

# Get Active:

A Physical Activity Strategy  
for North Somerset  
2023-2028



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# Foreword

There is an overwhelming amount of evidence that proves being physically active, has the power to change lives for the better from childhood through to old age. Even small changes such as using the stairs for a couple of floors, rather than taking the lift, or getting off the bus a stop early and walking the rest of the way can make a big difference over time.

When we're young, being active helps our bodies develop properly, with a strong heart, healthy bones, muscles and brain development. As we get older, regular exercise reduces our risk of illness – from heart disease, stroke, colon and breast cancer to obesity and osteoporosis, among other conditions.

If movement were a medicine, we'd call it a miracle cure, due to the many illnesses it can prevent and help treat. In short, an active life is a happier, healthier and more prosperous life. We believe sport and physical activity has a big role to play in improving the physical and mental health of the North Somerset population, supporting the economy, reconnecting communities and building a stronger community for all who live and work in North Somerset.

Recent years have seen unprecedented challenges which have impacted on our ability to be active. The pandemic and ongoing financial challenges around the cost of living have had a huge effect on all of us, including on the sport and physical activity sector and its workforce.

This strategy is our vision for the next five years. It sets out the actions we will take, grouped into eight key themes, so that we can provide North Somerset residents with the opportunities to be physically active they need now, and in the future.

Alongside providing universal opportunities for physical activity participation we will also target available physical activity resources to those who will benefit most from being regularly active, to ensure that we achieve our vision for everyone to have the opportunity to move more and enjoy a healthier life.

Our job now is to ensure that the benefits of sport and physical activity are within reach of everyone in North Somerset. We look forward to working together with residents, local organisations and stakeholders whatever their sector or industry to make these ambitions a reality.

**Cllr Jenna Ho Marris**

Executive Member of Homes and Health,  
Chair of North Somerset Health and Wellbeing Board

**Cllr Mike Solomon**

Executive Member for Culture and Leisure



# 1. Introduction

- 1.1 North Somerset Council and key stakeholders have identified the need to produce Get Active – a Physical Activity Strategy for North Somerset with a supporting prioritised action plan (in response to an action from the Joint Health and Wellbeing Strategy 2021 to 2024). This strategy and accompanying outline action plan demonstrates how the Council and partners can contribute to improving the health and wellbeing of North Somerset residents and reducing health inequalities by increasing levels of physical activity.
- 1.2 The strategy follows the approach set out in Sport England’s Strategic Outcomes Planning Guidance (SOPG) and reflects the outcomes identified within the Scoping Exercise Report, produced in partnership with Sport England.

## Our Vision – shared outcomes

- 1.3 Get Active – a Physical Activity Strategy for North Somerset sets out the priorities for physical activity in North Somerset over the next five years underpinned by the vision:

*‘Every person has the opportunity to get moving, be active, and enjoy a healthier life in their local community’.*

- 1.4 This vision reflects national, regional, and local policy as well as local insight identified through the development of the strategy.
- 1.5 Moving more as part of everyday life is recognised as an essential component of our physical and mental wellbeing and supports us to learn, work and enjoy life to the full. Our population is ageing, people are living sedentary lives and health inequalities have increased. In order to challenge and address inactivity in North Somerset our Shared Outcomes are:



**Active Places:** We will support and develop built and natural community assets that support and facilitate every day physical activity for everyone



**Active Communities:** We will support and develop community led initiatives to increase physical activity levels



**Healthy People:** We will provide more opportunities to participate in physical activity as part of everyday life for all



**Partnerships and Working Together:** We will improve partnership working to increase physical activity opportunities

## Why do we need a Physical Activity Strategy for North Somerset?

- 1.6 There is a national focus on physical activity and health and wellbeing, as supported by the Office for Health Improvement and Disparities (OHID) and Sport England. The intrinsic link between health and wellbeing and physical activity is now well recognised and it is now seen as an important function of local government provision and support for the third sector.
- 1.7 Developing a strategic framework to support and promote collaboration in terms of physical activity provision will strengthen the North Somerset offer and support the targeting of opportunities to communities that will benefit most from being more active.
- 1.8 Nationally a more active population is not only healthier, but also impacts positively on the current cost of social care, mental health, and dementia. The 2019 study by Sheffield Hallam University for Sport England showed that for every £1 invested in sport, £4 of value is returned. Community sport and physical activity is worth £85.5 billion annually; of which £71.7 billion is social value, including physical and mental health, mental wellbeing, individual development, and social and community development, including reduced crime, stronger communities, educational attainment, and of course healthier people. £13.8 billion of this overall figure of £85.5 billion is economic value. The report also

estimates that increased activity levels could reduce GP visits nationally by 30 million a year.

- 1.9 This report recognises the value and importance of physical activity. The investment in the Council’s public health, leisure, open spaces, active travel services and others underpin this recognition. North Somerset Council also contracts two leisure providers. There is also a proactive and engaged social enterprise/voluntary sector, strong health structure with two locality boards (One Weston, Worle and Villages and Woodspring), a supportive Active Partnership (Wesport), private sector provision, high quality outside environments and coastal areas, and a network of sports and physical activity clubs.
- 1.10 There is a growing acknowledgment of the benefits of being physically active within government, national organisations and services. Reports and policies recently published are listed in section 2 (strategic context).

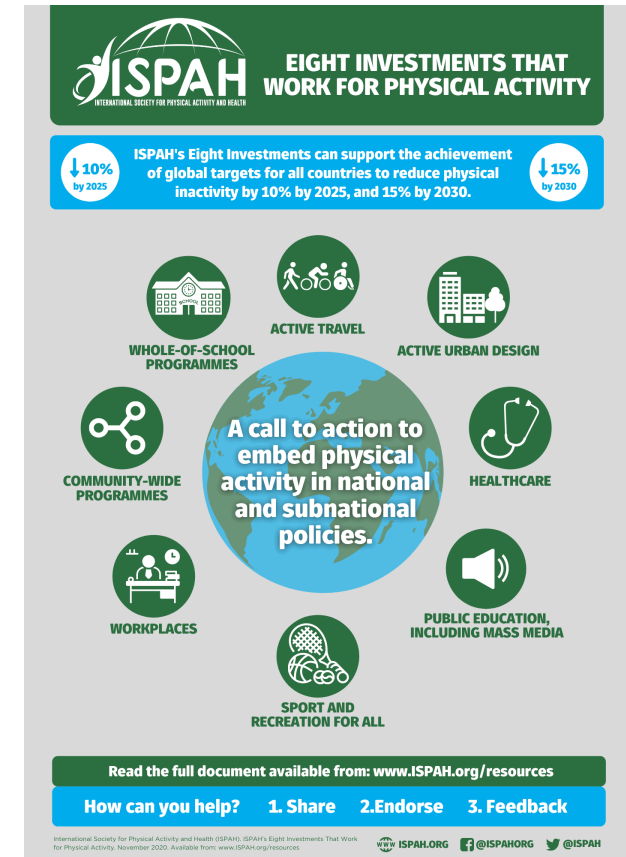


Figure 1: ISPAH Eight Investments that work for Physical Activity

1.11 There is a willingness to work collaboratively – physical activity contributes positively to a variety of positive life forces as well as physical and mental wellbeing including: community development and capacity, diversity, inclusion, community safety, reducing social isolation, and child development. There is a real understanding of the need to focus on increasing activity among those least likely to participate and embedding active living (i.e., embedding activity into everyday lives), into communities in an inclusive way.

