

Directorate / Service Area		Officer undertaking the assessment	
Public Health		Name: Shaun Birdsall.....	
Service / Document / Function being assessed		Job Title: Health improvement specialist	
Proposal for a locality delivery model to increase physical activity levels across Cambridgeshire		Contact details: shaun.birdsall@cambridgeshire.gov.uk 01223 703259	
Business Plan Proposal Number (if relevant)		Date completed: 31 October 2016	
		Date approved: 31 October	
Aims and Objectives of Service / Document / Function			
<p>The proposal is for a countywide physical activity programme that will be implemented across all five districts and borough authorities along with Living Sport. Living Sport is the Cambridgeshire Sports Partnership. It is a charity that aims to improve the health and wellbeing of the population in Cambridgeshire and Peterborough through participation in sport, exercise and physical activity.</p> <p>It's overall aim is to increase levels of physical activity and has the following objectives;</p> <ul style="list-style-type: none"> • Provide organised physical activities within the different localities that will support people to increase their physical activity • Contribute to the maintenance of healthy behaviour change through the provision of ongoing opportunities for those leaving weight management and other behavioural change services • Engage and strengthen communities to enable them develop and deliver activities within their communities • Promote and signpost individuals and communities to existing activities. <p>The programme that is proposed is based upon the Let's Get Moving - Physical Activity 2016Pathway^{1 2} model. This is an evidence based model that was developed by the Department of Health that brings together a range of evidence based interventions. The model includes both universal (population wide) and targeted approaches and will also provide the brand. It will provide consistency across the county that will ensure quality and also enable a more robust evaluation.</p>			
What is changing?			
<p>In previous funding years, Public Health has funded a variety of physical activity interventions in Districts on an individual basis, usually at small scale. This proposal aims to make investment more transparent and consistent across the County. This proposal will build upon the existing physical activity offers within the Districts and support the development of new initiatives. The role of the Programme staff will be to work with the existing programmes to identify how uptake could be improved, develop new programmes, signposting and engagement of communities in structured and unstructured programmes across a wide range of settings such as schools, workplaces, community halls and leisure centre's.</p>			
Who is involved in this impact assessment?			
e.g. Council officers, partners, service users and community representatives.			
This CIA was compiled by Council officers			

¹ Public Health Outcomes Framework <http://www.phoutcomes.info/>

² Department of Health Lets Get Moving (2010)

http://webarchive.nationalarchives.gov.uk/+www.dh.gov.uk/en/Publichealth/Healthimprovement/PhysicalActivity/DH_099438 2010

What will the impact be?

Tick to indicate if the expected impact on each of the following protected characteristics is positive, neutral or negative.

Impact	Positive	Neutral	Negative
Age	x		
Disability	x		
Gender reassignment		x	
Marriage and civil partnership		x	
Pregnancy and maternity		x	
Race	x		

Impact	Positive	Neutral	Negative
Religion or belief		x	
Sex	x		
Sexual orientation		x	
The following additional characteristics can be significant in areas of Cambridgeshire.			
Rural isolation		x	
Deprivation	x		

For each of the above characteristics where there is an expected positive, negative and / or neutral impact, please provide details, including evidence for this view. Consider whether the impact could be disproportionate on any particular protected characteristic. Describe the actions that will be taken to mitigate any negative impacts and how the actions are to be recorded and monitored. Describe any issues that may need to be addressed or opportunities that may arise.

Positive Impact
Some elements of this investment would be target residents who are physically inactive. These groups include women and girls, ethnic minority groups, as well as older people and the disabled. Physical inactivity is also positively linked to areas to deprivation.
Negative Impact
None identified
Neutral Impact
Whilst there should not be any impact upon equalities as there is no proposed change in the service delivery (other than those highlighted), elements of this investment are universal, so there is potential to impact positively on all residents.
Issues or Opportunities that may need to be addressed
The impact of this investment will require monitoring to ensure that the inactive groups are being accessed and engaged. There is the potential for further positive impact due to ongoing evaluation which will provide intelligence for future work and related services, for example workplace and schools programmes.

Community Cohesion

If it is relevant to your area you should also consider the impact on community cohesion.

The local coordinators in this proposal will identify communities and other settings such as schools or workplaces with low levels of physical activity for an intervention. Across Cambridgeshire there are a number of programmes that are working to engage and strengthen communities. The coordinators will work with these programmes to encourage and support communities to develop and participate in physical activity opportunities.

Version Control

Version no.	Date	Updates / amendments	Author(s)
V.1	31/10/16		Shaun Birdsall