

# Surrey Heath Borough Council

## **Physical Activity Strategy 2020 - 2022**

### Foreword – by Cllr Rebecca Jennings-Evans

I am delighted to present the Physical Activity Strategy for Surrey Heath Borough Council. This strategy aims to set out the priorities of this Council to create an environment that allows our residents to participate in physical activity regardless of abilities, background, or circumstances.

Based on comprehensive research undertaken by Sport England through their bi-annual 'Active Lives Survey' and an understanding of local issues and needs the Council has been able to highlight key areas as priorities for action. This strategy aims to set out initiatives to address these priorities alongside our health focussed partners, such as the Clinical Commissioning Group and Active Surrey, to enrich the lives of our residents.

As a Borough we need to celebrate the good work that we are already doing in this area with programmes such as 'Walking Football, Walking for Health, Parkrun and the annual Surrey Youth Games amongst other initiatives. We need to recognise the fantastic facilities that we currently provide as well as the ongoing renovations that will provide superb amenities for our residents, as well as the beautiful open spaces that we have access to in our Borough. We are lucky that we have a thriving support network with many good quality local clubs that play a critical role in aiding others to be active.

I look forward to working with our officers to deliver the next steps in our strategy to ensure that our residents have access to the best quality resources and facilities.

## Consultees

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.

Their collective comments and contributions have been gratefully received and have helped shape this strategy.

### 1. Why is Physical Activity Important?

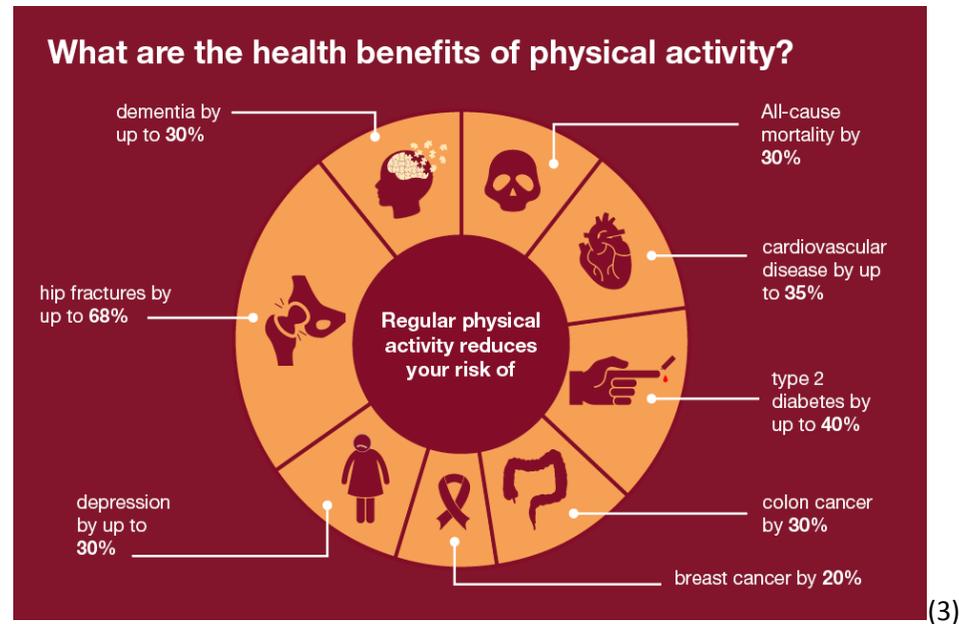
Physical inactivity (or a lack of physical activity) is a growing global epidemic that presents a major threat to the health and wellbeing of our residents. It is responsible for one in six UK deaths - equal to smoking - and is estimated to cost the UK £7.4 billion annually, including £0.9 billion to the NHS alone. (1)

Taking part in physical activity can benefit almost every aspect of our lives. In their latest report published in 2019, the UK's Chief Medical Officer reiterated the message that

*"If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat."*

Within the report, the Chief Medical Officer reinforces previous guidelines advising that adults should undertake 150 minutes of moderate intensity (or 75 minutes of vigorous intensity) physical activity a week, while children and young people aged 5-18 should aim for an average of at least 60 minutes per day across a week period. (2)

It's been medically proven that those taking part in 150 minutes of physical activity are:



There is a common misconception that “physical activity” means the same thing as “sport”. While sport plays a hugely valuable role in the wellbeing of our community, there are many different ways to be active. Physical activity refers to any bodily movement produced by the muscles that uses energy including sport, exercise and other activities such as playing, walking, doing household chores, recreational activities or gardening. (4)

In addition to being active on a daily basis, adults should include muscle strengthening activity (such as exercising with weights, yoga or carrying heavy shopping) on at least 2 days a week. Being strong makes all movement easier and increases our ability to perform normal daily tasks. (5)

The greatest health gains can be achieved by those currently doing the lowest levels of activity (fewer than 30 minutes per week) – research shows that improvements in health per additional minute of physical activity will be proportionately greater for this group. (2)

## Other Benefits

Physical activity also offers a number of important psychological benefits. There is strong evidence to show physical activity has a positive impact on anxiety, depression, cognitive function, dementia, sleep, confidence and better overall quality of life (2). Social benefits include community cohesion, a stronger connection with the local neighbourhood and opportunities to meet new people for residents who may otherwise be isolated. (6)

A wealth of further information about physical activity including recommendations for various demographics can be found within the Chief Medical Officer's guidelines document via reference (2) at the end of this strategy.

