



Draft Physical Activity & Sports Action Plan 2017-2022

A city of opportunity where everyone thrives

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SOUTHAMPTON
CITY COUNCIL

About the plan

A city of opportunity and our aspiration

In Southampton there are very many opportunities to be active in the community.

The city hosts an annual cycle ride, the third largest park run in the country, a half marathon, free family activities in local parks and there are a number of indoor and outdoor sports facilities.

A city of opportunity

Recent trends show that inactivity has increased

National guidance points to a need to shift focus to communities, groups and individuals who are inactive to get them active.

This shift won't occur overnight but embedding it into new and existing programmes (delivered by the council and its partners) will help to make physical activity the norm

A shift in focus

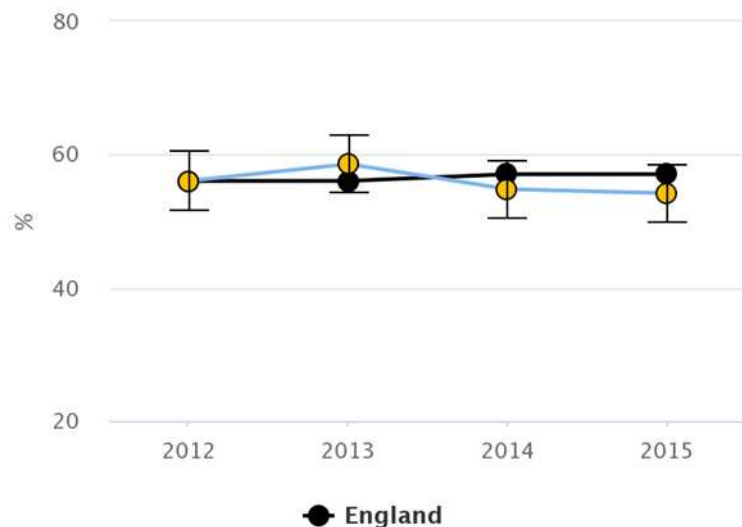
We will aim to make physical activity a normal part of life for all and actively support excluded, inactive groups to increase participation in physical activity.

This 5 year plan sets out how such a vision will broadly be achieved.

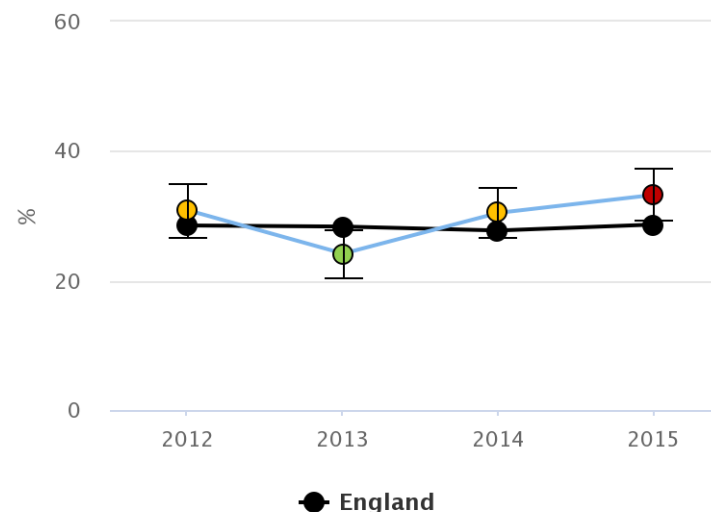
Our aspiration

Current Physical Activity Levels in Southampton

Percentage of adults doing 150+ minutes physical activity per week – Southampton



Percentage of adults achieving less than 30 minutes of physical activity per week – Southampton



- In Southampton 33.2% of adults are inactive (do less than 30 minutes per week) compared to 28.7% in England.
- 54.2% adults in Southampton do at least 150 minutes of activity per week this is similar to the England average (57.0%).
- Physical activity levels in children are not routinely measured, nationally it is estimated that of 5-15 year olds only 23% boys and 20% girls met the physical activity guidelines.