Physical inactivity is the fourth leading risk factor for global mortality accounting for 6% of deaths globally. People who have a physically active lifestyle have a 20% to 35% lower risk of cardiovascular disease, coronary heart disease and stroke compared to those who have a sedentary lifestyle. Regular physical activity is also associated with a reduced risk of diabetes, obesity, osteoporosis and colon and breast cancer and improved mental health. In older adults, physical activity is associated with increased functional capacities. The estimated direct cost of physical inactivity to the NHS across the UK is over £0.9 billion per year.<sup>1</sup>

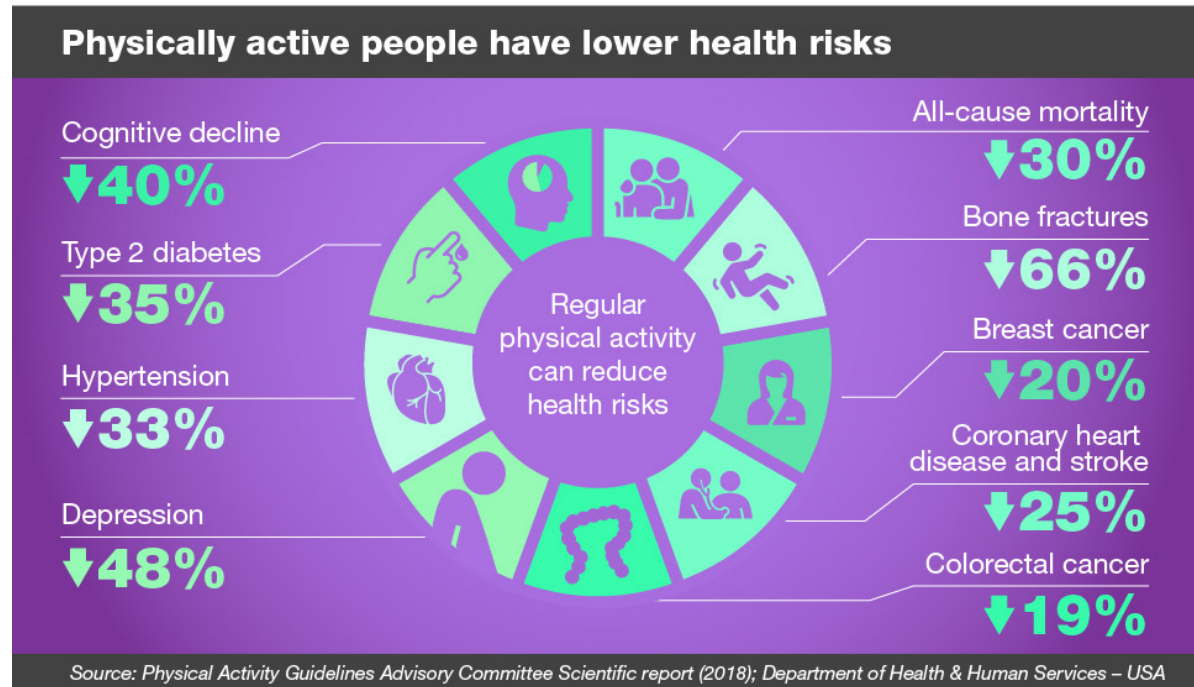


Figure 2: Benefits of regular physical activity <sup>2</sup>

1.12 The importance of physical activity for individual and community health has been highlighted through the impact of the Covid 19 pandemic which has also exacerbated health inequalities across the UK. It has become more important than ever to focus on preventative health

measures, including physical activity and to invest in those people who need it most. In North Somerset, approximately 20% of the adult population and approximately 25% of children and young people are inactive.

1 'Social and economic value of sport and physical activity' August 2020  
Source: Public Health England

2 Public Health England's Everybody Active Every Day (EAED 2014)



## Recommended levels of Physical Activity

1.13 Physical activity includes all forms of activity, such as everyday walking or cycling to get from one place to another, active play, work-related activity, active recreation (such as working out in a gym), dancing, gardening or playing active games, as well as organised and competitive sport. The Chief Medical Officer (CMO) provides physical activity guidance for six different age ranges.

### ● Under 5s–Infants (less than one year)

- Infants should be physically active several times every day in a variety of ways, including interactive floor-based activity, for example, crawling
- For infants not yet mobile, this includes at least 30 minutes of tummy time spread throughout the day while awake (and other movements such as reaching and grasping, pushing and pulling themselves independently, or rolling over); more is better

NB: Tummy time may be unfamiliar to babies at first, but can be increased gradually, starting from a minute or two at a time, as the baby becomes used to it. Babies should not sleep on their tummies.

### ● Under 5s – Toddlers (1-2 years)

- Toddlers should spend at least 180 minutes (three hours) per day in a variety of physical activities at any intensity, including active and

outdoor play, spread throughout the day; more is better

### ● Under 5s – Pre-schoolers (3-4 years)

- Pre-schoolers should spend at least 180 minutes (3 hours) per day in a variety of physical activities spread throughout the day, including active and outdoor play. More is better; the 180 minutes should include at least 60 minutes of moderate-to-vigorous intensity physical activity

### ● Children and Young People (aged 5-18 years)

- Children and young people should engage in moderate-to-vigorous intensity physical activity for an average of at least 60 minutes per day across the week. This can include all forms of activity such as physical education, active travel, after-school activities, play and sports
- Children and young people should engage in a variety of types and intensities of physical activity across the week to develop movement skills, muscular fitness, and bone strength
- Children and young people should aim to minimise the amount of time spent being sedentary, and when physically possible should break up long periods of not moving with at least light physical activity

### ● Adults (aged 19-64 years)

- For good physical and mental health, adults should aim to be physically active every day. Any activity is better than none, and more is better still
- Adults should do activities to develop or maintain strength in the major muscle groups. These could include heavy gardening, carrying heavy shopping, or resistance exercise. Muscle strengthening activities should be done on at least two days a week, but any strengthening activity is better than none
- Each week, adults should participate in at least 150 minutes (2 1/2 hours) of moderate intensity activity (such as brisk walking or cycling); or 75 minutes of vigorous intensity activity (such as running); or even shorter durations of very vigorous intensity activity (such as sprinting or stair climbing); or a combination of moderate, vigorous and very vigorous intensity activity
- Adults should aim to minimise the amount of time spent being sedentary, and when physically possible should break up long periods of inactivity with at least light physical activity

### ● Older Adults (aged 65 years and over)

- Older adults should participate in daily physical activity to gain health benefits, including

maintenance of good physical and mental health, wellbeing, and social functioning. Some physical activity is better than none: even light activity brings some health benefits compared to being sedentary, while more daily physical activity provides greater health and social benefits

- Older adults should maintain or improve their physical function by undertaking activities aimed at improving or maintaining muscle strength, balance and flexibility on at least two days a week. These could be combined with sessions involving moderate aerobic activity or could be additional sessions aimed specifically at these components of fitness
- Each week older adults should participate in at least 150 minutes (two and a half hours) of moderate intensity aerobic activity, building up gradually from current levels. Those who are already regularly active can achieve these benefits through 75 minutes of vigorous intensity activity, or a combination of moderate and vigorous activity, to achieve greater benefits. Weight-bearing activities which create an impact through the body help to maintain bone health
- Older adults should break up prolonged periods of being sedentary with light activity when physically possible, or at least with standing, as this has distinct health benefits for older people



Figure 3: Physical activity for adults and older adults

- **Moderate activity**
  - Causes participant to get warmer and breathe harder and their hearts to beat faster, but they should still be able to carry on a conversation

- **Vigorous activity**
  - Causes participant to get warmer and breathe much harder and their hearts to beat rapidly, making it more difficult to carry on a conversation
- **Strengthening activity**
  - Physical activities that strengthen muscle and bone involve using body weight or working against a resistance
- **Shorter sessions of activity**
  - The evidence shows that the benefits of physical activity can be achieved through sessions of 10 minutes or more of moderate to vigorous intensity activity. This duration is sufficient to improve cardiovascular fitness and lessen some risk factors for heart disease and type 2 diabetes. Although more research is required, there is also some evidence that sessions of vigorous intensity activity less than 10 minutes may be beneficial to health
  - Shorter sessions of physical activity offer an easier starting point for people who have been inactive for some time, and for those who have busy lives and find it hard to prioritise activity

1.14 The latest Sport England Active Lives Survey<sup>3</sup> indicates that nationally over two thirds of adults (age 16+) participate in over 150+ minutes of

3 Source: Sport England Active Lives Survey



physical activity. The local picture demonstrates a similar picture for participation, with 67.20% of residents (age 16+) in the area shown to be active for the same duration. The number of residents who are inactive is slightly lower (20%) than the national figures. The levels of physical activity recorded in November 2021-22 indicate

a promising picture for participation in North Somerset compared with data from 2020-21. However, as outlined in the demographics section of this document, there are some poor physical and mental health outcomes in the area, which suggest that physical activity is an area that still requires further development due to its positive

physical and mental health benefits. This also masks inequality in levels of activity between areas and population groups in North Somerset. There has been no significant change in levels of activity in North Somerset since the initial data was collected in 2015-16.

