

North Yorkshire County Council

Health and Wellbeing Board

9 May 2014

Physical Activity in North Yorkshire and Tour de France Legacy

Report of the Director of Public Health for North Yorkshire

1.0	Purpose of report
1.1	This report is an opportunity for the Health and Wellbeing Board to take note of activities surrounding the Tour de France Grand Depart legacy and the role of the national parks in promoting physical activity.

2.0 Background

- 2.1 The 5th and 6th of July 2014 will see the first two stages of the Tour de France come to Yorkshire. Day one of the tour will be from Leeds to Harrogate and day two will start in York and end in Sheffield. With over 1 million spectators projected to visit the area and a further 3 billion watching on television, there is an unprecedented opportunity to motivate healthy behaviours among North Yorkshire residents.
- 2.2 North Yorkshire Sport has taken the lead on coordinating North Yorkshire Tour de France legacy activities. Partners from the district councils, City of York, North Yorkshire County Council, and other key allies are working together to promote physical activity in relation to the Tour.
- 2.3 The Tour de France has come to North Yorkshire to take advantage of several of the most scenic areas in the world. There already exists a strong physical activity 'offer' throughout the county, most notably in 2 national parks: The Yorkshire Dales and North York Moors. More could be done to encourage residents to seek out local activities that contribute to health and wellbeing.

3.0 Issues

- 3.1 Physical activity is one of the primary drivers of positive health. NICE reports that increasing physical activity levels in the population will help prevent or manage over 20 conditions and diseases. Comparing 2011 to 2006 figures for North Yorkshire, there has been little change in participation in at least 3 days x 30 minutes moderate intensity physical activity, the minimum amount recommended by Department of Health guidance.
- 3.2 NICE guidance suggests that physical inactivity in England costs £8.2 billion annually with a further £2.5 billion each year being spent on dealing with the consequences of

obesity. Not capitalising on the momentum from the Grand Depart would be a missed opportunity for the health and wellbeing of North Yorkshire.

4.0 Consultation Undertaken and Responses

- 4.1 North Yorkshire County Council Public Health has asked key partners for reports and recommendations related to the Tour and physical activity in North Yorkshire.
- 4.2 Appendix 1 to this report has been prepared by North Yorkshire Sport and details the activities specifically surrounding Tour Legacy.
- 4.3 Appendix 2 to this report has been prepared by the Director of Park Services for North York Moors and Yorkshire Dales National Park Authorities. It details the health and well-being benefits the national parks bring to the county and how these could be extended in the future.

5.0 Recommendation

- 5.1 The board notes the work of both Tour de France legacy activity and national park authorities efforts to promote physical activity

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Background Documents –

Appendix 1: Tour de France Legacy in North Yorkshire, prepared by David Watson, Chief Executive North Yorkshire Sport

Appendix 2: Report of the Directors of Park Services (North York Moors and Yorkshire Dales)

Appendix 1: Tour de France Legacy in North Yorkshire

*David Watson
Chief Executive
North Yorkshire Sport*

1. Introduction

With the Grand Depart coming to North Yorkshire in 2014 and the longer term benefits of physical activity being high on the current agenda, North Yorkshire Sport have taken the lead on a number of areas to ensure a legacy from the Tour. These are in addition to the work being facilitated with British Cycling, the Districts and NYCC as well as other key partners.

2. School Games

In order to promote the legacy to school children we have introduced an opportunity for a Level 2 School Games event in to each of the Districts. This will provide every year 7 and year 8 pupil with the potential opportunity to compete for their school at a district level. These events are being supported by coaches from British Cycling. The winner of each District level event will compete at a Level 3 County event to be held on the closed road circuit at York University on July 3rd 2014. This will be an annual event and firmly established legacy.

3. Great Yorkshire Show

Annually, North Yorkshire Sport showcases the work of National Governing Bodies for sport via our marquee at the Great Yorkshire Show. Around 6,000 people have a go at at least one of the sports on offer each year. This year we will be promoting cycling, hiring an additional marquee. Within this will be the opportunity for led rides and for partners to promote key messages, these include the road safety team, British Cycling, local clubs etc.

4. Mental Health

We have secured a partnership between the TDF 2014 hub and Sporting Memories to introduce a dementia friendly element to the Grand Depart. This will see approximately 100 volunteers deployed across the 20 spectator hubs in Y&H, all trained in dementia awareness. The hubs are expected to attract between 2,500 and 10,000 visitors each. The narrative to spectators will be if you are living with dementia or memory problems or are bringing a relative or friend living with dementia to watch the race, there will be volunteers/staff at the viewing hubs who are dementia aware. Those staff or volunteers who are dementia aware should be sought out by tour makers should they encounter any mature spectators who appear lost, confused or have become separated from friends or relatives and are distressed.

5. Workplace challenge

As part of the North Yorkshire Sport Work Place challenge website, which is used to encourage increased participation in sport and physical activity we will be running a 'virtual' ride the route challenge in June/July which will enable people to interact with the Tour without necessarily riding the route ie via spinning classes or recreational cycling.

