

# London CLOA meeting

Wednesday 11 May 2016, 3 pm – 5 pm

## Meeting Notes

### 1. Improving health and well-being and reducing cost through physical activity interventions

Mark Cook, Local Government Relationship Manager for Sport England and Barry Kelly, Strategic Lead for Physical Activity for Health at London Sport gave presentations to the group.

Mark Cook put the discussion in a national context, highlighting the Government's new strategy, "Sporting Future: A New Strategy for an Active Nation", and described how numbers and medals were no longer key drivers, with Sport England looking much more at breaking down barriers to participation. Sport England are looking more closely at behavioural change and linking to the government's five strategic outcomes as part of their increased brief. They believe they are now in a position to more effectively demonstrate the cost effectiveness of getting a physically inactive person active and going forward Sport England want to be seen as experts on tackling inactivity and working with local partners to design approaches. Sport England is also developing relationships with Public Health England and is thinking about what else they can do to build more links and break down barriers.

Barry Kelly discussed some of the work he was doing at London Sport on the public health agenda. He highlighted a number of issues, challenges and opportunities, including:

- The huge variation in relationships between public health and leisure services;
- Differing sizes of services between authorities;
- Miscommunication and terminology issues;
- The difficulty in engaging with CCGs;
- NHS health checks – 159,000 were carried out last year in London. As people are assessed on their levels of physical activity this presents an opportunity to link public health and physical activity more closely;
- Diabetes prevention pathway – This contains a physical activity component targeted at type 2 diabetes. Pilots are underway in London;
- Public Health England's "One You" campaign – Covers a wide range of health and lifestyle issues, including physical activity. Hounslow was cited as a good example of how this approach had worked well through their integrated lifestyle service;
- Opportunities to highlight physical activity through the childhood obesity strategy;
- Public Health England GP Clinical Champions – opportunities to link into the local offer;
- Healthy London Partnership – tied into the GLA through the London Health Board;
- There are still problems with silo working in departments which means that public health and leisure are not always connecting;

- There is also a traditional view of public health held by some that does not always appreciate that it can cut across a number of areas.

Barry also drew the group's attention to the "Better Health for London" report, the ambition to get 70% of Londoners to spend 15 minutes per day on physical activity by 2020, and the NHS five year forward view's emphasis on prevention.

In the discussion that followed, there were some good examples of public health and leisure working well together, such as the decision to move Waltham Forest's leisure service into the public health department. The group agreed that it was important to develop better links between °CLOA and directors of public health and that sometimes the way local authorities and other partners used language could be off-putting, so it is important to use language in a more positive way to encourage greater numbers to engage in physical activity. The need to improve GP responses and referrals was also identified as an important issue and the need to give them greater confidence in the available programmes and demonstrate that they are supported and effective to ensure they are seen as viable options for referrals. The group also raised the need to interact and understand better the position of Directors of Adult Social Care and demonstrate how leisure services and physical activity can play a part in their prevention strategy. However, it was recognised that demonstrating the cost savings and modelling the benefits of physical activity on prevention was often difficult. The importance of breaking down barriers with Health and Wellbeing Boards was also highlighted.

The group asked about funding streams that might help with this work going forward. Mark Cook reported that Sport England's strategy was due out this month and funding streams would then follow on from that. Barry Kelly reported that London Sport had developed a funding portal ([add link](#)).

#### **Action Points:**

- Jamie Saddler to follow-up with Mark and Barry to circulate links to some of the issues and information highlighted in the discussion.

## **2. London Youth Games – °CLOA Task Force: Progress Update**

Marianne reported back to the group on the outcomes of the London Youth Games Taskforce meeting on Monday 9<sup>th</sup> May. The main issues to emerge were finance, participation and evidence base. The next steps are to arrange a meeting that Jon Hughes from London Youth Games can attend, ideally before June. LYG will be presented with a list of the taskforce's key topics in advance of the meeting and will also be asked to report back on the results of their recent surveys of local government.

The group identified a need to work out a timeline for key decisions as any recommendations the taskforce comes up with will have to be discussed at the political level before any decisions can be made.

#### **Action Points:**

- Jamie Saddler to circulate a copy of the minutes from the first meeting to the wider °CLOA mailing list.
- Jamie Saddler to arrange the next taskforce meeting with Jon Hughes.

- Dianna Neal to develop timeline for decision-making and share with steering group.

### **3. Libraries Taskforce Consultation – Update**

Iain Varah reported that the document was now out for consultation, closing on 3<sup>rd</sup> June. °CLOA nationally will be submitting a response. Iain highlighted the need to convey that London was different to county library networks, with less meaningful boundaries and good transport links presenting a different picture in the capital. The LGA are hosting a roundtable for councillors to discuss the Ambition for Libraries Consultation on 1<sup>st</sup> June. This presents a good opportunity for London to influence the LGA response.

Jamie Saddler indicated that London Councils would also be submitting a response to the consultation and asked °CLOA members to provide him with any thoughts/views they wanted reflecting in that response.

#### **Action Points:**

- Jamie Saddler to circulate the consultation document and questions to the group for comment.
- All – feed any views on the consultation to Jamie Saddler by 5pm 23<sup>rd</sup> May.

### **4. London Sport: working with London boroughs**

Toni Ainge reported that Angus Robertson, Director of Operations at London Sport had been in touch with her to provide details of a local government engagement event they were proposing to hold in July.

#### **Action Points:**

- Jamie Saddler to circulate Angus' email with more details of the event to the °CLOA list.

### **5. A.O.B**

The group agreed that the next agenda should feature items on parks and the future financing of leisure facilities.