**Table 1: Inactive adults – less than 30 minutes a week**

	Nov 15-16	Nov 16-17	Nov 17-18	Nov 18-19	Nov 19-20	Nov 20-21	Nov 21-22
England	25.60%	25.70%	25.10%	24.60%	27.10%	27.20%	25.80%
South West Region	22.50%	22.70%	21.80%	20.80%	23.40%	23.60%	22.10%
North Somerset	24.40%	22.50%	23.10%	21.20%	24.80%	25.90%	20.00%

**Table 2: Fairly active adults – 30-149 minutes per week**

	Nov 15-16	Nov 16-17	Nov 17-18	Nov 18-19	Nov 19-20	Nov 20-21	Nov 21-22
England	12.40%	12.50%	12.30%	12.20%	11.50%	11.50%	11.10%
South West Region	12.20%	12.10%	11.60%	11.80%	11.00%	11.00%	10.80%
North Somerset	10.20%	12.70%	10.60%	14.90%	10.60%	11.10%	12.70%

**Table 3: Active adults – at least 150 minutes a week**

	Nov 15-16	Nov 16-17	Nov 17-18	Nov 18-19	Nov 19-20	Nov 20-21	Nov 21-22
England	62.10%	61.80%	62.60%	63.30%	61.40%	61.40%	63.10%
South West Region	65.30%	65.20%	66.60%	67.40%	65.70%	65.30%	67.10%
North Somerset	65.40%	64.80%	66.40%	63.90%	64.60%	63.10%	67.20%

## Children and Young people

1.15 The latest Active Lives survey (2020/21) indicates that nearly a third of all children and young people in school years 1-11 (aged 5-16) in England participate in some form of regular sport and physical activity.



**Table 4:** Less active – less than an average of 30 minutes a day

	2017-18	2018-19	2019-20	2020-21	2021-22
England %	32.90%	29.00%	31.30%	32.40%	30.10%
South West	30.50%	26.10%	27.20%	30.90%	27.70%
Wesport (Active Partnership)	31.50%	28.10%	30.00%	30.80%	25.00%
North Somerset	29.40%	-	-	-	-

**Table 5:** Fairly active – an average of 30-59 minutes a day

	2017-18	2018-19	2019-20	2020-21	2021-22
England %	23.90%	24.20%	23.80%	23.00%	22.70%
South West	23.70%	24.00%	23.40%	22.80%	23.20%
Wesport	23.80%	22.60%	24.00%	23.90%	25.30%
North Somerset	23.50%	-	-	-	-

**Table 6:** Active – an average of 60+ minutes a day

	2017-18	2018-19	2019-20	2020-21	2021-22
England %	43.30%	46.80%	44.90%	44.60%	47.20%
South West Region	45.80%	50.00%	49.40%	46.30%	49.10%
Wesport	44.70%	49.30%	46.00%	45.40%	49.60%
North Somerset	47.10%	-	-	-	-

Note: Includes level of activity either during or outside of school hours during the academic year

## 2. Strategic Context

### National context

2.1 There are a number of national strategies and key reports which support the case for increased physical activity and these strategies are reflected in local key documents. The link between health and physical activity is at the cornerstone of all these strategies. Examples of these documents include:

- **Movement for all evaluation report** (Richmond Group, 2018)
- **ISPAH's Eight Investments That Work for Physical Activity**
- **Uniting the Movement** (Sport England 2020)
- **Physical Activity Guidelines** (DHSC, 2019; OHID 2022)
- **Everybody Active, Every Day** (PHE 2014) – due to be updated in 2023
- **NICE Physical Activity Guidance**

- **Health Matters: Physical activity** (PHE, 2020)
- **The Lancet: Global Health Jan 2023** – the cost of inaction on physical inactivity to public health care systems
- **Get Active: a strategy for the future of sport and physical activity**

### Local strategic context

2.2 In addition to the national strategies and reports there are some key local strategic documents. This summary is also included in Appendix 1. Key documents include:

- **North Somerset Council Corporate Plan 2020-2024** (North Somerset, 2020)
- **North Somerset Local Plan 2021-2038** (North Somerset, 2021)

- **North Somerset Joint Health and Wellbeing Strategy 2021-2024** (North Somerset, 2021)
- **Active Travel strategy 2020-2030** (North Somerset, 2020)
- **North Somerset Green Infrastructure Strategy** (2021)
- **North Somerset Sustainable Communities Strategy** (North Somerset, 2021)
- **Sport and Leisure Facilities Strategy 2020-2036** (North Somerset, 2020)
- **Placemaking strategies** (Weston, Nailsea, Clevedon, Portishead)
- **Wesport Strategy 2020-2025**



## Demographic Profile

Table 7: Demographic profile

Summary
<p><b>Location</b></p> <p>North Somerset covers a rural and coastal area of approximately 145 square miles, bordering the local government areas of Bristol, Bath and North East Somerset and Somerset.</p>
<p><b>Population</b></p> <p>The population of North Somerset (216,700<sup>4</sup>) is mainly distributed within the following towns: Weston-super-Mare (77,000 approx.), Clevedon (21,000 approx.), Nailsea (16,000 approx.) Portishead (25,000 approx.) with the remaining third of the population living in outlying villages and countryside.<sup>5</sup></p> <p>In North Somerset there are: 101,230 males (49%) and 106,924 females (51%) respectively<sup>6</sup>. In North Somerset 97% of people identify their ethnic group as White British including White Irish and Other White ethnic groups.</p>

In North Somerset, there is a falling birth rate and a growing ageing population (24% locally in comparison to 19% nationally). These trends are projected to continue and will impact on the nature of, and demand for, local services and provision.

There has been a reduction locally, regionally, and nationally of the take-up of NHS health checks over recent years (pre and during the Covid pandemic). These checks are designed to detect chronic conditions more prevalent in older age.

### Physical health

Limited access across the life course to wider local services such as physical activity facilities may contribute to poor physical outcomes related to inactive behaviours. Early years reviews in North Somerset have highlighted that there is a steady increase in the prevalence of overweight and obesity from 25% at age 4-5 years (reception) to 31.6% among children aged 10-11 years (year 6). This prevalence is lower than national averages, but masks inequality between groups. 56.9% of

adults in North Somerset are reported to be living with overweight or obesity, highlighting increased risk of developing further chronic health outcomes or premature death, which is similar to the National average.

Levels of GCSE attainment (average attainment eight score) are slightly lower than the England average.

Estimated levels of smoking prevalence in adults (aged 18+) are better than the England average.

However, an increase in smoking prevalence has been recognised in vulnerable groups, specifically adults living with long term mental health conditions and those who are receiving treatment for alcohol and/or substance use.

The under 75 mortality rate from cardiovascular diseases is lower than the England average. However, North Somerset has slightly higher rates of Cardiovascular Disease (CVD) and type 2 diabetes compared to Bristol and South Gloucestershire.<sup>7</sup>

4 ONS Census 2021

5 North Somerset Council website

6 Source: ONS, 2014

7 BNSSG 'Case for Change' 2017

## Mental health

Poor mental health outcomes are increasingly evident for both adults and children within North Somerset. For adults, risky behaviours relating to smoking, drug, and alcohol use are higher than national averages. In addition, rates of hospital admission due to alcohol conditions, self-harm and mental health conditions have been increasing in recent years and are higher locally than national rates.

## Future Population Growth

- 2.3 The North Somerset Local Plan 2021-2038 outlines the minimum number of new dwellings required in North Somerset over the plan period and is informed by the Local Housing Needs Assessment, using the government’s standard methodology for calculating local housing needs as outlined in the National Planning Policy Framework (NPPF).
- 2.4 This results in the annual requirement of 1,339 dwellings per annum or 20,085 over the plan period in North Somerset. As a result of this increased housing provision and numbers of residents will mean a consequential increased need for physical activity support and facilities.
- 2.5 The target for specific neighbourhood areas includes Weston-super-Mare (6,980 dwellings)

Wolvershill (north of Banwell) (2,800) Clevedon (226) Nailsea (1,781) Portishead (572) Yatton (391) supporting regeneration and place-making initiatives which revitalise these places as the focus for retailing, community uses, housing and jobs. These localities could provide a focus for local delivery of physical activity.

## Deprivation

- 2.6 There are stark inequalities between health outcomes and income across North Somerset. The most deprived Lower Super Output Area (LSOA) (decile 1) are within Weston-super-Mare and the least deprived (LSOA's) are mainly outside of Weston-super-Mare. Using the LSOA (2015) measure 21 (15.6%) of North Somerset’s LSOAs are in the 10% least deprived areas in England and nine (6.7%) are in the 10% most deprived areas in England. The highest levels of deprivation are evident in the Central, Hillside and South areas of Weston-super-Mare, including two wards on the Bournville estate which are in the top 1% deprived Nationally.
- 2.7 Life expectancy is 9.7 years lower for men and 9.6 years lower for women in the most deprived areas of North Somerset than in the least deprived areas.
- 2.8 North Somerset is ranked as the 121st most deprived district out of 326 in England.

- 2.9 12.6% of children (5,923) live in low-income families.
- 2.10 This information indicates that there are significant disparities within North Somerset and that there is a need to target future physical activity provision into the most deprived areas where significant benefits to health could be achieved.

