

Active

Elmbridge



Elmbridge Active Every Day
Physical Activity Strategy 2015 - 2020



Elmbridge
Borough Council

... bridging the communities ...

Foreword

Elmbridge Borough Council continues to recognise the benefits and importance that physical activity, and healthy living has on people's lives within the Borough. It therefore gives me great pleasure to introduce the Elmbridge Active Every Day Physical Activity Strategy 2015 – 2020.

The strategy sets out why physical activity opportunities are important to achieving healthier lifestyles and increasing participation for individuals and communities within the Borough. In addition, a yearly action plan will ensure the strategic focus remains current and meets local needs.

The strategy has been developed in consultation with key stakeholders including community groups, schools, resident groups and leisure providers and directed by national policies. There are three key themes that reflect the needs of the Borough for the development of physical activity, and the commitment required of partners to deliver these themes in a joined up approach. These three themes are: 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) and Stay Moving (Supporting older adults to live longer and lead more active lives.)



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1. Introduction

The Elmbridge Active Every Day Physical Activity Strategy 2015 – 2020 is a comprehensive and wide ranging strategic document that will provide direction in the councils approach to increasing levels of physical activity and promoting healthy living through the wide range of networks. Low physical activity levels are being treated as a priority at a National level. This strategy will provide an overview in order to achieve the best results locally.

Elmbridge Borough Council recognises the role that physical activity has to play in people's lives today and therefore has a strong commitment to encourage, develop and enable everybody in the community to have an opportunity to increase physical activity levels in order to live a healthier lifestyle. 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 people shop and alongside other community facilities.

The strategy has been developed in consultation with key stakeholders, both internally and externally, including those from community groups, governing bodies, leisure providers, members of the public and coaches.

Vision:

Working with partners to increase the 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 of our residents.

1.1.1 Profile of Elmbridge ¹

Elmbridge's latest population statistics detailed in the 2011 Census show that there are 132,100 residents and the population is expanding rapidly. The Borough is situated in the north of Surrey, bordering 5 other Boroughs, 15 miles west of central London. Elmbridge has nine major centres with their own distinctive characteristics.

Population figures in detail shows

63,800 (48.3%) are Male, 68,300 (51.7%) are female
5.1% Individuals whose day to day activities are limited "a lot" by poor health
26.4% Residents aged under 20
17% Residents aged over 65
2.9% Residents who are unemployed
56,412 households in Elmbridge
11.8% Households who do not have access to a car or van

1.1.2 Our resident groups

Sport England has developed a segmentation tool model, made up of nineteen 'sporting' segments which will help us to understand the attitudes, motivations and perceived barriers to sports participation. The segmentation model enables us to develop tailored interventions, communicated more effectively with our target market and to better understand participation in the context of lifestage and lifecycles.

The residents of Elmbridge can be split into groups by using the Sport England market segmentation tool. This helps to recognise dominant groups within Elmbridge and how they respond to varying types of targeting.

The top 3 dominant groups in Elmbridge are:

- Tims - 'Settling down males' Sporty male professionals, buying a house and settling down with partner (16.7%)
- Chloe's - 'Fitness class friends' Young image-conscious females keeping fit and trim (11.0%)
- Ben's - 'Competitive male urbanities' Male, recent graduates, with a 'work-hard, play-hard' attitude (9.7%), ²

(See Appendix A)

¹ www.apho.org.uk/resource/view.aspx?RID=142392

² <http://segments.sportengland.org/querySegments.aspx>

1.1.3 Health baseline for Elmbridge

A summary of the health of Elmbridge residents (2015) produced annually by the Association of Public Health Observatories, gives a statistical snapshot of how the health of Elmbridge compares with the England average.

- The health of people in Elmbridge is generally better than the England average and life expectancy is high.
- Overall, Elmbridge is one of the least deprived districts in England. However, there are health inequalities within the area.
- Life expectancy is 6.1 years lower for men and 3.5 years lower for women in the most deprived areas of Elmbridge than in the least deprived areas.
- Whilst the level of overall poverty is low, there are over 2,300 children living in low income households.
- Rates of early deaths from cancer, heart disease and stroke are lower than the England average.
- Whilst the smoking related death rate is lower than the England average, smoking accounts for 160 deaths a year.³

1.1.4 Purpose for this strategy

The overall purpose for the Elmbridge Active Every Day Physical Activity Strategy 2015 – 2020 is to provide strategic direction for shaping physical activity for residents, clubs and facilities in Elmbridge.