## 2. How does this document fit with other strategies?

Rather than work in isolation, Surrey Heath Borough Council's Physical Activity Strategy will align with and compliment much of the great research and strategies already produced by key partners including:

- Sport England – "Towards an Active Nation", 2016-2021(7)
- Surrey Physical Activity Strategy 2015 – 2020 (8)
- Surrey Health and Wellbeing Strategy 2019 – 2030 (9)

A brief overview of these reports can be found in appendix A with links to full documents available in the references section.

## How does this document fit into the Council's wider priorities?

This document will support the objectives set within Surrey Heath Borough Council's annual plan (10) and five-year strategy (11) by contributing towards the Council's 4 key priorities:

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

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

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

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

Further detail on how this physical activity strategy supports the four priorities above can be found in Appendix B.

### 3. The Current Playing Field

Surrey Heath covers 36.5 square miles in North West Surrey on the borders with both Hampshire and Berkshire. As of 2019, the population of the borough was 88,874(12). Based on 2018 police data, Surrey Heath is one of the safest districts in one of the safest counties in England (13), comprising an attractive mix of urban and rural environments.

The urban part of the borough comprises of Camberley, Frimley, Deepcut, Mytchett and Frimley Green. Centres of population in the more rural part of the borough include Lightwater, Windlesham, Bagshot, Chobham, Bisley and West End, commonly known as the six villages. **(Can we include map?)**

#### Active Lives Survey

Sport England provide a unique and comprehensive view of the nation's activity levels twice a year via their 'Active Lives Survey'. The adult survey (16+) is one of the largest in Europe, with a sample size of nearly 200,000 people a year helping to provide an in-depth picture of how many people take part in sport and physical activity by demographic group, location and activity type. The minimum sample size for each local authority (including Surrey Heath) is 500 people.

Depending on the number of minutes of physical activity, people are classed as being either:

- **Active** – doing at least 150 minutes a week.
- **Fairly active** - doing 30-149 minutes a week
- **Inactive** – doing fewer than 30 minutes a week

Each 'moderate' minute of activity counts as one minute and each 'vigorous' minute of activity counts as two moderate minutes. Moderate activity is defined as activity which raises your breathing rate, and vigorous activity is where you are out of breath or sweating. (14)

The latest data covering the period May 2018 – May 2019 shows Surrey Heath having an active population of 65.8% (up 0.7% from the previous year May 17-18), a fairly active population of 13.2% (up 1.6% from the previous year) and an inactive population of 21% (down 2.3% from the previous year). This compares favourably against national figures of 63.2% active, 12% fairly active and 24.8% inactive.

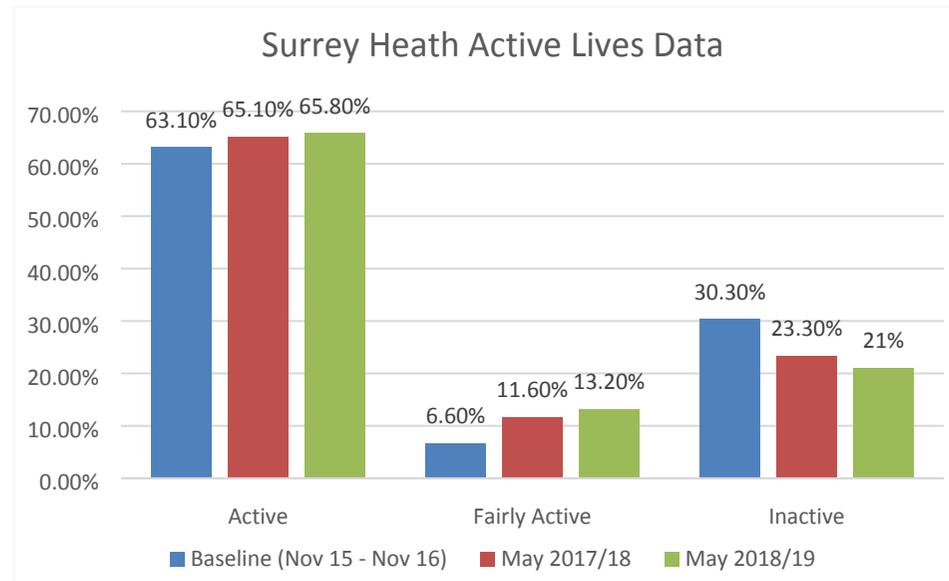


Table 1: Surrey Heath Active Lives Data 2015 – 2019, from Sport England ‘Active Lives Survey’ (15)

There is further cause for optimism. When reviewed against the baseline results from the first Active Lives Survey (covering November 2015 -2016), Surrey Heath has made considerable strides in the right direction. Since the baseline survey the percentage of active Surrey Heath residents is up 2.7%, fairly active residents are up 6.6% (considered by Sport England as a significant increase) and inactive residents have dropped by more than 9% (considered a significant decrease).

