



MILTON KEYNES  
COUNCIL



# 'Everyone moving more everyday' A Physical Activity Framework for Milton Keynes

## Vision:

A physical activity framework to get the inactive moving and the active moving more across Milton Keynes by 2020.



Getting more people active for life

Working in partnership with  
Milton Keynes Council

Publication date 31st March 2015



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# Purpose of the framework

The purpose of this framework is to provide clear guidance to strategic leads, policymakers, commissioners and providers of physical activity. It will highlight key priority groups and approaches that need to be adopted to increase activity levels across Milton Keynes.

There are a number of current Milton Keynes strategies that encourage residents to move more; this document aims to provide an overarching framework that encompasses all elements of physical activity and sets out a clear coordinated direction of travel for physical activity in Milton Keynes in line with the Health and Wellbeing Board's priorities.

The Milton Keynes Physical Activity Framework therefore sits above the Milton Keynes Sport and Active Communities Strategy and the Cycling Strategy, and alongside the Healthy Weight Strategy and the International Sporting City Strategy. The priorities and accompanying action plan are owned by the Milton Keynes Physical Activity Alliance and progress is monitored by the Strategic Implementation Group of the Health and Well Being Board.

# What is physical activity?

Physical activity includes all forms of activity including sport, active recreation and everyday activities such as gardening or DIY.

