

# Get Active:

## A Physical Activity Strategy for North Somerset

2023-2028 Executive Summary



# 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



# What is the physical activity strategy?

Get Active: A Physical Activity Strategy for North Somerset 2023-2028 sets out our vision, opportunities for change, and outcomes which have been developed through consultation and local insight.

The actions outlined in the strategy will improve the health and wellbeing of North Somerset residents and reduce health inequalities by increasing levels of physical activity.

Key partners and organisations who play a key role in physical activity and health and wellbeing will deliver and review the actions which support the shared vision.

# Our Vision

The shared vision for the strategy is that

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

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 more sedentary lives, and health inequalities have increased.

Our priority is to provide universal opportunities for physical activity and target available physical activity resources to those who will benefit most from being regularly active.

# How we have developed our strategy?

We have developed the strategy through consultation and engagement with 50 key stakeholders from local government, health and the voluntary sector, 427 responses from the wider community, 41 physical activity providers, 35 schools and 12 Town and Parish Councils. The strategy reflects the national strategic picture, local demographics and insight. Based on all of this information we have developed four shared outcomes which 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

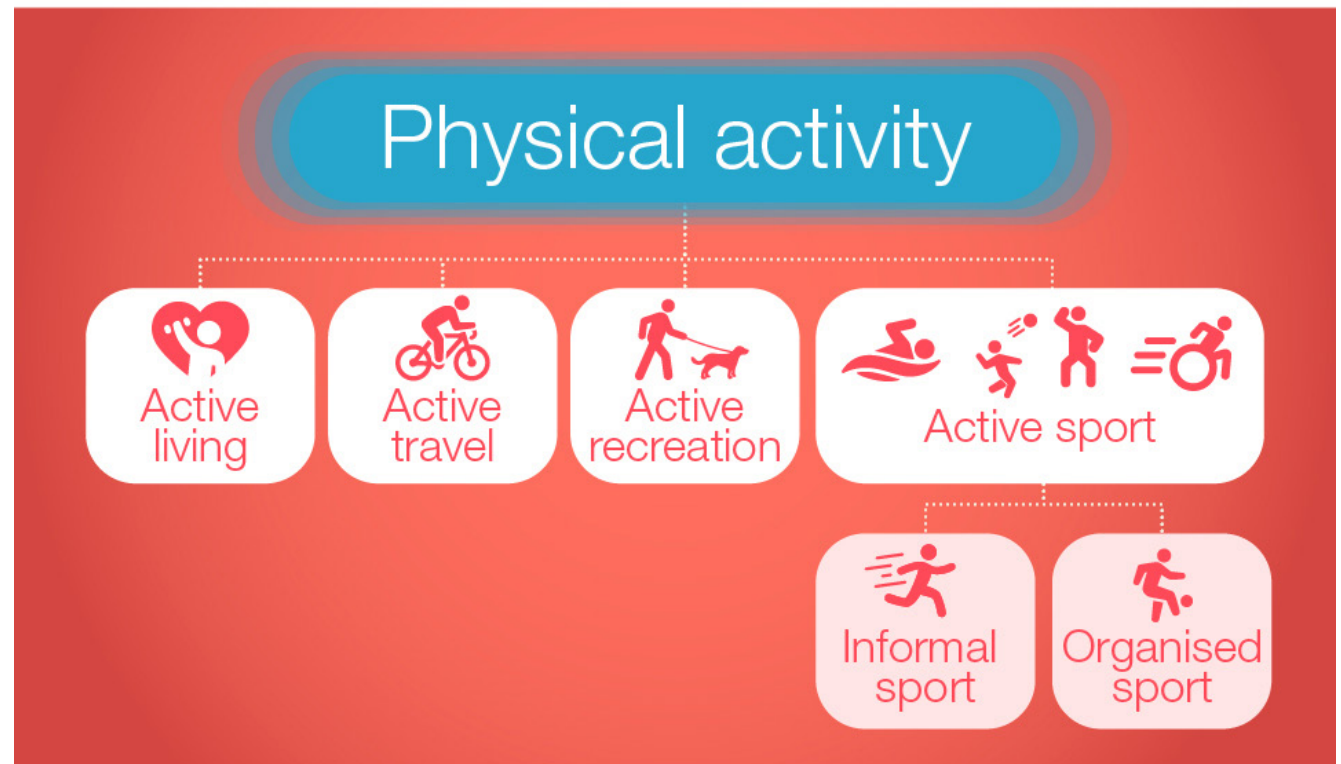


# Our Approach

## What is physical activity?

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.