While this data is largely very positive for the borough, there is still work to do in comparison with some of our Surrey neighbours. According to the same survey, 71.6% of Guildford’s residents are active with 19.3% inactive, Woking’s residents are 69% active with 19% inactive, while Runnymede’s residents are 67.3% active with 21.7% inactive (the remaining percentages being made up by ‘fairly active’ in all cases).

As Active Lives data is collected from only a sample of residents, the results cannot be assumed to be definitively accurate. Nevertheless the survey provides a reliable *indication* of activity levels and these results have been used to support officers understanding of the borough when highlighting themes within this strategy.

### Active Lives Children and Young People

Sport England’s first Active Lives Children and Young People Survey was published in December 2018 summarising the activity levels of children and young people aged 5-16 in England from September 2017 to July 2018. Each term, a number of schools are randomly selected to take part in the survey, with the aim of getting 100,000 children and young people in Years 1 to 11 to complete it each academic year.

Activity levels are measured differently to the adult survey, based on Chief Medical Officer’s guidelines. Children and Young People are classed as either **Active Every Day** (60 mins or more activity every day), **Active Across the Week** (average of 60 mins or more a day), **Fairly Active** (average of 30-59 minutes a day) or **Less Active** (less than an average of 30 minutes a day).

There is cause for concern based on Surrey Heath’s results within this survey, with the borough having a far higher percentage of “less active” pupils than the county and national average:

Classification	Surrey Heath	Surrey	England
<b>Active Every Day</b>	18.5%	18.7%	17.5%
<b>Active Across the Week</b>	22.9%	24.9%	25.7%
<b>Fairly Active</b>	20.0%	25.5%	23.9%
<b>Less Active</b>	38.6%	30.9%	32.9%

*Table 2: Sport and Physical Activity levels amongst children and young people in school years 1-11 by % (16)*

A number of actions will be set as part of this strategy in an effort to address low activity levels amongst children and young people (discussed in greater detail under “age” below) but a degree of caution should be taken before drawing too many conclusions from this information. Unlike the adult Active Lives

survey which is more established and allows us to see trends over time, this is the only set of Children and Young People results published and the Surrey Heath sample size (259) is smaller than the in the adult survey (500).

#### 4. Tackling Inequalities

In addition to indicating our overall activity levels, Active Lives data also highlights a number of inequalities between the various demographics that make up our borough. In order to give every resident the opportunity to enjoy the benefits of physical activity and to improve our Active Lives results further, these inequalities need to be explored and addressed.

##### Area

While collectively Surrey Heath’s Active Lives results are positive, activity levels vary heavily across the borough within the borough. Data can be analysed to an even more local level, allowing an understanding of activity levels based on where survey respondents live.

The table below shows activity levels by ‘Middle Super Output Area’ - geographical regions which break down approximately (though not exactly) to ward level. The areas highlighted as having the highest level of *inactivity* are Old Dean, St. Michaels and Frimley.

Ward Name	Inactive (less than 30 mins a week)	Active (more than 150 mins)
Old Dean	25.0%	62.4%
Frimley	23.4%	63.6%
St Michaels	23.1%	64.2%
Bagshot	22.8%	64.2%
Mytchett and Deepcut	22.2%	64.0%
Frimley Green	20.0%	66.1%
Parkside	19.8%	65.8%
Windlesham	18.8%	67.5%
Lightwater	18.6%	68.0%
St Pauls	18.0%	68.5%

Heatherside	17.9%	69.4%
Bisley	17.5%	68.8%

Table 2: Activity levels by Middle Super Output Area, November 2017-18 (17)

**Why are we focusing on levels of *inactivity* rather than activity?**

The greatest health benefits can be achieved by encouraging those who are inactive to start doing something (and move into the “fairly active” category) rather than getting those who are already fairly active to move into the “active” category (2, 18). With this in mind, we plan to channel our limited resources into areas that we believe will reduce the percentage of inactive residents.

When MSOA activity levels are compared to the Index of Multiple Deprivation (IMD), there is some clear correlation. IMD is produced by the Ministry of Housing, Communities and Local Government to give a unique measure of relative deprivation at a small local area level (smaller than MSOA’s) across England. The indices provide a set of relative measures of deprivation for small across England, based on seven different facets:

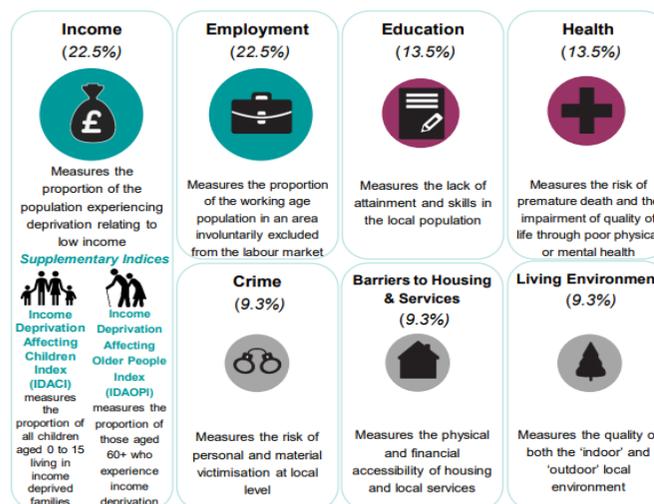


Table 3: Seven domains of deprivation which create Index of Multiple Deprivation (19)

The latest data published in 2019 shows areas of St Michaels, Old Dean and Watchetts (which is largely absorbed within the neighbouring St. Michaels ward in the MSOA data) score highest against these indicators of deprivation (20). It is not coincidental that residents living in the most deprived areas of the borough are also most likely to be inactive.

