



SURREY HEATH BOROUGH COUNCIL

# MOVING FORWARD

## SURREY HEATH BOROUGH COUNCIL PHYSICAL ACTIVITY STRATEGY

2022-2027



## Foreword

*By Cllr Rebecca Jennings-Evans, Places and Strategy Portfolio Holder, Surrey Heath Borough Council*

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. The Strategy has been updated over the last 22 months to reflect the challenges and impact of the Pandemic that have affected the health and wellbeing of our residents.

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 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 the opportunities to access resources and facilities in a way that works best for them.



## I. Why is Physical Activity Important?

Being physically active can benefit almost every aspect of our lives. In their latest report published in 2019, UK Chief Medical Officers 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."

Guidelines state 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 (1). It's been medically proven that those taking part in 150 minutes a week can drastically reduce the risk of long term health conditions: (2)

- Dementia by up to 30%
- Hip fractures by up to 68%
- Depression by up to 30%
- Breast cancer by 20%
- Colon cancer by 30%
- Type 2 diabetes by up to 40%
- Cardiovascular disease by up to 35%
- All-cause mortality by 30%



The positive health impacts stretch far beyond disease prevention though. There is strong evidence to show physical activity has an impact on weight management, cognitive function, dementia, sleep, confidence and better overall quality of life (3). Being active also provides a number of social benefits by bringing together different communities, building stronger connections between residents and their local area, and providing opportunities to meet for those who may otherwise be isolated. (4).

Physical Activity provides a great return on community investment too; research has shown that for every £1 spent on community sport and Physical Activity, an economic and social return on investment of £4 is generated (5). Research also shows a proven link between taking part in physical activity and improved job opportunities (6).

There is often a misconception that people have to take part in sport in order to undertake physical activity. While sport plays a hugely valuable role in the wellbeing of our community, there are many different ways to be active. According to the World Health Organisation, physical activity refers to any bodily movement produced by the muscles that uses energy (7). Benefits can be achieved through any form of movement that raises heart rate such as walking, cycling, tai chi, household chores or gardening (amongst others).

Despite the many benefits, levels of physical inactivity have been increasing globally, partly due to advances in technology making life easier. Inactivity has been described by the Department of Health and Social Care as a "silent killer", 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. As discussed later in the document, levels of inactivity have risen as a result of the Covid-19 pandemic - so we must act now.



We know from multiple sources that the greatest health gains can be achieved by those currently undertaking the lowest levels of physical activity, so helping those who are currently doing nothing to take that first significant step and start doing something will be key if we want to make real improvements to the health of our community.



## 2. How has this strategy been developed?

Having a strategy for the years ahead will help the Borough Council to identify where its limited resources can be concentrated in order to have the greatest impact. This document, “Moving Forward”, has been developed based on a range of sources of information nationally, regionally and most importantly, locally. These are described below:

### 2.1 Sport England “Uniting the Movement” and Surrey “Movement for Change” Physical Activity Strategies, 2021-2031

The central theme of Sport England’s new physical activity strategy, “Uniting the Movement” (8), is tackling inequalities. For certain people, such as people with disabilities and/or long-term health conditions, women, people from lower socio-economic groups and people from Black and Asian backgrounds, there’s a clear pattern of low levels of activity - so Sport England will place a sharp focus on providing opportunities for those who are being left behind.

Surrey’s county Physical Activity strategy, “Movement for Change”, (9) builds on Uniting the Movement with a high level plan supporting Surrey's Health & Wellbeing strategy. It encourages a new way of working to help everyone adopt a more active lifestyle, with a particular focus on those who need it most. The strategy, coordinated by Active Surrey, offers a blueprint which can be used to underpin the day to day programmes and actions that will make a difference to people's lives. It was coproduced with residents, volunteers, community groups and professionals across Surrey. “Moving Forward” is designed to align with and compliment the great work that is set out in the above strategies by focusing on these wider issues at a local level. We will work with our partners, acknowledging we have common goals but different areas of reach and expertise, ensuring we are complimenting each other by working in partnership rather than duplicating programmes of work.



## 2.2 Surrey Heath Borough Council Five Year Strategy, 2022-2027

After an extensive consultation process with the public and partners, the Council laid out its four headline priorities for the next five years: Environment, Economy, Effective and Responsive Council, and Health and Quality of Life.

'Moving Forward' will contribute towards all four priorities of the five year strategy, with a particular focus on Environment and Health of Quality life – most notably:



- Enhance and improve access to green spaces
- Net Zero Carbon Emissions & resilient to the impacts of climate change
- Improve air quality and air 'inequalities'
- Strong community identity
- Improving health and wellbeing
- Access to leisure and recreation

Delivering the objectives within this strategy will aid the Council in meeting its higher level outcomes. Moving Forward has been intentionally anchored to the timeline of five year strategy, both concluding in 2027.