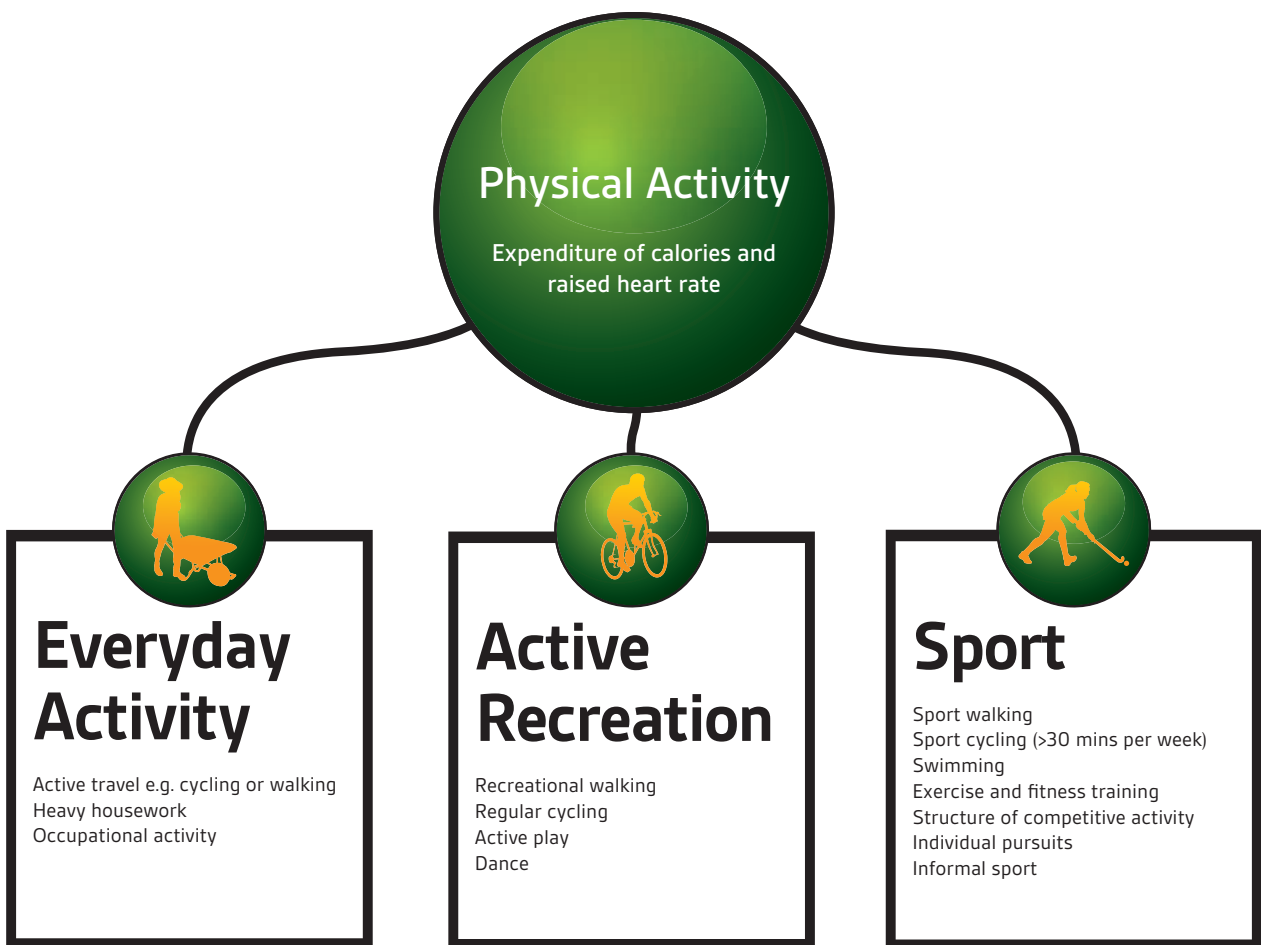


Diagram adapted from the DoH Start Active Stay Active strategy

# How much should we move and how often?

The Chief Medical Officer recommends<sup>2</sup>:

## Under 5's

Children of pre-school age who are capable of walking unaided should be physically active daily for at least 180 minutes (3 hours), spread throughout the day.

## 5 to 18 years

All children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes every day.

## 19 to 64 years

Adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.

## 65+ years

Older adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week. Older adults should also undertake physical activity to improve muscle strength on at least two days a week.

## Why is physical activity important?

Around one in two women and a third of men in England are damaging their health through a lack of physical activity. This is unsustainable and costing Milton Keynes an estimated £18,991,361 a year<sup>3</sup>. According to Public Health England an estimated 139 deaths in 40-79 years olds<sup>4</sup> in Milton Keynes could have been prevented by increased levels of physical activity. It is also estimated that inactive people spend 38% more days in hospital and visit the doctor 6% more often than active people.<sup>3</sup>

Physical inactivity alone is a significant Public Health issue that can impact on the health of our population, as well as a contributing factor to the increased levels of obesity currently in Milton Keynes.

Physical inactivity is estimated to cost Milton Keynes nearly £3 million pounds a year when plotted against the costs of treating<sup>5</sup>.

Increasing physical activity levels has been shown to reduce the risk of an early death by 20 – 35% from a range of chronic disease and illnesses<sup>1</sup>. Physical activity can also be part of the treatment and management for long term conditions.

