

Surrey Physical Activity Strategy 2015 - 2020

Summary

This report seeks adoption of a Physical Activity Strategy for Surrey. The strategy pulls all national and local plans together and will create an impetus to make a step change in the numbers of residents being physically active which will benefit more residents' health and wellbeing. Through delivering the strategy, improvements to facilities, green spaces and activity provision will be better planned and coordinated which is likely to result in better outcomes and more choice for residents.

Portfolio and Date Consulted

Cllr Craig Fennell – 06/03/15

Wards Affected

All

Recommendation

The Executive is advised to:

- (i) endorse the Strategy and approve the use of the Borough logo to demonstrate this; and
- (ii) commit to continue working in partnership (sharing best practice and resources) with Active Surrey and consider using the Strategy when reviewing or introducing local strategies and plans.

1. Resource Implications

- 1.1 None. Existing budgets are in place but greater partnership working and understanding of different organisations/directorates' agendas, and the work that is being planned, is needed to better join up planning and delivery.

2. Key Issues

- 2.1 Surrey is consistently in the top 4 counties for physical activity levels which is good news for Surrey. More active people are more productive at work, attain better educationally, and cost the health and social care system less. Sport and leisure in Surrey sustains 13,500 jobs and returns (Gross Value Added) over £450m per annum to the economy.
- 2.2 This year's Active People survey, commissioned by Sport England, shows that Surrey Heath has seen an increase from 28.5% to 32.0% of people doing an average of 3 x 30 minutes a week of moderate intensity exercise in comparison with the last set of results. This means that the Borough are now the strongest performing within this category in Surrey. Elmbridge are next on 29.4%. Surrey Heath are the seventh best performing borough/district/unitary authority in England.

- 2.3 However, there is a direct link between inactivity levels, excess weight, areas of deprivation and health inequalities. Annually, the direct and indirect cost to Surrey's health system from inactivity is £18m and a major study has recently found that inactivity leads to double the number of deaths than obesity does.
- 2.4 Around 360,000 of Surrey's adults do not exercise enough to meet health guidelines (at least 150 mins/week moderate intensity) and nearly one in four adults (around 210,000) are classed as physically inactive (less than 30 mins/week moderate intensity) and therefore in the Chief Medical Officer's high risk health category. Around 55,000 Surrey children are overweight or obese.
- 2.5 In addition, residents with limiting disabilities are only half as likely to participate in sport as those without disabilities; physical activity is higher in males than females at all ages; and certain ethnic groups have lower levels of physical activity. Activity levels decrease with age and, with an ageing population, the situation in Surrey will become more challenging over time.
- 2.6 Physical activity like cycling, walking, school PE, or community sport is already being promoted by many organisations and through many different strategies and action plans. There is lots of great work happening across the county, usually by people working closely together. However, sometimes this work happens in isolation.
- 2.7 Working with the county, borough and district Health and Wellbeing Boards and other key partners across many different sectors, the Active Surrey Board will oversee the Strategy's implementation and monitoring, reporting progress annually.
- 2.8 Being active is a sure and enjoyable way to improve our mental and physical wellbeing – but many of us are not active enough. This Strategy aims to encourage everyone in Surrey to be more active and therefore gain the many benefits that being active can bring, whatever their age or ability.

3. Options

- 3.1 Surrey needs a strategy that pulls together, and starts to address key issues and makes real progress on them - the new Surrey Physical Activity Strategy is designed to do this. It aims to: make local sense of national policy and research; collate in one place what's happening across all the different sectors; and then look to fill the gaps as required. It will also highlight good practice so others can improve their delivery and ensure more organisations work together more effectively to make better use of existing resources.
- 3.2 Without an overarching strategy on physical activity, there may be duplication of work, or opportunities to work together and share resources/ideas may be lost. Worse still, areas that need greater

support may not receive enough attention, resulting in health or social inequalities.

- 3.3 It is considered that there are two options relating to the adoption of the strategy.
- 3.4 **Option 1:** Endorse the strategy and where appropriate use its content to influence local strategies and plans.
- 3.5 **Option 2:** Choose not to endorse the strategy and develop a physical activity strategy for the Borough in isolation, with a view to achieving the same objectives.

4. Proposals

- 4.1 It is proposed that the Executive choose **Option 1**.

5. Supporting Information

- 5.1 A copy of the strategy can be seen at Annex 1.

6. Corporate Objectives And Key Priorities

- 6.1 It is considered that this proposal meets the following Corporate objectives.

Keeping Surrey Heath a Pleasant Place to live

- i) Improving standards of maintenance of parks, verges and openspace.
- ii) Providing excellent recreation facilities

Promoting a Buoyant and sustainable local economy

- i) Encouraging people to stay and spend locally for their leisure activities

Encouraging supportive and caring communities

- i) Raising standards to promote parks as centres for community activity including family time, community events,

Delivering Services efficiently, effectively and economically

- i) Providing public facilities at no cost to the Council

Building and encouraging communities where people can live happily and healthily

- i) Using the green space we have to its best possible advantage by creating sporting and leisure opportunities for all
- ii) Engaging with young people to help improve and sustain their leisure opportunities whilst encouraging them to take responsibility

7. Policy Framework

7.1 The outcomes generated by the implementation of this strategy will contribute directly to the key objective areas of '**Surrey Heath Borough Council's 2020 Strategy**', the Governments '**National Ambition for Physical Activity Strategy**' (2012), The DCMS's '**Creating a Sporting Habitat for Life**' (2012) and the Local Government Association, UK Active, Public Health England and County Sports Partnerships '**Everybody Active Everyday Framework**' (2014).

8. Legal Issues

8.1 There are no legal issues.

9. Governance Issues

9.1 N/A

10. Sustainability

10.1 This is a five year strategy. Each aim has an associated high level action plan. A more detailed action plan will be created to implement, monitor and evaluate the strategy.

11. Risk Management

11.1 N/A

12. Equalities Impact

12.1 The key priorities for the strategy are:

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.

13. Human Rights

13.1 No issues identified

14. Community Safety

14.1 No issues identified

15. Consultation

15.1 The Surrey Physical Activity Strategy has been developed by the Active Surrey Board (which includes public health and local

government representatives) and colleagues and stakeholders from across every sector with an interest in increasing physical activity levels within the population.

16. PR and Marketing

16.1 The strategy pulls all national and local plans together and will create an impetus to make a step change in the numbers of residents being physically active. Both its content and collaborative approach to its delivery create a good news story for the Council.

Annexes	Annex 1 – Surrey Physical Activity Strategy (Draft)
Background Papers	N/A
Author/Contact Details	Kate Newton - Recreation Manager Kate.newton@surreyheath.gov.uk
Head of Service	Leigh Thornton - Executive Head of Business

Consultations, Implications and Issues Addressed

Resources	Required	Consulted
Revenue	N/A	
Capital	N/A	
Human Resources	N/A	
Asset Management	N/A	
IT	N/A	

Other Issues	Required	Consulted
Corporate Objectives & Key Priorities		
Policy Framework		
Legal		
Governance		
Sustainability		
Risk Management		
Equalities Impact Assessment		
Community Safety		
Human Rights		
Consultation		
P R & Marketing		

Review Date:

Version: 1