A lack of disposable income could mean families can't afford to prioritise the cost of physical activity sessions. Family members may have to care for relatives with a health condition, which may impact their time for physical activity. An individual might not have a fixed address which affects their ability to commit to a weekly session.

Whether for financial, time, transport or other reasons it may not be easy for residents in these areas to access physical activity in the same way as others. As part of this strategy officers will focus on delivering targeted physical activity programmes in the right areas, at the right time, at an affordable price in order to make physical activity accessible rather than a luxury for those who would benefit most. Additionally, officers will publicise support available through bodies such as the Surrey Heath Sports Council and Surrey Playing Fields who can offer grants to those who might find finance a barrier to sport.

## Gender

Although the most recent Active Lives results show only 21% of Surrey Heath women are inactive compared to 23% of men, many of our previous results have reflected the wider social picture that females are more likely to be inactive than males. Nationally 26% of women are inactive compared to 24% of men (15) (though positively the gender gap has been closing in recent years), while 34.2% of girls in school years 1-11 are less active in comparison with 30.8% of boys (16).

Worries about body confidence or having strangers seeing what they look like after exercise (no make-up, hot, sweaty etc.) can create additional barriers for women and girls that are less likely to be experienced by male counterparts. Social confidence and concerns about ability are also prevalent issues while women, in particular mothers, often feel bad about being away from their family and spending time on themselves. (21)

Efforts to address this have included successful national campaigns such as Women's Sport Week and "This Girl Can", which have highlighted various ways to get active, promoted "real-life" female role models and shared inspirational stories to encourage women and girls to participate. As part of this strategy, Surrey Heath Borough Council will show involvement in these campaigns by championing local female-focused activities and celebrating the numerous female role-models we have within the borough.

Sport England's document "Go Where Women Are" offers guidance on engaging women in sport and exercise on their terms (22) while the charity Women in Sport also provide a host of research, insight and toolkits around engaging various female audiences. These resources will be taken into consideration when designing local projects to encourage females to be more active.

## Age

Information available to us shows that the issue of inactivity is most prevalent at either end of the age spectrum.

As discussed in section 3, a significant percentage (38.3%) of local children and young people are taking part in less than 30 minutes of activity a week. Active Surrey, the county's Active Partnership, are working hard to boost activity levels within school settings through a designated School Games Organiser who supports PE leads and coordinates the Surrey School Games, a year-round calendar of sporting events for schools across Surrey. Surrey Heath Borough Council will continue to support both our local schools and Active Surrey by sending a representative to school PE lead meetings (SHPSSA), assisting with links with local clubs/organisations and offering general guidance and assistance where required.

Actions from this strategy will focus more greatly on opportunities for young people to be active *outside* of school settings. By working with local clubs and young person-focused organisations such as The Eikon charity, and Surrey Youth Focus, we will design activity programmes focused around the needs and desires of the young people who need it most.

The Borough will also continue to give young people a chance to take part in free, local physical activity through the Specsavers Surrey Youth Games. Organised by Active Surrey and co-ordinated locally by Surrey Heath Borough Council in partnership with local clubs, over 200 Surrey Heath young people benefitted from free sessions in 2019. The Games has recently refocused its outcomes to target inactive children and young people, aligning with the aim of this strategy. A major focus will be to increase the number of young people taking part in the initiative over the coming years, which should in turn reduce the number of ‘less active’ under 16s within the borough.

For adults, research shows that the older we get, the more likely we are to be inactive.

Age band	Inactivity
16-24	15.4%
25-34	19.5%
35-44	20.5%
45-54	22%
55-64	26.4%
65-74	28.9%
75-84	47.2%
85+	70.2%

*Table 3: percentage of inactive residents by age band from Sport England ‘Active Lives Survey’ Nov 17-18 (23)*

As discussed in section 1, there is strong evidence to suggest physical activity can help prevent strokes, type 2 diabetes and some cancers in later life, while increased core strength helps reduce risk of falls. Evidence also suggests that physical activity is linked to a reduced risk of developing dementia and Alzheimer’s disease in particular (3).

We are still learning and trying to understand more about how we should support inactive older adults, but within this strategy we aim to work with partners to create informal opportunities for older people to be active in addition to providing more sessions such as Walking Football and Walking Netball, where people can return to games they may have used to enjoy but thought they were no longer physically able to take part.

Additionally, it will be important to make more residents aware of current resources such as “Otago” Strength and Balance classes and support campaigns such as Active Surrey’s Active Aging Campaign, which helps advise older people on how they can build physical activity into their daily lives such as by walking that little bit faster, or by doing 10 minutes of yoga with friends each morning.