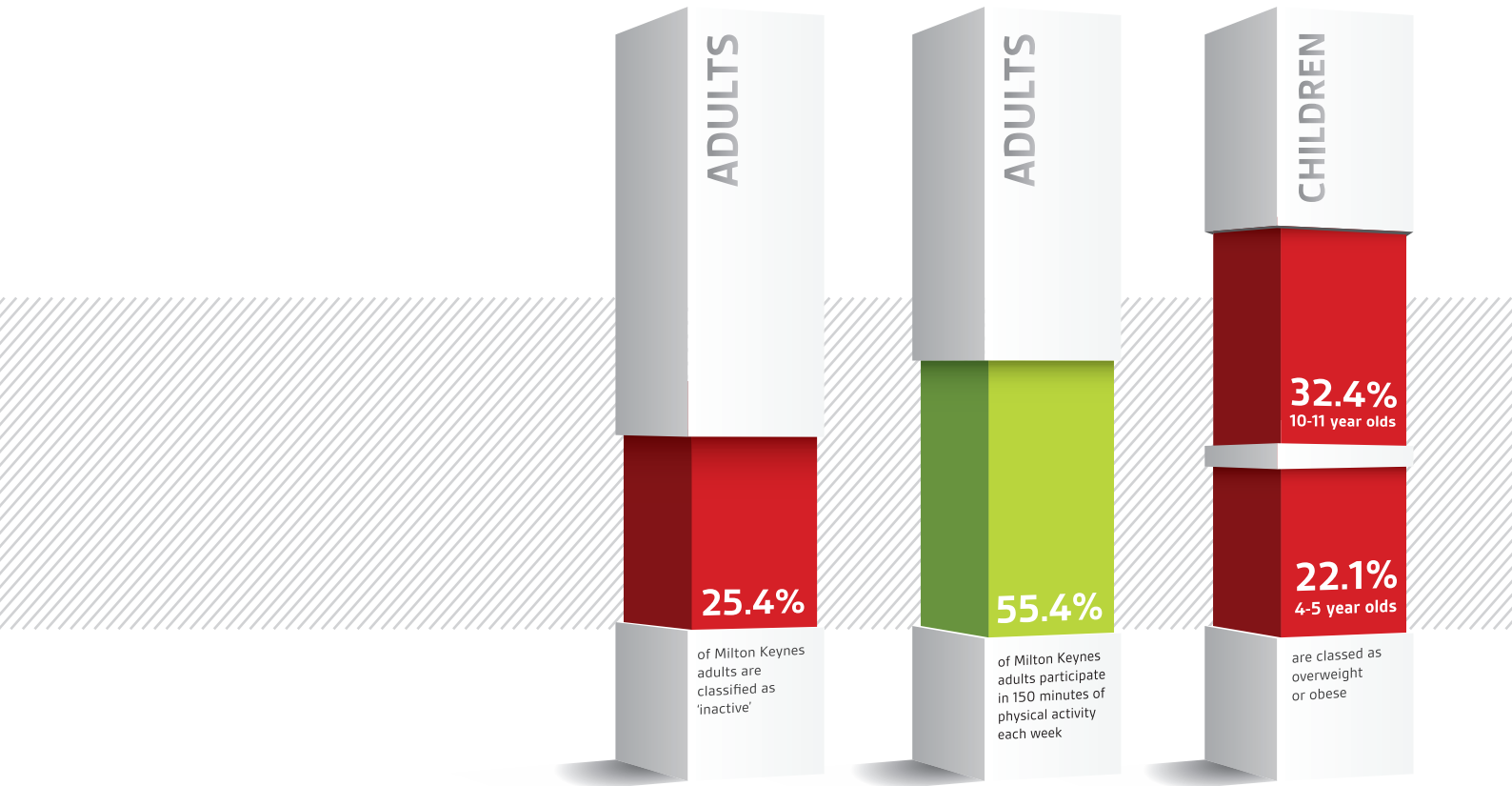
Physical activity encourages family and community cohesion and engagement, as well as reducing isolation and loneliness and creating safer places within communities.

Physical activity has a significant impact on mental health as well as physical health. Inactive individuals have three times the rate of moderate to severe depression of active people. Physical activity can also enhance psychological well-being, by improving self-perception and self-esteem, mood and sleep quality, and by reducing levels of anxiety and fatigue<sup>1</sup>.

Increasing physical activity participation improves well-being, has a high return on investment which includes reduced healthcare costs and sickness absence<sup>3</sup>.



# Current Picture in Milton Keynes



People living in the most deprived areas are twice as likely to be physically inactive as those living in more prosperous areas. Therefore the aim of any service commissioned will be provided in a way that achieves similar outcomes across all communities<sup>6</sup>.