6. District updates

Craven

- Running a number of events including a mass participation ride with a fun ride and a sportive - Le Petit Depart.
- Locally led rides including Back in the Saddle rides and Sky Local Rides.

- Skipton Junior Riders have established a British Cycling supported "Go Ride" Club.
- 20 Recreational Ride leaflets (one a week going in local newspaper).
- Bike ability training for community and businesses.

Most of the above is targeting lapsed cyclists, novice cyclists and young people, so a real benefit for health and wellbeing improvements.

CDC believes the biggest challenge is lack of cycling infrastructure and sustaining the above.

Hambleton

Hambleton District Council held a Celebrating Ability Day in October of last year. The all day event proved to be very popular and included many activities that could be enjoyed by all from 8 years and upwards. Activities included Wheelchair Basketball, New Age Curling, Boccia and Dance. As part of the ongoing legacy work around the TdF visit, and the subsequent "Get Hambleton Cycling" campaign, two sessions of Cycling were included.

A selection of specially adapted bikes were hired from a York based company and the sessions were held using these on a "come and try" basis. The range of bikes included a trike that could accommodate a person in a wheelchair and parent or carer, specially adapted single seat trikes, tandems and recumbent cycles. The sessions proved to be very popular and everyone who attended was able to enjoy the full cycling experience. Over 50 people enjoyed the day.

As the sessions were so popular and feedback was so positive a "Cycling Ability" day is planned for the 28th June 2014 - the weekend before the Tour visit. The format will be the same of the previous cycling sessions, but a larger range of cycles will be available. The sessions will be held in partnership with local Mencap and "Breathing Spaces" groups. These sessions will become a regular fixture.

It is hoped that the next stage will be to incorporate appropriate cycle tracks around two large scale housing developments that are ongoing within Hambleton. These developments include large scale recreation and sports provision. These tracks would form development pathways to encourage cycling in a controlled, safe "traffic free" environment. Alongside this, work will be undertaken to explore the possibility of purchasing and storing adaptive bikes.

Richmondshire

Draft legacy strategy and cycle audit is in place and has identified the need to invest value in robust GP/health referral/sign posting schemes to active travelling. RDC's previous ERS and 'Cycle for Health' schemes in Richmondshire have been very successful but the main barrier to their continuation and successful growth has been the lack of understanding, lack of awareness to the preventative nature of such schemes and the perceived risk of litigation, along with general awareness raising around the benefits to physical and mental health through sport and physical activity that the TdF can support with.

Scarborough

- The further development of led cycle rides including the British Cycling Breeze programme.
- Festival of cycling continues to grow and this year we will introduce a Sportive, a Go Ride event, a family breakfast ride and a hill climb.
- Borough Mayor; Cllr. Andrew Backhouse will undergo a tour of the Borough from the 15 - 18 May, where he will ride to every town, village, hamlet in our district.

The event is called Conquer the B.O.S (Borough of Scarborough) and this route will then be left as a legacy route for cyclists to ride all or parts of the ride.

7. NYCC Road Safety & Travel Awareness Team

The involvement and promotion of cycling to families to follow on from Bikeability has been hampered by a higher than usual turnover in instructors so they have had to focus on maintaining the continuity and delivery of the core Bikeability courses.

Looking to work with British Cycling with support from Public Health to develop the potential for getting parents and whole families back into cycling when their child does Bikeability.

Working with neighbouring authorities and have developed a Rural Cycling App that is now available as a free download. The App was launched at the recent Grand Depart event organised by Welcome to Yorkshire at the Pavilions in Harrogate and attended by many accommodation and service providers and local councillors and others who are in any way involved with Le Tour. It provides technical and practical information about challenging features on the route to help amateur and leisure cyclists to cycle here but not to be over ambitious and thus get into trouble and risk injury.

Monitoring cyclist casualties very regularly and working with the police to manage the risk of increasing casualty numbers.

Will produce a Comms Plan and information campaign programme for the rest of the year in early May.

<https://play.google.com/store/apps/details?id=uk.co.bowhouse.tourdefrance>

Set up dedicated Cycling pages on our partnership website, providing information about cyclist training, information and links to provide further information:

<http://www.roadwise.co.uk/>

<http://www.roadwise.co.uk/cycling>

Launched a Think Bike! Poster campaign that emphasises the need for drivers to look out for cyclists and motorcyclists and for riders to beware when overtaking or turning. The press release for this campaign will be published this Friday 25th April. Copies of some of the graphics are attached FYI.

Appendix 2: Report of the Directors of Park Services (North York Moors and Yorkshire Dales)

*Kathryn Beardmore
Director of Park Services
Yorkshire Dales National Park Authority*

*Richard Gunton
Director (Park Services)
North York Moors National Park Authority*

1. Purpose of Report

To advise the Health and Well Being board of current programmes for encouraging outdoor activities and people getting active in North Yorkshire's National Parks. To explain how, subject to commissioning, these opportunities could be developed further.

2. Background

North Yorkshire is a diverse county. It has areas of high affluence and areas of high deprivation. As identified in the Director of Public Health for North Yorkshire report (2013) 'the influence of the wider environment on health requires policy interventions to be increasingly intelligence led and also preventative, focusing on the root cause of ill health rather than just simply treating consequences of its development, ie 'prevention rather than cure' approach. Tackling the conditions determining people's health outcomes requires action right across a person's life well beyond the influence of the NHS and health service'.