## 2.3 Active Lives Data

### Active Lives Survey (16+)

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 an average 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. Due to the sheer volume and depth of data, results are released many months after the measurement period. The sample size for each local authority (including Surrey Heath) is around 500 people.

Depending on their number of minutes of weekly 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

The most recent Active Lives results for the Borough covering the period May 2020 – May 2021 are shown below:

Level of Activity	Baseline (Nov 15-16)	May 19-20	May 20-21
<b>Active (150 mins+)</b>	63.10%	69.80%	67.1%
<b>Fairly Active (30-150 mins)</b>	6.60%	11.50%	10.6%
<b>Inactive (&gt;30 mins)</b>	30.30%	18.70%	22.3%

Table 1: Surrey Heath Activity Levels (age 16+) 2015-2021, from Sport England 'Active Lives Survey' (10)



Although the percentage of active residents has increased and percentage of inactive residents has decreased since the survey started in November 2015, it is evident that some of this progress has been lost in the previous 12 months. This is reflective of the impact of the pandemic and is mirrored across the country in varying degrees. Surrey Heath remains more active than the national average (active: 60.9%, inactive: 27.5%) and ranks mid table in comparison to our Surrey neighbours.

Beyond the headline figures, Active Lives highlights a number of inequalities in activity levels between certain demographics. If we want to give every resident the opportunity to enjoy the benefits of physical activity, we need to address these inequalities. According to the most recent available demographic data (10), the differences include:

- **Area:** According to 'Middle Super Output Area' data (11), (geographical areas similar to ward level), 22% of Old Dean residents rank as inactive compared to 17% in Bisley and St Pauls. 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
- **Gender:** Women in Surrey Heath had a 6% higher inactivity rate compared to their male counterparts - far larger than the 1.2% gap seen nationally
- **Age:** Data shows the older we get, the more likely we are to be inactive. 51.3% of over 75s in Surrey are inactive compared to just 15.5% of 16-24 year olds. This is a concern given the Borough's ageing population.
- **People with a disability and/or long term health condition:** While statistical data local to Surrey Heath is limited (sample sizes are too small to draw from), we know that nationally one in four people live with a long-term health condition and that 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 (12).



- **Ethnicity:** While again local data is limited, the national picture shows respondents identifying as Asian (excluding Chinese) had a much higher inactivity rate (37.5%) compared to respondents identifying as mixed ethnicity (21.7%) or White British (26%). This suggests there may be cultural sensitivities or barriers that need to be addressed to increase activity in some communities.

As Active Lives data is only collected from a sample of residents, the results cannot be assumed to be definitively accurate – however the survey provides a reliable indication of activity levels and these results have been used to inform development of this strategy.

## Active Lives Children and Young People

Building on the adult survey, Sport England started publishing results from its ‘Active Lives Children and Young People Survey’ in 2018, summarising the activity levels of children and young people aged 5-16 in England. Each term, a number of schools are randomly selected to be in the survey, with the aim of getting 100,000 children and young people in Years 1 to 11 to take part 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 (averaging 60 mins or more activity every day), Fairly Active (average of 30-59 minutes a day) or Less Active (averaging less than 30 minutes a day).



The most recent data released in 2021 covers the 2019/20 school year. Due to challenges with data collection the sample size for Surrey Heath was too small for Sport England to include but looking at the county picture, the impact of the pandemic is clear:

<b>Level of Activity</b>	<b>2018/19</b>	<b>2019/20</b>	<b>Difference</b>
<b>Active</b>	53.4	47.2	-6.20%
<b>Fairly Active</b>	21.9	24.7	2.80%
<b>Inactive</b>	24.8	28.2	3.40%

*Table 2: Surrey Children and Young People Activity Levels, from Sport England 'Active Lives Children and Young People Survey' (13)*

During the most recent academic year where results were available at borough level (2017-18), Surrey Heath registered the highest percentage of “Less Active” young people in the county at 38.6%, far above the national average. While this is concerning, 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, the Children and Young People results are still in their relative infancy with a smaller sample size than the in the adult survey, meaning results are less reliable.

## Recovering from Covid-19

As shown in the data above, multiple lockdowns, requests to shield, closure of leisure facilities, financial impacts and challenges with mental health (amongst other reasons) all contributed to ‘usual’ physical activity habits grinding to a halt. While many residents have resumed physical activity, some are yet to return, so we must work hard to listen to what they need and give



them the confidence to come back. Sport England data also shows the pandemic exacerbated a number of inequalities in activity levels, such as those around socio-economic status, disability and ethnicity.