## Adults

Despite continued work to increase adult participation in physical activity in Milton Keynes, currently only 55.4% of adults are classified as 'active' so participating in at least 150 minutes of physical activity per week<sup>7</sup>. With 25.4% of Milton Keynes adults are classified as 'inactive', participating in less than 30 minutes of moderate intensity physical activity a week<sup>8</sup>.

According to the Sport England Local Sport profile for Milton Keynes<sup>9</sup>, 41.8% of adults participate in sport at least once a week, with more men participating than women. The top five sports in Milton Keynes are gym, swimming, cycling, athletics and fitness and conditioning. With 58.3% of adults reported they would like to do more sport than they currently do.

## Children and Young People

The Health Survey England<sup>10</sup> highlighted a decrease in levels of physical activity in under 16 year olds. It is reported that only 16% of girls and 21% of boys aged 5-15 years<sup>11</sup> are currently meeting the CMO guidelines of 60 minutes of activity each day. Currently there is no national participation measure for children and young people, however the Active People Survey has recently expanded its' age range to include 14-18 year olds. In Buckinghamshire & Milton Keynes the participation picture for this age range is slightly more positive than for the adult population. Almost 60% of the 14-25 years population are participating in 30 minutes of moderate intensity exercise once a week<sup>7</sup>.

A far bigger challenge is the prevalence of excess weight, as 22.1% of 4 - 5 year olds and 32.4% of 10-11 years old<sup>8</sup> in MK are classed as overweight or obese. We know that physical inactivity is one of a number a contributory factors to obesity; therefore reducing physical inactivity will in turn support the Milton Keynes healthy weight strategies outcomes.

# PHYSICAL ACTIVITY FRAMEWORK

FOR MILTON KEYNES, 2015 - 2020

Priority Three

## STAY MOVING

Supporting older adults to add years to life and active life to years by encouraging them to build activity into their daily routine.



## ACTIVE ENVIRONMENT

Using and shaping the built environment to encourage residents to move more in their everyday lives (including active travel).

## ACTIVE TOGETHER

Working in partnership across all sectors to highlight the importance of everyone moving more and to develop shared priorities and projects.



Priority One

## START MOVING

Supporting ALL children and young people of all abilities to have an active start in life.



Priority Two

## MOVE EVERY DAY

Encouraging ALL adults to build activity into their everyday lives.



## ACTIVE FOR HEALTH

Physical Activity has a vital role to play in the prevention, treatment and management of health conditions and disease.

Increasing physical activity levels by **20-30%** has been shown to reduce risk of early death



REDWAY MK

# Headline Priorities

The framework has 3 core priorities following a life course approach which focus on how best to get residents of Milton Keynes moving more, each outlines the key approaches and focus for each age group:

## 1. START MOVING

**Supporting ALL children and young people of all abilities to have an active start in life.** By working with relevant professionals to support families to make active choices to aid the physical and mental development of their child from birth to adulthood.

Recommendations:

1. Being active should begin from birth with the education of families critical to its success.
2. Training and support provided to all professionals who work with children, young people and their families to ensure a positive experience of physical activity is received.
3. Raise awareness of physical activity within educational and community settings to ensure it is recognised as a vital part of a child's development.
4. Additional support and encouragement provided at key transition periods in a child or young person's development to retain them in physical activity.



## 2. MOVE EVERYDAY

**Encouraging ALL adults to build physical activity into their everyday lives.** To ensure that opportunities are created at the right time and cost, and promoted effectively to their intended audience. Physical activity needs to be perceived as accessible, enjoyable and a way of life. This change in approach will lead to a culture shift in Milton Keynes.

Recommendations:

1. Understand the motivators and barriers to adults moving everyday across Milton Keynes.
2. Ensure that physical activities are appropriate for their audience and that all partners work to produce a co-ordinated offer.
3. Develop new and promoting existing opportunities to provide physical activity where people are and which fits into their existing daily routine.
4. Provide coherent information to enable professionals to promote and encourage physical activity opportunities to all.



