

# Appendix 3: Physical Activity Programme

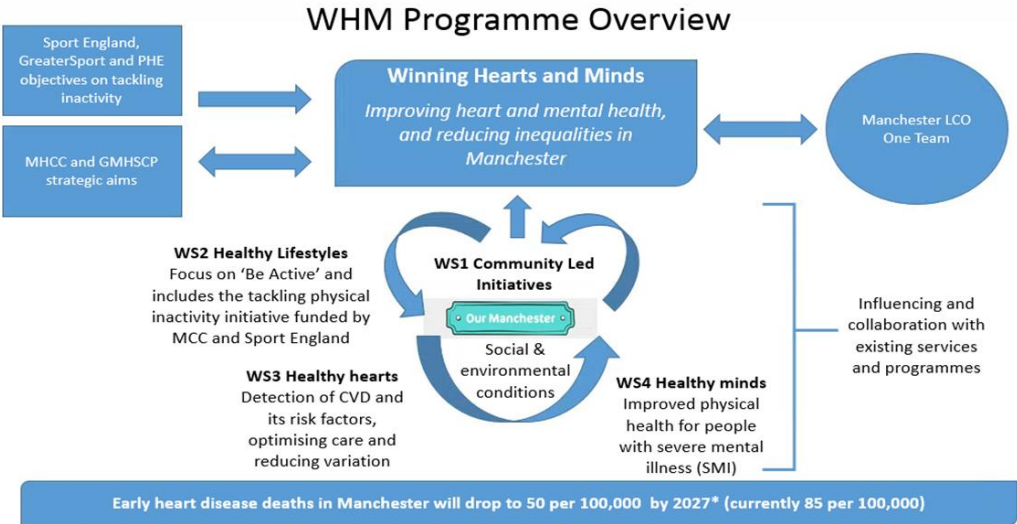
## 1 Winning Hearts and Minds

### 1.1 Introduction

Priority 5 of the Manchester Population Health Plan focuses on ‘Taking Action on Preventable Early Deaths’.

‘Winning Hearts and Minds’ is a new and ambitious programme of work which seeks to take a whole system approach to improving heart and mental health outcomes and associated health inequalities in Manchester. It was established in 2017 to address the poor heart and mental health outcomes in Manchester. Early deaths from heart disease (deaths under the age of 75) in Manchester are currently 85 per 100,000. The footprint of the former North Manchester CCG has an early death rate from heart disease of 96.2 per 100,000. The headline target for the WHM programme is that **early deaths from heart disease in Manchester will drop to 50 per 100,000 by 2027**.

The WHM programme is being developed and delivered in partnership between Manchester Health and Care Commissioning, Manchester City Council’s Sport and Leisure Team and Eastlands Trust, a provider of sport and physical activity opportunities in Council-owned facilities (MCC’s sport and leisure team and Eastlands Trust will merge in mid-2018 to become MCRactive). The programme is being delivered through a multi-agency operational group and is governed by a multi-agency partnership board. The programme design places a strong emphasis on influencing and advocacy, working in close partnership across organisational boundaries and collaboration with existing services and programmes in order to achieve the ambitious programme target. Therefore, multi-agency working is key.



\* Manchester had 85 premature deaths per 100,000 in 2014-2016 for heart disease. The best local authority in our socio-economic peer group (socio-economic decile 1) was Tower Hamlets with a premature death rate of 50 per 100,000. (Based on data from <https://healthierlives.phe.org.uk/topic/mortality>)

While some areas of the programme will be citywide, there will be an initial focus on North Manchester, where heart health outcomes are the worst in the city, with a view to testing new approaches and scaling up successful approaches city-wide. The programme design and delivery is aligned to the Our Manchester approach, with the 'Community-led Initiatives' workstream at its heart, informing the design and delivery of three further work streams that make up the full programme scope; Healthy Hearts, Healthy Minds and Healthy Lifestyles.

## **1.2 Community led Initiatives work stream**

Enabling communities to take charge of their health - resident led partnership groups for neighbourhoods that are recognised by local people (e.g. populations of around 5000 people) will develop and deliver initiatives for Winning Hearts and Minds. In a similar way to the local Ambition for Ageing programme, relationships will be built with current groups and community development work where they already exist and new groups facilitated where there are gaps. People will be supported to develop activities addressing their own shared objectives. The evidence from HELP (Health Empowerment Leverage Projects) demonstrated that time-limited interventions of two years initiated sustained organisational and cultural change with measurable health benefits from year three (the projects were in disadvantaged neighbourhoods of approximately 5000 people).