## Latent demand study

- 2.11 This study was completed by Strategic Leisure in February 2023 to ascertain the supply and demand for swimming and fitness facilities in North Somerset. The document summarises the following:
  - **Fitness Provision Clevedon** – There is a current over-supply of fitness station provision based on changes in supply since 2018. Specifically, these changes relate to large changes in fitness station supply in Portishead and Weston-super-Mare with the opening of two new commercial facilities. However, there remain challenges for residents in the west of the district who are more than 20 minutes away from good quality and sufficient fitness station provision. The Latent Demand Assessment is clear that there is significant potential to increase fitness station supply in the two NSC facilities in Clevedon to address demand



and encourage those who are currently not using the fitness facilities to do so

- This will also contribute to increased revenue generation at the centres. Scotch Horn Leisure Centre currently has 1,395 fitness members and there is potential to increase this by 465 members. Strode Leisure Centre - the centre currently has 550 fitness members and there is potential to increase this by 97 members
- **Swimming Provision Nailsea and Backwell** – Since the Sport and Leisure Built Facilities Strategy 2018 was adopted by NSC, the only change to swimming provision in the district is the closure of Churchill Sports Centre; this has increased the overall under-supply of swimming provision. There is therefore a clear need to consider investment into new swimming provision where the minimum investment needed is an eight lane x 25m pool

2.12 The unmet demand for swimming in Nailsea could be mitigated by development of a pool at Scotch Horn Leisure Centre and provides the opportunity to re-think how future leisure facilities could be provided, particularly in and around the Backwell/ Nailsea communities. Existing facilities are within a couple of miles of each other, where Backwell Leisure Centre provides only swimming pools, squash courts and limited fitness, and Scotch Horn Leisure Centre provides only dry side facilities. Amalgamating wet and dry provision on one site would co-locate a range of wet and dry

facilities and activities which better meet modern physical activity needs and would also reduce existing operational costs

## Impact of the Covid 19 pandemic and cost of living crisis

2.13 Participation rates in many activities are still recovering following the lifting of Covid 19 restrictions; many sports and leisure facilities nationally have not yet reached pre-pandemic participation levels. This has been exacerbated by the rising cost of living, especially costs of fuel and inflation. During the consultation with North Somerset’s leisure operators, this was reported along with concerns about not being able to re-introduce some activities such GP referral, weight management, cardiac rehab and escape pain due to a lack of available staff and the cost of providing these activities. The recent Activity Check In Report (Sport England August 2022) suggests that nationally operators are reducing numbers of sessions, increasing costs, or ceasing to provide activities altogether – this is mirrored in North Somerset. Paid for activities, such as swimming and gym memberships are more likely to be impacted than activities such as walking, running, and gardening. Insight from Sport England highlights that almost half of the people

surveyed reported that the increased cost of living would have a negative impact on their ability to be physically active in the future.

- 2.14 The impact of the rising cost of living will have a greater effect on levels of activity for those with less disposable income or a disability. The insight in the Activity Check In Report suggests therefore that inequalities are likely to have increased, with 7% of those negatively impacted stopping activity completely, two thirds of adults have made physical activity behaviour changes because of the rising cost of living, including: walking/cycling versus using the car (20%), taking part in free activities (17%), socialising with a friend through free physical activity rather than paying (for example, walking) (15%), and being active at home (13%). Some people have changed to cheaper gym memberships or cancelling completely.
- 2.15 It is therefore important when developing the physical activity strategy action plan that these themes are incorporated into the individual actions, particularly acknowledging free activity opportunities, the cost of activities, subsidy for health and wellbeing activities in facilities, and signposting/education.

## 3. Consultation and Engagement/Insight

3.1 This strategy and action plan has been developed based on a wide range of engagement with key stakeholders to identify barriers and gaps in current provision, and opportunities for making a positive difference to the physical activity of local residents. This engagement included:

- Face to face, online meetings, and workshops with key officers within North Somerset Council, external partner organisations within the NHS and voluntary sector, Active Weston, the Council's leisure facility operators, and National Governing Bodies of Sport
- Face to face, online meetings and workshops with organisations representing a range of demographic groups, for example, North Somerset Disability Access Group
- An online residents survey which took place over an eight week period in Autumn 2022 and was promoted on the North Somerset Council website, shared with stakeholder groups/organisations, and social media channels
- An online physical activity provider survey, school survey and town/parish council survey took place over a 10 week period in Autumn 2022 and was distributed to North Somerset Council's databases of providers, schools and town/parish councils

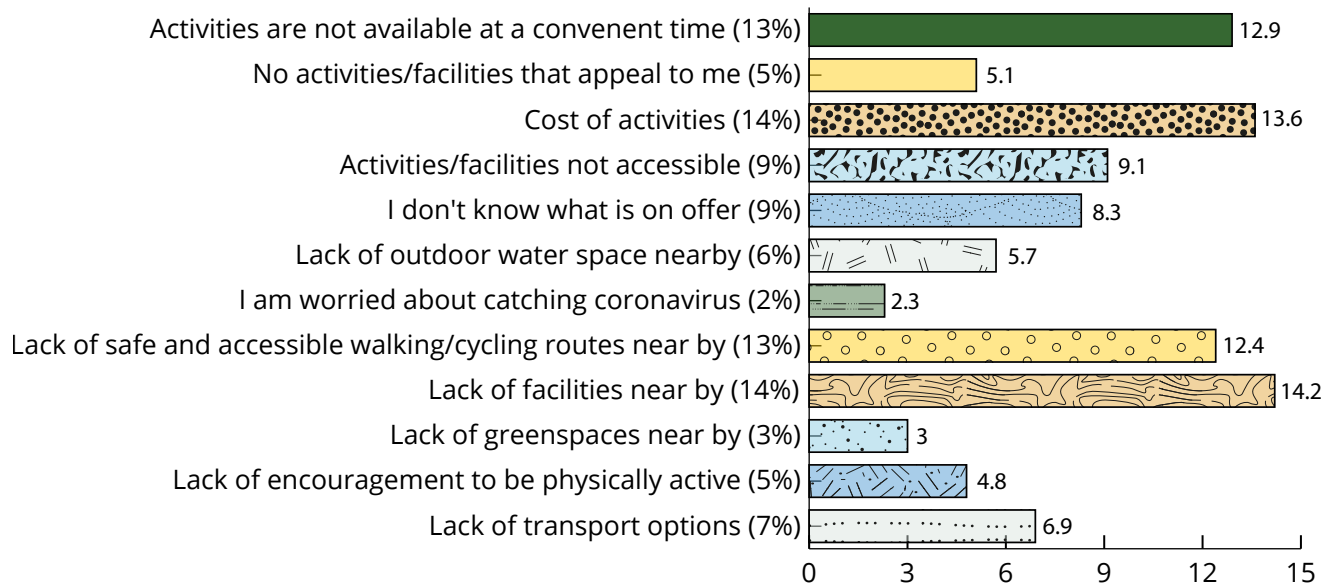
### Residents' Survey – Autumn 2022

3.2 The Council received a total of 427 responses to the Residents' Survey. Responses were received from across the district including rural areas and towns/villages such as Weston-super-Mare, Portishead, Nailsea, Backwell, Locking, Yatton and Clevedon. A summary of the key findings shows that:

- Approximately 70% of responses were from people aged 40 to 69 years of age
- 95% of respondents describe their ethnicity as white
- Approximately 17% of respondents consider themselves to be disabled or have a long-term health impairment
- There was a significantly higher response rate from women (70%) compared to men (28%)
- A relatively small percentage of respondents (10%) are inactive and had done 30 minutes or less exercise in the past week. A total of 38% had been fairly active (between 30 minutes and 149 minutes) and 50% had been active and undertaken more than 150 minutes of physical

activity in the past week. 2% had however done no physical activity at all

- Walking, swimming, and cycling are the three most popular activities in which respondents participate
- Residents use a range of indoor leisure centres across the district, but they also used local walking and cycling paths, the seafront and local parks
- The majority of respondents participate in physical activity weekday mornings (44%) or weekday afternoons/evenings (33%)
- The most popular reasons for taking part in physical activity are to stay fit, for enjoyment, and to improve physical and mental health
- Lack of time, lack of motivation and physical health are cited as the main barriers to physical activity. Other key barriers include lack of facilities nearby, the cost of activities, activities not being available at a convenient time, and lack of safe walking/cycling routes nearby



**Figure 4: Barriers to Physical Activity**

- 59% participate in physical activity in a built leisure facility and over 90% participate in physical activity outdoors within North Somerset
- The majority of respondents think that the opening hours and booking arrangements are very good at their chosen indoor/outdoor location where they participate in physical activity. A number of respondents scored their facility as poor or very poor in terms of the maintenance and condition
- The majority of respondents travel by car (65%) to their indoor/outdoor venue for physical activity

- 12% travel by foot and 9% by bicycle. Reference is made to the lack of public transport
- The majority of journey times take between six to 10 minutes (27%). However, 13% would travel more than 21 minutes to get to their venue
- More than 80% had not participated in a health-related physical activity programme for example, health walk, ageing well exercise class, exercise on referral etc.
- Of those who had participated, 15% think that it had resulted in a positive impact on their physical and mental health. Of the 10% who thought the programme had not had a positive impact,

reasons were given such as the need for the programme to be longer term/sustainable, too expensive etc.