## 3. STAY MOVING

**Supporting older adults to add years to life and active life to years by encouraging them to build activity into their daily routine.** Activity needs to be affordable, enjoyable, provide social interaction and support independent living. To achieve this we need to support all partners who work regularly with these population groups to help them to make being active a lifestyle choice.

Recommendations:

1. Understanding the needs and how to engage older adults in regular physical activity.
2. Create and promote accessible and adaptable opportunities.
3. Develop clear, concise information and training for professionals who work with older adults to encourage them to promote 'staying moving' as a way of life.



# Supporting priorities

The framework also has three underpinning priorities that set out the key ways of working that need to be embedded across this area of work to ensure that we can create a change in culture required to get everybody moving more everyday.

## 1. ACTIVE TOGETHER

Partnership working is essential to achieving the culture shift that is required to get the population of Milton Keynes moving more. There are a wide range of organisations that have specialist skills and knowledge that are essential to enable us to understand our population. By working actively together we can all become advocates for physical activity and its benefits.

Recommendations:

1. Identify and develop communication links and ways of working with all partners across public, private and voluntary organisations.
2. Establish and develop shared priorities and working groups to deliver physical activity initiatives, projects and programmes across Milton Keynes.
3. Increase social engagement within communities and neighbourhoods to effectively promote and deliver physical activity.
4. Identify, share and utilise good practice from across the borough and nearest neighbours to ensure success.



## 2. ACTIVE ENVIRONMENT

The right environment can encourage and facilitate people to move more in their everyday lives. Using and shaping the built environment will facilitate this for the population of Milton Keynes. It will also lead to improved community cohesion and social interaction.

Recommendations:

1. To promote the use of open and green spaces to encourage opportunities for active recreation.
2. Maximise the potential of existing assets, by creating safe and attractive parks, leisure facilities and community venues.
3. Identify and promote the role of transport (i.e. pedestrians, cyclists, and other modes) and infrastructure (i.e. footpaths and redways) to increase opportunities for active travel.
4. To influence planning of the built environment to facilitate informal and impulsive activity.



## 3. ACTIVE FOR HEALTH

Physical activity has a vital role to play in the prevention, treatment and management of health conditions and disease. It can positively contribute to people's physical and mental health outcomes as well as independent living and social inclusion. Working with professionals to ensure that there are appropriate pathways, opportunities and information to enable them to encourage residents to move towards a healthier life.

Recommendations:

1. Make every contact with professionals and volunteers count to encourage active lives
2. Provide concise and timely information and guidance on the appropriate condition specific exercises and activities.
3. Identify and develop physical activity opportunities to support individual needs and requirements.





## How will the vision be achieved?

To achieve the vision of everyone moving more everyday in Milton Keynes, we will expand the membership of the Milton Keynes Physical Activity Alliance to include wider stakeholders who contributed to the consultation of this framework. The alliance will explore new ways of working to utilise existing resources more effectively whilst looking to use the priorities set out in this framework to secure additional funding both locally and nationally.

How, when and by whom progress will be achieved will be recorded in the form of five annual action plans created and signed off by the stakeholders of the Milton Keynes Physical Activity Alliance and monitored by the Health and Wellbeing Board strategic implementation group.

## What will success look like?

Primary measures:

1. A 2.5% reduction in the number of inactive residents by 2020.
2. A 2.5% increase in the number of residents achieving the Chief Medical Officers 150mins of activity per week by 2020.

Both primary measures will be monitored using the Active People Survey with a baseline taken from October 12 to October 13 (APS 7) results.

Secondary measures:

1. The creation of a successful action plan monitored annually.
2. An increase in the investment of physical activity provision over the life span of the framework.
3. Establish a baseline for Children and Young Peoples participation in regular activity and see an increase in rates over the life span of the framework.

2.5%

Increase in the number of residents achieving 150 minutes of weekly activity by 2020

Reduction in the number of inactive residents by 2020

2.5%

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