

Appendix 1: Table summarising the Southampton We Can Be Active (WCBA) Strategy and Action Plan Strengths, Threats, Weaknesses and Opportunities after the first year of implementation.

WCBA Theme	Strengths	Threats	Weaknesses	Opportunities
Positive early experiences	<ul style="list-style-type: none"> • HEYA, HH5, HAF • Active Travel e.g. School Streets • Engagement e.g. Change Champions 	<ul style="list-style-type: none"> • SCC financial challenge • CoL impacts on external activity providers • CoL impacts on residents 	<ul style="list-style-type: none"> • Co-design of activities with CYP 	<ul style="list-style-type: none"> • Child Friendly Action Plan
Opportunities that meet our needs	<ul style="list-style-type: none"> • Communications and promotion • Online directories e.g. Get Active • Active Through Football 		<ul style="list-style-type: none"> • Knowing what opportunities for activity are available • Limited co-design of opportunities • Older persons 	<ul style="list-style-type: none"> • Mental Health Strategy • Sport England Place Expansion funding • Ageing Well
Places and travel routes	<ul style="list-style-type: none"> • Improving district centres • Active travel Zones • Accessibility Forum • Parks 		<ul style="list-style-type: none"> • Improving under-utilised spaces 	<ul style="list-style-type: none"> • Work with Transport Delivery Team to identify priority routes • Active Design in Planning Policy • Leisure Strategic Planning Outcomes Model
Support to get started	<ul style="list-style-type: none"> • Language and terminology • Physical Activity Navigator pilot • Cycling and swimming confidence building 		<ul style="list-style-type: none"> • Links with health and care 	<ul style="list-style-type: none"> • Learning from evaluation of Physical Activity Navigator pilot • Training for Health and Care staff • Hampshire & IoW VCSE Health & Care Alliance • 'Warm Welcome' standards for activity providers • IAPT
Bold Leaders	<ul style="list-style-type: none"> • Physical Activity Alliance • Workplace travel • 'Bold Leader Learning Sessions' • Leisure vision 		<ul style="list-style-type: none"> • Limited engagement with businesses 	<ul style="list-style-type: none"> • Business • External funding opportunities • Community leaders

Glossary: HEYA = Healthy Early Years Award; HH5 = Healthy High Five; HAF = Holiday Activity Fund; CYP = Children and Young People; IoW = Isle of Wight; VCSE = Voluntary, Community and Social Enterprise; IAPT = Improving Access to Psychological Therapies