### People with Disabilities and Long Term Health Conditions

While statistical data local to Surrey Heath is limited (sample sizes for this demographic are too small for Sport England to include within the Active Lives Survey at a local authority level), we know that nationally one in four people live with a long-term health condition. People within this category are twice as likely to be inactive, despite evidence suggesting being active can reduce the severity of some symptoms and help with the management of many conditions (24).

Sport England conducted a survey of over 1000 people with long standing health conditions and found:

- 69% of people living with long-term health conditions would like to be more active
- 66% say it would help manage or improve their condition, with improved mood and wellbeing seen as the biggest benefit (52%).
- Nearly a quarter (24%) of people with a long-term health condition feared that physical activity would make their health issues worse and two in five (44%) would like more help and advice on how to be more active.

While there are a number of excellent local examples that support people with disabilities and long term health conditions such as the Chobham Chargers Mixed Ability Rugby team, Mytchett Athletic’s ‘Football For All’ programme, Surrey’s Visually Impaired cricket team based at Frimley Cricket Club, the Welcome Wizards mental health football team and Valley End Cricket Club’s junior “Rascals” team to name a few, it is recognised that more can be done to encourage and support this audience to take up some form of sustainable physical activity.

There is no ‘one size fits all’ approach; every long term health condition has its own challenges and every person living with a condition may experience these challenges differently. What remains consistent is the need to treat each person as an individual.

As part of this strategy officers will look to support additional sessions that are tailored to the needs of people with long term health conditions and raise awareness of the benefits of physical activity by getting behind promotion of national initiatives such as Sport England's "We are Undefeatable" Campaign. Council Officers have also worked with local special schools Carwarden House and Portesbery to increase physical opportunities for students with Special Educational Needs and will continue to develop these links as part of this strategy.

### Ethnicity and Cultural Differences

According to the last census data in 2011, Surrey Heath's largest ethnic group is "White British" 84.95% followed by 5.24% being "All Other White Ethnicities". Other ethnicity groups include 1.99% "Asian/Asian British: Indian" residents and 1.89% "All mixed/multiple ethnicities". "All black/African/Caribbean/black British" residents represent 1% of the population, while 0.77% of residents are "Asian/Asian British: Pakistani"(25). Notably, Camberley has the third highest Nepali population in the UK. (26).

It is important we consider that people of certain ethnicities or cultures may have different (or additional) barriers to participation in physical activity than others. Sessions that are mixed gender, have a specific dress code or take place in public settings may not always be suitable.

As part of this strategy, officers will work alongside partners to better understand the needs and challenges of our different communities. By taking time to understand their requirements, we can work with them to create solutions which meet those needs.

## 5. Beyond the Data: Local Strengths and Challenges (SWOT)

While Active Lives data and other valuable pieces of national insight play an important role in shaping the actions within this strategy, it is also important we do not overlook the importance of local knowledge.

In order to meet our goal of reducing the number of inactive residents we have in the borough, we need to continue to develop our strengths, recognise and address our challenges, take advantage of opportunities and be aware of potential threats specific to Surrey Heath.

### Strengths

#### **Great volunteers**

We know thousands of hours are given up every year by volunteers to support Surrey Heath Borough Council schemes, local clubs and leisure organisations and national movements such as ParkRun and U3A. Volunteers play a critical role in helping others to be active and we want to continue to encourage people to give back to their local community in addition to meeting new people and learning new skills.

### **Strong Club scene**

Taking part through a club remains an extremely popular and valued way to participate in physical activity. In many sports there is a thriving local club scene, particularly at junior level, with some scooping national awards in recent years. Clubs provide social hubs that strengthen local communities so it is important that clubs continue to be supported to grow their membership and develop sustainably. The majority of clubs across the borough have achieved 'Clubmark' status in recognition of their higher standards of welfare, equity, coaching and management.

### **Array of existing programmes and initiatives (include photos)**

There are many great examples of physical activity initiatives in the borough which we want to champion and encourage more of. Some of these are operated and managed by Surrey Heath Borough Council, while others are ran by valued community focused volunteers or instructors – a small sample are listed below:

*Fans in Training Programme* – (SHBC/CCG): 12-week theory and practical programme, working with fans of local clubs such as Camberley Rugby Club and Camberley Indoor Bowling to get fit and live a healthier lifestyle. Focus on delivering physical activity in a setting they are already comfortable with.

*Walking Football (Volunteer led with SHBC support)* – a slower form of the game for players over the age of 50, encouraging them to get back into the game they love. Held at Frimley Lodge Park and Chobham Recreation Ground.

*Walking for Health (Volunteer led with SHBC support)* - Free of charge guided walks, lasting up to 90 mins for people of all backgrounds and ages. Walks are graded gentle, moderate or challenging.

*parkrun (Volunteers)* – led by volunteers, Frimley Lodge parkrun is a free weekly 5km event for runners of all standards, which takes place every Saturday at 9:00am at Frimley Lodge Park. An average of 350 people a week take part.

*Go Tri Events (SHBC)* - Entry level triathlon events (swim, bike, run) with very short distances – allowing anyone to have a go and “tri” triathlon

*Ping Pong Parlour (SHBC/The Square)* – Free to use Table Tennis in empty retail units in The Square shopping centre, encouraging families and friends to play informally

*Surrey Youth Games* - 6-8 weeks of free coaching sessions in a number of sports for young people aged 6-16 with over 200 local young people benefitting each year

### **Relationships with local partners**

Surrey Heath Borough Council has an excellent relationship with health focused partners such as the Surrey Heath Clinical Commissioning Group (CCG) and the county's Active Partnership, Active Surrey.