The goals and objectives of the Elmbridge Active Every Day Physical Activity Strategy 2015 – 2020 are to:

- Provide a local framework for achieving national and county objectives
- Promote and extend partnership working between organisations
- Maximise physical activity opportunities for residents and visitors of the Borough
- Bring about improvements to physical activity provision in the Borough
- Make physical activity more accessible
- Emphasise the importance of physical activity and health for the wellbeing and enjoyment of residents

³ http://www.apho.org.uk/resource/view.aspx?RID=50215&SEARCH=E*

2. Context

Elmbridge Active Every Day Physical Activity Strategy 2015 – 2020 will seek to contribute towards national outcomes and targets for both physical activity and health. The strategies and guidance in this section provide the context in which the strategy is written.

2.1.1 National Context

Sport England Strategy 2012 – 2017

Sport England's vision is 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, will increase the percentage of 14-25 year olds playing sport once a week and reduce the proportion dropping out of sport.

The strategy will see more people taking on and keeping a sporting habit for life by creating more opportunities for young people and nurture and develop talent. It will provide the right facilities in the right places and support local authorities to unlock local funding and ensure real opportunities for communities ⁴

(Please note that the Sport England Strategy 2012 - 2017 is currently under consultation therefore some of their priorities may differ as a result.)

<https://www.gov.uk/government/organisations/department-for-culture-media-sport>

Creating a sporting habit for life – a new youth strategy

Inspiring a generation of young people to take up sport as a habit for life. This strategy from the Department of Culture, Media and Sport (DCMS) was particularly introduced with the aim to raise the proportion of 14-25 year olds who play sport and to establish a lasting network of links between schools and sports clubs in local communities so that we keep young people playing sport up to and beyond the age of 25. DCMS will do this in partnership with Sport England by building a lasting legacy of competitive sport in schools and improving links between schools and community sports clubs, and will work with the sport's governing bodies to investing in facilities and communities and the voluntary sector. ⁵

Get Healthy, Get Active

⁴ <https://www.sportengland.org/media/130958/A-sporting-habit-for-life-A4-1-.pdf>

⁵ <https://www.sportengland.org/media/130949/DCMS-Creating-a-sporting-habit-for-life-1-.pdf>

Alongside Public Health England, Sport England want to drive a step change in the public's health. Tackling inactivity is a key part of making this step change to reduce the burden of preventable death, disease and disability, and support people and their communities to achieve their potential.

Aligned to Elmbridge Borough Council's aspiration of getting more people participating in sport once a week "Get Healthy, Get Active" is focused on those who are inactive as this is where a significant contribution can be made to reducing health inequalities and produce the greatest potential health benefit. The national action plan set out by Public Health England will encourage more inactive people playing sport once a week for at least 30 minutes and achieve a better understanding of sport contribution to improving public health and the prevention, treatment and management of long term conditions. It will enable sport and physical activity to be regularly commissioned to meet a wider range of agendas but particularly focusing on reducing health and social care costs in order to achieve a reduction in health inequalities.⁶

Everybody Active Every Day

Public Health England wants to drive a step change in the public's health.

Everybody Active Every Day sets out the case for change.

To deliver this vision requires action across 4 areas at a National and Local level:

1. Active society: creating a social movement
2. Moving professionals: activating networks of expertise
3. Active environments: creating the right spaces
4. Moving at scale: scaling up interventions that make us active

"If we want everyone to be active every day, physical activity needs to be made easy, fun and affordable."

"Exercise and active recreation must be available to all, in every community across England."⁷

Change4life

Change4life is the social marketing campaign of the Healthy Weight, Healthy Lives strategy. The Change4life mission is to encourage people to eat well, move

⁶ <http://www.sportengland.org/funding/our-different-funds/get-healthy-get-active/>

⁷ <https://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life>

more and live longer. Change4life has been successful in schools with general practitioners, community centres and supermarkets.⁸

Moving More, Living More

This document builds on a great deal of work already under way and sets out areas for action by government as a whole and across the sectors to realise this long-term ambition.