Locally we know many sports clubs, leisure facilities, community facilities and other organisations have had their memberships and income heavily disrupted, so it will be important we help these organisations to get back on their feet. We also know that “long covid” continues to affect some residents, and while research in this area is still limited, we will look to support them to find ways of being active that can work around their condition.

## 2.4 Local Consultation

While high level strategy and quantitative data are extremely useful in shaping our direction of travel, we know if we want to make meaningful change to improve activity levels, it is critical this strategy represents the needs and views of local residents. To ensure ‘Moving Forward’ captured this, a three phased consultation process took place between June - October 2021.

### Focus Groups

In an effort to better understand how we can address the local needs, issues and barriers for some of our underrepresented communities, focus groups were held around 5 key demographics:

- Women and Girls
- Older People
- Children and Young people
- People with disabilities and long-term health conditions
- Making Activity Accessible (cultural, financial, transport etc.)



Focus Group attendees were a mix of statutory bodies, community bodies and individuals with backgrounds or interest relevant to the theme of that session. Some came from more active background and others from less active backgrounds. Sessions were intimate with 3-5 participants each to ensure everyone had a chance to contribute, and were built around structured questions with opportunities for sharing personal experiences.

After being collated and coded, feedback was universally grouped into 6 main areas:



*Focus Group Feedback: Key Themes*

The focus groups were extremely insightful with multiple workshops agreeing that building of a social aspect into activities was just as essential as the activities themselves. There was a clear desire to see imagery of people and physical activity that “looked like them” rather than traditional “fit” stereotypes, and several stakeholders expressed a need for more activities pitched at beginner level.



## Physical Activity Survey

153 residents responded to the Council's physical activity survey as part of its "healthy choices" campaign between September – October 2021, which was open to all Borough residents. The survey, which was primarily promoted through social media and cascaded out through a network of community groups, contained a number of questions around activity levels, preferred types of physical activity and barriers to participation.

Responses to this consultation reflected a wide range of views with a number of conflicting answers, making it difficult to draw reliable conclusions. The variety of opinions does however underline there is not a "one size fits all" approach to physical activity that works for everyone, so we need to provide opportunities for activity in a number of different ways.

- Walking (46.8%) was the most popular activity that respondents took part in, followed by Gym/Fitness Classes (16.3%), and "Other" (11%) which included a diverse range of activities such as yoga, martial arts, home workouts, horse riding and Nordic walking
- Respondents felt that locality and access to activities (28.6%) and the range of activities available (24.9%) worked well in Surrey Heath
- Time (23%), money (13.7%) and motivation (11.5%) were ranked as the biggest challenges to being more active
- When asked "what would help you become more active?", respondents ranked "more affordable, discounted or free sessions" as the top answer (19.6%) followed by more taster sessions or open days try something new" (15.9%).

In the open text section, some of the most notable comments included:

- *"I don't like having to book weeks in advance or having to pay a membership fee"*
- *"Not knowing how to find out what is available and where."*



- *“Lessons with people who are overweight like me.”*
- *“I need to walk to any facilities. If they are not within walking distance don't use them.”*
- *“More facilities needed outside of Camberley. Chobham is overlooked”*
- *“So many sports are expensive - subs, kit costs and equipment for football, cricket, rugby etc can exceed £250/season. There is also a bit of a stigma around women in sport. There are no beginners or beginner friendly teams in the area (that I'm aware of) so a lot of the time you'll be a beginner in a team of experienced footballers/cricketers/runners etc. It can be intimidating, and the general excuse for being mixed with such abilities is that there aren't enough women taking part in sport - probably because they're too intimidated to go! It's a bit of a vicious circle”*

A further breakdown of responses to this consultation can be found in the appendix.

## Help Us Help You

As part of a campaign called “Help Us Help You”, local clubs and leisure organisations were contacted to gain a better understanding of the support they required as we emerge from the pandemic. Fourteen organisations responded and while many reported being optimistic about their ability to recover effectively, there were some common areas where support would be welcomed. Highlighted areas included recruitment of new members, building or re-building links with schools (who in most cases stopped sessions from external providers during the pandemic), and promotion in the community.

Thanks go to all who took time to be part of this local consultation work for their support, input and feedback which has helped inform the development of this strategy.