- The majority of respondents find out about sport and physical activities in the community via word of mouth or social media
- 3.3 As part of the survey, respondents were provided with the opportunity to provide comments; below are some of the key needs which were identified
- Improve public transport across North Somerset
  - Maintain existing leisure facilities as a minimum but also provide new pool facilities due to overcrowding at existing sites
  - Ageing leisure facilities and opportunity to improve quality of provision
  - Safe, properly maintained and equipped cycle paths, walking routes and horse riding routes
  - Enhanced use of Scotch Horn Leisure Centre
  - Encouraging people to be physically active from home or local to home
  - Active travel provision to/from leisure facilities
  - Safeguarding public open space and parks for physical and mental health benefits
  - Provide a range of activities at different times

- Develop publicity and a central information point for promoting what physical activity is available across the district
- More affordable leisure provision
- Single sex changing requirements for certain religions
- Availability of leisure facility provision, particularly in rural areas, and further utilise existing community facilities
- Improved secure cycle storage at leisure facilities
- Introduce financial incentive scheme to encourage physical activity

## Physical Activity Providers' (and Sports Clubs) Survey – Autumn 2022

3.4 A survey was emailed out to all physical activity providers and sports clubs and community organisations on the Council's database; a total of 41 responses were received. These sports clubs and organisations cater for a wide range of sports and physical activities, from athletics, badminton, cycling and cricket through to trampolining, swimming, and walking.

3.5 A summary of the key findings shows that:

- Approximately 40% of sports clubs that responded do not cater for people with disabilities. Of those that do provide for people with disabilities, this provision includes specialist equipment, trained staff, adapted/inclusive sessions, or disability specific sessions. There is an emphasis on both mental and physical health

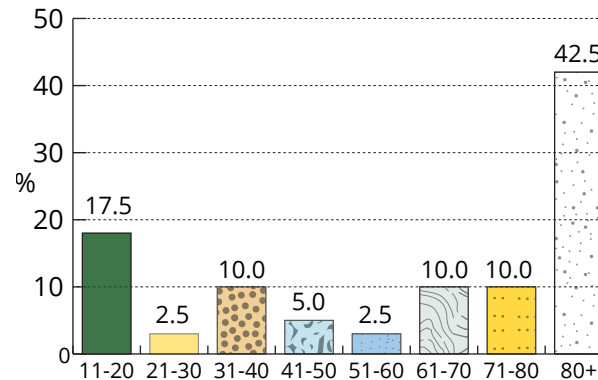


Figure 5: Current number of active playing members in sports club

- A large proportion of sports clubs have over 80 active members
- The majority of sports clubs cater for all levels of the sporting and physical activity spectrum, from beginners and those new to the activity through to those wanting to take part in medium to high level competitive sport or exercise
- 60% of sports clubs indicate that you had to be a member and could not access the activity on a

free or pay as you go basis. There was a similar ratio of male to female members

- 35% of sports clubs indicate a heavy reliance on the use of volunteers (11 plus volunteers)

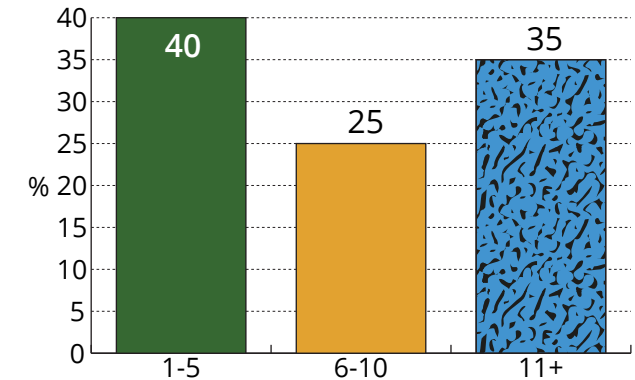


Figure 6: The number of volunteers in your sports club or group

- Over 60% anticipate that the number of participants in their sports club would increase in the future. Reasons for this include Covid recovery and desire by people to re-engage, improved club marketing locally and recruitment of players, targeted focus on different age groups, growing population in the area
- A large proportion of responding sports clubs use local community centres, village halls, @Worle, Weston College and sports club sites. A couple of clubs use Hutton Moor Leisure Centre and Strode Leisure Centre. The majority rate these venues as good or very good. Where facilities were rated as

poor or very poor, this was predominantly due to poor quality changing and shower facilities

- Approximately 60% of sports clubs said that their participants currently travel by car and 14% stated that their members already travel actively. 22% think that a better connected and signposted walking and cycling network might encourage participants to switch to more active forms of travel
- When asked what facilities the sports club would need in future, the most popular response was for additional storage, specialist facilities and better changing
- 60% of respondents use an outdoor sport/leisure facility

3.6 As part of the survey, sports clubs were provided with an opportunity to provide comments; below are some of the key needs identified:

- Affordable venue hire costs
- Refurbishment of sports club facilities
- Provision of specialist sports facilities for example, athletics track
- Desire to work more closely with the Council in extending physical activity provision

3.7 A number of clubs and organisations indicated that they had plans/aspirations to expand in

the future but that this requires investment in facilities and is subject to availability of funding.

## Schools' survey – Autumn 2022

3.8 A total of 35 responses were received to the schools' survey, including responses from eight secondary schools. Of those schools that responded, over 70% confirmed that they provided children and young people with at least 30 minutes of sport a week and 80% provided targeted activities to involve and encourage the least active. Active play was encouraged during break times by 98% of schools, and 80% of schools offered school sports clubs/activities and holiday clubs. The majority of these sports clubs and activities were accessible and inclusive.

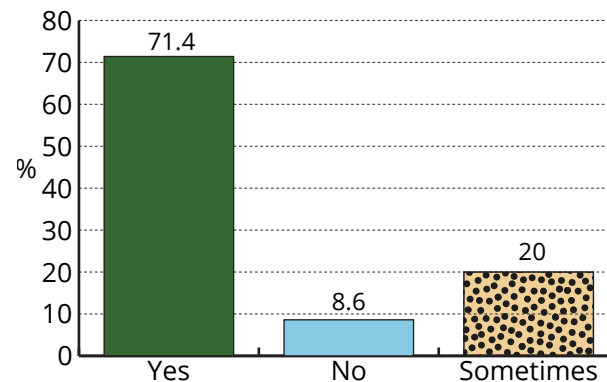


Figure 7: Provision of at least 30 mins of sport per week

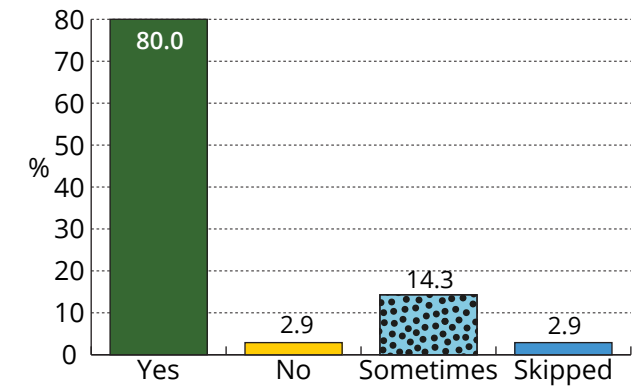


Figure 8: Target activities to involve and encourage the least active

3.9 Approximately 45% of schools that responded do not participate in the daily mile initiative; this may be due to the challenges in accommodating this scheme within the timetable. The majority of schools (62%) that responded seek to achieve the requirements of the national curriculum which requires all pupils to be able to swim 25 metres unaided by the end of key stage 2.

3.10 The majority of schools (57%) embed physical activity into the school day through encouraging active travel to and from school, active break times and holding active lessons and teaching; just over 30% of schools occasionally do this and 8% offer nothing at all.

3.11 The majority of respondents provide staff with professional development, mentoring, training and resources to help them teach PE and sport more effectively and embed physical activity



across the school. Approximately 60% also hire external sports coaches to enhance the offer to pupils.

3.12 Approximately 54% of schools said that they provide a range of sports and physical activities to encourage more pupils to participate in physical activity. However, just under 30% of schools that responded said that they do not provide this and the remaining schools said that they only occasionally offer this. A similar response was given when asked if the school partners with other schools to run sports and physical activities and clubs.

3.13 After school extra-curricular physical activities are provided by over 80% of the schools, delivered either directly by the schools or other local sports organisation.