The main document is accompanied by a series of annexes setting out the benefits of physical activity and the national framework for delivery. This will include a series of case studies and work to international best practice.⁹

2.1.2 Local Context

Surrey Physical Activity Strategy 2015-2020

Active Surrey covers the 11 Surrey Boroughs and has taken on the task of increasing levels of physical activity county wide.

The strategy has been developed by Active Surrey and sports and physical activity external partnerships with 3 key outcomes for their action plan:

Start Moving

Move Every Day

Keep Moving

Active Surrey's Vision

'By 2020, to be the most active county in England'

Active Surrey's Mission

To take both a universal and a targeted approach and to increase the number of people being active at the levels that will promote their health and wellbeing.

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

Elmbridge Health Statement

The Council has a statutory role to improve wellbeing in the Borough. The Elmbridge Health Statement is a document which demonstrates Elmbridge Borough Council's commitment to improving health and well-being across the Borough, working closely with the Surrey Health and Well Being Board, CCG's and other health providers.

⁸ <http://www.nhs.uk/change4life/Pages/change-for-life.aspx>

⁹ <https://www.gov.uk/government/publications/moving-more-living-more-olympic-and-paralympic-games-legacy>

Corporate Plan – Building on Excellence 2013 – 2018

The Corporate Plan is the Council's 5 year vision and sets aside priorities and targets for the coming years.

The key priorities for Elmbridge are:

- Safe, Caring and Healthy Elmbridge
- Vibrant and Thriving Elmbridge
- Unique, Green and Attractive Elmbridge

3. Definition of Physical Activity

Physical Activity is defined as:

“Any force exerted by skeletal muscles that results in energy expenditure above resting level”. (Caspersen et al, 1985)

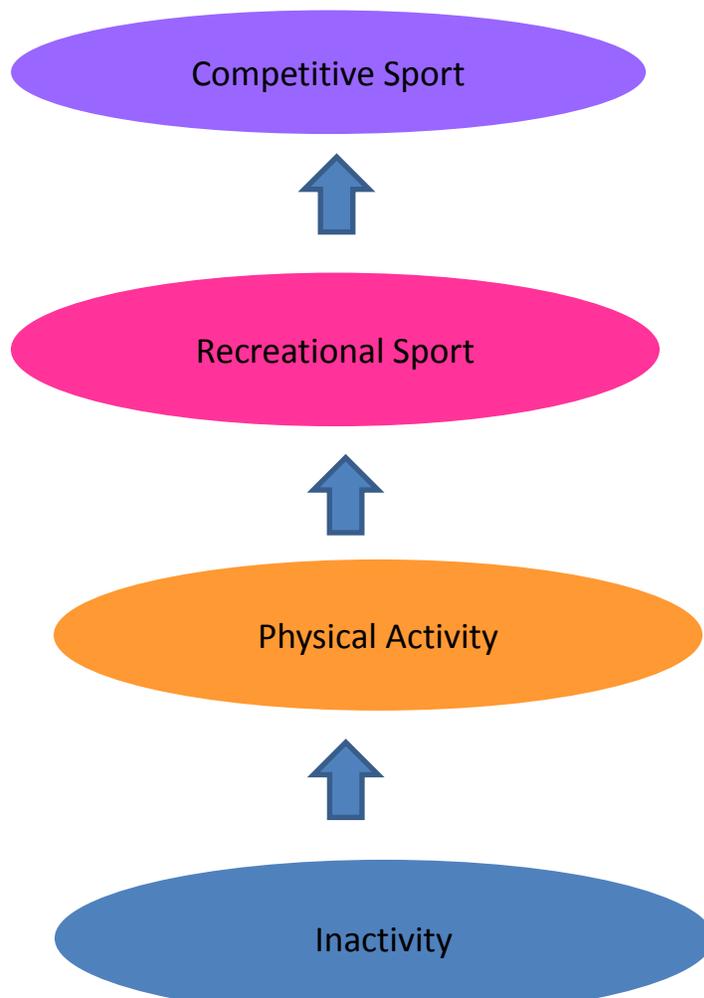
This describes activities that are beyond the daily routine of sitting, standing and walking upstairs. Everyone can benefit from physical activity.

