

MOVEMENT FOR CHANGE

Surrey's strategy to tackle inactivity and inequality to 2030

**BY 2030 WE WANT
SURREY TO BE A UNIQUELY
SPECIAL PLACE, WHERE
EVERYONE HAS A GREAT
START TO LIFE, PEOPLE
LIVE HEALTHY AND
FULFILLING LIVES,
ARE ENABLED TO ACHIEVE
THEIR FULL POTENTIAL
AND CONTRIBUTE TO
THEIR COMMUNITY.**

NO ONE IS LEFT BEHIND.

We know being active is one of the single most effective and sustainable ways to achieve the 2030 Vision for Surrey.

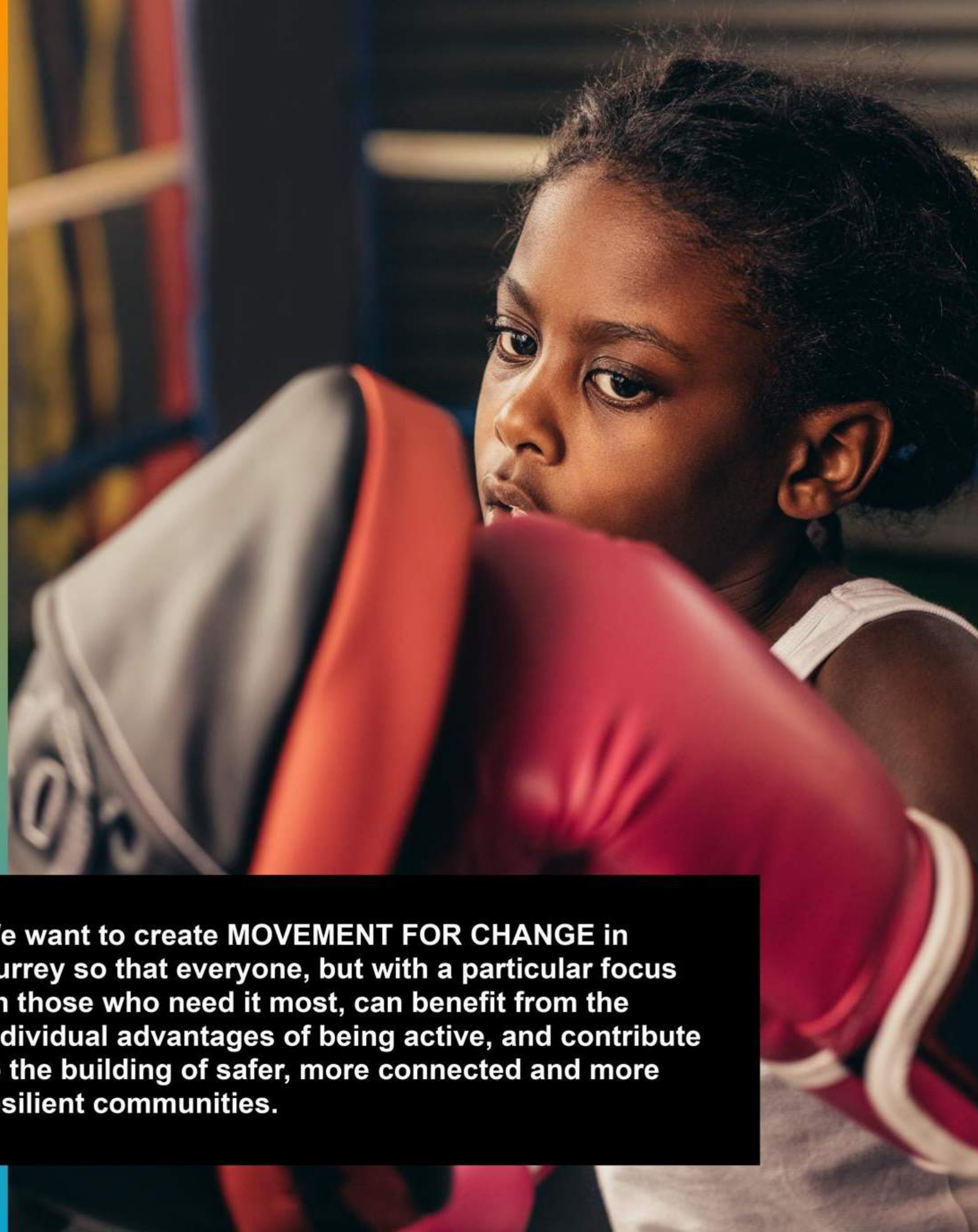
From better mental and physical health to social cohesion and a greener future, movement benefits us from the day we are born through to old age.