3.14 In terms of competition, the majority of schools participate in the School Games (70%) and also organise or enter internal and external sports competitions or tournaments (approximately 80%). A relatively high proportion of respondent schools (48%) do not take part in the annual Active Lives Children and Young People self-audit.

3.15 For those schools who are unable to offer the range of physical activities and programmes highlighted as part of the survey, the following key barriers were highlighted:

- Space within the school
- Staff time, capacity and finance
- Availability of equipment
- Difficulty in finding transport to take children off site and co-ordinating availability of transport with availability of pool time
- Difficulty in linking with other schools, as priorities and needs between schools vary
- Transport to and from school provided for pupils, so difficulty in offering after school clubs/activities
- More CPD training offered to staff
- Cost of coaches and being unable to spend Sport Premium Funding on swimming outside top-up in Year 5/6
- Pupil confidence following Covid
- Ability of Government/Ofsted to further raise the importance of physical activity in schools
- A broader network of local school sport outside of the North Somerset Schools PE Association would benefit pupils

## Town and Parish Council Survey – Autumn 2022

3.16 A total of 12 responses were received to the Town and Parish Council Survey from:

- Barrow Gurney Parish Council
- Nailsea Town Council
- Churchill Parish Council
- Winscombe & Sandford Parish Council
- St Georges Parish Council
- Clapton in Gordano Parish Council
- Wick St Lawrence Parish Council
- Weston Town Council
- Hutton Parish Council
- Tickenham Parish Council
- Abbots Leigh Parish Council
- Portishead Town Council

3.17 The majority of these town and parish councils manage or own a wide range of community facilities, including village halls, village greens, recreation grounds and parks. These facilities provide a wide range of sport and physical activities for the local community ranging from exercise classes, children’s play, walking groups, sports pitches, and social prescribing.

3.18 Town and Parish Council Key priorities are identified in the action plan.

## North Somerset Disability Access Group

3.19 A workshop was held with the North Somerset Disability Access Group (DAG) on 16 November 2022 to gain a better understanding of the key themes and challenges to taking part in physical activity provision in the district for people with disabilities.

3.20 The following key themes were identified by the DAG:

- Increasing understanding of disability needs and an opportunity for the DAG to be used as a consultee for new projects
- Barriers to accessing physical activity included: transport, the cost of transport and leisure facility activities, layout and design of car parks, building design features (materials, lighting, signage etc)
- Reference was also made to cold pool water temperatures discouraging use
- Support needed for those with mental health disabilities entering a leisure environment as many people lack confidence
- Accessible toilets and seating in public outdoor spaces
- Extending the Community Garden Scheme across the district
- Promotion of indoor/outdoor leisure activities and facilities available to disabled people

- Opportunities for the Council to partner with organisations who work with disabled people to help promote what is available

- Use of Access Cafés to help reach the disabled community

- Include 'pool pod' access to swimming pools as part of design of new facility or retrofit existing pools if possible

- Improved utilisation of existing schools' sports facilities

- Inclusive events days across the district inviting people with disabilities to try different activities

- Facilities provided near communities

- Requirement for good quality accessible footpaths

- Accessible allotments

- Provision of training for clubs/organisations to help them become more inclusive

3.21 In addition to the surveys, the Physical Activity Strategy has been informed by consultation with key stakeholders. A wide range of consultees were identified. The insight from the surveys, stakeholder consultation, and 'Have your Say' from Our Future Health Report BNSSG Integrated Care Board Oct 2022 have informed the key themes for North Somerset (see section 5).

## Case Studies – Examples of Good Practice

### (1) Green Social Prescribing (GSP) Pilot for North Somerset, Bristol, and South Gloucestershire (BNSSG)

3.22 In July 2020, Environment Secretary George Eustice announced a £4 million investment for a cross-government project aimed at preventing and tackling mental ill health through green social prescribing. Bristol, North Somerset, South Gloucestershire Integrated Care Board (ICB) was successful in becoming one of the test and learn sites for the two year project. The scheme is testing how to embed green social prescribing into communities to improve mental health outcomes, reduce health inequalities, reduce demand on the health and social care system, and develop best practice in making green social activities more resilient and accessible.

3.23 Link officers/social prescribers signpost people to outdoor activities and accompany them where needed to provide additional support.

3.24 **Outdoor initiatives** include 'Rewilding North Somerset;' creating new habitats to enable wildlife to flourish. Other initiatives include Forest Bathing, Health Walks, Wild Water Swimming, Gardening projects, Osprey Outdoors activities,

a Nature Well group for 16-25 year olds, and Wellbeing Days. BNSSG Integrated Care Board has contributed £500,000 towards the set up costs for projects and initiatives in the area. North Somerset Council has also awarded grants towards these projects.

## (2) North Somerset Wellbeing Partnership Co-ordinators

- 3.25 North Somerset Council has worked with town councils to develop a network of place based Wellbeing Partnership Co-ordinators. The aim is to facilitate and support progress on shaping and developing wellbeing partnership activity in line with the principles of the Council's Empowering Communities Strategy.
- 3.26 The aim of the roles are to improve the co-ordination of wellbeing provision locally and to improve the promotion of these provisions, as well as increasing investment in local wellbeing services where possible. The roles also provide a link for engagement with Locality Partnerships, North Somerset Together and any other relevant forums such as North Somerset's cost of living working group and food alliance.
- 3.27 The co-ordinators roles also involve outreach to find out what matters to people in their communities, alongside a mapping exercise to establish what activities and organisations are in the area that could be contributing to wellbeing.

They will work with these providers of wellbeing activities to improve promotion, co-ordination and signposting as well as building the capacity of local people through developing their knowledge and skills and helping them turn their ideas into projects and build on the strengths and experiences of people.

## (3) North Somerset Health Walks

- 3.28 North Somerset Council coordinate a very successful **Health Walks** Programme which has been running for more than 17 years and in excess of 300 regular walkers take part each week. The scheme has 80-90 active volunteers helping to lead and support the various walks on offer.
- 3.29 There are currently walks in Clevedon, Long Ashton, Nailsea, Portishead, Weston-super-Mare, Winscombe, and Yatton. Each walk lasts no longer than an hour and can be made shorter to help people build up their fitness. The walking routes are chosen to be accessible and inclusive to as many people as possible, but also tries to focus on targeted demographics where there are high levels of inactivity. The walks help support both the physical and mental health of residents of North Somerset.
- 3.30 The Health and Wellbeing Board funding helped support the Health Walks Programme and fund a one day a week post to raise walks participation levels in key areas such as Clevedon.

## (4) Other examples of Good Practice

- 3.31 There are a number of other examples of good practice partnerships and initiatives in North Somerset which relate to physical activity, some of which are listed below:
  - **North Somerset parks and open spaces** volunteering programme
  - **ParkRun** – and links with health care professionals via the ParkRun Practice initiative
  - 12 weeks of **1-1 Get Active support** for residents provided by the Healthy Lifestyles Advisors
  - **ParkPlay** – free play every Saturday in local parks
  - **Equipment Pack Scheme** and Up and Active Membership providing physical activity equipment and leisure centre access to care leavers and looked after children and families
  - Active Travel Department for Transport pilot funding to enhance walking and cycling provision and to develop further opportunities
  - Together Fund co-ordinated by Wesport, projects funded include: North Somerset Bangladeshi Forum female only swimming, mental health focussed walk and talk groups, **inclusive cycling provision**
  - **Active Weston** (sub group of One Weston Locality board)

- **Age UK Somerset Ageing Well Exercise Classes** – commissioned by Public Health, North Somerset Council
- **Voluntary Action North Somerset (VANS)** – Capacity Building linked to Active Weston and the Together Fund
- **Active Healthy Schools Award** for primary schools – supporting members of the school community to be physically and emotionally healthy
- **Physical Activity Social Prescribing** work linked to Public Health and Wesport
- **North Somerset School Games** – School Games is a programme which puts physical activity and school sport at the heart of schools, and provides young people with the opportunity to enjoy and learn through competition to achieve their personal best
- **WERN (West of England Rural Network)** – promotion of physical activity in village halls



