EXECUTIVE SUMMARY:

To update Members with an overview of progress made in Year 1 against the priorities of the Elmbridge Physical Activity Strategy action plan 2015 – 2020.

REPORT:

1. BACKGROUND

1.1 A physical activity strategy for Elmbridge Everybody Active, Every Day (2015 – 2020) was approved by Cabinet on 16 September 2015. Publicly launched in January 2016, it set out a clear strategic direction for Elmbridge Borough Council to address inactivity amongst residents and facilitate an increase in physical activity levels and healthy living in the Borough through a range of targeted programmes and activities.

The Strategy Monitoring Working Group was established to deliver the associated five-year action plan, bringing together key partners from sport, health and physical activity with the purpose of;

- Creating an annual action plan to deliver the three main themes of the strategy.
- Reviewing the action plan and making forward recommendations
- Sharing knowledge, experience, common aims and resources, supporting partners in delivering common goals.

1.2 One year on since Cabinet approval, significant progress has already been made against the action plan, with the majority of targets having been achieved. This overview will give Members an insight into that progress.
SUMMARY OF ACHIEVEMENTS IN 2015-2016

Headlines
- Over 3,000 participants engaged across new programmes
- Contributed towards 4.3% increase in participation in sport at least once a week (16+) APS*
  - 1.8% reduction in inactive (16+) APS*
  - 1.6% reduction in insufficiently active (16+) APS*
  - 3.4% increase of adults (16+) participating in physical activity more than 30 mins per week.
- £14,645 external funding secured

* Sport England – Active People Survey
The Active People Survey is carried out annually by Ipsos MORI, on behalf of Sport England to measure take up of physical activity. The survey measures trends in adults physical activity levels (16+ years)

Figures for the Active People Survey 2016 are as follows

<table>
<thead>
<tr>
<th>KPI 1 – At least 1 x 30 minutes, moderate intensity participation per week.</th>
<th>Elmbridge</th>
<th>County</th>
<th>Regional</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 - 2014</td>
<td>41.9%</td>
<td>42.0%</td>
<td>38.0%</td>
</tr>
<tr>
<td>2014 - 2015</td>
<td>45.4%</td>
<td>41.8%</td>
<td>38.7%</td>
</tr>
<tr>
<td>2015 - 2016</td>
<td>49.7%</td>
<td>43.3%</td>
<td>39.5%</td>
</tr>
</tbody>
</table>

Comparing these with the previous Active People results, Elmbridge has increased the proportion of adults that take part in at least 1 x 30 minutes of moderate intensity participation per week by 4.3% since 2014 when we first started writing the strategy. Elmbridge is also performing well when compared to both the County and National averages.

Key Themes
The Strategy is split into three key themes and the main achievements from the year 1 action plan from each of the themes are summarised below:

1. **Start Moving - Supporting all children and young people to have an active start in life**
   - 14 Elmbridge primary schools signed up to a daily 1 mile running challenge within schools called Run 2 Rio with an average total of 3,500 children participating in the challenge. The aim was to encourage children to become more physically active during school curriculum time, with a vision for this to continue once the challenge had ended. Collectively, Surrey ran run more than 600,000 miles. This will hopefully continue by encouraging parents to walk or cycle with their children to and from school which would be a huge benefit to their health and wellbeing.
• 376 young people ages 7 – 16 registered for this year’s Surrey Youth Games as part of team Elmbridge. For 306 young people, this was their first experience of the Surrey Youth Games, meaning only 70 has previously competed. This was a huge achievement by engaging with new young people and encouraging them to try sport. 119 registrations were from our identified inactive areas (Walton North, Hersham South and Molesey South) which were equally targeted as it allowed us to provide high quality coaching sessions to those who may not usually be able to access them.

• Various successful applications for funding to start up a football project for young people in the Elmbridge estates – St John, Longmore, Fieldcommons. There are 30 regular young people attending each session, 2 sessions a week for boys aged 10 – 19 and a female only session once a week. This has allowed young people who have grown up on the estates an opportunity to not only develop football, and social skills and get them off the streets, but to improve their self-confidence and knowledge in order to progress into a career.

