

# Cabinet

9 December 2015



<b>Title</b>	Surrey Physical Activity Strategy		
<b>Purpose of the report</b>	To make a decision		
<b>Report Author</b>	Sandy Muirhead		
<b>Cabinet Member</b>	Councillor Mrs Jean Pinkerton OBE	<b>Confidential</b>	No
<b>Corporate Priority</b>	This item is not in the current list of Corporate priorities but still requires a Cabinet decision		
<b>Cabinet Values</b>	Community and Opportunity		
<b>Recommendations</b>	Cabinet is asked to adopt a Physical Activity Strategy for Surrey which will seek to deliver increased activity levels across the population in Surrey by enhanced co-ordinated multi-agency partnership working.		

## 1. Key issues

- 1.1 Surrey is consistently in the top 4 counties for physical activity levels which is good news for Surrey. More active people are more productive at work, attain better educationally, and cost the health and social care system less. Sport and leisure in Surrey sustains 13,500 jobs and returns (Gross Value Added) over £450m per annum to the economy.
- 1.2 However, there is a direct link between inactivity levels, excess weight, and areas of deprivation and health inequalities. Annually, the direct and indirect cost to Surrey's health system from inactivity is £18m and a major study has recently found that inactivity leads to double the number of deaths than obesity does.
- 1.3 Around 360,000 of Surrey's adults do not exercise enough to meet health guidelines (at least 150 mins/week moderate intensity) and nearly one in four adults (around 210,000) are classed as physically inactive (less than 30 mins/week moderate intensity) and therefore in the Chief Medical Officer's high risk health category. Around 55,000 Surrey children are overweight or obese
- 1.4 In addition, residents with limiting disabilities are only half as likely to participate in sport as those without disabilities; physical activity is higher in males than females at all ages; and certain ethnic groups have lower levels of physical activity. Activity levels decrease with age and, with an ageing population, the situation in Surrey will become more challenging over time.

- 1.5 Physical activity like cycling, walking, school PE, or community sport is already being promoted by many organisations and through many different strategies and action plans. There is lots of great work happening across the county, usually by people working closely together. However, sometimes this work happens in isolation and so there is a danger that, without an overarching strategy on physical activity, there may be duplication of work, or opportunities to work together and share resources/ideas may be lost. Worse still, areas that need greater support may not receive enough attention, resulting in health or social inequalities.
- 1.6 Surrey needs a strategy that pulls together, and starts to address, key issues and makes real progress on them - the Surrey Physical Activity Strategy is designed to do this. It aims to: make local sense of national policy and research; collate in one place what's happening across all the different sectors; and then look to fill the gaps as required. It will also highlight good practice so others can improve their delivery and ensure more organisations work together more effectively to make better use of existing resources.
- 1.7 Physical activity is now firmly in the spotlight nationally. With the support of the Local Government Association, UK Active and the national County Sports Partnership (CSP) Network. Public Health England (PHE) has recently launched 'Everybody Active, Every Day', a framework for national and local action to address the national physical inactivity epidemic which currently costs the country an estimated £7.4 billion a year.
- 1.8 PHE is calling for action from providers and commissioners in: health, social care, transportation, planning, education, sport and leisure, culture, the voluntary and community sector, as well as public and private employers. To make active lifestyles a reality for all, the framework's 4 areas for action will seek to:
  - change the social 'norm' to make physical activity the expectation
  - develop expertise and leadership within professionals and volunteers
  - create environments to support active lives
  - identify and up-scale successful programmes nationwide.
- 1.9 PHE wants to "drive a step change in improving the public's health". They have identified priorities for the next 10 years to tackle inactivity – behaviour that risks poor mental and physical health. These include researching gaps, building evidence, and implementing action across settings and life course.
- 1.10 At a local level, the Active Surrey Board are keen to utilise the national momentum to drive the agenda forward in association with public health colleagues in local government, employers, leisure providers, education and the voluntary sector (including thousands of local sports clubs).
- 1.11 Preventing illness through increasing physical activity levels is already a key pillar of Surrey's Joint Health & Wellbeing Strategy. It is also inherent in the Surrey Cycling Strategy, the Children and Young People's Strategy and Clinical Commissioning Group Prevention Plans, The 2011-2015 Surrey Sport and Physical Activity Strategy provided strategic direction for local partners but ends this year. A new, overarching Physical Activity Strategy has been put together

to bring together all the key strategies and plans in one place and this links to our Leisure and Culture strategy and associated action plan.

- 1.12 Through delivering the strategy at a local level and in conjunction with our own leisure and culture strategy, improvements to facilities, green spaces and activity provision will be better planned and coordinated which will likely result in better outcomes and more choice for residents.
- 1.13 Working with the county, borough and district Health and Wellbeing Boards and other key partners across many different sectors, the Active Surrey Board will oversee the Strategy's implementation and monitoring, reporting progress annually.
- 1.14 The leisure team do hold regular meetings with Active Surrey and Public Health and have various joint projects to work towards delivering the strategy. Joint activities range from workshops on coach development to Club development. Active Surrey organise the Surrey Youth Games and Surrey School Games. Active Surrey support the Spelthorne Primary School Sports Associations and work with clubs in the Borough. They work across Surrey with Sports Councils including Spelthorne's to help them be more proactive in promoting sports. They also provide considerable funding advice to Clubs and each year we have an annual Service Level agreement proposing the work they do with us within the year e.g. supported production of playing pitch strategy. Recently we have gained considerable funding for development of over 50's activities by taking a partnership approach and this will now be rolled out across Surrey. The activities that we undertake such as walking for health, cycling for health, sports and schools development in sport, talented performer etc all fit underneath the umbrella of the Surrey wide strategy as well as linking to our own leisure and culture strategy. By delivering together monies can go further in helping grow sports/physical activity for all in the Borough to develop a healthier and hence more productive population.

## **2. Options analysis and proposal**

- 2.1 To not adopt the strategy will not support the overall objectives of the Council's priorities and other strategies with linkages to health and well being
- 2.2 To adopt a Physical Activity Strategy for Surrey, which will seek to deliver increased activity levels across the population in Surrey, thorough enhanced and co-ordinated multi-agency partnership working. This is the recommended option as it will assist, not only in improving sports participation, but contribute to the health and well-being of the individual and supports our own activities under the Borough's Leisure and Culture Strategy.

## **3. Financial implications**

- 3.1 None. Existing budgets are in place but greater partnership working and understanding of different organisations/directorates' agendas, is needed to enable more effective planning and delivery.

## **4. Other considerations**

- 4.1 Whilst there are no specific implications for equality arising directly from this report, the Strategy does assist in raising the awareness about physical activity participation levels specifically for certain communities of interest and place, and highlights the need to look at targeted interventions accordingly

**Background papers: There are none.**

**Appendices:**

**Appendix 1 Key Points and direction for Physical Activity Strategy**

**Appendix 2 Physical Activity Strategy**

**Appendix 3 Physical Activity Strategy leaflet**