## 2.5 Wider Strategies

In addition to the above, the targets within this strategy are influenced by (and designed to contribute positively towards):

- [Surrey Health and Wellbeing Strategy](#) (PDF)
- [Community Vision for Surrey 2030](#) (Surrey County Council website)
- [Surrey Heath Climate Change Action Plan](#) (PDF)
- Surrey Heath Local Plan (in development)
- Frimley Integrated Care System Plan

Targets will also support wider work of the Council such as the “Whole Systems Approach to Obesity” project being developed with our health partners and outcomes from local community support working groups.



### 3. Building on our Strengths

While we are rightly focusing on local challenges, it is also important to recognise Surrey Heath has a number of local strengths. To achieve our goals of increasing physical activity levels among all residents, it will be important to make sure we capitalise and build on areas such as:

#### Leisure centres

Following a successful contract award to Places Leisure, Camberley's flagship £22 million leisure centre opened in summer 2021. The state of the art centre includes an extensive fitness suite, 25 metre 6-lane pool, training pool with adjustable floor, splash zone (interactive water confidence area), 8 court sports hall, group exercise studios, health suite, climbing area and café in addition to a soft play area for children. The spaces inside Places Leisure Camberley have been designed with flexibility and inclusivity in mind and can be adapted in many ways to make them suitable for a variety of audiences.

It will be important in the years ahead to maximise the fantastic opportunities presented by this new facility and work with the provider, Places Leisure, to ensure as many residents can find a form of activity that works for them - especially among underrepresented groups. In some cases this will be a simple case of signposting to sessions, while other issues may be more complicated and require a wider conversation with partners (such as investigating how those with transport challenges can still can benefit from the centre).

Outside of Camberley, Lightwater Leisure Centre also has a host of excellent dryside facilities and while not covered under the Council's leisure contract, we will work in partnership with the staff and trustees to identify gaps in provision and provide



support to address those gaps. A smaller leisure centre is also available at Tomlinscote school in addition to a number of private facilities around the Borough, while there are also opportunities to increase community engagement with more specialist venues such as Lord Roberts Centre in Bisley.

## Wealth of green spaces

Surrey Heath has the highest percentage of tree cover of any local authority in the country (14), and significantly more green space than the national average. As part of the Council's five-year strategy consultation, when asked "What do you love about Surrey Heath?", over half of the respondents mentioned some aspect of green space or open spaces or access to countryside or the rural feel of the area.

The Borough has two well known and loved Green Flag facilities in Frimley Lodge Park and Lightwater Country Park. Activity will continue to be promoted at both venues, but there are also a number of other green spaces across the Borough which can be utilised for a range of formal and informal activities.

We know that providing activity local to where people live is important, so in addition to promoting community facilities like community centres and village halls, we will also be working to raise awareness of walk routes and lesser known public green spaces which communities can enjoy.

## Committed volunteers

Thousands of hours are given up every year by volunteers across the Borough to facilitate getting our residents active, whether through community led schemes such as parkrun or University of the Third Age (U3A), through traditional sports clubs,



community organisations or through Surrey Heath Borough Council schemes such as its popular ‘Walking for Health’ programme.

We want to continue to celebrate and recognise those people who make sport and physical activity happen, and encourage even more people to give back to their local community while meeting new people and learning new skills.

### **Relationships with health and wellbeing partners**

As discussed at the head of this strategy, physical activity plays a role in the ‘bigger picture’ of wider health and wellbeing - so it is important we do not view physical activity in isolation. Instead we will look to further develop the excellent relationships we have built with our health partners, sharing knowledge, information and resources where relevant, and collaborating to make sure we are achieving our mutual objectives of a healthy Surrey Heath.

We want to work closer with colleagues in the growing areas of ‘social prescribing’ and ‘green social prescribing’ to help those who could benefit most from being involved in physical activity. We will continue to work closely with Active Surrey, the county’s Active Partnership, to improve our reach, knowledge and best practice.

### **History of successful projects**

Council officers have worked with a range of partners and volunteers to deliver a number of successful projects in the past such as the Surrey Youth Games, Surrey Heath Sports Awards, “Fans in Training Programme” (a 12-week theory and practical programme to help fans of local clubs to live a healthier lifestyle), walking football, “Go Tri” (beginner friendly triathlon) events,



a “Get Active 50+ programme” and a bike recycling scheme that gave unwanted bikes to young people on free school meals amongst others.

Every project has had its own successes and challenges, with the learning from each informing our future approach as we set our ambitious targets for “Moving Forward”.



