

# Active

Elmbridge



Elmbridge Active Every Day

Physical Activity Strategy 2015 – 2020



**Elmbridge**  
Borough Council  
*... bridging the communities ...*

## Introduction



Did you know that 63.3% of people in the UK and 45.7% of Elmbridge residents are physically inactive (i.e. doing less than 30 mins of moderate intensity exercise per week) and that 33% of men and 45% of women (UK) are not sufficiently active for good health\*.

Elmbridge Borough Council (EBC) recognises the role that physical activity has to play in people's lives today. The challenge is to develop new ways of connecting physical activity with everyday life, alleviating time pressure by creating opportunities where people already spend their time – in the workplace, at school, home and where they shop – alongside other community facilities.

The Elmbridge Active Everyday Physical Activity Strategy 2015 – 2020 outlines the Council's suggested approach to increase levels of physical activity and promote healthy living through the wide range of networks available locally. It has been developed in consultation with key stakeholders, both internally and externally, including community groups, governing bodies, leisure providers, members of the public and coaches.

\* Sport England data (2014)

**Vision: Work with partners to increase levels of physical activity within Elmbridge by 1% year on year**

## Aims

- To increase levels of physical activity throughout the Borough
- Focus on certain areas of deprivation and low levels of physical activity within the Borough
- Promote the benefits of achieving a healthy and active lifestyle
- Widen access to physical activity opportunities for all residents

## Start Moving, Move Every Day, Stay Moving

### Start Moving

Support children and young people to have an active start in life



- Encourage schools to deliver the Change 4 Life campaign with a 10 minute shake up, specifically in our target areas within the Borough
- Develop the under 5's provision to encourage an active start in life. Encourage 7-15 year olds to sign up for the Surrey Youth Games, specifically those identified in inactive areas within the Borough
- Support Public Health England's Tier 2 Weight Management for primary school children
- Discover new activities for young people aged 16-24 years old
- Increase participation of people with disabilities

### Move Every Day

Encourage adults to build activity into their everyday lives



- Introduce new activities designed for people to get back into sport
- Increase workplace provisions for physical activity around the Borough, specifically for sedentary workers
- Encourage more outdoor physical activity
- Investigate possibility of way marked walks of 1, 2 mile routes for example: 1 mile route or 3,2,1 markers in specific areas of the Borough
- Promote more physical activity through dance, artistic movement and performing arts
- Introduce activities for families to do together
- Improve sport provision for those with disabilities

### Stay Moving

Support older adults to live longer and lead more active lives



- Increase local provision for over 65 year olds to ensure we meet the local needs specified in the Health Profile
- Work with National Governing Bodies to introduce more variety of "walking" sports for the Over 50's
- Identify appropriate and accessible physical activities for the local Community Centres using the local facilities in the surrounding areas
- Build on existing classes in the Exercise Referral Scheme following the NICE\* Public Health guidelines and increase locations around the Borough

\* National Institute for Clinical Excellence

To find out more visit [www.elmbridge.gov.uk/leisure](http://www.elmbridge.gov.uk/leisure)

## Implementation, Monitoring and Evaluation



The Elmbridge Active Every Day Strategy brings together key partners specialising in sport, health and physical activity. It was established to deliver the 5 year Action Plan aiming to increase the levels of sport and physical activity of the Elmbridge residents. Members includes:

- 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



The working group will seek to:

- Create an annual 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

The Strategy and 5 year action plan intend to build on the existing provision in the Borough by increasing participation, improving access to services and facilities to make Elmbridge a healthier and more active Borough.

The Elmbridge Active Every Day Strategy was produced by Leisure and Culture Services in conjunction with the following partners/stakeholders:

Active Surrey, Chelsea Football Club, Cobham FC, Elmbridge Canoe Club, EBC Community Support Services, EBC Environmental Services, Elmbridge Tennis League, Ember Bowls Club, Esher College, Lawn Tennis Association, Molesey Boat Club, Molesey Community Church, Old Cranleighans Sports Club, Places for People, Public Health England, Rugby Football Union, Secondary Schools and Parents, Surrey County Council, Surrey FA, Thames Valley Skiff Club, Voluntary Action Elmbridge, Walton and Hersham Juniors FC and Weybridge Rowing Club.