OUR COMMITMENT

For too long, people with the most to gain from being active have been the least able to take part. The pandemic has exacerbated Surrey's inequalities – such as those around socio-economic status, disability and ethnicity.

This strategy lays our commitment to working differently and confronting these inequalities head on.

We want to create MOVEMENT FOR CHANGE in Surrey so that everyone, but with a particular focus on those who need it most, can benefit from the individual advantages of being active, and contribute to the building of safer, more connected and more resilient communities.



WE LISTENED & LEARNED

DURING 2020/21 ACTIVE SURREY ENGAGED WITH COMMUNITIES AND PARTNERS, WITH A PARTICULAR FOCUS ON LESS ACTIVE GROUPS, TO EXPLORE HOW WE CAN COLLECTIVELY CREATE THE CONDITIONS FOR A MORE ACTIVE COUNTY

1

Analysis and review of current data and insight including Active Lives, Sport England Insight Briefings and SCC Covid Impact Assessment

2

Surrey wide physical activity survey with over 650 people

3

Held a physical activity summit with over 90 professionals and people with lived experience

4

Listened to particular inactive groups talk about their attitudes to being active

5

Shared draft survey for comment

HERE'S WHAT WE LEARNT WE ALL NEED TO MOVE MORE!

23% of the Surrey adult population are active for less than 30 minutes per week¹

COVID saw the numbers of regularly active people drop to their lowest levels on record



**“We all know we should eat 5 a day,
do 10,000 steps. But we don’t.”**

Resident with a BMI >30

**WE KNOW IT IS GOOD FOR
OUR PHYSICAL HEALTH
AND INCREASINGLY OUR
WELLBEING TOO. WE
RECOGNISE THE ROLE IT
PLAYS IN A GREENER
FUTURE FOR SURREY.**

**57% of surveyed Surrey residents
manage their worries by exercising.**

Surrey Physical Activity Survey 2020



WHY MOVEMENT MATTERS

ENABLING A GREENER FUTURE

THOSE WHO SWITCH FROM DRIVING TO WALKING FOR ONE TRIP PER DAY REDUCE THEIR CARBON FOOTPRINT BY 0.5 TONNES OVER A YEAR⁹

EMPOWERING COMMUNITIES

PHYSICAL ACTIVITY REACHES INTO THE PLACES WE LIVE, REDUCING SOCIAL ISOLATION, AND BUILDING A SENSE OF PRIDE AND BELONGING.



PHYSICAL HEALTH

UP TO 50% LOWER RISK OF MANY LONG TERM HEALTH CONDITIONS INCLUDING TYPE 2 DIABETES, HEART DISEASE AND STROKE.⁷

MENTAL HEALTH

UP TO 30% LOWER RISK OF DEPRESSION AND DEMENTIA.⁷

GROWING A SUSTAINABLE ECONOMY

THERE IS A PROVEN LINK BETWEEN TAKING PART IN PHYSICAL ACTIVITY AND IMPROVED JOB OPPORTUNITIES.

“Cost means how much are you willing to pay. If you think of being active as superfluous, or a luxury, it will always be too much”

Summit contributor

“The proximity to drugs happening in the local park, the litter, it doesn’t feel like somewhere you would take your children to exercise.”

Summit contributor

**WHERE YOU FIND INACTIVITY,
YOU ALSO FIND INEQUALITY**

28% of people from lower socio-economic groups are inactive compared to only 13% of those in higher socio-economic groups.⁵

1 in 4 children leave primary school overweight or obese and children from lower socio economic groups are twice as likely to be obese or overweight.⁶

33% of people from Asian backgrounds are inactive compared to 19% of White British people.⁴

1 in 3 disabled people or people with long term health conditions are inactive.³



**FINDING THE
TIME, THE
MOTIVATION,
THE MONEY, THE
PLACES OR EVEN
THE SELF WORTH
IS SO MUCH
HARDER FOR
SOME THAN
OTHERS**

“WE NEED TO RECOGNISE THAT PARENTS AND CARERS ARE EXHAUSTED AND SHORT ON MONEY, THIS IS A HUGE BARRIER TO GETTING CHILDREN OUT AND ACTIVE.”

SUMMIT CONTRIBUTOR DISCUSSING FAMILIES WITH A CHILD WITH SEND

OUR COMMITMENT IS TO

RE-INTEGRATE MOVEMENT INTO EVERYONE'S LIFE

Tackling sedentary habits and creating environments which make being active easier

SHINE A SPOTLIGHT ON INEQUALITIES

Unashamedly focusing on those who will derive the most benefit from a more active lifestyle



“My motivation to exercise is different as I age, I am now interested in bird watching and the walking is a means to access the best spots.”