## 4. Action Plan

Based on research, insight, feedback from residents and a knowledge of local issues, six key themes have been identified which will form the pillars of 'Moving Forward':



Within each theme is a table of targets which will act as objectives for delivery in year 1 of the strategy. These tables are followed by a number of wider goals that will be worked towards over the duration of the strategy period. Each January, officers will review performance against targets from the previous year and set an action plan for the year ahead. With a small delivery team, achieving the full range of targets in the strategy will only be possible by collaborating with a spectrum of partners and empowering our communities to deliver physical activity themselves.



In certain cases the strategy focuses on services that are not the responsibility of Surrey Heath Borough Council to deliver; where this is the case the Council will lobby and influence partners on behalf of its residents. Given their interlinking nature, it is recognised that some targets may impact or cut across more than one theme of the strategy.

## Vision

**“To create an environment where all Surrey Heath residents, regardless of age, background or circumstances, have the opportunity to participate in physical activity in a way that works for them.”**

We will be resolute in working towards our vision but flexible in terms of how we get there, understanding that circumstances can change at short notice (e.g. Covid-19). We will be ready to change our approach in order to take advantage of opportunities such as external funding or more efficient ways of working when they arise.



## Priority 1: Recover and Reinvent

In addition to helping our clubs and community organisations get back on their feet, we will capitalise on the break in usual service caused by the pandemic as an opportunity to reflect on what we provide, how we provide it, and whether work can be delivered in a more efficient or modern way. The principle of recover and reinvent will be woven throughout the other themes of work.

No.	Action	Baseline	Target
<b>1.1</b>	Support funding applications for sports clubs and leisure organisations to improve facilities and/or increase participation levels	During last full year before pandemic, 5 organisations were supported with applications	An additional 5 clubs or community groups to be supported
<b>1.2</b>	Support local clubs, groups and activity providers with governance, networking and general support through delivery of a 'Club Conversations' evening	Last event ran in 2018	Engage 10 local clubs/organisations in a virtual Club Conversations event
<b>1.3</b>	Rebrand 'Surrey Heath Sports Awards' to 'Surrey Heath Active Awards' to celebrate broader range of achievements, not just those in organised sport.	Streamlined 'Roadshow' event in 2020 & 2021 due to pandemic	Successful Rebranded event held at Camberley Theatre with sponsors for every award category
<b>1.4</b>	Harness additional interest in sport and physical activity created by major events such as 2022 Commonwealth Games	New	Work with partners to provide 'taster sessions' in public spaces to engage residents  Promote leisure directory during periods of heightened public interest so residents can easily find links to activity that suit them



**In addition to the above, longer term work in this area will include:**

- Supporting clubs, leisure providers and community groups with outreach and recruitment of new members
- Encouraging people back to community centres, village halls and other community spaces where there are opportunities to be active
- Engaging with Collectively Camberley, local business associations, business parks and individual businesses to create healthier and more active workforces, acknowledging the challenges presented by agile working
- Applying innovation and digital technology to make processes more efficient
- Using data to better inform future decision making
- Restarting 'Fans in Training' programme, taking education on healthy lifestyles and physical activity to settings where inactive people are already comfortable
- Continuing to recognise local sport/activity volunteers by putting them forward for external awards



## Priority 2: Connecting Communities

By bringing together people from a range of backgrounds, physical activity has the ability to reduce social isolation, build a sense of pride and belonging, and create better places for our residents to live. Rather than simply dictate provision using a top-down approach, we need to make sure our actions are in collaboration with the people from our local communities and the organisations trusted by them.

No.	Action	Baseline	Target
2.1	Consult with local communities to understand their needs and barriers to physical activity, with a view to introducing programmes that meet those needs	Ad hoc conversations with groups	Deliver detailed engagement programme with at least 5 different community groups, with a view to introducing new activity or signposting groups to existing sessions
2.2	Identify 'champions' who can act as role models and ambassadors for physical activity in their communities	2 informal champions	2 new champions from underrepresented communities who can be used to promote physical activity
2.3	Work with family support team and refugee support programme to explore how physical activity can help support refugee families with integration in the community	New	Engage a minimum of 2 families in local physical activity programmes
2.4	Take physical activity to communities where underrepresented groups already meet (rather than expecting them to travel)	New	Launch at least one new physical activity session in a community setting e.g. places of worship, family centres, day centres etc.
2.5	Match community groups looking for an appropriate venue with local facilities who are looking for new users (e.g. school halls/community centres/leisure centres)	Supported multiple community groups to find new settings after closure of the Arena	Link at least 2 community groups with places to be active



2.6	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	Restart an entry-level triathlon event with at least 90% non-triathlon members Develop 1 new participation event in a different sport/activity
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**In addition to the above, longer term work in this area will include:**

