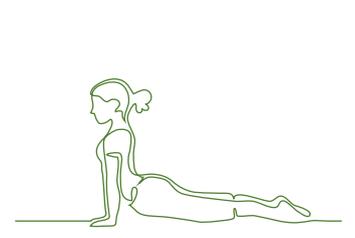

Get Elmbridge Moving



**Physical Activity
Strategy Summary
2021 - 2031**



Elmbridge
Borough Council

July 2021

Vision

Our vision is for Elmbridge to be a borough where everyone will have the opportunity to enjoy the benefits of living an active life.

By 2031 we want to be the most active borough in Surrey. We want all Elmbridge residents to have great opportunities to access a diverse range of physical activities to improve both their physical and mental wellbeing no matter what their personal circumstances.

Aims and objectives

Our overarching aim is to increase activity in the least active people. We will do this through the following objectives:

1. **Recover and reinvent** – We will emerge from the Covid-19 pandemic a stronger and fairer borough

2. **An active life is a healthy life** – We will enable people to live an active life and will strengthen the connection between physical activity and health and wellbeing

3. **Fairer access to physical activity** – We will create a fairer, active Elmbridge for all, where no-one is less active because of who they are or where they live

4. **Strengthening communities** – We will work in partnership to create active communities. We will bring people together, create identity and develop people's confidence and skills through engaging in physical activity.

5. **Active environments** – We will make it easy for people in Elmbridge to be active in the space around them

By 2031, we will:

Objective 1 – review, recover and reinvent

- Review our services and implement changes in our:
 - wellbeing walks, cycle rides and tennis programmes,
 - activities for children,
 - physical activity offer in the centres for the community
- Work with our leisure provider to identify and work with residents and community groups that are inactive to encourage them to use our leisure facilities
- Work with sports, arts and other appropriate voluntary clubs to help them access funding to reach inactive groups and recover from the pandemic stronger.
- Use technology to deliver effective and efficient physical activity services



Objective 2 – An active life is a healthy life

- Work with our leisure provider to deliver an exercise referral scheme that supports people with long-term health conditions and engage less active/inactive residents to become more active
- Deliver and expand a programme of wellbeing walks to support people with medical conditions
- Invest in Elmburgh's parks and green spaces
- Promote Sport England and NHS campaigns through health partners
- Support Active Surrey to train health and social care professionals in the benefits of physical activity for health
- Embed social interaction in all activities to improve mental health



Objective 3 – Fairer access to physical activity for children and young people/ ageing and older adults /women and girls / ethnically diverse communities / people with a disability or long-term condition / people who live in Molesey West, Walton North and Hersham Village

- Engage with the above groups to design and deliver targeted activities that enable them to be active
- Ensure our leisure offer is accessible to disadvantages and under-represented groups
- Provide a 'leisure' offer to schools with a variety of activities including sport, arts, culture, outdoor activities and play opportunities to enrich the participants experience
- Invest in Elmbridge's play areas
- Link up community sport and physical activity providers to schools and other population groups and support them to access grants to reach wider audiences
- Deliver targeted campaigns that appeal to different population groups
- Deliver an exciting play programme that offers new opportunities for children and young people in a range of settings
- Work collaboratively with the Elmbridge Arts Forum and the Surrey Arts Partnership to increase opportunity to participate in dance



Objective 4 – Strengthening Communities

- Deliver a shared action plan to embed physical activity within our Community Support Services team and provide activities at the Community Centres
- Work with community sport, arts and physical activity providers to access funding, training and develop their clubs to reach inactive groups
- Consult with local community groups and residents to help support the development of appropriate sports and physical activities in the right location and at the right time



Objective 5 – Active environments

- Work with Planning Services to ensure the Elmbridge Local Plan and planning applications consider healthy and active spaces
- Work with Planning Services to support the implementation of the Local Walking and Cycling Infrastructure Plan and deliver an active travel campaign to support this
- Work with colleagues to ensure our green spaces, countryside, play areas, outdoor gyms, footpaths and cycle routes are accessible to all
- Develop targeted activities that support our least active groups to access active spaces around them



How we will know if we are successful

- The gap between the most active and least active people in Elmbridge will be narrowed
- More people from ethnically diverse communities will be doing at least 30 minutes of activity each week
- More people with a long-term health condition or disability will be doing at least 30 minutes of physical activity each week
- More women and girls will be doing at least 30 minutes of physical activity each week
- More older adults will be doing at least 30 minutes of physical activity each week
- To evidence the impact of the strategy, we will be using participation levels collected from our year 1 action plan as the baseline data to measure future year-on-year improvements. This will allow us to show which schemes have delivered the best outcomes particularly from Elmbridge's less active groups.

To demonstrate the value of this strategy, an annual action plan will be developed to capture its impact in helping reduce health inequalities. This action plan will provide strong evidence as to how its various projects support the strategy's five objectives and so make Elmbridge a more active and healthier place to live and work for all its residents.

To read the full Get Elmbridge Moving strategy please visit www.elmbridge.gov.uk/sport. For more information email sport@elmbridge.gov.uk or health@elmbridge.gov.uk

