Committee: Cabinet
Date of meeting: 16 September 2015

<table>
<thead>
<tr>
<th>Subject:</th>
<th>Physical Activity Strategy 2015 – 2020</th>
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<tbody>
<tr>
<td>Lead Officer:</td>
<td>Head of Leisure and Cultural Services</td>
</tr>
<tr>
<td>Portfolio Holder:</td>
<td>Cllr Mrs Mary Sheldon</td>
</tr>
</tbody>
</table>
| Link to Council Priorities: | 1. A safe, caring and healthy Elmbridge  
|                    | 2. A vibrant and thriving Elmbridge    
|                    | 3. A unique, green and attractive Elmbridge |
| Exempt information: | None                                  |
| Delegated status: | For Recommendation to Council on 7 October 2015 |
| Key Decision:    | Yes                                   |

EXECUTIVE SUMMARY

To present to Members the new Elmbridge's Physical Activity Strategy 2015 – 2020 which is intended to give strategic direction for the improvement of physical activity in the Borough.

RECOMMENDED: THAT

(A) THE PHYSICAL ACTIVITY STRATEGY 2015- 2020 AND 1 YEAR ACTION PLAN BE APPROVED; AND

(B) AUTHORITY BE DELEGATED TO THE STRATEGIC DIRECTOR- SERVICES IN CONSULTATION WITH THE PORTFOLIO HOLDER FOR LEISURE AND CULTURE TO APPROVE FUTURE YEARS’ ACTION PLANS WITHIN THE CONTEXT PROVIDED BY THE STRATEGY.

1. BACKGROUND

1.1. Elmbridge’s Sport and Physical Activity Strategy 2011 - 2014 was considered by the Cabinet at its meeting held on 09 February 2011 and adopted by Council on the 23 February 2011. It was produced to provide a strategic direction for the Leisure and Cultural Services Division’s activities and programmes relating to increasing physical activity levels and healthy living in the Borough.

1.2. The Strategy has now reached the end of its life, and all of the targets that were contained in the Strategy have been achieved. It is therefore appropriate to consider adopting a replacement Strategy to cover the period 2015 – 2020,

2. ACHIEVEMENTS OF THE 2011-2014 STRATEGY

2.1. The previous Strategy was split in to five themes. The main achievements in each of the themes are summarised below:

1. Clubs, coaches and volunteers -
   - Encouraged 3 clubs to achieve Clubmark accreditation and 2 more are working towards Clubmark.
• Built club volunteer networks and assisted in writing 2 club development plans.

2. Facilities and funding –
• Identified and targeted sports development initiatives where provision needed to be improved.
• Provided clubs and individuals with information on funding that is available and supported 5 clubs with sportivate bids.

3. Inclusive sport –
• Worked with partners to provide a number of opportunities such as tennis for people with additional/special needs in special schools and community centres and tackled low participation rates within communities of deprivation.

4. Physical activity -
• Encouraged residents to take part in the diverse range of Healthy Walks and Cycle Rides and increased the health of residents through education about healthy lifestyles.

5. Schools and colleges
• Worked in partnership with schools to increase the number of young people taking part in sport and promote the delivery of Surrey Youth Games.

• Assisted in the delivery of the London 2012 Olympic Elmbridge working group action plan.

3. CONTEXT FOR THE NEW STRATEGY

With the previous Sport and Physical Activity Strategy 2011 – 2014 being written during the time of the London 2012 Olympics, the focus was on getting people into sport and supporting local athletes on their journey following the Sport England initiatives. With the new Sport England Strategy currently being considered, the pathway is focussing more on encouraging people to become more physically active and contributing to wider health outcomes.

3.1. The ‘Elmbridge Active Every Day’ Physical Activity Strategy 2015 – 2020 will seek to contribute towards national outcomes and targets for both physical activity and health and will follow the current Sport England and Public Health England initiatives.

3.2. Within Sport England’s current Strategy the main targets identified to deliver these outcomes are to seek a year-on-year increase in the proportion of people who play sport once a week for at least 30 minutes. In particular, the strategy aims to raise the percentage of 14-25 year olds playing sport once a week and reduce the proportion dropping out of sport.
3.3. The Current Sport England strategy is under review with a new strategy being produced shortly. The main themes in the consultation document are consistent with those contained in the Surrey Physical Activity Strategy 2015 – 2021 which was adopted by Elmbridge’s Cabinet in February 2015 and in this new Elmbridge Strategy.