Delivery of this workstream will be facilitated by Manchester's Prevention Programme and neighbourhood working within the Local Care Organisation, and make the most of other place-based approaches taking place in the city. This approach is being tested in Collyhurst and Cheetham initially with plans to roll out the approach across North Manchester and citywide. Over time, it is expected that the community led initiatives will inform activity that is commissioned and delivered by public services.

## **1.3 Healthy Lifestyles work stream**

Work will initially focus on developing and delivering the Tackling Inactivity Initiative (TII), which will test new approaches to tackling physical inactivity; targeting adults aged 40-60 years old who are physically inactive (doing less than 30 minutes of physical activity per week) and at risk of developing cardiovascular disease or who already have poor mental health or a cardiovascular diagnosis. Currently under-represented groups in sport and physical activity (e.g. women, BAME and people with disabilities) will be targeted, where appropriate. Manchester Metropolitan University has recently been commissioned as the research and evaluation partner for this initiative to ensure a robust evidence base is developed and lessons learned are captured. Their role is to support the development of the TII and to work with a commissioned provider (not yet identified) to design and deliver interventions with the expectation that interventions are co-produced with target communities, for example, linking in with the resident-led partnership groups created or identified through the Community led Initiatives workstream.

This work will help to deliver Manchester's ambitions on tackling physical inactivity in line with Public Health England's national strategy (Everybody Active, Every Day) and to deliver against objectives and targets set out in the GM plan 'GM Moving' (2017-2021) and the MoU between Sport England, Greater Manchester Combined Authority and the NHS, as well as the new Manchester strategy on Sport and Physical Activity (2018-2022). Learning from this initiative will feed into the planning around the recently awarded Local Delivery Pilot for GM, funded by Sport England.

#### **1.4 Healthy Minds work stream**

This workstream is focussed on improving the physical health of people with severe and enduring mental illness (SEMI). People living with SEMI face one of the greatest health inequality gaps in England as this population group are at risk of dying on average up to two decades earlier than the general population. This disparity in health outcomes is partly due to physical health needs being overlooked, both in terms of identification and in receiving appropriate treatment. People are not being offered appropriate or timely screenings despite their higher risk of poor physical health. There is also a low uptake of information, tests and interventions relating to preventable health conditions such as physical inactivity, smoking, alcohol, obesity, diabetes, heart disease and cancer. Work is focusing initially on increasing the number of people with SEMI receiving a full annual physical health assessment and appropriate follow up. This includes developing Manchester's NHS Health Check model so that people with SEMI are targeted and supported appropriately. In addition a working group is being established to look at a community-driven approach for improving physical health of people with SEMI, which will involve people with SEMI.

#### **1.5 Healthy Hearts**

This workstream is being driven by a multi-agency CVD Steering Group and is focussed on improving the detection of cardiovascular disease and its risk factors, optimising care and reducing variation. The first phase will focus on targeted NHS Health Checks (cardiovascular/heart disease risk detection), atrial fibrillation (irregular heartbeat) and hypertension (high blood pressure). MHCC is working in partnership with Health Innovation Manchester (formerly GM Academic Health Science Network) and Right Care delivery partners to address variation, with learning from the Bradford Healthy Hearts Model (GM Healthy Hearts). Innovative approaches will be used to offer NHS Health Checks and find people who have hypertension or atrial fibrillation that has not yet been diagnosed, in non-health settings and using technology where appropriate. QRISK is a tool that GPs use to identify people who are at risk of developing cardiovascular disease over the next 10 years. People who have a 10 per cent or greater 10-year risk of developing cardiovascular disease can benefit from making lifestyle changes and taking a statin if their risk does not improve. The programme will work with local clinicians and their patients to ensure that people are getting the optimal care to lower their risk, and manage their conditions. This will include co-producing new approaches with people, as well as using the primary care standards (e.g. the Winning Hearts

and Minds standard) to incentivise quality care.