- Ensuring residents in villages have equal opportunities to be active compared with those living in more urban areas
- Capturing more photos and images from residents from a variety of backgrounds, so when we promote activity all residents can identify with images of someone who “is like me”
- Listening to organisations such as clubs and charities, parish councils and community groups who know their area and its needs best.
- Working with organisations who are already trusted in local communities to integrate activity and movement into existing programming.
- Working with community sport, dance and physical activity providers to access funding, training and develop their clubs to reach inactive groups.
- Building better links with specialist facilities such as Lord Roberts Centre in Bisley with the aim of increasing community awareness and access
- Amplifying Sport England marketing and behavioural insight expertise to support other audiences who we know are struggling to get active
- Building a network of relationships that span far beyond traditional sports development or physical activity links - we know we can make the biggest difference when we share our expertise and experience
- Increasing number of volunteers supporting community physical activity



### Priority 3: Making Activity Accessible

If we want to share the benefits of physical activity with all residents, we need to make it fully “accessible” in its broadest sense, so it is inclusive for all. Accessibility is about more than just access for someone with a wheelchair – it’s about making everyone feel comfortable and that being active is for them.

In order to provide equity of opportunities, we’ll be doing some targeted work and devoting resources to those who need the most support. We want to particularly engage underrepresented groups including people with disabilities and long term health conditions, women and girls, older people, residents from minority ethnic groups and residents who may find cost a barrier to activity.

In addition to this targeted approach, we’ll still be providing some universal support that can be accessed by everyone, everywhere.

No.	Action	Baseline	Target
3.1	Expand our healthy walks programmes that support residents (including those with medical conditions) to be active without cost as a barrier, especially in parts of the Borough identified as less active	66 active walkers on programme, walks spread across the Borough	Grow scheme by 10% of walkers Create at least one new walk in a less active part of the Borough and build into walk programme
3.2	Launch webpage and mixed media campaign to promote free or low-cost opportunities to be active	New	New “Low-cost ways to be active” page on SHBC website, posts on social media and mention in Borough magazine ‘Heathscene’



<b>3.3</b>	Promote sources of grant funding to eligible residents who may find cost a barrier to activity	Limited knowledge and expressions of interest from those with cost as barrier	5 eligible individuals to be referred to grant awarding agencies such as Surrey Heath Sports Council or Surrey Playing Fields
<b>3.4</b>	Work with partners to expand offer of modified sports/activities that better suit people with reduced levels of mobility e.g. Walking Football, Walking Netball	Work with partners to expand offer of modified sports/activities that better suit people with reduced levels of mobility e.g. Walking Football, Walking Netball	Launch, facilitate or promote at least one new modified session
<b>3.5</b>	Work with specialist organisations to develop an accessibility audit of Borough walk routes, then develop and promote new accessible walks webpage	Working with Parity for Disability who have assessed walk routes at Frimley Lodge and Lightwater Country Parks	Minimum of 4 walk routes audited, with plans in place for more Accessible walks webpage launched
<b>3.6</b>	Create cohesive communications plan that incorporates national campaigns to engage underrepresented groups in activity, including “This Girl Can”, “Active Aging Week” and “We Are Undefeatable”.	Mixed levels of involvement in national campaigns	Create calendar of comms for national activity campaigns with particular focus on ‘This Girl Can’ in Year 1. Ensure clubs and community groups are aware and support through their own channels where appropriate.
<b>3.7</b>	Work with providers to increase the number of bespoke sessions for groups who may find cultural norms a barrier to activity	Limited numbers	At least 1 new session introduced for a group(s) who may find cultural norms a barrier to activity

**In addition to the above, longer term work in this area will include:**

- Increase the number of active opportunities for people with a range of disabilities and long term health conditions



- Working with our leisure providers to actively target underrepresented groups and inactive people
- Expanding range of informal opportunities to be active (i.e. outside of traditional sports/leisure settings that need little planning or ongoing commitment)
- Working with leisure providers to better support access to activity for carers and care leavers
- Co-designing and delivering targeted activities with community groups that enable them to be active
- Encouraging and supporting coaches to attend training on inclusivity
- Supporting local delivery of new behavioural change campaigns that put movement, sport and physical activity at the forefront of conversations.
- Working to build links with agencies such as the Adult Education Centre to identify where physical activity opportunities could be incorporated into local offer (e.g. dance)



## Priority 4: Stronger Connections with Health and Wellbeing

By strengthening the connections between movement, physical activity and wider health and wellbeing, we can help more Surrey Heath residents to enjoy the benefits of an active life. Despite life expectancy increasing over the last 20 years, people are spending more time in poorer health while the complexity and severity of health needs is also increasing for some groups.