“Exercise should be regarded as tribute to the heart.” ~Gene Tunney

Inactivity

Inactivity is a term that classifies someone who is not reaching 30 minutes of physical activity per week.

Diagram showing physical ability levels



Appendix A – Market Segmentation Tool ¹⁰

(see section 1.2 – Resident Groups)

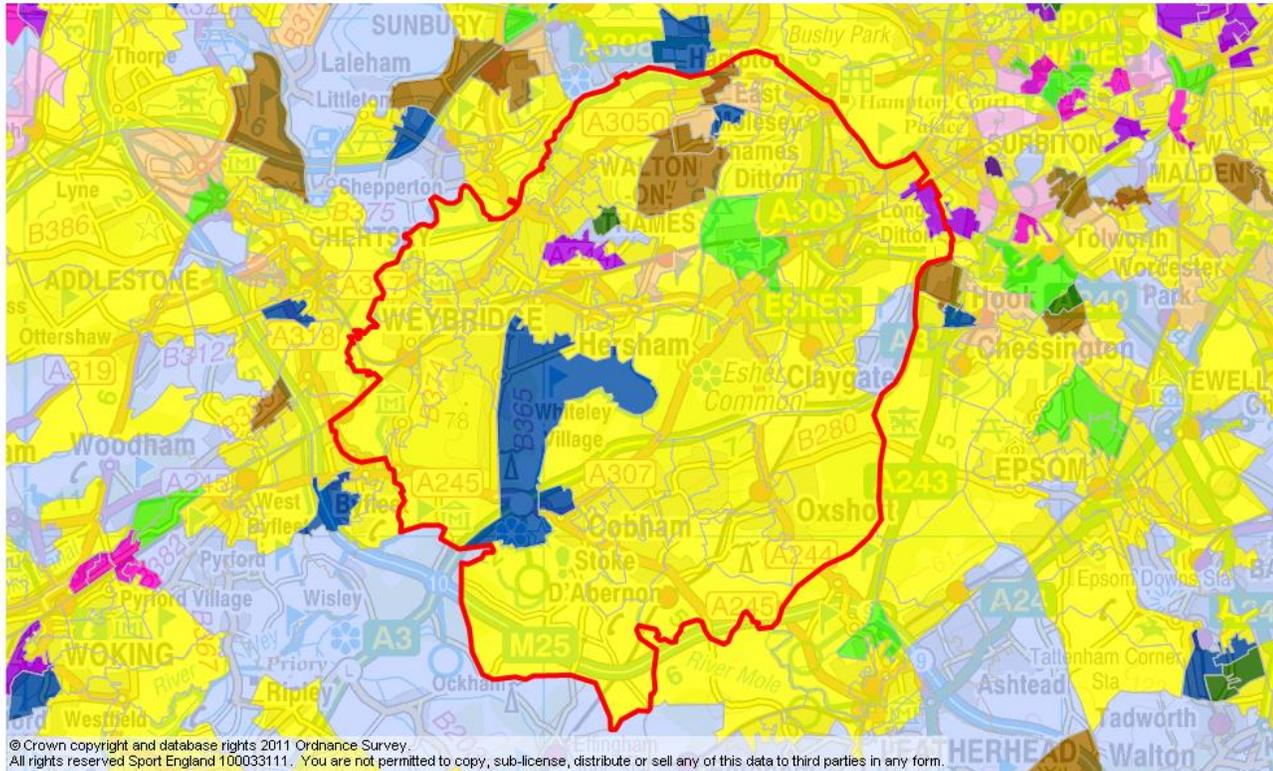
Dominant market segment by population



Catchment area:
Elmbridge District

- Ben - 1
- Jamie - 2
- Chloe - 3
- Leanne - 4
- Helena - 5
- Tim - 6
- Alison - 7
- Jackie - 8
- Kev - 9
- Paula - 10
- Philip - 11
- Elaine - 12
- Roger & Joy - 13
- Brenda - 14
- Terry - 15
- Norma - 16
- Ralph & Phyllis - 17
- Frank - 18
- Elsie & Arnold - 19

- Catchment area
- Lower Super Output Areas



¹⁰

<http://segments.sportengland.org/results.aspx?query=Segments#segment=dominant&focusType=LA&focusName=104&output=map&map=polygon&polygonType=OA&catchmentType=focus&querySource=Segments&queryType=SegRank1>

Appendix B – Consultation Results

Focus Groups

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 the age of parents range from 25-52 years old.

