,000 older people at risk of falling, which will affect their physical and mental health, confidence and social wellbeing. Preventative physiotherapy could prevent 1,733 falls a year, saving NHS Gloucestershire £2.75m. Without action, admissions to care homes could rise by 17.5% between 2016 and 2020.

The Falls Prevention Programme is one of the early interventions being designed, funded and piloted by *Gloucestershire Moves* as part of its whole-system approach. It involves experts in strength and balance provision, as well as behaviour change.

Benefits – boost the impact of existing programmes

Gloucestershire Moves does not operate in isolation – it will link up with existing programmes. For example, this year it will share behavioural insights with the *Think Travel* programme to improve its impact on physical activity.

What can *Gloucestershire Moves* offer?

- An **unprecedented, ambitious and innovative vision** for a better way to improve our county's basic health over the coming decades
- An **existing three-year programme** of research and development, already underway and fully funded to 2020/21
- A growing programme of **interventions being tested** and, eventually, integrated into *Gloucestershire Moves*' whole-system change: this year it is funding and testing *Beat the Street* and the *Fall Prevention Programme*
- A growing team of **county leaders** already committed to the programme and a network of **trusted sports, activity and health providers** ready to reach out to people of all ages across Gloucestershire.

What do we need from Gloucestershire 2050 to make our county healthier and happier?

- **Imagination:** add a seventh 'big idea' to the existing projects and show the world that Gloucestershire is able to think about its infrastructure in broader terms than discreet capital projects
- **Commitment:** be part of the *Gloucestershire Moves* family and make it part of the 2050 vision
- **Leadership:** join us to promote the county-wide brand that *Gloucestershire Moves* will build and help create a social movement for change that will serve our county for generations.

What next?

Get in touch – talk to us about how *Gloucestershire Moves* can help you deliver your vision for 2050.

Deborah Potts, Chief Executive, Active Gloucestershire