

# KENT COUNTY COUNCIL – RECORD OF OFFICER DECISION

## Executive

**DECISION TAKEN BY:**

**Dr Anjan Ghosh**

**Director of Public Health**

**DECISION NO:**

To be completed by  
Democratic Services

For publication

**Subject matter: Public Health Service Transformation Programme – Physical Activity Service for Older People**

**Cabinet Member decision to which this action relates:**

25/00038

[Decision - 25/00038 - Public Health Service Transformation Programme - Physical Activity Service for Older People](#)

**Decision:**

As Director for Public Health, I agree to:

- a) enter into a Memorandum of Understanding with Active Kent to administer the grants through delivery organisations

**Reason(s) for decision:**

There is a well-established and evidenced understanding of the need for all adults, including older and frail adults, to maintain physical activity for as long as possible to delay the onset of disability, long-term health conditions, and remain independent as long as possible.

Regular physical activity contributes to the key determinants of healthy ageing:

- Good physical and mental function
- Opportunities for social interaction
- A sense of control over, and the responsibility for one's own health and well-being
- Managing or coping with disease symptoms and functional limitations.

Under the Care Act, KCC is obliged to provide or arrange for services, facilities or resources which would prevent, delay, or reduce individuals' needs for care and support. Within the Care Act statutory guidance, secondary prevention or early intervention, is defined as more targeted interventions aimed at individuals who have an increased risk of developing needs, where the provision of services, resources or facilities may help slow down or reduce any further deterioration or prevent other needs from developing.

KCC also has a statutory duty to improve the health of the population and reduce health inequalities (Health and Social Care Act 2012). KCC receive a ringfenced Public Health Grant to meet this statutory duty and annually report to Government on how this Grant has been allocated.

Physical activity services for older people supports the Council to achieve priorities set out in 'Framing Kent's Future' and 'Securing Kents Future' and plays a vital role in ensuring the effective and timely provision of preventative services which can help meet key priorities:

- Play a key role in the delivery of early intervention and prevention strategies

- Reduction in health inequalities
- Reduction in the number of emergency hospital admissions due to falls in older people
- Increase in the percentage of adults who are physically active
- Increase strength, balance and exercise education and activities for older people
- Enable people to remain independent for longer, enjoy a better quality of life and delay the onset of disability.

As part of the Public Health Service Transformation Programme (PHSTP), a new commissioning/service model has been developed to better serve Kent's changing population.

The new approach will include providing more classes in more locations across Kent, particularly in communities that would benefit the most. The service will offer support to those aged 50 and older and include shorter, more intensive courses to increase the course completion rate. This will enable more people to get onto the course and complete it and it is anticipated that this will fit better with peoples' lifestyles and commitments outside of the course.

Instead of commissioning two organisations to provide the service in the East and West of the county, services will be delivered via a new grant system. This will allow various organisations to apply for grant funding to provide evidenced based, desirable local activities closer to where people live, contingent on meeting service requirements.

KCC Public Health will enter into a Memorandum of Understanding (MOU) with Active Kent to administer and manage the grant process and ongoing management of the service.

KCC Public Health currently has an MOU in place with Active Kent for other purposes. The requirement to administer and manage the grant process and ongoing management of the service will be included as part of that MOU.

### **Financial Implications:**

The new service length will be in place until 31 March 2029.

The MOU will initially be in place until 31 March 2028. The estimated cost to KCC Public Health from 25/26 – 27/28 is £367,400. This will be funded from KCC Public Health's ringfenced grant.

### **Commissioning/Commercial Implications:**

A further Officer Decision will need to be undertaken to agree to enter into an MOU with Active Kent for 28/29.

### **Legal implications:**

The MOU will outline the requirement and include terms which would enable KCC Public Health to clawback funding which had not been spent for agreed purposes or which was misapplied.

Legal and Commercial advice will be sought when setting up the MOU (including reviewing the terms of the agreement) with Active Kent and as and when required.

### **Equality Implications:**

An Equalities Impact Assessment (EqIA) has been undertaken and was updated following the public consultation.

The EqIA found the impact of this work to be positive. The new offer aims to reach more people and improve access to activities closer to where people live. Services will play a key role in supporting

KCC to reduce health inequalities, via increasing provision of local and timely service access to exercise classes especially for at-risk groups.

The EqIA will be regularly reviewed.

**Comments received from any Members or Officers consulted:**

The Key Decision was discussed and endorsed at the Adult Social Care and Public Health Cabinet Committee on 8 July 2025.

The Cabinet Member for Adult Social Care and Public Health took the Key Decision on 6 August 2025.

The Cabinet Member for Adult Social Care and Public Health commented “I endorse the decision to enter into the Memorandum of Understanding with the provider to administer the grant process to support older people to live independent for longer, enjoy a better quality of life”

**Any alternatives considered and rejected:**

- **Keep current service the same** - Keeping the current service model was concluded as a non-viable option, due to the service currently having a high drop-out rate attributable in part to the length of the programme at 36 weeks, and the age/health/vulnerability of the target population. The current service is unable to meet current need and is unable to support enough people to have a significant impact on falls.
- **Discontinue all elements of the service** - Decommissioning the service was concluded as a non-viable option, due to frailty and falls being a key issue in Kent. Physical activity services for older people supports the Council to achieve priorities set out in Framing Kent's Future and Securing Kent's Future and the Kent and Medway Integrated Care System to achieve key outcomes set out in the Integrated Care Strategy. The service plays a key role in supporting KCC to reduce health inequalities and improve the health of the Kent population.

**Any conflict of interest declared by any executive member consulted by the decision maker and any dispensation granted by the Proper Officer:** None



29 September 2025

Signed

date