- Inactivity increases with age, with a greater proportion of older age groups classed as inactive compared to younger groups.
- Overall physical activity is lower among women compared to men.
- People from Asian, Black and Chinese backgrounds are more likely to be inactive than the white and mixed ethnic groups

The data is taken from the Active People Survey. The way that population physical activity levels are measured changed in 2017. This has changed to the Active Lives Survey. This means it will not be possible to look back at trends. However this year's figures from the Active Lives Survey will be used as a baseline for the Physical activity Plan.

Targeting Less Active Groups

- Among some groups physical inactivity levels are high and there is some evidence of a worsening trend, these are women, people with limiting illness or disability and children and young people.
- National data shows:
 - Levels of inactivity increase with age, with a greater proportion of older age groups classed as inactive compared to young people.
 - In addition people from, lower socioeconomic groups and underrepresented e.g. BAME backgrounds are more likely to be inactive

Target groups:

Children and Young
People

Lower socioeconomic
groups

BAME groups

People with long term
conditions/disabilities

A Framework for Action

Three themes

Active Places- The availability of green/open spaces, environments and facilities that encourage physical activity supports people to live healthy, independent lives.

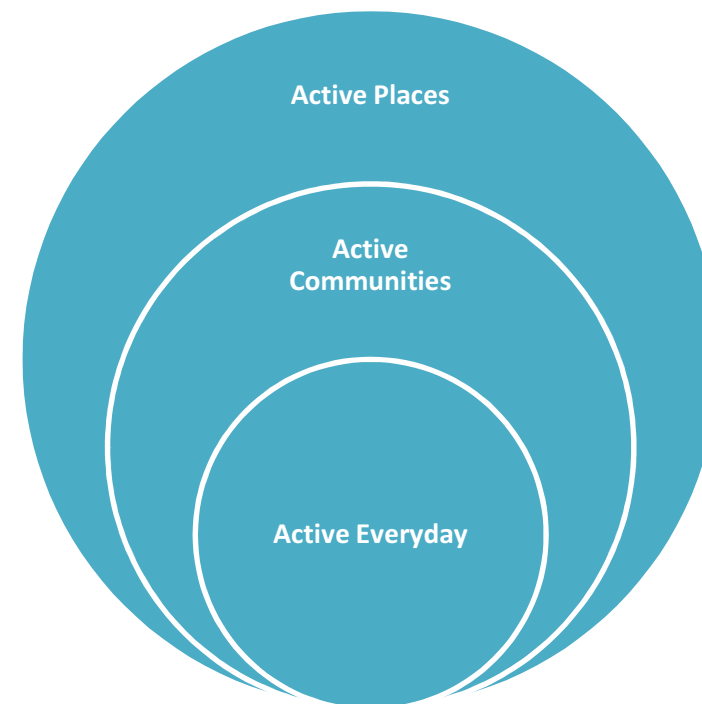
- More residents using open spaces within the city.
- Residents have access to local facilities (including sports facilities) that suit their needs and aspirations
- Barriers to physical activity are minimised

Active Communities- Improving participation in physical activity raises aspiration, creates community cohesion and builds city pride.

- Local and national opportunities for physical activity are championed to connect people with the opportunities that meet their needs.
- Local needs are understood and communities are encouraged to develop local solutions.

Active Everyday- Being physically active everyday provides lifelong health benefits. Schools, colleges and workplaces are crucial to embed physical activity habits into daily routines.

- Positive attitudes and behaviours to physical activity are created from an early age.
- Positive physical activity habits are embedded in everyday life