• Worked in partnership with Weybridge Wayfarers and Molesey Boat Club and arrange for a blind school in Germany called Louie Braille to visit Molesey Boat Club and try out the new indoor rowing tank which was a fantastic opportunity with 12 partially sighted and 2 blind students aged 12-18 years old to enjoy the new inclusive facility.

2. Move Every Day - Encouraging all adults to build activity into their everyday lives

• Successfully installed a 1 mile marked walking/running route in Coronation Recreation Ground using money which was successfully awarded using CIL funding. The route was launched in April 2016 with approximately 65 attendees. To celebrate I am Team GB, a national one off campaign with ITV and National Lottery to encourage Great Britain to be active, we hosted a 1-mile family fun run on Saturday 27th August with 79 attendees. We will also be running a Santa Fun Run on Saturday 3rd December which we hope to be a huge success.

• We have arranged a “Get Rowing” taster session on Monday 26th September (female adults only) and Wednesday 28th September (male adults only) as a lead on from the success of the Olympic Rowing team which will involve a structured session learning how to use the ergo rowers, trying out the new indoor rowing tank and a chance to hear from some of the Team GB athletes at the club.

• Worked in partnership with Active Surrey hosting two club conversations events on 20th Jan and 20th March 2016. These are great opportunities for club representatives to discuss topics and areas which would help improve the running of the club.
3. Stay Moving - Supporting older adults to live longer and more active lives

- Increased local provision for over 50s with the Get active 50+ project supported by Active Surrey. Get Active 50+ is a Surrey wide project funded by Sport England and Community Support Services exclusively for people aged 50 or over with the aim to improve health amongst older adults. The sports being delivered in Elmbridge are Golf, Swimming, Adult learning movement to music and Disability Sports; boccia and seated dance.

- The number of healthy walks and cycle rides available have increased meaning there is more of a variety to suit particular age groups and abilities. For 2015 – 2016 there were a total 6,276 walkers which was an average of 120 per week.

- In 2015 – 2016 there were 283 GP referrals with an average of 181 people attending 15 classes each week. This breaks down to 12 hours of gym referral sessions per week which shows that GP surgeries are being more proactive in working with the scheme.

PLEASE SEE APPENDICES FOR FULL OVERVIEW OF PROGRESS IN YEAR 1

3.1 RESEARCH AND CONSULTATION

3.1.1 At the time of writing The Physical Activity Strategy, Sport England were in the process of reviewing their own strategy. The government's new Towards an Active Nation strategy was published on in May 2016 and continues to support the key themes in the Elmbridge strategy. As well as continuing to support people who already play sport, there will be a much greater emphasis on groups who are typically much less active such as women, disabled people and those from lower-socio-economic backgrounds.

The key features of the new strategy are:

- Dedicated funding to get children and young people active from the age of five, including a new fund for family based activities and offering training to at least two teachers in every secondary school in England to help them better meet the needs of all children, irrespective of their level of sporting ability

- Working with the sport sector to put participants at the heart of everything they do, and using the principles of behaviour change to inform their work

- Working closely with governing bodies of sport and others who support people who already play regularly, to help them become more efficient, sustainable and diversify their sources of funding.

3.1.2 As part of our own research, local residents attended a focus group so that we could get some opinions on what opportunities there are for women in sport/physical activity within the Borough, and what the barriers/motivations are. This was helpful when setting our actions.
3.1.3 At the end of September, we will be holding a focus group specifically for settling down business men in order to gain the same information. The information collection will help us celebrate International Men’s Day on 19th November, and the incentive for attending the focus group will be that all attendees will then be invited to a free taster session on that day with a sport selected by the group.

