Welcome to the 2015-19 Surrey Sport & Physical Activity Strategy Consultation Day
16 October 2014
Welcome

Paul Blanchard
CEO of Surrey Sports Park
and
Chair of Active Surrey Board
The Purpose of Today

• First stage of developing a new 4-year strategy to guide the development of sport and physical activity in Surrey

• Summarise what has been achieved over the last 4 years against a backdrop of change

• Introduce the new Active Surrey Board Members

• Gain your thoughts, feedback insights and priorities

• To Network and Enjoy Yourselves
Active Surrey: the county’s strategic lead agency for sport and physical activity

VISION:
• To make Surrey a more active and successful sporting county

MISSION:
• To work with others to develop long-lasting, high quality sporting and physical activity opportunities, underpinning local NGB delivery.

• Part of the national County Sports Partnership Network
• Government-backed but locally-driven
• 35 funding partners and many more stakeholders
Participation
Participation

- 7,800 P&G Surrey Youth Games Finals participants
- 2/3rds of schools reached Surrey School Games Level 3 with 30,500 children / young people participating
- 70,000 people involved in Community Games
- 5,800 young people retained in clubs through Sport England’s’s Sportivate programme
Places

- £3m+ generated/facilitated for local clubs and projects
- 80 Satellite Clubs launched at local schools & colleges
- Annual series of Grow Your Club Forums help clubs develop, keep up with changes & learn from each other
People

• 2,330 attendees on first aid, safeguarding and other CPD courses

• 1,080 volunteers completed over 10 hours Sport Makers volunteering

• 28 new female coaches trained and deployed through Project500 in 2013/14, plus many more other coaches receiving bursaries
Performance
Performance

- Set up Elite programme with 25 leisure centres
- 74 members now have free peak-time access for training
- 11 new benefits have been introduced to support them
Partnerships
Partnerships

• Supported all 46 NGBs with Whole Sport Plans

• Set up new Surrey PE & School Sport Strategy Group to deliver School Games programme and Primary Sports Premium in a strategically coordinated way

• Partnerships with major employers through Work It
Publicity
Publicity

- Launched new Active Surrey website with popular Activity Finder
- 238 positive articles highlighting the work of Active Surrey and partners in 2013/14
- 2,800 followers of Active Surrey on Twitter
- Annual Surrey Sports Awards provides recognition for volunteers, coaches, athletes and clubs and pathway from 12 local events
Policy
Policy

• Comprehensive audit of key LA / NGB strategic documents to understand current facility provision in Surrey and highlight gaps

• Enhanced profile of sport & physical activity gained through inclusion in various Surrey strategies including
  • Children & Young People’s Commissioning
  • Health & Wellbeing
  • Transport Plan (cycling)
Key Changes Since Last Consultation Day

• New Active Surrey governance structure with appointment of new Board
• Secured delegated powers and agreed new Hosting Agreement with SCC
• Successful Olympics, Paralympics and Commonwealth Games
• New Sport England funding cycle
• Challenging economic climate
• Comprehensive Spending Review
• Scottish Independence Referendum
Key Changes Since Last Consultation Day

- Funding for School Sports Partnerships and Building Schools for the Future scrapped
- Introduction of the new Primary School Sports Premium
- Expansion in Academy Schools programme
- Revamp of the way health services/provision are managed and delivered
- Manchester United no longer a force in English football
- The country is obsessed with baking
Download our 2013-14 annual report at

www.activesurrey.com
Public Health England: 
Supporting local action to reduce physical inactivity & improve health

Nicky Saynor
Health Improvement Manager
Kent, Surrey & Sussex PHE Centre

PHE exists to protect and improve the nation’s health and wellbeing and reduce health inequalities. It does this through advocacy, partnerships, world-class science, knowledge & intelligence and the delivery of specialist public health services.
The Scale of the Problem

- 28.9% adults physically inactive (Surrey 23.5%, SE:26%)
- 25% of men and 31.9% of women do not reach CMO recommendations
- Trend: 24% less active than in 1961
  35% less active by 2030?
- Inactivity is killing us: 1 in 6 UK deaths, £7.4 billion annual costs to the UK
- Inequalities: e.g. people living in least prosperous areas twice as likely to be inactive; disabled people half as likely to be active…
Supporting local action to reduce physical inactivity & improve health

- **Moving More, Living More Forums**: nationally resourced, locally determined regional strategic fora; aim to increase understanding, prioritisation & commitment to cross-sector, long term action to increase physical activity & reduce physical inactivity (CSPN, UKactive, LGA & PHE)

- **PHE National Physical Activity Programme**

- **Everybody Active, Every Day**: a framework for action
Everybody Active, Every Day:

- Evidence-based approach to physical activity
- Driving a step change in public’s health: creating a cultural change, making physical activity easy, fun & affordable for all, at every stage of life
- A pro-activity movement needs to cascade right through society, with a role to play for all (national/local government, private sector, voluntary sector, communities & individuals)
- Action across four areas:
  1) **Active society** – creating a social movement
  2) **Moving professionals** – activating networks of expertise
  3) **Active lives** – creating the right environments
  4) **Moving at scale** – scaling up interventions that make us active
The Contribution of Sport to Health

- Increasing physical activity through engagement with sport: A vital role for NGBs, LAs, local community groups and organisations

- Greatest health benefit: From inactive to active

- Greatest impact on health inequalities: Targeting those with most to gain - deprived communities, mental health, disabilities, BME groups (e.g. Bangladeshi communities)
Adding Value to Sporting Activities: Why Bother?

- **Implementing Everybody Active Everyday**: a role for everyone.

- **Opening up funding opportunities**: through demonstrating health impact & impact on health inequalities.

- **Sport England**: moving beyond sports for sports sake – working to better align participation priorities with PH priorities; Key objectives on reducing health inequalities & contributing to prevention and management of long-term conditions – new funding round to be announced on 23/10 likely to reflect this.
Measuring & Demonstrating Impact on Health

- Surrey Public Health Team: advice & expertise
- National resources: http://www.noo.org.uk/visualisation
- Standard Evaluation Framework for Physical Activity: what to measure & how
- Measuring diet & physical activity in weight management interventions
- Guide to online tools for valuing physical activity, sport & obesity (making the case for investment)
Thank you
Surrey Sport and Physical Activity Strategy Consultation Day

Ruth Hutchinson
Deputy Director
Public Health
Health is affected by a wide range of factors

Contributors to health outcomes

**Health Behaviours 30%**
- Smoking 10%
- Diet/Exercise 10%
- Alcohol use 5%
- Poor sexual health 5%

**Socioeconomic Factors 40%**
- Education 10%
- Employment 10%
- Income 10%
- Family/Social Support 5%
- Community Safety 5%

**Clinical Care 20%**
- Access to care 10%
- Quality of care 10%

**Built Environment 10%**
- Environmental Quality 5%
- Built Environment 5%

We have to concentrate action on all fronts
Immediate causes of ill health...

1. Tobacco smoke
2. High blood pressure
3. Overweight & obesity
4. Physical inactivity
5. Alcohol
6. Lack of fruit
7. High cholesterol
8. Lack of nuts and seeds
9. Diabetes
10. Salt

Top 10 contributors to years of life lived with disability
Current situation

Turning the tide of inactivity

A ticking time-bomb
12.5 million people in the UK fail to raise their heart-rate for more than 30 minutes within a 28-day period.

One-in-four UK adults currently completely inactive.

Who, me?

High risk!
By 2020 the average Brit will be so sedentary that they will use only 25% more energy than if they spent the whole day sleeping.
INACTIVITY IS EXPENSIVE...

ACTIVITY IS A MAGIC DRUG

REDUCE INACTIVITY LEVELS BY 1% PER YEAR FOR 5 YEARS — 1.5 BILLION £ SAVING.
Surrey Health and Wellbeing Strategy:
PREVENTION PRIORITY

1. narrowing in the gap in life expectancy across Surrey

2. more people to be physically active

3. more people to be a healthy weight

4. a reduction in people the number being admitted to hospital due to drinking alcohol

5. a reduction in avoidable winter deaths
<table>
<thead>
<tr>
<th>Location</th>
<th>&lt;30 mins</th>
<th>30-89 mins</th>
<th>90-149 mins</th>
<th>150+ mins</th>
<th>Sample size</th>
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<tbody>
<tr>
<td>England</td>
<td>28.5%</td>
<td>8.1%</td>
<td>7.3%</td>
<td>56.0%</td>
<td>151912</td>
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<td>Surrey</td>
<td>23.1%</td>
<td>8.4%</td>
<td>8.4%</td>
<td>60.1%</td>
<td>5204</td>
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<tr>
<td>Elmbridge</td>
<td>25.9%</td>
<td>8.0%</td>
<td>8.5%</td>
<td>57.7%</td>
<td>461</td>
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<tr>
<td>Epsom and Ewell</td>
<td>23.0%</td>
<td>8.4%</td>
<td>8.6%</td>
<td>59.9%</td>
<td>473</td>
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<tr>
<td>Guildford</td>
<td>23.2%</td>
<td>7.7%</td>
<td>9.7%</td>
<td>59.4%</td>
<td>471</td>
</tr>
<tr>
<td>Mole Valley</td>
<td>23.2%</td>
<td>9.2%</td>
<td>8.0%</td>
<td>59.6%</td>
<td>467</td>
</tr>
<tr>
<td>Reigate and Banstead</td>
<td>23.9%</td>
<td>8.7%</td>
<td>9.5%</td>
<td>57.9%</td>
<td>478</td>
</tr>
<tr>
<td>Runnymede</td>
<td>22.8%</td>
<td>9.5%</td>
<td>9.0%</td>
<td>58.7%</td>
<td>500</td>
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<td>Spelthorne</td>
<td>28.0%</td>
<td>9.1%</td>
<td>5.2%</td>
<td>57.6%</td>
<td>469</td>
</tr>
<tr>
<td>Surrey Heath</td>
<td>21.4%</td>
<td>9.6%</td>
<td>9.3%</td>
<td>59.8%</td>
<td>460</td>
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<tr>
<td>Tandridge</td>
<td>18.7%</td>
<td>8.7%</td>
<td>7.7%</td>
<td>64.9%</td>
<td>484</td>
</tr>
<tr>
<td>Waverley</td>
<td>19.5%</td>
<td>6.4%</td>
<td>8.9%</td>
<td>65.1%</td>
<td>469</td>
</tr>
<tr>
<td>Woking</td>
<td>23.3%</td>
<td>8.1%</td>
<td>6.8%</td>
<td>61.8%</td>
<td>472</td>
</tr>
</tbody>
</table>
## Priority Places for Physical Activity