3.4. Public Health England Strategy “Everybody Active Every Day “has an aim to drive a step change in the public’s health and encouraging people to be more physically active.”

In addition the Strategy is intended to help to deliver against the key targets in the following corporate documents:-

- Sustainable Community Strategy (20015- 2020)
- Elmbridge Health Statement (2015) (to be adopted)
- Surrey Physical Activity Strategy 2015 – 2021

The Strategy also reflects targets set out in the following national documents and strategies for both sport and health.

- Sport England strategy 2012 – 2017 (note: This strategy is currently under consultation with a new drive to encourage an increase in participation in physical activity)
- Creating a sporting habit for life – a new youth strategy
- Get Healthy, Get Active
- Everybody Active Every Day
- Change4life
- Moving More, Living More

Sport England also provides a snapshot of levels of activity in Elmbridge through an online reporting tool which can be used to compare Elmbridge against the national statistics above.

While Surrey as a County compares favourably against other areas there are still some alarming statistics that should be considered in their own right. The key physical activity headlines for the Elmbridge community are:

- 21.9% (or over 22,500) of Elmbridge adults (16+) are completely inactive.
- 12.1% of residents have a long term health problem or disability.
- Walton North, Molesey South, Hersham North and Hersham South have higher levels of adults that have excess weight than the rest of the borough, this directly relates to areas that are less active.
- £2.1m is the estimated health cost of inactivity for Elmbridge
- 42 deaths are estimated to be prevented each year if 75% of Elmbridge residents aged 40-79 were engaged in the recommended levels of physical activity.
- 55.4% (or 12,500) of inactive adults in Elmbridge want to do more sports.
4. **SPORT ENGLAND – ACTIVE PEOPLE SURVEY**

4.1. 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 and above).

4.2. Figures for the Active People Survey 2015 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>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 – 2013</td>
<td>42.3%</td>
<td>41.8%</td>
<td>38.1%</td>
</tr>
<tr>
<td>2013 - 2014</td>
<td>42.5%</td>
<td>41.6%</td>
<td>37.6%</td>
</tr>
<tr>
<td>2014 – 2015</td>
<td>40.8%</td>
<td>41.1%</td>
<td>36.9%</td>
</tr>
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4.3. Comparing these with the previous Active People results, Elmbridge has decreased the proportion of adults that take part in at least 1 x 30 minutes of moderate intensity participation per week since 2012. However, Elmbridge is performing well when compared to both the County and National averages.

4.4. One of the main driving forces behind the new Strategy is the need to encourage the Borough’s population to become more physically active in order to improve health and life expectancy. Research from Public Health England show that physical inactivity directly contributes to one in six deaths in the UK, the same number as smoking. Persuading inactive people to become more active could prevent one in ten cases of stroke and heart disease in the UK.

4.5. The new Strategy will seek to promote the benefits of a healthy lifestyle and the benefits of regular physical activity. In doing so the Strategy will aim to improve upon the number of local residents participating in at Least 1 x 30 minutes, moderate intensity activity per week (KPI 1).

5. **RESEARCH AND CONSULTATION**

5.1. The Physical Activity Strategy 2015 – 2020 has been prepared following extensive consultation with internal and external stakeholders focus groups.

5.2. An open consultation evening was held for local sports clubs, and other external stakeholders to help formulate the key themes for the new Strategy. From the 24 local sports clubs who attended the consultations, on average 55% of the clubs cater for members aged 2 – 18 years, 29% of clubs cater for members aged 19 – 50 year and 16% cater for members aged 50+ years. The main outcomes from the meeting were identifying a need to continue to improve two way communications with clubs, developing local coaches through volunteering opportunities, and work with local schools to engage more young people to become club members.
5.3. Three focus groups were held to get a variety of feedback from parents who we are already in regular contact with services provided by the leisure team. These parents all have children and ages of these parents were between 35 – 52 years. The main outcomes were that promotion of events needed to be marketed in a way to reach parents a lot better and use of emails and websites were more beneficial. Parents have a lack of time to do exercise due to family commitments and felt they would benefit from family activities.