Summit contributor

“I used to be in an ‘I hate running’ group. We jogged & then went for a coffee or a wine. It was great-you were with people like you, you did something & then got a reward.”

Resident with poor mental health

**IT DOESN'T
MATTER
WHAT GETS
US MOVING**



TOGETHER

United as a movement against inactivity and inequality – a whole system approach



TARGETED

Place based focus tackle the starkest inequalities

HOW WE SHOULD WORK



COMMUNITY LED

Listen first



CONNECTING AND EMPOWERING

'People like me' as role models and activators

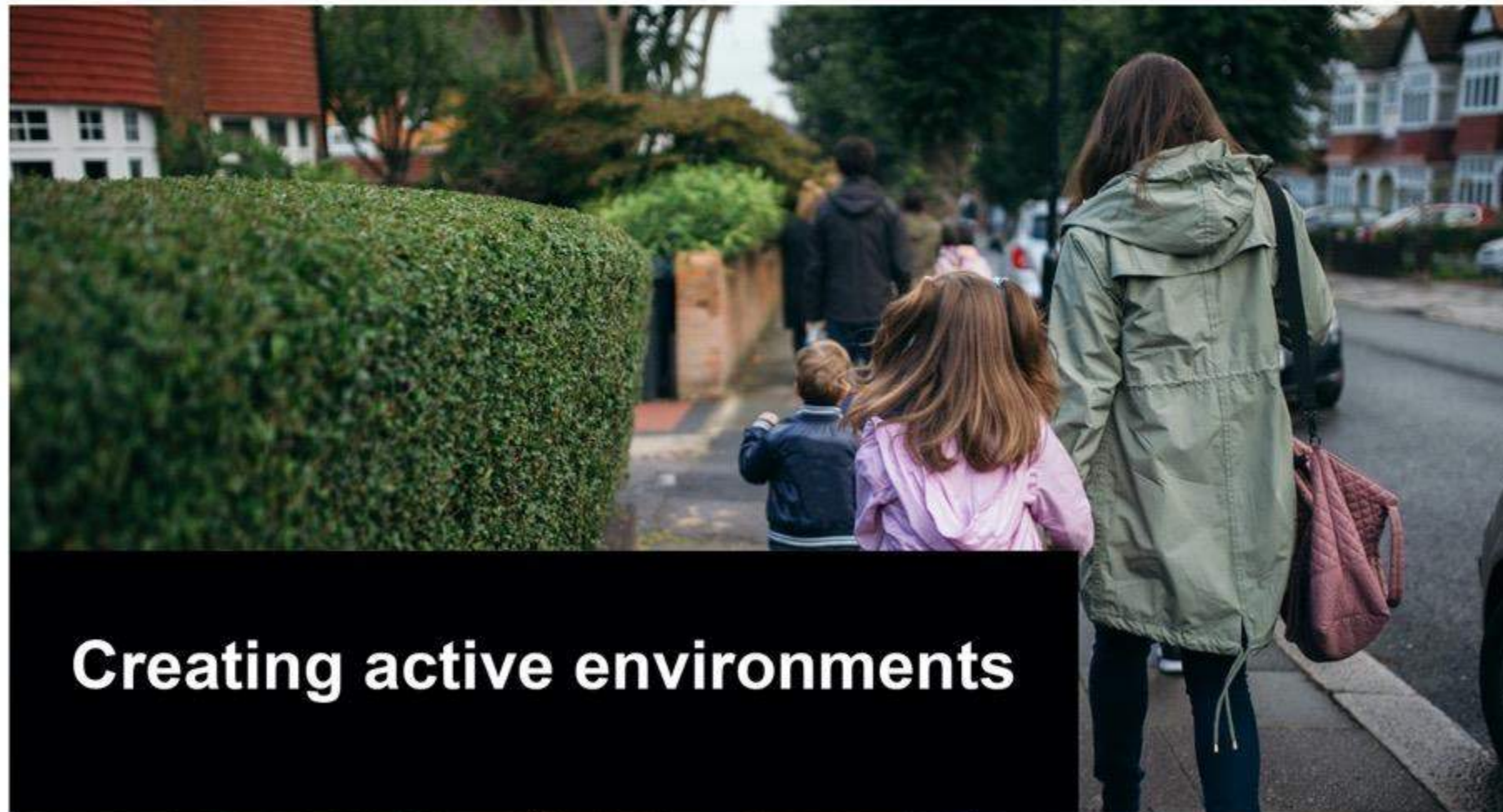


Positive experience of being active for young people



Connecting communities

WHERE WE SHOULD **FOCUS**



Creating active environments



Linking physical activity with health and wellbeing

WHERE WE SHOULD FOCUS

We want young people to enjoy being active and create the right foundations for a long, active and healthy life.