Good examples of partnership working have included the "Get Active 50+" programme which engaged a number of previously inactive people over the age of 50 into physical activity and the Fans in Training programme (mentioned above).

### **Challenges**

#### **Clubs at full capacity**

While it is positive that clubs in some of our sports are fully subscribed, the downside created is a reduction in opportunities for potential new members. With this in mind, a focus needs to be placed on supporting clubs with their infrastructure, workforce development and programming to help them grow sustainably and increase capacity for new members.

Consideration also needs to be given to increasing and promoting the number of opportunities to be active outside of traditional club settings.

#### **Transport**

For families with low disposable income or for residents who do not live close to public transport routes, it is not always easy or affordable to get to organised sessions at clubs, community centres or leisure venues. To try and overcome this, more consideration needs to be given to how physical activity opportunities can be delivered where people already are, rather than expecting residents to travel.

#### **Impact of screen time on physical activity particularly amongst children and young people**

An increase in 'screen time' across society, particularly amongst children and young people who are spending more and more time on phones and games consoles, is well documented. With only a finite number of hours in the day, increased time on a behaviour such as watching TV tends to decrease time in another such as playing sport (27).

In order to compete, care needs to be given towards making sure opportunities to be active are marketed in an attractive way.

## Opportunities

### **Fantastic Parks and green spaces**

Surrey Heath is one of the greenest boroughs in the country with significantly more green space than the national average (28). In addition to larger parks such as Frimley Lodge Park and Lightwater Country Park there are a number of other green spaces across the borough which can be utilised for a range of formal and informal activities.

### **Public Events**

Evidence suggests that the effect of sports events on increasing participation is mixed (29). However it is undeniable that when major sporting events such as the Olympics come around, thanks largely in part to mass media coverage, the interest of the nation is captured – even if only temporarily.

As part of the strategy, officers will look to take advantage of increased publicity of sport and physical activity by working with partners to offer taster sessions, open days and other opportunities related to the event in question.

## Threats

### **Impact of Arena Closure**

With the Arena Leisure Centre in Camberley closing its doors to make way for a new flagship facility, there is a risk that many of its users may slip out of physical activity. Temporary venues such as the Camberley Theatre have taken on some of the existing demand along with the borough's other leisure centres and community centres but it will be important to promote and develop a greater level of alternative opportunities to get and stay active.

When Camberley's new leisure centre opens, an updated strategy document will be created which will embrace the new opportunities created by a state of the art facility, whilst continuing to developing the great work taking place during this interim period.

### **Budget**

It is well documented that over the last decade pressures on the public purse have continued to grow, with local councils having to make increasingly difficult decisions around how money should be spent. To overcome financial pressures and offer residents an appealing programme of active opportunities, there is a need to be creative by collaborating resources with like-minded partners. Officers will also investigate and pursue opportunities for external funding to support local projects.

### **Increasing Older Population**

Based on 2016 population data, it is predicted that the number of residents over the age of 65 in Surrey Heath will increase by 20.5% by the year 2026. (30)

This reiterates the importance as highlighted in section 4 that a robust physical activity offer is needed to encourage older people to be active, which in turn will help them to stay happy, healthy and out of public care.

## **6. Action Plan**

Based on existing research and an understanding of issues local to the area, seven key themes have been highlighted as priorities for action. They are:

- Making Activity Accessible
- Women and Girls
- Children and Young People
- Older People
- People with disabilities and Long Term Health Conditions
- Clubs and Community Groups
- Events

It is acknowledged that there are several alternative areas that could also be highlighted as priorities but with limited resources available, it is considered that these themes will have the greatest impact in reducing overall inactivity within the borough. The nature of some of the actions below will mean they have a positive impact across multiple themes.

The action plan is not intended as an exclusive list (officers will continue to work on other areas that may not fit into the themes above if considered to be beneficial) but as a structured and targeted approach to tackling inactivity in the years ahead.

A detailed review of progress will take place each January in order to ensure targets remain relevant. As part of this process, new actions may be introduced and existing actions may be amended where appropriate to reflect new research/guidance or other external factors that could influence decision making.

## Vision

To create an environment where all residents, regardless of background or circumstances, can participate in physical activity.

