

Surrey Physical Activity Strategy 2020 - 2022

Summary

This report seeks adoption of a Physical Activity Strategy for Surrey Heath.

Portfolio – Places & Strategy (Cllr Rebecca Jennings-Evans)

Date Signed Off - 11 February 2020

Wards Affected

All

Recommendation

The Executive is advised RESOLVE to adopt the Surrey Heath Physical Activity Strategy 2020-22 as a document that outlines the councils approach to helping reduce the number of inactive residents and helping to improve access for underrepresented groups.

1. Resource Implications

- 1.1 The council will utilise existing resources for Sports Development projects and initiatives linked to the Surrey Heath Physical Activity Strategy.
- 1.2 The council are also proactive in identifying, and successful in applying for external funding e.g. Sport England and Tesco Bags for Help in 2019.

2. Key Issues

- 2.1 As it stands 21% of Surrey Heath residents are inactive which means that they do no exercise at all. Being inactive is responsible for 1 in 6 UK deaths which is equal to smoking.
- 2.2 This strategy aims to show the councils commitment to reducing the number of inactive residents despite the closure of the boroughs main leisure centre, the Arena Leisure Centre.
- 2.3 The council works closely with partners such as the Surrey Heath CCG, Active Surrey, National Governing Bodies of sport and other boroughs/district councils who all have their own strategies outlining aims and objectives. Despite its current work Surrey Heath Borough Council has not had a Physical Activity strategy to show residents and partners how it is supporting the community.

3. Options

- 3.1 **Option 1:** Adopt the strategy with no amendments
- 3.2 **Option 2:** Adopt the strategy with suggested amendments

3.3 **Option 3:** Choose not to adopt the strategy

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.

5.2 From national and local research there are demographics that we know are less active than others. The strategy identifies 7 key themes highlighted as priorities for action which help to target these demographics.

5.3 Making physical activity accessible which includes:

- Those from lower socio-economic backgrounds
- BAME (black, Asian and minority ethnic people) groups.
- Women and girls
- Children and young people
- Older people
- People living with one or more disabilities or health conditions
- Clubs and community groups which aims to build on a lot of the good work that is already being done in the borough and providing support if required.
- Events which include current events such as the Surrey Heath Sports Awards and GO TRI triathlon events which are community based and 'beginner' friendly

6. **Corporate Objectives And Key Priorities**

6.1 It is considered that this proposal meets the following corporate objectives which are outlined in Annex B of the strategy itself.

Place – *We want to make Surrey Heath an even better place where people are happy to live*

- Highlight alternatives to leisure centres for physical activity such as community centres, green gyms etc.
- Encourage physical activity in less traditional settings (e.g. car parks, youth centres, sheltered accommodation etc.)
- Provide targeted activities in least active areas

Prosperity – *We will support and promote our local economy so that people can work and do business across Surrey Heath*

- Continue to support local sports clubs and leisure organisations to increase their membership and ensure they are sustainable for the future
- Encourage networking and best practice sharing opportunities amongst organisations

People – *We will build and encourage communities where people can live happily and healthily*

- Working with partners across the private, public and third sectors to most effectively promote and deliver opportunities that will improve the health and wellbeing of our local community
- Run local events which are attractive to inactive people
- Utilise our green spaces to deliver a programme of active opportunities and support community engagement
- Provide targeted activities to least active groups
- Celebrate those who take part in physical activity
- Champion volunteers and those who make physical activity easier for others

Performance – *We will deliver effective and efficient services better and faster*

- Further develop links with services such as Children’s Centres and Family Services teams to support those who might think themselves unable to participate in physical activity for financial or cultural reasons
- Where possible, look to make the customer journey as simple as possible to get involved in physical activity
- Better promote activities and opportunities to be active
- Apply for external funding to support projects and initiatives in an effort to provide as much as possible at minimal cost to the taxpayer

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 5 Year Strategy**’ (2017), Sport England’s ‘**Towards an Active Nation**’ (2016), the Governments ‘**Physical activity: Applying All Our Health**’ (2019), **Surrey’s Physical Activity Strategy** (2020) and **Surrey Health and Wellbeing Strategy** (2019).

8. Sustainability

- 8.1 This is a two year strategy. Each aim has an associated action plan. A more detailed action plan will be created to implement, monitor and evaluate the strategy.

9. Equalities Impact

- 9.1 The key priorities for the strategy are:
- To reduce % of “inactive” Surrey Heath residents according to Active Lives Survey (currently 21%)
 - To reduce % of “less active” under 16 residents according to the Active Lives Children and Young People Survey (currently 38%)
 - Reduce gap between inactivity levels in most inactive ward and least inactive ward based on MSOA data (currently 7.5% - Old Dean, 25% inactive vs Bisley, 17.5% inactive)

10. Consultation

10.1 This Physical Activity strategy has been written by Surrey Heath Borough Council officers and reviewed by members of the Surrey Heath Sports Council (which represents a wide range of local sporting organisations including clubs, schools, and other physical activity focused bodies), representatives from Active Surrey and the Surrey Heath Clinical Commissioning Group.

11. PR and Marketing

11.1 The strategy will be put into a more reader friendly format with graphics and pictures to support statistics and wording. The strategy will be available on the Surrey Heath Borough Council website and shared with the public once the document is created.

Annexes	Annex 1 – Surrey Heath Physical Activity Strategy (Draft)
Background Papers	N/A
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