3.2 DATA

Active People Survey 10 Q2 local authority data publication

<table>
<thead>
<tr>
<th>KPI - % of Elmbridge residents aged 16+ who are inactive (less than 30 minutes’ activity per week)</th>
<th>Elmbridge</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 – 2014</td>
<td>21%</td>
</tr>
<tr>
<td>2015 – 2016</td>
<td>19.2%</td>
</tr>
</tbody>
</table>

• 1.8% improvement

<table>
<thead>
<tr>
<th>KPI - % of Elmbridge residents aged 16+ who are insufficiently active</th>
<th>Elmbridge</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 – 2014</td>
<td>17.5%</td>
</tr>
<tr>
<td>2015 – 2016</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

• 1.6% improvement

<table>
<thead>
<tr>
<th>KPI - % of Elmbridge residents aged 16+ who are active (participate in 150 minutes of physical activity per week)</th>
<th>Elmbridge</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 – 2014</td>
<td>61.5%</td>
</tr>
<tr>
<td>2015 – 2016</td>
<td>64.9%</td>
</tr>
</tbody>
</table>

• 3.4% improvement

4. IMPLEMENTATION

The working group aims to enhance communication between partners aspiring to increase the levels of sport and physical activity of the people of Elmbridge. The network partners meet separately on their projects however there will be a meeting scheduled at the end of year 1 to discuss targets.

• The members of the working group are:
  • EBC Leisure and Cultural Services Team
  • Sports Clubs/Coaches
  • Elmbridge Sports Council representative
  • Active Surrey
  • Volunteer Action Elmbridge
  • School Sport Partnerships
  • Places For People (PFP)
  • PCT / NHS Surrey
  • Community Support
  • Environmental Health
5. **FUNDING**

The action plan has been delivered using existing Leisure & Cultural Services resources and through partnership working with other stakeholders and community providers within the Borough.

In addition, we have been awarded £14,645 in external grant funding:

<table>
<thead>
<tr>
<th>Amount (£)</th>
<th>Organisation</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>£8,000</td>
<td>Active Surrey</td>
<td>Get Active 50+ project</td>
</tr>
<tr>
<td>£1,525</td>
<td>Sportivate</td>
<td>KT One Two project for 11 – 16 year olds</td>
</tr>
<tr>
<td></td>
<td></td>
<td>To introduce a new Junior Badminton Club at Xcel for 10 – 15 year olds</td>
</tr>
<tr>
<td>£1,000</td>
<td>High Sherriff Youth Awards</td>
<td>KT One Two project for 11 – 16 year olds</td>
</tr>
<tr>
<td>£600</td>
<td>Paragon</td>
<td>KT One Two project for 11 – 16 year olds</td>
</tr>
<tr>
<td>£400</td>
<td>Surrey Football Association</td>
<td>KT One Two project for 11 – 16 year olds</td>
</tr>
<tr>
<td>£3,000</td>
<td>Basketball England</td>
<td>To introduce 2 new satellite clubs for Disability Basketball at Xcel and Heathside School</td>
</tr>
<tr>
<td>£120</td>
<td>Sport England</td>
<td>To purchase a table tennis table for the Civic Centre</td>
</tr>
</tbody>
</table>

6. **CONCLUSION**

The strategy and 5-year action plan intends to build on the existing excellent provision in the borough, increasing participation, improving access to services and facilities and to make Elmbridge a healthier more active borough.

Members of the Strategy Working Group will work with the Strategic Directors of the Council and the Leisure Portfolio Holder in order for the second year action plan to be approved.
**Financial implications:**
Further external funding will be actively sought from various sources including coaching bursaries from Active Surrey, National Governing Bodies of Sport and PPP funding working with Community Support Services.

**Environmental/Sustainability Implications:**
None for this report

**Legal implications:**
None for this report

**Equality Implications:**
None for this report

**Risk Implications:**
None for this report

**Community Safety Implications:**
Positive, providing activities for young people.

**Principal Consultees:**
CMB
Head of Environmental Health and Licensing,
Elmbridge Sports Council
Public Health Working Group
Community Support Services
Local sports clubs & coaches
Active Surrey Sports Partnership
Local health providers
Finance Manager (CS)

**Background papers:**
None for this report

**Enclosures/Appendices:**
Appendix A – Overview Year 1 Start Moving
Appendix B – Overview Year 1 Move Every Day
Appendix C – Overview Year 1 Stay Moving
Appendix D – Glossary of Terms

**Contact details:**
Ian Burrows
Head of Leisure and Cultural Services
01372 474572
iburrows@elmbridge.gov.uk

Emily Lewis
Sports Development Officer
01372 474570
elewis@elmbridge.gov.uk