## Key Objectives/KPI's

- 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)

## Priority 1: Making Activity Accessible

Priority	Action	Baseline (2019)	Target	Target Date
1.1	Deliver (or facilitate) targeted, localised physical activity programmes and/or events in areas of the borough where there is evident need	Example Projects such as Friday Night Project	Launch at least 5 new opportunities in areas of evidenced need	End of Strategy
1.2	Launch webpage and mixed media campaign to promote free or low-cost opportunities to be active in the borough	New	New “Low-cost ways to be active” page on SHBC website, posts on social media and mention in borough magazine ‘Heathscene’	Jan 2021
1.3	Consult with local communities to understand their needs and barriers to physical activity, before introducing programmes that meet those needs	Uncoordinated conversations with various groups	Consult with at least 5 different community groups with a view to introducing new activity or signposting to existing sessions	End of Strategy
1.4	Expand free ‘Walking for Health’ offer in top 3 most inactive areas/wards according to Active Lives	One walk starting in the St Michaels ward (Blackwater Meadows)	At least two new weekly walks to be introduced in top 3 most inactive areas	End of Strategy

1.5	Create calendar of 'alternative' physical activity in partnership with Surrey Heath CCG to keep people active during the Arena Leisure Centre's closure	Drafted "Get up and Get Active" programme of alternative activities ready for promotion in 2020	Advertise 1 alternative way to get active outside of a leisure centre setting a month between Jan 2020 – opening of Arena Leisure Centre (expected summer 2021)	Opening of Arena Leisure Centre
1.6	Promote sources of grant funding to eligible residents who may find cost a barrier to activity	New	5 eligible individuals to be referred to grant awarding agencies such as Surrey Heath Sports Council or Surrey Playing Fields	Jan 2021
1.7	Expand 'Fans in Training' model, taking education on healthy lifestyles and physical activity to settings where inactive people are already comfortable	Ran projects with supporters of Camberley Rugby Club and Camberley Indoor Bowling Club	Deliver 12-week Fans in Training programme to at least one cohort a year	End of Strategy
1.8	Expand range of informal opportunities to be active (i.e. outside of traditional sports/leisure settings, needs little planning or ongoing commitment)	Example projects such as Ping Pong Parlour	Launch or promote at least 3 new informal opportunities to be active	End of Strategy

## Priority 2: Women and Girls

Priority	Action	Baseline (2019)	Target	Target Date
2.1	Deliver or facilitate new female-orientated initiatives that are co-designed by women and/or girls	Example projects such as 'Ladies That Lift' at the Arena Leisure Centre	Minimum of 1 new female-orientated project per year	Jan 2021
2.2	Taking physical activity to groups where women and girls already are, e.g. Women's Institute	New	1 new initiative working with women and girls	Jan 2021
2.3	Re-launch local This Girl Can campaign to encourage more women and girls to take part	Took photos of local women doing physical activity as part of This Girl Can campaign in Jan 2019	Re-launch campaign with call to action and encourage "bring a friend for free" activities	End of Strategy

### Priority 3: Children and Young People

Priority	Action	Baseline (2019)	Target	Target Date
3.1	Offer free coaching through Specsavers Surrey Youth Games programme, with greater focus on engaging inactive young people	218 number of young people taking part 52.7% entrants classed as inactive based on sign up survey	230 number of people taking part 60% entrants classed as inactive based on sign up survey	Summer 2020
3.2	Create opportunities for young people to be active informally, on their own terms	Examples such as Ping Pong Parlour	At least 1 new opportunity for young people to be active informally	Jan 2021
3.3	Apply for funding with a view to implementing 'Fit N Fed' style programme, allowing young people to access physical activity and a nutritious meal during the school holidays	New	Submit a funding application with a view to project launching in 2021	Summer 2021
3.4	Support schools and clubs to engage children and young people who may not be considered "sporty" into physical activity.	Borough Rep on Surrey Heath Primary School Sports Association (SHPPSA) Supported 4 clubs/schools with community links and/or guidance on their offer	Continue to support Surrey Heath Primary School Sports Association (SHPPSA) Support 4 more sports clubs/schools	Jan 2021

### Priority 4: Older People

Priority	Action	Baseline (2019)	Target	Target Date
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4.1	Work with partners to expand offer of modified sports/activities that better suit older people e.g. Walking Netball	Walking Football sessions at Frimley Lodge Park and Chobham	2 more modified activities designed for older people	End of Strategy
4.2	Coordinate and facilitate opportunities for physical activity that can be delivered in older person-focused settings e.g. Windle Valley Day Centre	Otago Strength and Balance classes at St Marys Church, Bowls Fans in Training (BFIT) at Camberley Indoor Bowls	2 more physical activity initiatives to take place in settings with older people	End of Strategy
4.3	Work with partners to develop physical activity sessions for those living with early onset dementia and/or their carers	Trialling Dementia Walks	1 established session for those living with early onset dementia and/or their carers	End of Strategy
4.4	Support county and national campaigns such as 'Active Ageing Week' to signpost sessions for local older people	Ad-hoc social media posts	Co-ordinated approach of social media posts listing details of local and accessible sessions for residents	End of Strategy

#### Priority 5: Disabilities and Long Term Health Conditions

Priority	Action	Baseline (2019)	Target	Target Date
5.1	Support existing programmes and provision of new sessions to encourage those living with disabilities and long-term health conditions to be more active	Number of excellent local sessions in football, cricket and rugby TBC number of referrals from social prescribing	1 additional programme in a new sport or activity aimed at people living with disabilities and long-term health conditions TBC number of referrals from social prescribing	End of Strategy
5.2	Share resources and knowledge with Surrey Heath Clinical Commissioning Group (CCG) along with other partners in the Integrated Care System to better understand specific needs and 'plug the gaps'	Collaborating on projects such as Fans in Training, Dementia walks and Diabetes Walks	Use partner knowledge to identify gaps in provision and deliver or facilitate at least 2 new initiatives	End of Strategy