Many organisations are working to improve health and wellbeing, including colleagues in the NHS, the community sector, employers and the commercial health and wellbeing sector. We want to continue building on the great work that has taken place previously and strengthen the connection and collaboration between partners in the system so that more people can be signposted towards activity that works for them.

No.	Action	Baseline	Target
4.1	Lead work with partners on addressing rising obesity levels and helping residents to maintain a healthy weight	Healthy Weight Summit held November 2021	Development of Borough action plan, coordinated by SHBC but co-owned by range of partners
4.2	Share resources and knowledge with partners in the Integrated Care System to better understand local needs with a view to 'plugging the gaps'	Collaboration on projects such as Fans in Training, Dementia walks, Diabetes Walks, Cancer Rehab	Use partner knowledge to identify gaps in provision and deliver at least one new initiative
4.3	Improve links with mental health services and support groups, recognising the important part physical activity can play in mental health	Working with limited number of mental health referral partners (3)	Work with local NHS mental health teams to refer clients to Council coordinated projects (with partners) such as 'Community Garden'. Increase number of referral partners to 5 organisations



4.4	Provide Social Prescribers with latest updates on physical activity and start recording number of referrals from Social Prescribers into physical activity projects, with a view to growing this number in future strategy years	518 total Social Prescribing referrals, but unclear how many of these have been referred into physical activity	Set up regular quarterly meetings to discuss any updates and new developments Implement coding system to easily track social prescribing referrals into physical activity projects
4.5	Support reintroduction of GP exercise referral scheme and Adult Weight Management programmes by working collaboratively with health providers, leisure providers, and other partners	Schemes in place at Arena Leisure Centre before closure	Successfully reintroduce GP exercise referral scheme at Places Leisure Camberley Reintroduce weight management programme at a venue in the Borough

**In addition to the above, longer term work in this area will include:**

- Utilising links to residents in need through new “Health & Wellbeing Coach” role, part of the Surrey Heath Primary Care Network
- Involving health partners wherever appropriate in conversations and in meetings with leisure and activity providers
- Continuing to develop important relationships with decision-makers, experts and influential parties, partners and colleagues to understand challenges and opportunities in more detail.
- Embedding social interaction (e.g. coffee after sessions) around activities to improve mental health
- Looking to improve existing programmes and exploring new areas to help strengthen people’s health and wellbeing, from childhood right through to older age.
- Being committed to learning from partners and experiences, and be willing to experiment with ideas that may not always work on the understanding that what we learn will make the journey ahead more effective
- Supporting Active Surrey to train health and social care professionals in the benefits of physical activity for health professionals



- Helping residents who may be struggling with effects of “long covid” to find activity that can work around their condition



## Priority 5: Active Environments

We want to make it easy for people in Surrey Heath to be active in the space around them. Creating an active environment and encouraging active travel will not only result in health improvements for our residents but also support the Council's commitment to be carbon neutral by 2030 by using less fossil fuels, having cleaner air, and less congested and safer roads. It is also important in making Surrey Heath a place where people are proud to live.

We are fortunate to have designated active environments such as the Borough's new £22 million leisure centre, while we are also blessed as a Borough with natural environment such as our parks and green spaces which will be just as important to maintain and utilise. We will also look to use our relationships with schools to encourage more parents and children to enjoy greener ways of getting to and from school such as walking, cycling or using a scooter.

While it is important to recognise there are elements of the wider built environment that are not within the Borough Council's direct control, we will be advocates for the design of active environments and look to lobby and influence partners to create meaningful change.



No.	Action	Baseline	Target
5.1	Encourage schools to complete Surrey County Council “School Travel Plans”, linking to other services such as walk training, cycle training and air quality resources	New	At least 2 Surrey Heath schools to sign up to School Travel Plans
5.2	Deliver phase 2 of Watchetts & St Michaels Bike Recycling Project, focusing on taking bikes that are no longer used and donating them to families in need	Phase 1 completed Summer 2021	Find permanent location for workshop and storage of bikes Refurbish and donate at least 30 bikes to families facing financial hardship
5.3	Host recreational cycling event to encourage people to use their bikes for short journeys	New	Host a successful event that raises awareness of cycling, builds confidence and leaves legacy of more people using bikes
5.4	Work with leaders of community groups to connect them with their local green spaces	New	Work with at least two community groups on activities that take them to their local green spaces
5.5	Raise awareness of Places Leisure Camberley, particularly among underrepresented groups, making them aware of fantastic facilities on offer	New	Facilitate tour of facilities for at least 3 community groups from underrepresented communities so they are fully aware of opportunities on offer
5.6	Support Lightwater Leisure Centre and other leisure providers across the Borough to identify and address local gaps in provision	Ad hoc meetings as needed	Scheduled quarterly meetings with LLC Facilitate new launch 1 new session where local need has been identified