We will

1. Work *with* less active young people and their families including those with SEND and young people from a deprived background, to make being active more 'normal' and 'easy' for their family.
2. Embed physical activity across all aspects of school life including travel to school.
3. Focus on the role of an active lifestyle to support young people's wellbeing.

Positive experience of being active
for young people



“Working out is so good for your mental health, I don’t know why they don’t teach you that at school.”

Looked after child, Surrey

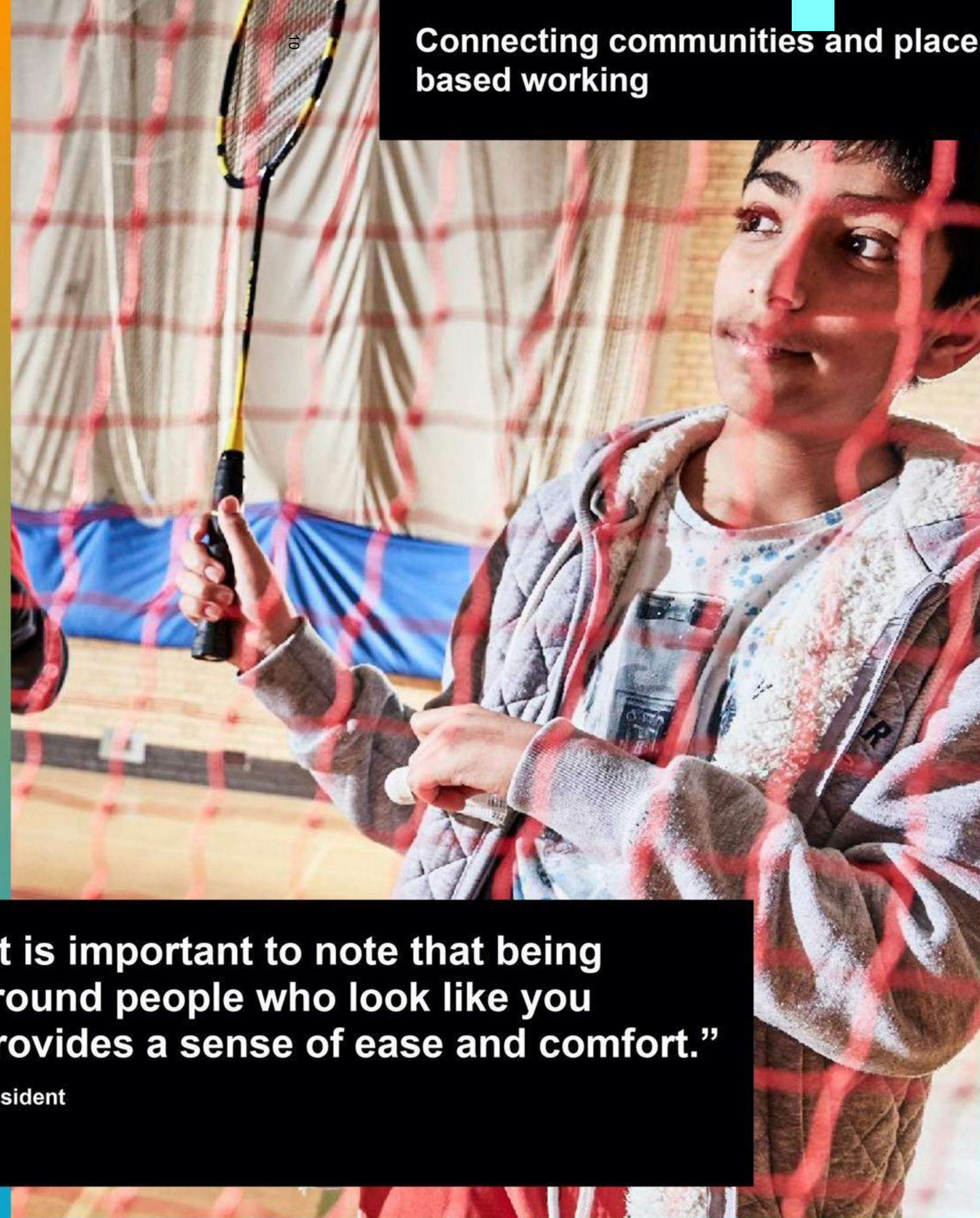
WHERE WE SHOULD FOCUS

We want to better harness physical activity's unique ability to make better places to live and bring people together, particularly targeting where inequalities are greatest.