5.3	Support special schools to increase range of physical activity opportunities	Supported Special Schools with orienteering and tennis resources	Support special schools to implement at least 2 new opportunities for students	End of strategy
5.4	Take part in national campaigns such as “We are Undefeatable” to raise awareness of local active opportunities for people with disabilities and long term health conditions	New	Co-ordinated approach of social media posts listing details of local and accessible sessions for residents	End of strategy

### Priority 6: Clubs and Community Groups

Priority	Action	Baseline (2019)	Target	Target Date
6.1	Support funding applications for sports clubs or leisure organisations to improve facilities and/or increase participation	5 clubs supported with and were successful with grant applications	An additional 5 clubs or community groups to be supported	Jan 2021
6.2	Assist with linking community groups who need somewhere to be active with local facilities who have availability (e.g. school halls/community centres/leisure centres)	Supported 2 community groups and classes participating at the Arena to find alternative locations	Link an additional 2 community groups with places to be active	Jan 2021
6.3	Support local sports clubs or physical activity focused community groups by running a Club Conversations evening to help with governance, networking and general support	Last event ran in 2018	Engage 10 local clubs/organisations in a Club Conversations event each year	End of Strategy

### Priority 7: Events

Priority	Action	Baseline (2019)	Target	Target Date
7.1	Harness public interest in sport and physical activity	New	Work with partners to provide ‘taster	End of current

	created by national and international events such as the Olympic Games and Sport Relief		sessions' in public spaces to engage residents	strategy
7.2	Maintain and build reach of beginner friendly events such as the Camberley 'GO-TRI'	Hosted annual GO-TRI events of whom 86% are not members of a triathlon club	Continue to host a beginner triathlon based event despite Arena Leisure Centre closure with at least 90% non-members Develop 1 new participation event	End of current strategy
7.3	Maintain popularity and value of Surrey Heath Sports Awards as a means to celebrate physical activity and volunteering despite changes to county pathway	30 nominations made for various awards held at Camberley Theatre with 8 award sponsors	Continue to host the event at Camberley Theatre with at least 30 nominations and 8 award sponsors	Nov 2020
7.4	Continue to recognise local sport and physical activity focused volunteers by putting them forward for external awards	Put forward local reps for Surrey Heath Volunteer Awards, Ping! Table Tennis Awards, Badminton England Awards	Coordinate or directly put forward minimum of 3 volunteers for awards each year of strategy	End of current strategy

### Useful Websites

<https://www.sportengland.org/>

[www.healthysurrey.org.uk](http://www.healthysurrey.org.uk)

<https://www.nhs.uk/oneyou/>

<https://www.beinspireduk.org/>

<https://www.bbc.co.uk/sport/get-inspired>

<http://www.activesurrey.com/getstarted>

<http://www.activityalliance.org.uk/>

<https://www.nhs.uk/live-well/exercise/free-fitness-ideas/>

<https://www.parkinsons.org.uk/information-and-support/exercise>

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## Appendix A: Overview of Related Strategic Documents

### Sport England – “Towards an Active Nation”, 2016-2021

Their vision is that everyone, regardless of their age, background or level of ability, feels able to engage in sport and physical activity. It acknowledges that while some participants will be young, fit and talented, most of us will not fit that profile. (4)

Under the new strategy all investment is being focused towards achieving one of five key outcomes;

- Mental wellbeing
- Physical wellbeing
- Individual development
- Economic development
- Social and community development.

Some of the key changes made within the strategy included focusing more money and resources on tackling inactivity, helping those who are active now to carry on being active (but at lower cost to the public purse) and working with a wider range of partners, including the private sector.

## Surrey Physical Activity Strategy 2015 - 2020

In conjunction with the Surrey Health and Wellbeing Board, all of Surrey's local authorities (including Surrey Heath Borough Council) and a range of other partners and stakeholders, Active Surrey produced a Surrey Physical Activity Strategy covering the 2015-2020 period. This provides guidance to improve activity levels so that residents of all ages and abilities can:

- Start Moving - Supporting all children and young people to have an active start in life
- Move Every Day - Encouraging all adults to build activity into their everyday lives
- Stay Moving - Supporting older adults to live longer and more active lives

Targets within the strategy included to increase the number of adults active for at least 150 minutes a week, reduce the number of adults not active for at least 30 minutes a week, to get more adults playing sport once a week and increase the number of children and young people involved in regular sporting activities and events.

## Surrey Health and Wellbeing Strategy 2019 - 2030

Produced by the Surrey Health and Wellbeing Board, this document sets the vision that by 2030

*“we want Surrey to be a uniquely special place where everyone has a great start to life, people live healthy and fulfilling lives, are enabled to achieve their full potential and contribute to their community, and no one is left behind.”*

The strategy looks to tackle health inequalities through partnership working and takes a holistic approach to health and wellbeing. An area of focus includes working to reduce obesity, excess weight rates and physical inactivity.

## Appendix B: How does this document fit into the Council's wider priorities?

This strategy document will support the objectives set within Surrey Heath Borough Council's annual plan (14) and five-year strategy (5) by contributing towards the Council's 4 key priorities.

**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?)

- 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