Action Plan- Active Places

Outcome	Action	Lead	Activities					Output	Status
			Y1	Y2	Y3	Y4	Y5		
More residents using open spaces within the city.	Promote improved connectivity and access to key destinations within and outside of the city centre for walking and cycling. <i>Aligns with Cycling Strategy and Clean Air Strategy.</i>	Planning Strategic Transport	Cycling routes align with cycle strategy					Improved connectivity and walkways	
	Improve the pedestrian environment, safety and accessibility in the city. Develop a network of legible “Active Routes” that are integrated with the existing Legible Cities wayfinding and the emerging Legible Cycling wayfinding. .	Strategic Transport Tree team	Routes agreed and funding secured to improve key active routes in the city					Improved connectivity and walkways	
	Enable inactive communities and groups to safely make use of grey spaces through facilitated street closures.*	Transport in partnership with Southampton University	Roads identified Temporary Traffic orders agreed Street play activity delivered and evaluated		Metamorphosis project year 3	Metamorphosis project completed and evaluated		8-10 street closures delivered Evaluation disseminated	
	Build on other opportunities which promote physical activity, play and active travel.* <i>*Aligns with Metamorphosis project, delivered through European funding and Clean Air Plan</i>	Public Health Transport Community sector partners	Support community led street closures, simplify processes for street closures where possible Pilot community/partner led street closures for play and physical activity Promote street play among target communities		Evaluate pilots	Promote opportunities across the city among target communities		Increase in applications for community led street play to 10 per year	
	Explore opportunities to access green spaces and playing fields (owned by local schools and other partners) for use by local residents outside of school hours. Focussing on those with benches, toilets, lighting, physical access to appeal to inactive people.	Public Health Green Spaces team Community sector partners	Pilot area /school(s) agreed	Funding/re source in place Project plan agreed	Project delivery and monitoring	Project evaluation Explore opportunities for scaling up		Pilot delivered Evaluation shared Other pilot schools identified	

Action Plan- Active Places

Outcome	Action	Lead	Activities					Output	Status
			Y1	Y2	Y3	Y4	Y5		
Residents have access to local facilities that suit their needs and aspirations	Review available local public indoor and outdoor facilities (including sports facilities) to identify priorities for improvement.	Contracts Capital Assets	Review of Playing Pitch Strategy Identify priority facility improvements		Work with national governing bodies to identify and secure funding and develop a programme		Implementati on of priority improvement programme	Completion of pitch playing strategy	Yellow
	Work with partners to identify facilities which can increase activity among target inactive groups and develop programmes to increase engagement with physical activity.	Public Health Energise Me	Work with national governing bodies and other partners to identify and secure funding to develop programmes using local facilities		Implement the programme(s)		Evaluate programme(s)	Minimum 2 programmes implemented and evaluated	Red
Barriers to physical activity are minimised	Work with local planners to review planning applications and planning policies to enable increased physical activity among residents and minimise barriers to physical activity for all age groups and abilities (including older residents and those with mobility problems). This may include planning policies influencing green space, play facilities for children and young people and places to rest for older people).	Planning Economic Growth Transport Public Health	Draft local plan reviewed and recommendations submitted Amendments discussed and finalised		Local plan finalised		→	Local plan finalised referencing proactive promotion of physical activity opportunities	Red
	Promote and incentivise physical activity by 'park and walk/cycle' opportunities in the city. *Aligns with the Clean Air Strategy, Car Parking Plan and Local Transport Plan.	Strategic Transport	SCC Car Parking Plan to include reducing city centre car parking and variable pricing strategy to promote underutilised edge of centre parking. "Park & Walk" & "Park & Cycle" can support this Plan and specific campaigns developed through My Journey to promote physical activity benefits.					SCC Car Parking Plan in Place and uptake of edge of centre parking monitored	Yellow

Action Plan- Active Communities

Outcome	Action	Lead	Activities					Output	Status
			Y1	Y2	Y3	Y4	Y5		
Local and national opportunities for physical activity are championed to connect people with the opportunities that meet their needs.	Improve event/campaign messages to increase awareness of opportunities to be active, among target inactive groups. This includes local green/blue/open spaces, Smart Cities Card, local and national events and campaigns.	Communications Active Nation Transport/My Journey Community sector partners	Review of key selected events/campaigns promoting physical activity and how they target inactive groups. Plan developed to improve promotion to target inactive groups		Deliver plan for selected events/campaigns Monitor progress		Successful methods of engaging target inactive communities embedded	Comms plans agreed with added focus targeting inactive people integrated into annual plans	
	Support interventions and activities led by partners (including communities, voluntary sector, health, housing, leisure providers) that target inactive groups. Activities could include, social prescribing, family friendly and play activities (such as creating a Park Lives project legacy) Active Ability programme, Living Well for older people, walking, cycling and volunteering.	Active Nation Voluntary Sector Public Health comms Community sector partners	Intervention/activities routinely promoted to increase awareness among target groups		→			Annual increase in uptake of opportunities among target groups	
	A point of contact established for existing and new community groups interested in developing local physical activity opportunities in their neighbourhoods.	Public Health Communications Community Development Community sector partners	Resource/funding in place Point of contact and process of support agreed		Community led programmes and initiatives supported within funded capacity		Findings shared as part of provider stakeholder network	Minimum of three community led groups/event supported annually	
	Promote and incentivise opportunities for volunteering through physical activity, to encourage a sense and culture of community service. Activities could include led walks, cycling, litter picking, group allotments and community gardening.	Communications Sustrans Community sector partners ICU	Volunteers in place and trained Volunteers delivering relevant activities to target groups. Monitoring in place Pilot activities evaluated Findings disseminated Updates provided to stakeholder network			Ongoing support of volunteer programmes to promote physical activity		Funding in place Project plan agreed & delivered X volunteers trained & actively promoting physical activity	
	Promote existing technologies and apps that have been evaluated and quality assured (e.g. by Public Health England) to promote physical activity among target groups. E.g. couch to 5k.	Communications Public Health Community sector partners Transport	Quality assured technologies and apps routinely promoted among target groups		→			Free quality assured apps/ tech routinely promoted alongside relevant activities/campaigns/events	