## Summary of Local Community Insight

3.32 The summary of findings from the consultation (stakeholders and surveys)

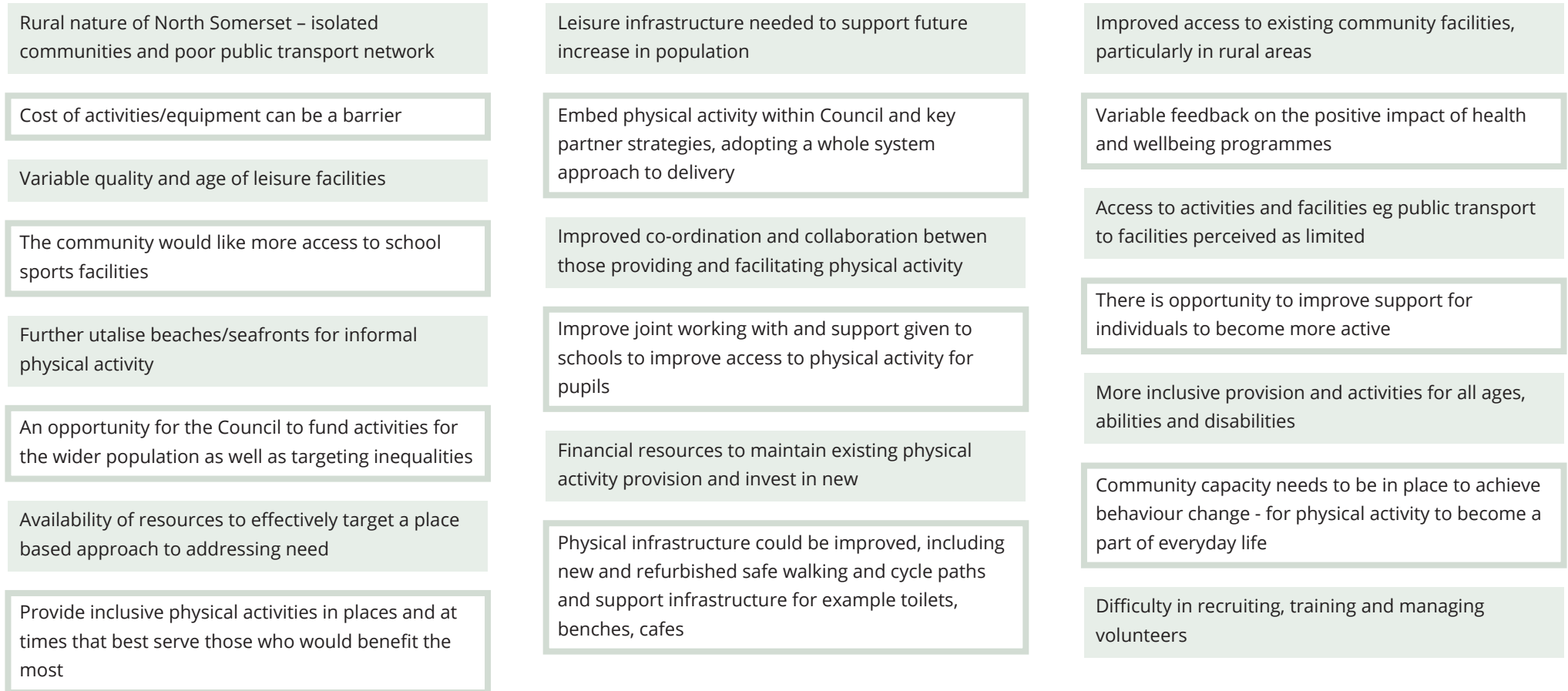


Figure 9: Summary of local community insight



## 4. Key themes

4.1 Our approach to future delivery of physical activity in North Somerset has been developed by understanding what is currently being delivered across the area, where, to whom and by whom. Further insight has been gained through consultation with key stakeholders including schools, local physical activity providers, town and parish councils and residents to understand the barriers to physical activity in North Somerset,

gaps in provision and future opportunities. This information has highlighted the following eight key themes; table 6 below provides an overview of gaps, barriers and opportunities linked to each key issue identified.

- Accessibility
- Built Environment
- Natural Environment

- Funding and Resources
- Behavioural Influences
- Target Groups
- Activities and Promotion
- Connectivity and Travel

**Table 8:** Key Themes for Physical Activity in North Somerset

### Accessibility:

There is an opportunity to develop public transport links across the area, specifically access to and from physical activity facilities and services, reflecting the rural nature of the area.

#### Gaps

- Available public transport to Weston and Clevedon Marine lakes, leisure centres and Parks
- Provision of outreach /community development work

#### Barriers

- Availability of public transport – particularly an issue for disabled people and those without transport
- Quality of some of the built facilities is poor
- Cost and timing of activities

#### Opportunities

- Sea fronts that are safer for walkers, runners and cyclists
- Improved cycle routes and signage for footpaths/cycleways
- Concessionary swimming rates for pregnant women to align with BNSSG
- Incentive schemes for inactive groups to take part in physical activity



## Built Environment:

It is important that leisure facility provision in North Somerset meets current and future population needs. The consultation process identified the need to invest in existing indoor and outdoor provision, included both council owned facilities, local sports clubs and town and parish council facilities. There is also a wide network of existing local facilities including village halls and community centres that could be better utilised for physical activity.

### Gaps

- Variable quality and age of leisure facility provision
- Quality of existing sports clubs facilities
- Perceived shortfall or lack of certain facilities within the area for example Swimming pool in Nailsea, outdoor cycling track, grass pitches

### Barriers

- Facility provision is particularly poor in the north of the area (Backwell and Strode)
- Funding available to improve local sports club facilities
- Financial requirement for both capital and revenue to provide large scale leisure facilities

### Opportunities

- There will be a need for leisure infrastructure to support the increase in population arising from new housing developments
- Opportunities to make better use of existing community facilities in rural areas, negating the need to travel
- Consider refurbishment of Scotch Horn Leisure Centre with combined wet/dry facilities
- Consultation with residents identified range of suggested facility improvements
- Several town and parish councils are looking to use their Community Infrastructure Levy (CIL) contributions to enhance or provide new sports/leisure facilities
- Explore further use of village/ community halls/schools (out of hours) for physical activity



## Natural Environment:

The great outdoors is one of North Somerset's unique selling points, and the consultation feedback highlighted that there are opportunities to better utilise and promote the seafronts, beaches, countryside, allotments, public rights of way, coast paths and rivers. The natural environment provides a real opportunity for those who currently lead a sedentary lifestyle, to take up some form of informal exercise, whether this be walking, cycling, sea swimming, gardening, or countryside volunteering.

### Gaps

- Provision of ancillary facilities on the seafront and parks for example, accessible toilets and changing facilities
- Availability of safe off-road routes for horse riders
- Provision of a range of accessible location to walk for all abilities

### Barriers

- Connectivity and maintenance of cycle paths and walking routes
- Limited access for dog walkers on public open space which discourages exercise

### Opportunities

- A new Rights of Way Improvement Plan has been approved, there is an opportunity to link physical activity into the action plan
- Seating in natural environment for older people while walking
- The new Coast Path presents an opportunity to promote the benefits of walking
- Extend the Community Garden Scheme and provision of allotments
- Improvement to ancillary outdoor facilities, such as additional benches, accessible toilets
- Further opportunities for activities and events on the seafronts and parks



## Funding and Resources:

Funding and resources are under significant pressure for all aspects of physical activity provision and delivery. This requires further engagement with external partners including the voluntary sector to deliver physical activity, accessing external sources of funding where possible.

### Gaps

- Funding for universal physical activity provision
- Capacity and resource availability to partnership work
- Awareness of funding opportunities is inconsistent
- Suitability of resource on school sites for example staffing, facilities, equipment, time
- Shortage of volunteers and lack of funds to train them

### Barriers

- Financial challenges facing the Council
- Many health and wellbeing and community activities have not restarted since Covid and there are no plans to reintroduce in many cases
- The long process for becoming a volunteer discourages people from putting themselves forward

### Opportunities

- Continued roll out provision of community development workers and a place based approach to help support inactive groups and signpost to physical activity
- Scope to work with town and parish councils to help support physical activity initiatives
- Development of a volunteering strategy and work further with partners

## Behavioural Influences:

The consultation process has shown that there are a wide range of behavioural influences that impact why people do not participate in physical activity. This includes lack of time, cost of activities, quality, motivation and availability and accessibility of facilities.

### Gaps

- Available, accessible and affordable activities
- Support available to encourage users to access opportunities
- Available childcare linked to sessions
- Suitable physical activity for social prescribing
- Provision of physical activity opportunities in the workplace

### Barriers

- Cost of activities, facilities, transport and parking, isolation
- Cost of living
- Motivation
- Body image
- Lack of pupil confidence in physical activity following the Covid pandemic

### Opportunities

- Timing of activities to meet needs of different user groups
- Enhance existing buddy schemes
- Provision of childcare or child friendly sessions
- Promoting inclusive, bespoke and friendly, non-judgemental physical activity opportunities
- Support workplaces to be active

## Target Groups:

There are specific groups who would benefit from targeted activities and opportunities to address inequality in access. Improved promotion of existing and new opportunities would improve participation levels. There is a need to address inequality of provision by providing affordable physical activity opportunities at times and in locations which meet the needs of the target population.