Through delivery of this workstream, we will prevent or delay the onset of cardiovascular disease by:

- Identifying people at high risk of cardiovascular disease with a focus on improving detection of hypertension among people in high risk groups, improving uptake of NHS health check among people in high risk groups and improving detection of atrial fibrillation
- Improving the management and support for people at high risk of cardiovascular disease by improving the management of poorly controlled hypertension and improving the support for and management of people with CVD risk of 20% and above
- Optimising the management and support for people with diagnosed conditions by supporting clinicians to focus on key clinical challenges to achieving blood pressure control, offering treatment to patients with an AF diagnosis that are not being treated and improving optimisation of patients on statins

## **2 New partnership approach to addressing physical activity challenges in Manchester**

### **2.1 Introduction**

MHCC, MCC (Sport and Leisure) and Sport England are taking forward work to more closely align the physical activity and health agendas in the city. Underpinning this, is the ambition of achieving a greater degree of integration between health, population health and wellbeing and sport and leisure to better address population health challenges and address inequalities with available resources and assets. This new approach will help to deliver increased physical activity and reduced physical inactivity levels in Manchester in line with GM Moving targets and PHE CMO advice on activity levels across the lifecourse. A key part of this joint approach is reducing physical inactivity levels in the city, with a focus on people at risk of, or already suffering from, poor physical and mental health outcomes. An example of this is the Tackling Inactivity Initiative (funded by MCC and Sport England) to test new community-led approaches to tackling inactivity under the Winning Hearts and Minds programme.

### **2.2 Strategic direction**

To deliver the ambition a new single system for sport and physical activity in Manchester has been designed. This single system will ensure clarity of purpose for all involved, will simplify strategic and operational arrangements and will provide the golden thread between the strategic objectives and what residents experience in our neighbourhoods. Key components of the single system include 1) Strategy and Partnerships, 2) A streamlined role for Manchester City Council, 3) Creation of new governance arrangements -

Manchester Active, 3) A new leisure facility operating contract (part of a provider network) 4) residents being engaged much more proactively than the current arrangements encourage.

- **Strategy & Partnerships** – A new strategy, overseen by new governance arrangements with new partnerships established between the traditional Sport and Physical Activity Partners, i.e. Sport England, National Governing Bodies of Sport, Clubs with non-Sport and Physical Activity organisations i.e. Housing, the wider Community Sector, Commercial Sector, Police, Fire and Rescue, Youth and Play Trust.
- **Manchester City Council** - The Council's role will be more streamlined and focused on getting the resources into the right organisations who can make the biggest impact in communities. This will result in all service delivery being contracted through service providers or commissioned through community organisations. The Council will seek to co-commission and co-design solutions with other public funding bodies, including Sport England and the Manchester Health and social Care Partnership.
- **Manchester Active (MCRactive)** – A new not for profit organisation, owned by the Council, responsible for implementing the Sport and Physical Activity strategy on behalf of the Council. The role of MCRactive should not be a complex one - It is not a delivery organisation or simply a conduit to or for investment. MCRactive will seek to provide the leadership and a common narrative for sport and physical activity in Manchester. It will develop the plans which underpin the strategy and broker and facilitate relationships which will deliver it.
- **Leisure Operator** – The new single leisure operating arrangement will be established to share risk between the Council and the operator, whilst bringing to bear the expertise of a credible national operator who can drive the quality, efficiency and innovation which is required to deliver the Strategy. The leisure operator's role will be more streamlined and focused on providing high quality facility management across 20 leisure facilities and underwriting financial and operating risk.
- **Residents** - Residents will be engaged much more proactively than the current arrangements encourage. This will be achieved by fully embracing the Our Manchester principles and approach. The role of the Council, MCRactive and the leisure operator will be designed to ensure that residents feel that there are extensive arrangements in place to ensure that they contribute to the strategy, are actively engaged, participate, spectate, officiate, volunteer and contribute constructively about what changes can be made to improve provision.

### 2.3 All ages approach

A number of other strategies and initiatives are contributing to addressing the challenges around physical activity across the lifecourse.

- We are working with Early Years settings to increase physical activity and improve diet of children in early years and their families.
- City in the Community are working with Early Years settings to increase physical activity through the use of storytelling and fun activities
- We are continuing our school health, Healthy schools and community work to increase physical activity and improve diet.
- School age children - The Manchester Physical Education, School Sport and Physical Activity Strategy (2016-2021) is working towards the following priorities for school age children:
  1. Increasing physical activity and improved physical literacy for all children and young people.
  2. Increasing sporting pathways.
  3. High quality education and training to improve standards in the PESSPA workforce
  4. Gathering, analysing and sharing data to evidence the impact of opportunities.
  5. Strong communication and governance for PESSPA across the city
  6. Access to facilities and open places.
- Sport England has announced Greater Manchester will receive £1 million Active Ageing funding (2018 - 2020) of which Manchester will benefit from funding to test new approaches to engage inactive older people (55 years plus, achieving less than 30 minutes of moderate intensity physical activity per week). The Manchester project will focus on a place-based approach around Debdale in Gorton to create a physical activity offer co-designed by older people. In addition sustainable sessions will be created city-wide for groups by enabling peer-led functional physical activity classes.