Action Plan- Active Communities

Outcome	Action	Lead	Activities					Outputs	Status
			Y1	Y2	Y3	Y4	Y5		
Local needs are understood and communities are encouraged to develop local solutions.	Undertake insight work to understand the barriers to physical activity among inactive target groups and work with partners and local networks to explore innovative ways to increase participation.	Community sector partners Public Health University of Southampton	Seek resource (such as research students) or funding Prioritise target groups Insight work undertaken Reports produced			Insights used to inform relevant funding applications and projects		Minimum of 3 insight reports (s) completed and shared with stakeholders	Red
	Develop a local network of existing providers and partners to share monitoring and evaluation information and insights from target groups to improve the delivery of new and existing programmes	Community sector partners Public Health Energise Me	Agree plan for physical activity focus for the existing SHL affiliate network Meetings at least twice a year to include monitoring and implementation of physical activity plan, sharing projects, evaluations and insights					Plan agreed with SHL Minimum of 2 meetings annually Strong network in place	Yellow
	Gain a commitment from partners to develop collaborative funding applications based on local need to increase physical activity levels among target groups. Develop and support partnerships with a variety of sectors (including private, voluntary and higher education sectors) which promote health and wellbeing.	Public Health ICU Transport Community sector partners	Funding opportunities routinely identified and shared with partners					Minimum of 2 expressions of interest for funding submitted annually	Yellow

Action Plan- Active Everyday

Outcome	Action	Lead	Activities					Output	Status	
			Y1	Y2	Y3	Y4	Y5			
Positive attitudes and behaviours to physical activity are created from an early age.	Support initiatives which integrate physical activity throughout the curriculum, including innovative programmes, teacher training initiatives and events.	LifeLab (lead) and the Early LifeLab programme Children's Services Public Health Solent University Community sector partners	Early LifeLab trial					Interim Monitoring information and outcomes shared	Measurable increase in promotion of physical activity in the curriculum of participating schools	
	Work with settings including early years and schools to maximise opportunities for physical activity during the school day.	ICU Public Health ICU/PH school nursing	Early Years and Schools settings initiatives pilots completed and embedded into contracts		Programmes evaluated and finalised			Ongoing monitoring	50% early years settings achieved HEYA. Increase in schools and enabling physical activity in school/work time	
	Work with partners to promote school based campaigns and initiatives to increase physical activity, such as the Daily Mile, Golden Mile, and other programmes which embed health and physical activity into the school day.	Energise Me Public Health Comms	Plan and deliver programme of promotion for Golden Mile and Daily Mile initiative					Ongoing monitoring	Annual increase in primary schools piloting Golden Mile or Daily Mile. Minimum of 20 schools engaged	
	Support schools to make effective use of the Primary Premium to increase quality of PE and school activity	Energise Me Solent University Public Health	Develop guidance for schools on the most effective way to use the Primary Premium						Increase in pupils doing 30 minutes a day at school	
	Work with workplaces to maximise opportunities for physical activity during the work day. Encourage the adoption of campaigns and initiatives rate such as the workplace challenge to embed health and physical activity into a school/work day.	Public Health	Work place health programme reviewed. Recommendations shared			Programme in place to improve workforce health including physical activity with ongoing monitoring			Increase in workplaces enabling workforce to be physical activity in work time	