5.4. A resident’s survey was also undertaken that highlighted common barriers to taking part in more physical activity. There were three main factors identified that would motivate residents to participate more:

- 57% - Access to reasonably priced, convenient resources in the community
- 49% - Fit in the activities when you have time
- 44% Exercise with friends

These factors, as well as others, will be addressed through the delivery of the new strategy and action plans

6. **‘ELMBRIDGE ACTIVE EVERY DAY’ PHYSICAL ACTIVITY STRATEGY 2015 – 2020**

6.1. The new ‘Elmbridge Active Every Day’ Physical Activity Strategy 2015 – 2020 will aim to significantly increase the physical activity indicators that are reported by the Active People Survey, conducted on behalf of Sport England.

6.2. In response to the issues raised in the consultation, and the targets and outcomes of other key strategies and documents, the new Strategy has been prepared with three main themes:

1. Start moving (supporting all children and young people to have an active start in life)
2. Move every day (Encouraging all adults to build activity into their everyday lives)
3. Stay moving (Supporting older adults to live longer and more active lives)

The new Strategy will seek to improve physical activity outcomes in each of these areas.

6.3. Some of the main outcomes, and the performance measures to be achieved within the first year highlighted within the Action Plan include –

- Encourage 6 schools to deliver a Change 4 Life club run by leaders/parents/teachers with a total of 20 mainstream children and 5 children with SEN statements participating on a regular basis.
- Utilise local facility space for SHOUT holiday scheme provision and find 1 new venue in one the more physically inactive areas based on IMD and the Active People Survey results.
- Introduce 2 free beginner taster sessions for identified activities to give residents the opportunity to try the sport before they commit to a 6-8 week course in order to break down the barriers to get active. Encourage at least 10 different people to sign up to the sessions provided.
• Support the corporate Workplace Wellbeing Charter by delivering activities for EBC staff and implement an annual physical activity challenge for staff to complete during free time for example the Work IT pedometer challenge. Encourage 40 staff members to complete.
• Consult other groups of vulnerable residents e.g. Alzheimer’s, Dementia and mental health groups and disability groups in regards to healthy walks programme. Start up one new specialised session for one of these groups
• Make use of free daytime facility space in local facilities such as children’s centres, community halls and local sports clubs. Carry out a facility audit to evaluate when facilities are available and to encourage clubs to open out their space to the community.
• Work with National Governing Bodies to introduce more variety of “walking” sports for the Over 50s category to encourage greater participation.

6.4. Progress against these and the remaining actions included in the Strategy Action Plan will be measured annually to gauge progress against the any remedial action taken.

6.5. In order to keep the Strategy up to date and a current document, it is proposed that annual Action Plans will be prepared by Sports Development and Health Development Officer following the strategies 3 aims. This will ensure that the Strategy can continually evolve and adapt to the changing landscape of physical activity over the course of the full strategy.

7. IMPLEMENTATION

7.1. The Strategy Monitoring Group has been established to deliver the 5 year Action Plan. The network aims to enhance communication between partners aspiring to increase the levels of sport and physical activity of the people of Elmbridge. 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
• PCT / NHS Surrey
• Community Support
• Environmental Health

7.2. The working group brings together key partners from sport, health and physical activity with an overall purpose to –

• Annually create an action plan to deliver the three main themes of this strategy.
• Review the previous action plan and make forward recommendations for the draft action plan for the coming year.
• Share knowledge, experience, common aims and resources.
• Support partners in delivering common goals.

It is proposed that future draft Action Plans will be updated and approved in conjunction with the Portfolio Holder for Leisure and Culture and the Strategic Director – Services.

7.3. Appendix ‘A’ sets out the annual action plan drafted by the working group, split into the three main themes of the Strategy;

Start Moving, Move Every Day, Stay Moving.

8. **FUNDING**

8.1. The new strategy will be delivered within existing resources in the Leisure and Cultural Services Division, and also through partnership working with other stakeholders and community providers within the Borough.

8.2. Up to £5,000 has been made available for use for from the Personalisation and Prevention Partnership Fund (PPP Funding) for the expansion of physical activities for older people/people with dementia.

9. **CONCLUSION**

9.1. 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.

**Financial implications:**
Most projects will be paid for using existing budgets. External funding will be actively sought for some projects from various sources including coaching bursaries from Active Surrey 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 – Elmbridge Active Every Day Physical Activity Strategy

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