—
We will

1. Work locally with disadvantaged communities to better understand local barriers and enablers.
2. Connect and enable local activators and community networks to inspire movement locally.
3. Mobilise physical activity to reduce anti-social behaviour and improve community safety.
4. Focus on connecting underrepresented groups with local green spaces and opportunities to be active.

Connecting communities and place based working



“It is important to note that being around people who look like you provides a sense of ease and comfort.”

Resident

WHERE WE SHOULD FOCUS

We need to create and protect the places and spaces that make it easier for people to be active.

We will

1. Focus on active travel – encourage and enable a shift from cars being the mode of transport of choice for local journeys.
2. Make it easier to be more active and less sedentary in the places we live and work.
3. Ensure sport and physical activity provision is accessible (in its broadest sense) to inactive groups.

Creating active environments

A man with a beard, wearing a dark suit, a patterned tie, and a black bicycle helmet, is riding a bicycle. He is smiling and looking towards the camera. The background is a blurred outdoor setting with trees and a street lamp.

“Might consider cycling but unlikely to as I think roads, especially poorly maintained surfaces, are not safe.”

Survey respondent

WHERE WE SHOULD FOCUS

We will

1. Up-skill professionals to have more and better conversations about the connection between health and physical activity.
2. Build on the awareness of physical activity's connectivity with wellbeing to support increased self care.
3. Increase specific and targeted provision for people with long term health conditions or disabilities.
4. Continue to focus on keeping active as you age and preventing falls.
5. Continue to integrate physical activity into social prescribing and green social prescribing work.

Link physical activity with health
and wellbeing



“There are lots of activities out there for the fit and well, but less for people that need a bit more time and tailoring to their needs.”

Survey resident

A photograph of a family of four playing soccer in a park. A woman with long dark hair, wearing a grey sweater and blue jeans, is on the left, looking down at a young girl in a blue puffer jacket and red boots. A young boy in a grey and black striped jacket is in the center, looking at a soccer ball on the grass. A man with a beard, wearing a black shirt and grey pants, is on the right, looking down at the boy. The background shows trees and a fence, suggesting a park setting. The text "UNITING THE MOVEMENT IN SURREY" is overlaid in large, bold, yellow letters.

UNITING THE MOVEMENT IN SURREY

Only by working together — *with* residents, volunteers, professionals, behind a shared purpose to tackle inactivity, can everyone in Surrey reap the benefits of a more active county.

**BECAUSE WHEN
WE MOVE, WE
ARE STRONGER.**

**“THE ONE THING THAT HAS STAYED TRUE DESPITE UPS
AND DOWNS IS THE FEELING I GET AFTER BEING ACTIVE.
YOU FEEL GOOD. YOU JUST FEEL GOOD THAT YOU’VE
DONE SOMETHING”**

RESIDENT

**JOIN US BEHIND A
#MOVEMENTFORCHANGE**

APPENDIX

- 1.Active Lives November 2019/20, Sport England, <https://activelives.sportengland.org/Result?queryId=48217>
- 2.Active Lives May 20, Sport England
- 3.Active Lives November 2019/20, Sport England, <https://activelives.sportengland.org/Result?queryId=48241>
- 4.Active Lives May 2019/20, Sport England, <https://activelives.sportengland.org/Result?queryId=34003>
- 5.Active Lives May 2019/20, Sport England, <https://activelives.sportengland.org/Result?queryId=48258>
- 6.National Child Measurement Programme 2019/20, NHS Digital, <https://digital.nhs.uk/data-and-information/publications/statistical/national-child-measurement-programme/2019-20-school-year/deprivation>
- 7.NHS, Benefits of Exercise, 2018, <https://www.nhs.uk/live-well/exercise/exercise-health-benefits/>
- 8.Sport England <https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2020-09/Social%20and%20economic%20value%20of%20sport%20and%20physical%20activity%20-%20summary.pdf?VersionId=lfr7FqnmAz.8U3LLQu14rb1yIKL4SUJ7>
9. <https://www.imperial.ac.uk/news/214235/ditching-walking-biking-just-week-cuts/>
10. <https://www.sportengland.org/why-were-here/uniting-the-movement/why-moving-matters>

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