Action Plan- Active Everyday

Outcome	Action	Lead	Activities					Outputs	Status
			Y1	Y2	Y3	Y4	Y5		
Positive physical activity habits are embedded in everyday life.	Promote training, including MECC and other opportunities to develop capacity among staff working with target groups at GP surgeries (e.g. through GP Champion training), supporting Looked After Children, Job Centres, libraries and community centres to empower and enable vulnerable groups to sustainably increase participation in physical activity.	Public Health ICU Community sector partners Energise Me	Training communication s plan in place	No. and type of staff trained reported annually as part of behaviour change contract				Annual increase in uptake of MECC and healthy conversations training	
	To deliver Active Travel and My Journey Southampton to support inactive groups, enabling active travel to schools and work places <i>Aligns with the Cycling Strategy</i>	Transport My Journey	Funding/ resource in place to target inactive groups with My Journey and Active Travel		Pilot programme in place and delivered		Pilot evaluated and results disseminated to relevant partners	Annual increase in proportion of inactive groups/individuals engaged in active travel	
	Embed health including physical activity in all SCC strategies, policies and contracts. This will include a focus on measurably increasing physical activity among inactive groups <i>Aligns with Health & Wellbeing Strategy</i>	Strategy ICU Public Health Contracts	To be completed when all policies and contracts are reviewed					Measurable increase in policies with health and physical activity outcomes embedded	

Monitoring the Action Plan

Success will be measured by the RAG rating included in the plan as well as the key outcome measures.

- A decrease in the proportion of residents achieving less than 30 minutes per week (a person doing this level of activity is classed as inactive).
 - Achieving this target will mean that by 2022 about 8,325 fewer residents (aged 19+) will be classed as inactive
- An increase in the proportion of residents achieving 150+ minutes per week.
- Increase number of physical activity events/campaigns promoted to those who are inactive
- Increase number of volunteers promoting and supporting various forms of physical activity in their communities.
- Monitoring of physical activity in children and young people when data becomes available in 2019

Key outcome measures						
Description	Baseline	England	Target	2017-2019	2020-2021	2022
5% decrease in proportion of inactive residents	22.4%	22.3%	17.4%	20.4%	18.4%	17.4%
5% increase in proportion of active residents	65.6%	64.9%	70.6%	67.6%	69.6%	70.6%
Minimum number of annual physical activity events/campaigns promoted to those who are inactive	0	-	10	5	8	10
Increase in total number of volunteers promoting and supporting various forms of physical activity in their communities.	0	-	95	80	95	95

The way that population physical activity levels are measured changed in 2017. This has changed from the Active Peoples Survey to the Active Lives Survey (for adults aged 19 and over). This means it will not be possible to look back at trends. However this year's figures from the Active Lives Survey will be used as a baseline for the Physical Activity Plan.

Further reference information

- **Chief Medical Officer's guidelines for physical activity**
- **The benefits of physical activity for health, communities and the environment**
- **Current physical activity levels in Southampton**

Chief Medical Officer's Physical Activity Guidelines

0-5 YEAR OLDS

- Physical activity should be encouraged from birth, particularly through floor-based play and water-based activities in safe environments.
- Children of pre-school age who are capable of walking unaided should be physically active daily for at least 180 minutes (3 hours), spread throughout the day
- All under 5s should minimise the amount of time spent being sedentary (being restrained or sitting) for extended periods (except time spent sleeping).

CHILDREN AND YOUNG PEOPLE (5–18 years)

- All children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day.
- Vigorous intensity activities, including those that strengthen muscle and bone, should be incorporated at least three days a week.
- All children and young people should minimise the amount of time spent being sedentary (sitting) for extended periods.

ADULTS (19–64 years)

- Adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.
- Alternatively, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous intensity activity.
- Adults should also undertake physical activity to improve muscle strength on at least two days a week.
- All adults should minimise the amount of time spent being sedentary (sitting) for extended periods.

Physical activity includes active travel, physical activity undertaken at home, such as heavy housework, activity undertaken in some occupations and activities and sports undertaken in leisure time

Benefits of physical activity

Health, communities and the environment