Communication

Parents felt that communication from the Council needed to be more directive and we needed to approach promotion of activities through websites including Net Mums, or school newsletters and twitter. They felt communication through online websites and emails are much more beneficial to parents rather than leaflets and posters.

Opportunities

They also feel strongly that there needs to be more outdoor activities for both children and adults, including activities for families to do. The Council can signpost families to activities in and around the Borough which are fun yet still educational. Parents would like to try sessions alongside their children when they are at their club training sessions, rather than sitting in the car or in the café. This is generally when the parents have an hour free and would like to do something with this hour.

It was clear that affordability of physical activity is a problem throughout the focus groups, considering that all had families ranging from 1 child to 4 children. It was asked that some activities to be discounted to make it affordable.

Awareness

The majority of the attendees agreed that they were not aware of activities put on throughout the Borough, or where to go if they wanted to try a new activity/sport. It was suggested that the Council update their website so that there is a specific directory of all local sports clubs. The Council can put on a forum/newsletter every year to direct people to local facilities and promote events such as Leisure Live and Play Day further to receive more uptake on attendance.

Local Clubs

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.

Communication

70% felt that tweets and other online marketing were more beneficial than leaflets and posters. It would be helpful if the Council can share pages and tweets and interact with clubs better to gain further followers and interest.

Most of the clubs struggle with communicating with residents outside of the club environment due to lack of database information etc. Therefore would appreciate if the Council could assist with this and send out to specific databases i.e. Exercise Referral Scheme users, Shout! parents etc.

Opportunities

The main challenges that clubs face are funding and lack of volunteers/coaches. Through discussions, it was agreed that the Council will help support the clubs on these issues and link them to funding streams as well as a good network opportunity to attract more volunteers.

50% of clubs generally have a facility available during the day which could potentially be utilised for holiday activities in order to boost the levels of physical activity an increase further provision for exercise for young people. Alongside this, during term times, this facility space could be used for specific groups such as Women, Over 50s, Exercise Referral and working adults for the workspace provision.

Awareness

It was clear that some clubs were not even aware of how the Council can help, and through better communication and networking evenings such as Club Forums, it would hugely benefit them through means of advice and support, and also have a chance to talk to other clubs and share best practice.

It would be helpful to the clubs if the Council could include more information on the website public to filter the public in the right direction in terms of specific interest. This would benefit the public greatly and will save a lot of time and possibly encourage more take up of clubs.

Resident Survey

A paper based Physical Inactivity Survey was distributed to 500 residents in Walton and 500 residents in Hersham as these are our two most inactive areas within Elmbridge. Alongside this, we randomly distributed approximately another 100 surveys through leisure events and it was also available to complete online. Despite sending out 500 surveys to our Hersham residents, interestingly only 9% responded, compared to the 21% of Walton residents who responded.

A total of 420 Elmbridge residents completed the Elmbridge Physical Inactivity Survey which allowed us to collect various data such as: age, where people live, how active they consider themselves, and what barriers there are from stopping them from doing more physical activity.

57% of the residents who completed the survey were female and 43% were male, giving us a good balance of feedback. The results show that 30% of the residents considered themselves as fairly active, meaning they take part in physical activity more than three times a week.

Communication

It is clear that communication is key to getting the right message out there. 95% of the residents have emails and they say that this is one of the best ways for the Council to communicate with them in regards to physical activity promotion. There is a variety of marketing ways which work within the Borough such as banners around the recreation grounds, social media and emailing residents directly.

Opportunities

The main barriers that stop residents from doing more exercise are factors such as lack of time between work, family and leisure, and cost of activities. It has been noted that families would be keen to do physical activities together if given the opportunity.

30% of 66-79 year olds completed the survey, and there is a clear demand for more accessible exercise activities for the older generation.