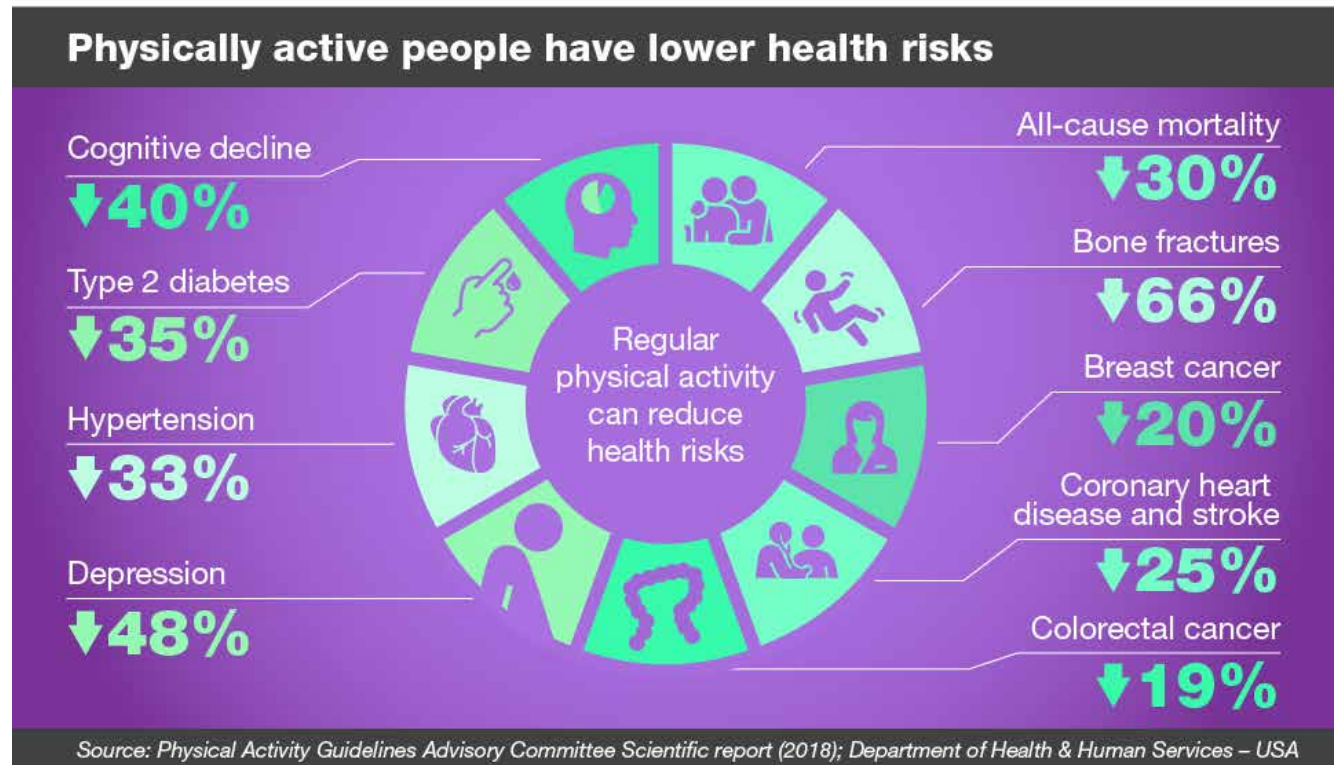
The intrinsic link between health and wellbeing and physical activity is well recognised and it is now seen as an important priority for local government provision and support for the third sector. Physical activity contributes positively to a variety of positive life forces as well as physical and mental 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 in those least likely to participate and embedding active living (i.e., embedding activity into everyday lives), into communities in an inclusive way.



## Why is Physical Activity important?

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.

