

Health and Wellbeing Board
12 March 2015

Surrey Physical Activity Strategy

Purpose of the report: Policy Development and Review

This new 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. 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 residents.

Introduction:

1. 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.
2. It has been developed by Active Surrey, the County's Sports Partnership, with input from its wide range of partners and stakeholders who will continue to help drive it forward through detailed action plans. The organisations are all keen to play their part but a greater impact can be made across Surrey by encouraging other organisations to align strategies and plans that impact on physical activity with the priority areas identified in this strategy. By working together more effectively existing resources can be used better and new ones can be accessed, to make a real difference to the lives of the population.
3. The three key priorities to enable more residents to meet the Chief Medical Officers' physical activity guidelines are: Start Moving; Move Every Day; Stay Moving. The vision is that by 2020, Surrey will be the most active county in England.

The need for a strategy:

4. 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.

5. 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 does.
6. Around 360,000 of Surrey's adults do not exercise 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.
7. 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.
8. 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.
9. Surrey needs a strategy that pulls together, and starts to address, key issues and makes real progress on them - the new 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.
10. 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.
11. Being active is a sure and enjoyable way to improve our 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

Recommendations:

12. The Surrey Health and Wellbeing Board is asked to:
 - a. Note the content of the Strategy.
 - b. Endorse the Strategy and approve the use of the Surrey Health and Wellbeing logo to demonstrate this.
 - c. Support the Active Surrey Board (ASB) in its work. The ASB will oversee the various action plans that will be produced and report progress to the Health and Wellbeing Board annually.
 - d. Commit to consider using the Strategy when reviewing / introducing local strategies / plans (CCGs and Boroughs/Districts).

Next steps:

The final draft strategy is also being presented to Borough and District Council members over the next few weeks. It is intended to launch the agreed version of the strategy in June 2015.

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<http://www.aomrc.org.uk/>
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- Children and young people's strategy (2012): <http://new.surreycc.gov.uk/your-council/council-services/services-for-children-schools-and-families/children-and-young-peoples-strategy-2012-2017>
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