Awareness

Residents would be more interested in participating in activities if they were fully aware of the benefit. Some people are not aware of the consequences of physical inactivity, along with being educated on how much exercise is expected of them per week.

Currently only 19% of the residents do more than 1 hour of walking every week, however if they had more awareness of walking routes within the Borough, suitable for push chairs and wheelchairs, then the opportunity would increase.

Appendix C – Physical Inactivity Survey Analysis

Here we include a brief summary of the Physical Inactivity Survey results in which we will take forward for our approach to increasing levels of physical activity.

1) **In terms of physical activity, our residents consider themselves as:**

Very active	26%
Fairly active	30%
Moderate active	24%
Not very active	16%
Inactive	5%

a) **Residents who participate in physical exercise such as swimming, jogging, aerobics, football, tennis, gym workout)**

None	33%
Less than 30 mins	7%
30 mins	6%
1 Hour	17%
2 Hours	18%
3 Hours	8%
More than 3 Hours	12%

b) **Cycling (including cycling to work and leisure time)**

None	58%
Less than 30 mins	10%
30 mins	4%
1 Hour	8%
2 Hours	7%
3 Hours	5%
More than 3 Hours	8%

c) Walking (including walking to work and shopping)

None	1%
Less than 30 mins	7%
30 mins	13%
1 Hour	19%
2 Hours	20%
3 Hours	13%
More than 3 Hours	26%

d) Household and childcare

None	8%
Less than 30 mins	9%
30 mins	10%
1 Hour	18%
2 Hours	21%
3 Hours	12%
More than 3 Hours	23%

e) Gardening or DIY

None	11%
Less than 30 mins	14%
30 mins	10%
1 Hour	18%
2 Hours	22%
3 Hours	9%
More than 3 Hours	15%

2) Barriers stopping people from doing more exercise (ranked in order of importance 1-5)

1	Insufficient Time
2	Cost
3	Illness or injury
3	Lack of self-motivation
4	Non-enjoyment of exercise
4	Lack of confidence
5	Childcare

3) Motivated that would encourage residents to be more physically active?

Exercise with friends	44%
Exercise with family	25%
Join an exercise group of active people	33%
Have an exercise buddy to exercise at the same level as you or able to teach you new skills	29%
Access to reasonably priced, convenient resources in your community	57%
Fit in the activities when you have time	49%
Access to activities that require minimal facilities or equipment	31%
Ability to develop skills	22%
Agree with a professional on a weekly programme of activities to suit your needs and timetable	33%

(More in depth verbal feedback is available through the Sports Development Team.)

Appendix D – Glossary of Terms

Active Surrey (AS) – County Sports Partnership

One of 49 CSPs tasked with being the county body or representative that enables partnerships and gives direction from Sport England. Elmbridge Sports Development Team takes guidance and direction from Active Surrey.

Elmbridge Sports Council

The sports Council distributes grants and hosts the Elmbridge Sports Awards.

School Games Organiser (SGO)

The School Games Organiser supports the delivery of the Sainsbury's School Games and Change4Life in schools across their area.

National Governing Body (NGB's)

A sport governing body is an organisation that has a regulatory function. They lead on the development and direction of their sport at a national level. Many have County Development Officers.

Sport England

Sport England non-departmental public body under the Department for Culture, Media and Sport. Its role is to build the foundations of a community sport system by working with national governing bodies of sport, and other funded partners, to grow the number of people doing sport; sustain participation levels; and help more talented people from all backgrounds excel by identifying them early and helping them move up to the next level.

Public Health England (PHE)

Public health is about helping people to stay healthy, and protecting them from threats to their health. The government wants everyone to be able to make healthier choices, regardless of their circumstances, and to minimise the risk and impact of illness.

Sports Development Officer (SDO)

Identifies lack of sports provision, engages inactive residents, increases satisfaction in physical activity and work with local sports clubs to gain Clubmark and assists with volunteering and coaching.

Health Development Officer (HDO)

Delivers the healthy walks programme, GP referral, exercise referral and administers the hiring of the smoothie bike as well as advising residents on how to eat well and lead a more active and healthy lifestyle.

Healthy Walk Leader

A volunteer who is trained to lead a healthy walk or cycle ride on behalf of the Health Development Team.