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 with 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.

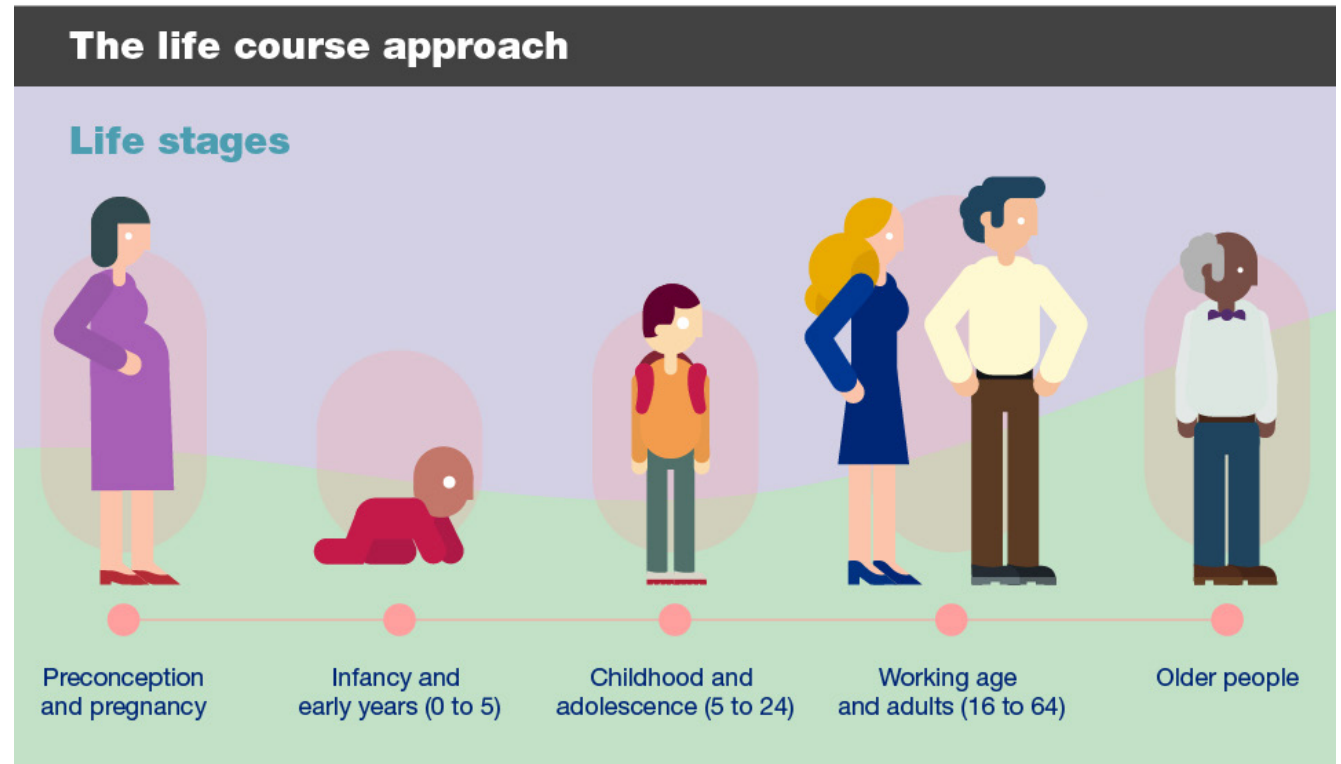


## Physical activity guidelines – Life course approach

The Chief Medical Officer (CMO) provides physical activity guidance for selected age groups within the population – these guidelines recognise the different stages of life and take these into account.



Health Matters



The following infographics highlight the CMO's recommendations for early years, children and young people, adults, and older adults. There are also guidelines for disabled adults, disabled children, pregnancy and after childbirth. The strategy and action plan will support and provide opportunities for everyone in North Somerset to participate in physical activity.