**In addition to the above, longer term work in this area will include:**

- Working with colleagues in Planning Services to ensure the Surrey Heath Local Plan and planning applications support healthy and active spaces by taking account of Sport England’s Active Design Principles.
- Working with colleagues and external partners to review options for improving/increasing cycle lanes



- Contributing to corporate work in partnership with Surrey County Council to develop Local Cycling and Walking Infrastructure Investment Plans to identify priority routes for investment and improvement within the Borough
- Raising awareness of community spaces where people can be active such as village halls, community centres and schools
- Working with Collectively Camberley and business associations across the Borough to look how we can build physical activity into our town/village centres
- Undertaking review of leisure facilities to understand how we can operate them in most efficient manner, including tennis facilities.
- Supporting development of funding applications, seek to leverage external funding to develop facilities around the Borough
- Working with Camberley Theatre and Surrey Arts Partnership to expand opportunities for dance and movement
- Supporting delivery of active transport initiatives as highlighted within Surrey Heath Climate Change Action Plan
- Further exploring the impact active environments can have on the climate emergency



## Priority 6: Children and Young People

Positive experiences at an early age help build the foundations for an active life. If children and young people have experiences that feel fun, positive and give them a sense of confidence, they're more likely to want to be active in the future (15).

We know that what makes a “positive experience” varies from young person to young person and across different age groups, so our aim must be for all to get an experience which meets their diverse and changing needs.

While we don't have direct influence over the curriculum or what happens during the school day, we will look to support schools as much as possible to create active opportunities and provide options for children and young people outside of the school setting that they are interested in.

No.	Action	Baseline	Target
6.1	Create opportunities for young people to be active on their own terms. We will do this by listening to what young people want and acting accordingly	Build on examples such as events at Ping Pong Parlour	Hold consultation programme with partners such as Surrey Youth Focus, Eikon, Surrey Clubs for Young People and Youth Council to understand what is wanted and needed (within local limitations)
6.2	Offer targeted free coaching through revamped Specsavers Surrey Youth Games programme, with greater focus on engaging inactive young people	Games last took place in 2019	Enter a team of young people into every available activity Work with schools to engage as many identified inactive young people as possible



6.3	Work with Old Dean Community Group and partners to relaunch 'Friday Night Project' style programme, giving young people something to do and safe place to be active. Explore whether model could be rolled out to other facilities across the borough	New	Secure necessary funding arrangements and successfully relaunch sessions Work with partners to ensure sustainability of project Explore plans for expansion to other parts of Borough in future years
6.4	Work with clubs and leisure organisations to ensure their offer is inclusive for children and young people of all abilities, including those who may be inactive and/or may not consider themselves "sporty".	Ad-hoc support	Provide guidance, resources and/or links to continued professional development to at least 10 coaches, clubs, volunteers, community groups etc.
6.5	Support special schools to increase range of physical activity opportunities for children and young people with additional needs	Supported Carwarden House school with orienteering and tennis resources	Support special schools to implement at least 2 new opportunities for students

In addition to the above, longer term work in this area will include:

- Working with Active Surrey's schools team to support schools in engaging less active children and young people into activity.
- Continuing to send a representative to Surrey Heath Primary School Sports Association meetings, offering support where appropriate
- Working with sports clubs and leisure providers to ensure their safeguarding policies and procedures are up to date and appropriate
- Rebuilding links between schools and clubs (or other organisations) which may have been lost during the pandemic.



- Linking community sport and physical activity providers to schools and other population groups
- Supporting schools and young talented athletes to access grants.

## Summary

The pandemic has undoubtedly had a negative impact on physical activity levels (although these have not reverted to the levels last seen in 2015-16), creating a number of new challenges and exacerbating the existing health inequalities that exist within our communities. In order to start turning the tide and creating a more active Borough, we need to ‘level up’ the way that we work and our offer for residents. While the objectives set out in this strategy will not solve every issue, they target the areas we feel we can make real impact and start the journey of ‘Moving Forward’.

By working collaboratively with our vast range of partners, listening to the views of our residents and empowering our community groups, we can create an environment where all Surrey Heath residents, regardless of age, background or circumstances, have the opportunity to participate in physical activity in a way that works for them – ultimately creating a happier, healthier, better Surrey Heath.



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