<table>
<thead>
<tr>
<th>MSOA</th>
<th>Nearest wards to MSOA boundary</th>
<th>% achieving 3 x 30 minutes of sport and active recreation (formerly NI8).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Surrey</strong></td>
<td></td>
<td>24.7%</td>
</tr>
<tr>
<td>E02006404</td>
<td>Ashford North and Stanwell South, Spelthorne</td>
<td>16.1%</td>
</tr>
<tr>
<td>E02006459</td>
<td>Maybury and Sheerwater, Woking</td>
<td>16.8%</td>
</tr>
<tr>
<td>E02006403</td>
<td>Stanwell North, Spelthorne</td>
<td>17.5%</td>
</tr>
<tr>
<td>E02006379</td>
<td>Preston, Reigate and Banstead</td>
<td>17.5%</td>
</tr>
<tr>
<td>E02006350</td>
<td>Stoke, Guildford</td>
<td>17.7%</td>
</tr>
<tr>
<td>E02006355</td>
<td>Westborough, Guildford</td>
<td>18.5%</td>
</tr>
<tr>
<td>E02006382</td>
<td>Merstham, Reigate and Banstead</td>
<td>19.3%</td>
</tr>
</tbody>
</table>

Partnerships

Producing High Quality Results
People need help getting active!

Exploiting untapped potential in our communities.

People are the key.
How are we going to move forward?
Thank you to UK Active for allowing us to use the info-graphics from the regional forums.

Turning the Tide of Inactivity can be found here: 
Sports Participation in Surrey

Chris Coleman
Sport England
What I will cover….

- Participation in Surrey
- What makes Surrey attractive….and not
- Messages from the Youth Review Strategy
- Designing sporting experience
Creating a sporting habit for life

Active People Interactive – your analysis

Your selection:
Dataset
Age 16+

Measure
At least once a week

Time periods
2005/06 (APS1)
2007/08 (APS2)
2008/09 (APS3)
2009/10 (APS4)
2010/11 (APS5)
2011/12 (APS6)
2012/13 (APS7)
2013/14 (APS8 Q2)

Sport
All sports

Geographies
England
Surrey

Demographic
Whole population (16+)

Time period
Oct-06 APS 1
Oct-08 APS 2
Oct-09 APS 3
Oct-10 APS 4
Oct-11 APS 5
Oct-12 APS 6
Oct-13 April-14 APS 8 Q2

%
Creating a sporting habit for life

**Active People Interactive – your analysis**

**Your selection:**
- Dataset: Age 16+
- Measure: At least once a week
- Time periods:
  - 2005/06 (APS1)
  - 2007/08 (APS2)
  - 2008/09 (APS3)
  - 2009/10 (APS4)
  - 2010/11 (APS5)
  - 2011/12 (APS6)
  - 2012/13 (APS7)
  - 2013/14 (APS8 Q2)
- Sport: All sports
- Geographies: England, South East, Surrey
- Demographic: Limiting illness or disability

The graph shows the percentage of people active at least once a week over different time periods, categorized by England, South East, and Surrey.
Creating a sporting habit for life

Define your analysis

Measures
You need to select at least one measure

Time periods
All years

Sports
All sports

Geographies
England

Demographics
Adult population

GO
What makes Surrey an attractive place for sports?