## Physical activity for early years (birth – 5 years)

Active children are healthy, happy, school ready and sleep better

BUILDS RELATIONSHIPS & SOCIAL SKILLS	MAINTAINS HEALTH & WEIGHT	CONTRIBUTES TO BRAIN DEVELOPMENT & LEARNING
IMPROVES SLEEP	DEVELOPS MUSCLES & BONES	ENCOURAGES MOVEMENT & CO-ORDINATION

### Every movement counts

**Aim for at least 180 Minutes per day for children 1-5 years**

PLAYGROUND	JUMP	CLIMB
MESSY PLAY	THROW/CATCH	SKIP
OBJECT PLAY	DANCE	GAMES
PLAY	TUMMY TIME	SWIM
WALK	SCOOT	BIKE

**Under-1s** at least 30 minutes across the day

**Get Strong. Move More. Break up inactivity**

UK Chief Medical Officers' Physical Activity Guidelines, 2019

## Physical activity for children and young people (5 – 18 Years)

BUILDS CONFIDENCE & SOCIAL SKILLS	STRENGTHENS MUSCLES & BONES	MAINTAINS HEALTHY WEIGHT
DEVELOPS CO-ORDINATION	IMPROVES SLEEP	IMPROVES HEALTH & FITNESS
IMPROVES CONCENTRATION & LEARNING	MAKES YOU FEEL GOOD	

### Be physically active

**Spread activity throughout the day** **Aim for an average of at least 60 minutes per day across week** **All activities should make you breathe faster & feel warmer**

PLAY	RUN/WALK	BIKE	ACTIVE TRAVEL
SWIM	SKATE	SPORT	PE
SKIP	CLIMB	WORKOUT	DANCE

**Activities to develop movement skills, and muscle and bone strength ACROSS WEEK**

**Get strong** **Move more**

**Find ways to help all children and young people accumulate an average of at least 60 minutes physical activity per day across the week**

UK Chief Medical Officers' Physical Activity Guidelines, 2019

## Physical activity for adults and older adults

Benefits health	Reduces your chance of	Type II Diabetes -40%
Improves sleep		Cardiovascular disease -35%
Maintains healthy weight		Falls, depression etc. -30%
Manages stress		Joint and back pain -25%
Improves quality of life		Cancers (colon and breast) -20%
Some is good, more is better		Make a start today: it's never too late

### Be active

at least **150** minutes moderate intensity per week  
increased breathing able to talk

OR

at least **75** minutes vigorous intensity per week  
breathing fast difficulty talking

to keep muscles, bones and joints strong

**Build strength** on at least **2** days a week

Swim, Brisk walk, Cycle, Gym, Carry heavy bags, Run, Stairs, Sport, Yoga, Bowls, Tai Chi

### Minimise sedentary time

Break up periods of inactivity



For older adults, to reduce the chance of frailty and falls

### Improve balance

2 days a week

Dance

UK Chief Medical Officers' Physical Activity Guidelines 2019

## Physical activity for pregnant women

Helps to control weight gain	Helps reduce high blood pressure problems	Helps to prevent diabetes of pregnancy
Improves fitness	Improves sleep	Improves mood