### Gaps

- Lack of awareness and promotion of existing localised activities
- Rural public transport
- Public transport for those with a disability
- Provision of suitable opportunities for under represented groups
- Range of specific disability sport activities
- Amount of PE being provided in primary schools

### Barriers

- Barriers of cost, time, accessibility, and inequality of provision
- Lack of changing places, toilet provision and other specific disability provision for example pool pods
- Single sex changing options vs village changing in leisure centres
- Lighting, noise levels, car parking, access and signage in leisure/ community facilities

### Opportunities

- Promotion of accessible leisure facilities and activities
- Use of Access Cafes to offer a wider range of activities/services
- Utilise local action groups to reach unrepresented groups, to gain feedback and insight
- Develop further targeted opportunities for under represented groups
- Raise awareness of existing health services in leisure centres
- Greater partnership working with schools, children centres and early years networks
- Additional disability sport opportunities for example, boccia and powered chair football
- Provide come and try events days for target groups
- Offer more training to sports/ community clubs to help them be more inclusive
- Encourage more 'green social prescribing'
- Enhance use of School Sports Premium to target under represented groups



## Activities and Promotion:

A wide range of provision is available across North Somerset, however there is an opportunity to further co-ordinate the promotion of these activities and services

### Gaps

- Availability of 'grass roots' activity in sports clubs
- Availability of swimming lessons for specific ability levels in different locations
- Enhance the use of the natural environment for physical activity

### Barriers

- Awareness of provision amongst residents and stakeholders

### Opportunities

- Promote existing and new activities for older adults
- Further utilisation of the Natural Environment for physical activity
- Develop further the Better Health Active Directory
- Increase the profile of social prescribing of physical activity
- Develop local information channels to inform of organised events and facilities
- Targeted bitesize running and cycling groups for beginners
- Promotion of available video/online exercising
- Promotion of physical activity through a wider range of external channels for example, Wellbeing Partnership Co-ordinators



## Connectivity and Travel:

Connectivity is key to accessing physical activity opportunities. Every day active travel plays an important role in being physically active.

### Gaps

- Provision of school bike/walking buses
- Available public transport in rural areas
- Provision of secure bike storage

### Barriers

- Safe environment to walk and cycle
- Availability of suitable equipment to participate in active travel
- Confidence in ability to actively travel

### Opportunities

- Improve connectivity to green spaces
- New residential developments to incorporate active travel opportunities and transport links
- Improve and develop new cycle paths
- Increase provision of bike hire and secure storage
- Enhance cycle confidence training



## Opportunities for Change

4.2 There are many opportunities to facilitate behaviour change and deliver shared physical activity outcomes based on the above key themes. These can be grouped under the following headings and the opportunities are summarised in Figure 10 below:



Figure 10: Summary of opportunities for change

# North Somerset – Action Plan

The action plan sits alongside the Physical Activity Strategy and maps out the actions that we will take to increase participation in physical activity across the life course, ensuring a focus on our shared outcomes:

- Active Places
- Active Communities
- Healthy People
- Partnerships and Working Together

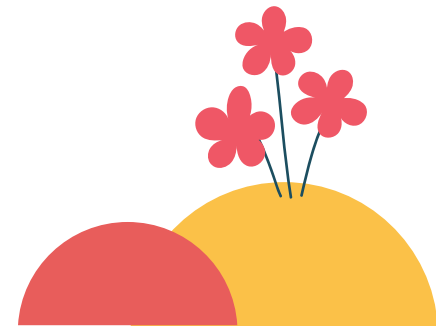
The action plan addresses the identified gaps, barriers and opportunities for development, described in this report as our eight key themes. Actions are designed to include both universal and targeted interventions to ensure the provision of new actions for all those living and working in North Somerset including for those where there is greater health and wellbeing need.

Services and interventions included in the action plan will be guided by best practice and evidence, impact, equity and value for money.

We will resource the actions through investments from the health and wellbeing strategy fund, contain outbreak management fund and public health budget as well as contributions from other agencies and securing effective delivery with key stakeholders.

The action plan also includes the physical activity actions highlighted in the [North Somerset Joint Health and Wellbeing Strategy](#) Action Plan.

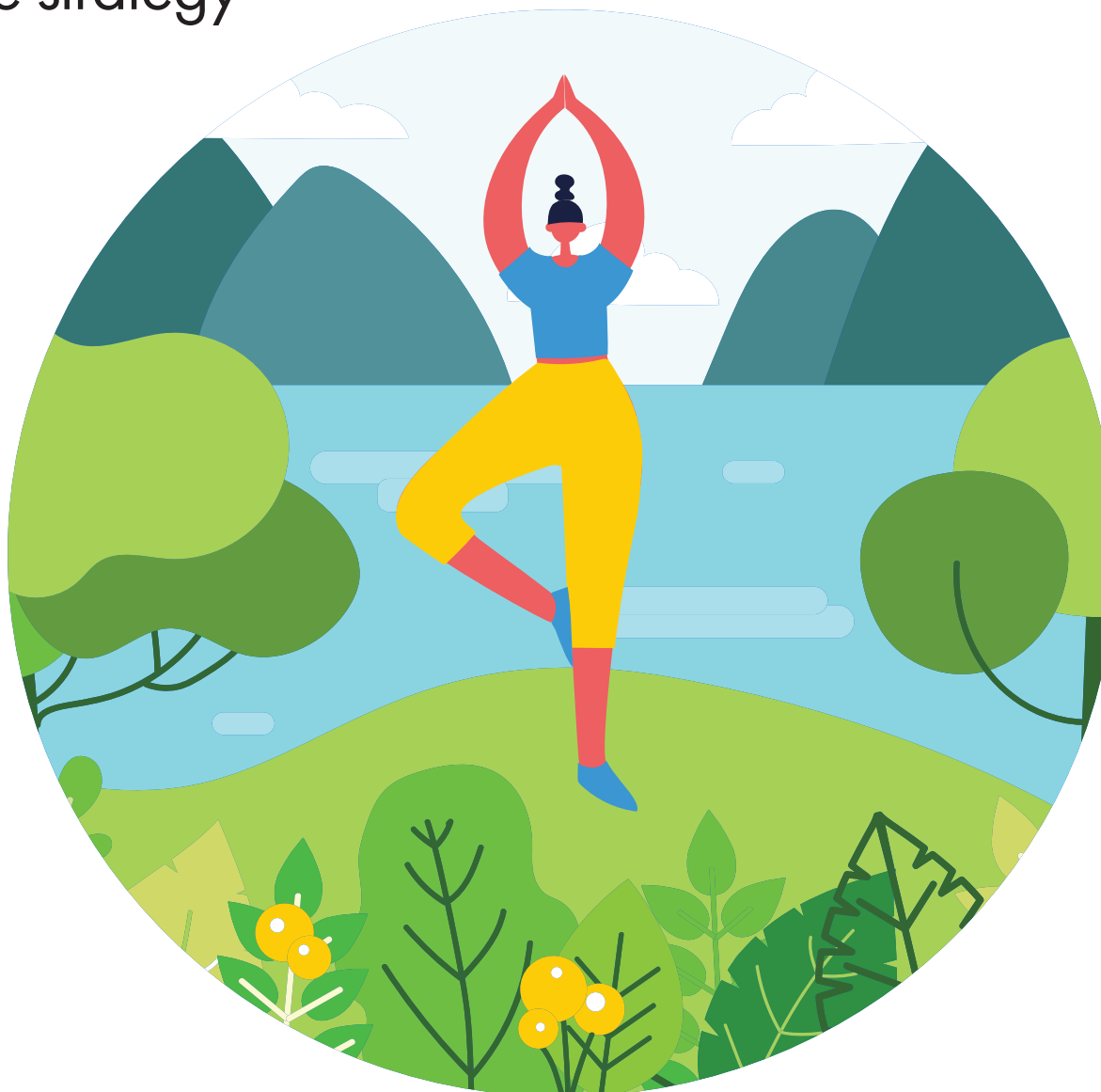
The action plan can be viewed here [\[insert link\]](#)



## Delivery and oversight of the strategy

Delivery of Get Active – a Physical Activity Strategy for North Somerset will be the responsibility of a new North Somerset Physical Activity Strategy steering group. A steering group of key stakeholders will be formed to develop the actions further and nominate lead stakeholders for each of the actions. The steering group will monitor progress on a quarterly basis and review and refresh the action plan yearly.

The North Somerset Physical Activity Strategy steering group will not exist in isolation and reports on delivery will be shared with the North Somerset Health and Wellbeing Board, North Somerset Health Overview and Scrutiny Panel, Active Weston (sub group of the One Weston locality board) and other local forums with a focus on health, wellbeing and physical activity.



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