Over 40% of the county is designated either a National Park or Area of Outstanding Natural beauty. Most of the population of North Yorkshire has easy access to high quality and accessible countryside. The focus on the Tour de France provides a new impetus for individuals to 'get active' and look afresh at their lifestyle. In addition it is well documented that access to the natural environment helps mental well-being. However, there is not equality of opportunity to access this environment across North Yorkshire. Through a coordinated approach much more could be done.

Public health is central to the creation and purpose of National Parks. They are intended as "green lungs" for urban dwellers and places for spiritual refreshment. Over 50+ years, National Park Authorities have developed significant expertise in the delivery of cost effective programmes to promote physical activity and enjoyment of the countryside. They are well placed to work in partnership with Health and Wellbeing Boards assisting in the delivery of key public health outcomes.

3. Future work with the Health and Well-being Board?

The Health and Well Being Board bring together clinical commissioning groups and councils to develop a shared understanding of the health and wellbeing needs of North Yorkshire. In developing a joint strategy for how these needs can be best addressed the Board is asked to consider the contributions that can be made through access to the natural environment. This could include recommendations for joint commissioning and integrating services across health and care with National Park Authorities.

The National Park Management Plans for both Authorities include aspirations to work in partnership in delivering greater opportunities for outdoor activity.

3.1 Current activities

National Park Authorities are already engaged in a range of activities that aim to facilitate health and well-being and breakdown barriers for residents to access the countryside on their doorstep. However these are currently on an ad hoc basis and include:

- Volunteering – National Park Authorities have active volunteer services (10,000 days per year) and run volunteer tasks in association with health/mental health charities such as Mind, help for heroes (Catterick) on an ad hoc basis.
- ‘Access for all’ – removal of physical barriers on rights of way (such as stiles) to allow access for those with limited mobility, specific promoted routes (eg the ‘blue route’ 1 mile) through leaflets and websites with the aim of providing a ‘welcoming’ countryside and increasing confidence.
- Events and transport for target groups – series of ‘ad hoc’ events aimed at target groups eg those with dementia or from areas of high deprivation. The North York Moors NPA is currently piloting targeted transport provision, offering minibuss hire costs together with a guide (voluntary ranger) to groups in areas of high deprivation. This could be extended to other areas.
- Health walks and events - including “a breath of fresh air” part of the national walking for health programme (graded according to difficulty and led by a Voluntary Ranger). Booklets and events programme are distributed through a range of outlets including some local GP surgeries where they are available in waiting rooms.
- Promotion of information and ideas – the National Parks have excellent facilities for outdoor recreation, including promoted cycling and walking routes. Publications such as booklets, and websites such as www.cyclethedailes.org.uk provide information and inspiration.

3.2 A possible pilot project?

National Parks have the offer; the challenge is how to develop the current ‘ad hoc’ approach into something suitable for larger scale adoption across North Yorkshire. Critically, it needs strategic thinking and National Parks to be seen as a ‘resource’ and part of service delivery and commissioning, eg through coordinated ‘walks for health’ and volunteering opportunities.

Based on a project currently being developed by Exmoor and Dartmoor National Park Authorities in partnership with Devon County Council health and well-being board a pilot project could be developed for £200k over 3 years (£100k for each National Park). However, this should not preclude consideration of more extensive and ambitious projects based on current evidence and best practice

Some of this funding could be found for 2015/16 from the Department of Transport; if a recent application to the Local Sustainable Transport Fund is successful. A copy of this application can be downloaded at www.northyorks.gov.uk/1stfbids.

3.3 Possible outcomes

In essence what we are suggesting is social prescribing: a system of collaborative referral and prescription that incorporates social models of support in local communities, such as peer support groups, GP referrals and an increase in % of people cycling or walking each week. Indicative key outcomes could include:

- Increase in the number of North Yorkshire residents accessing the National Parks and being physically active

- An agreed pathway with local GP surgeries to facilitate patients being referred to National Park based activities
- Health and wellbeing benefits of engagement with National Park demonstrated through evaluation and Action Research.
- Increased use of, and visits to, the National Parks by groups and individuals experiencing mental/emotional health issues as part of their intervention/recovery programmes.
- Increased value on 'natural health remedies' embedded in GP practices locally.
- Establishment of sustainable (long term viable) network of individuals to provide buddy/mentoring within the community to spread benefits of health gains to others.

4. Conclusion

It is suggested that for North Yorkshire to make the most of its environmental assets to benefit the health and well-being of its residents a more strategic holistic approach needs to be taken. With health practitioners various tools need to be developed with the aim to educate, help and inspire residents to make their own informed choices to choose a healthier lifestyle and get active.

We would like to work with the commissioners to harness the enthusiasm and sense of wellbeing that has been created by hosting the Grand Depart of the 2014 Tour de France, with the aim of creating a social and physical legacy in the county.

Background Documents –

Sargeant, DR, L (2013) *What is public health?* County Hall Northallerton