Executive Summary

Active Surrey is the brand name of Surrey’s County Sports Partnership (CSP). It is a non-profit making organisation set up to support the network of groups and organisations from the local government, education, business, sport, health and voluntary sectors. Active Surrey is the strategic representative, advocacy body and lead development agency for sport and physical activity in Surrey. Active Surrey has prepared the draft Surrey Physical Activity Strategy, which is at Appendix 1.

Surrey is consistently in the top four counties for physical activity levels. Physical activity examples include sport, dance, play, gardening, PE, walking and cycling. People that are more active are more productive at work, attain better educationally, and cost the health and social care system less.

Around 360,000 of Surrey’s adults are not active enough to meet health guidelines and nearly one in four adults (around 210,000) are classed as physically inactive and therefore in the Chief Medical Officer’s high risk health category. Around 55,000 Surrey children are overweight or obese.

Surrey Physical Activity Strategy aims to make local sense of national policy and research, collate in one place what is happening across all the different sectors and then look to fill the gaps as required. It will also highlight good practice.

The strategy is intended to create an impetus to make a step change in the numbers of residents being physically active which will benefit more residents’ health and wellbeing.

The priorities highlighted in the strategy can be summarised as:-

- **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.
- **STAY MOVING:** Supporting older adults to live longer, and more active, lives.

The strategy objective is for Surrey, by 2020, to be the most active county in England based on the results of the annual Active People Survey.
Recommendation to Executive

That the Executive
1) endorses Surrey’s Physical Activity Strategy 2015-2020 and approves the use of the borough logo to demonstrate this; and
2) commits to consider using the strategy when reviewing / introducing local strategies / plans.

Reason for recommendation:
The strategy is intended to create an impetus to make a step change in the numbers of residents being physically active which will benefit more residents’ health and wellbeing.

1. Purpose of Report

1.1 To consider the adoption of Surrey’s Physical Activity Strategy 2015 - 2020.

2. Strategic Framework

2.1 The adoption of Surrey’s Physical Activity Strategy detailed within this report primarily supports the Corporate Plan in the following area:-

- Society – through promoting physical activities and contributing to public health

3. Background

3.1. Active Surrey is the brand name of Surrey’s County Sports Partnership (CSP), one of 49 CSPs covering England. It was established in 2000 as a non-profit making organisation (hosted by Surrey County Council) to support the network of groups and organisations from the local government, education, business, sport, health and voluntary sectors.

3.2. Active Surrey is recognised as the strategic representative, advocacy body and lead development agency for sport and physical activity in Surrey. Active Surrey has prepared a draft physical activity strategy for Surrey, which is at Appendix 1. Surrey Chief Officers Board have endorsed the draft strategy. All the councils participating in the Surrey County Sports Partnership are now considering endorsement of this draft strategy and it has been positively received by all the other authorities so far.

3.3. Surrey is consistently in the top four counties for physical activity levels. People that are more active 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.

3.4. However, there is a direct link between inactivity levels, excess weight, 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.
3.5. Around 360,000 of Surrey’s adults are not active enough to meet health guidelines (at least 150 minutes per week moderate intensity) and nearly one in four adults (around 210,000) are classed as physically inactive (less than 30 minutes per week moderate intensity) and therefore in the Chief Medical Officer’s high risk health category. Around 55,000 Surrey children are overweight or obese. In Guildford, 12.8 per cent of year six children are obese, which is better than the national average of 18.9 per cent, however we do have areas with a low proportion of children at a healthy weight that correlate with local areas of deprivation.

3.6. 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.

3.7. Physical activity like cycling, walking, school PE, or community sport is promoted by many organisations and through many different strategies and action plans. It is hoped that by having this overarching strategy on physical activity there will be increased opportunities to work together and share resources. It is also hoped that areas that need greater support will be highlighted as requiring more attention and therefore reduce health or social inequalities.

3.8. Surrey Physical Activity Strategy aims to make local sense of national policy and research, collate in one place what is happening across all the different sectors and then look to fill the gaps as required. It will also highlight and share good practice.

3.9. 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.

3.10. Being active is a sure and enjoyable way to improve mental and physical wellbeing – but many of us are not active enough. This strategy aims to encourage everyone in Surrey to be more active and therefore gain the many benefits that being active can bring whatever their age or ability.

3.11. The strategy pulls all national and local plans together and will create an impetus to make a step change in the numbers of residents being physically active which will benefit more residents’ health and wellbeing. It is hoped through delivering the 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 Surrey residents.

3.12. An extract from the strategy highlighting the Vision and the Key Performance Indicators is detailed below:-
THE VISION
By 2020, to be the most active county in England

KEY PERFORMANCE INDICATORS by 2020
KPI 1: Achieve a 2.5% increase in adults being active for 150 minutes per week
Baseline: 60.4% [APS 7 (2013)]
Target: 62.9%

KPI 2: Achieve a 2.5% decrease in adults not being active for at least 30 minutes/week
Baseline: 23.5% [APS 7 (2013)]
Target: 21.0%

KPI 3: Achieve a 2.5% increase in adults playing sport once per week
Baseline: 41.1% [APS 8 (2014)]
Target: 43.6%

Other KPIs will be developed as part of the detailed action planning work. Baseline from Active People Survey (APS).

PRIORITIES
• 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.
• STAY MOVING: Supporting older adults to live longer and more active lives.

PRINCIPLES:
• ACTIVE TOGETHER: Working in partnership across all sectors to develop shared priorities and projects and to highlight the importance of, and benefits from, everyone moving more.
• ACTIVE LONGER: Working together to make physical activity a priority in health and social care.
• ACTIVE ENVIRONMENT: Using and shaping the natural and built environment to encourage residents to move more in their everyday lives (including active travel).

4. Financial Implications
4.1 Adoption of the Surrey Physical Activity Strategy has no direct financial implications.

5. Legal Implications
5.1 Adoption of the Surrey Physical Activity Strategy has no direct legal implications.

6. Human Resource Implications
6.1 None.
7. **Conclusion**

7.1 Surrey’s Physical Activity Strategy is consistent with the best practice approaches that touch on a number of areas of activity within Guildford Borough Council. Examples of the areas of activity include play development, sport development, health and well being, greenspace management planning, and the Local Plan. This document can be used as a framework resource to enhance and inform service delivery within these areas without compromising the local decision making process.

7.2 The targets set within the KPIs are challenging; however, the benefits to the community will be significant if they are achieved.

8. **Background Papers**

None

9. **Appendices**

Appendix 1:  Surrey’s Draft Physical Activity Strategy 2015 - 2020