- Higher than National Average income levels
- Low levels of unemployment
- Current high levels of participation
- Much higher than average rates of club membership and volunteering
- Higher population than 3 of 4 “nearest neighbours”

**Total number of facilities compared with nearest neighbours**

<table>
<thead>
<tr>
<th>Facilities</th>
<th>Surrey CC</th>
<th>Buckinghamshire CC</th>
<th>Oxfordshire CC</th>
<th>Hertfordshire CC</th>
<th>Hampshire CC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletics Tracks</td>
<td>8</td>
<td>3</td>
<td>5</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Golf</td>
<td>134</td>
<td>54</td>
<td>59</td>
<td>93</td>
<td>117</td>
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<tr>
<td>Grass Pitches</td>
<td>989</td>
<td>570</td>
<td>826</td>
<td>1,088</td>
<td>1,165</td>
</tr>
<tr>
<td>Health &amp; Fitness Suite</td>
<td>160</td>
<td>67</td>
<td>98</td>
<td>142</td>
<td>173</td>
</tr>
<tr>
<td>Ice Rinks</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Indoor Bowls</td>
<td>7</td>
<td>4</td>
<td>5</td>
<td>7</td>
<td>10</td>
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<tr>
<td>Indoor Tennis Centre</td>
<td>14</td>
<td>5</td>
<td>4</td>
<td>17</td>
<td>13</td>
</tr>
<tr>
<td>Ski Slopes</td>
<td>8</td>
<td>5</td>
<td>0</td>
<td>4</td>
<td>6</td>
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<tr>
<td>Sports Hall</td>
<td>299</td>
<td>136</td>
<td>158</td>
<td>277</td>
<td>274</td>
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<tr>
<td>Squash Courts</td>
<td>65</td>
<td>22</td>
<td>46</td>
<td>55</td>
<td>64</td>
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<tr>
<td>Swimming Pool</td>
<td>143</td>
<td>58</td>
<td>84</td>
<td>151</td>
<td>160</td>
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<tr>
<td>Artificial Grass Pitch</td>
<td>200</td>
<td>66</td>
<td>95</td>
<td>139</td>
<td>173</td>
</tr>
</tbody>
</table>
…..and why not?

• No big cities

• Lack of dense populations

• Higher than average level of 55+ population – possible attractive for some sports
Creating a sporting habit for life

We used to think...

“Semi-sporty”
Latent demand for sport – eager to take part and would be playing, if only the offer was ‘right’

“Sporty”
Love to play sport and take part regularly

“Non-sporty”
Hate to play sport and don’t take part
We now recognise…

“SPORTING” BEHAVIOUR

CONSISTENTLY ACTIVE
IRREGULAR
CONSISTENTLY INACTIVE

“SPORTING” ATTITUDE

POSITIVE
FUNCTIONAL
DISINTERESTED
Key Finding 1: Young people’s behaviour does not always reflect their attitude to sport.

Implication: We need to focus on changing behaviours not attitudes.
Don’t tell me it will be fun

Implication: Keep engaging and providing feedback to young people, particularly girls, on what actually matters to each of them, not what matters to sport.
“Sport” can provoke quite strong emotional responses

Implication: Whilst the activity can be sport, the message that sells it doesn’t have to be
Design a Sporting Experience

- Not just the sporting session
- 5 stages of engagement
- Challenges in getting the right messages
- Target market
Questions?
Consultation Part 1

• Discuss at your tables the following questions:
  – What’s working well at the moment?
  – What could we do better?
  – What is our 2020 vision?
Feedback
Consultation Part 2

• Choose a new topic and add your thoughts on:
  – What’s working well at the moment?
  – What could we do better?
  – What is our 2020 vision?
<table>
<thead>
<tr>
<th>Table Layout</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Active travel, cycling, transport</strong></td>
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<tr>
<td><strong>Facilities, the built environment</strong></td>
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<tr>
<td><strong>Green spaces, the natural environment</strong></td>
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<td><strong>Inactive people, behaviour change</strong></td>
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<td><strong>Inclusive and disability sport</strong></td>
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<tr>
<td><strong>Living well, ageing well</strong></td>
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<tr>
<td><strong>Workplace health</strong></td>
</tr>
<tr>
<td><strong>Workforce development and employment</strong></td>
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<tr>
<td><strong>Women and girls in sport</strong></td>
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<tr>
<td><strong>Schools, early years</strong></td>
</tr>
</tbody>
</table>

*active surrey*
Consultation Part 3

• Choose a new topic and add your thoughts on:
  – What’s working well at the moment?
  – What could we do better?
  – What is our 2020 vision?
Feedback
Consultation Priorities

• Choose your top 4 actions
Next steps

• Produce a summary of today’s discussions
• Continue conversations with partners
• Discuss findings at AS Board (28 Nov)
• Discuss ideas with AS Partner Forum (Jan)
• Produce a draft Strategy for final feedback
• Launch new Strategy (early Summer 2015)
Thank you