**Not active?**  
Start gradually

**Already active?**  
Keep going



Do **muscle strengthening** activities twice a week

**Every activity counts**, every minute counts, more is better

**No evidence of harm**

**Listen to your body and adapt**



**Don't bump the bump**

UK Chief Medical Officers' Physical Activity Guidelines, 2019



## Physical Activity for Disabled Children and Disabled Young People

Getting and staying active is about



Equality



Inclusivity

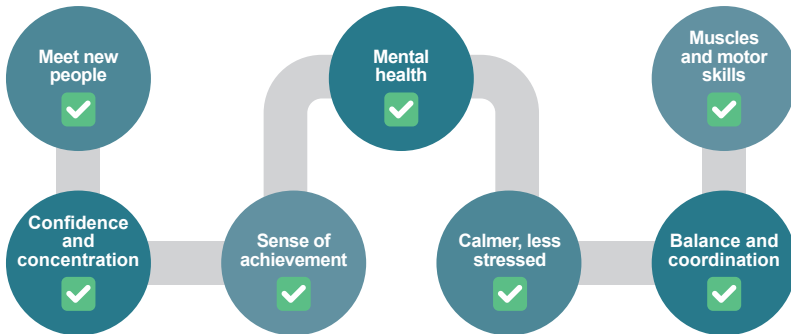


Finding what's fun



Exploring what activities make you feel good

### Benefits of physical activity



### How much physical activity should I do?

**When starting build up slowly**  
Ask: Can you do this today?

Do bitesize chunks of physical activity throughout the day



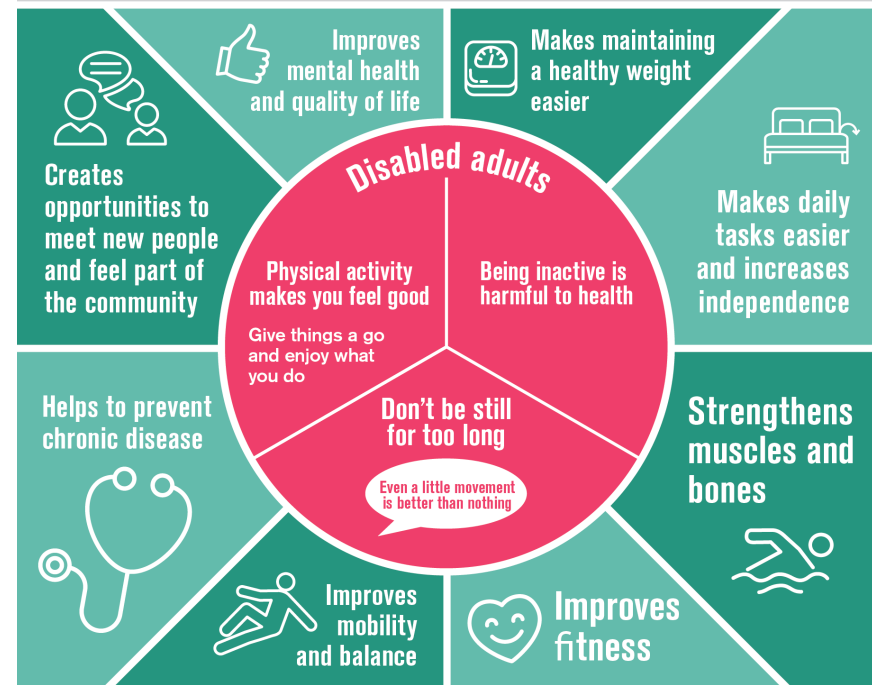
**Do challenging but manageable** strength and balance activities 3 times per week

Small amounts of physical activity are good for you as well

UK Chief Medical Officers' Physical Activity Guidelines for Disabled Children and Disabled Young People 2022. This infographic was co-produced with disabled children, disabled young people, parents and carers.

## Physical Activity for Disabled Adults

Make it a daily habit



Do strength and balance activities on at least two days per week

For substantial health gains aim for at least 150 minutes each week of moderate intensity activity

Remember the talk test:



Can talk, but not sing = moderate intensity activity

Difficulty talking without pausing = vigorous intensity activity



UK Chief Medical Officers' Physical Activity Guidelines, 2019

# Demographic differences in levels of activity

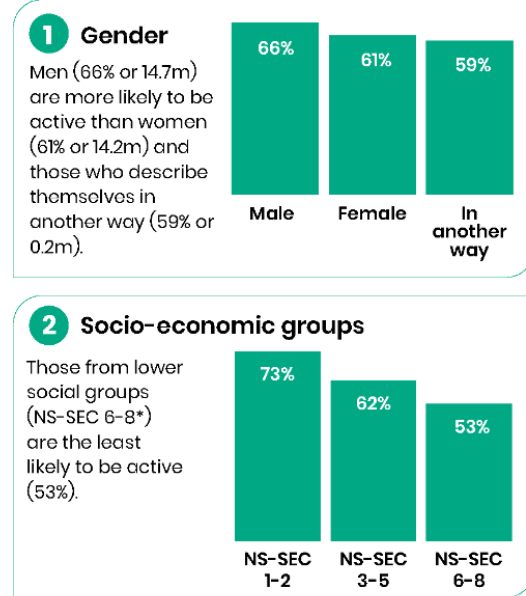
This strategy will support the collaboration of physical activity opportunities to ensure we strengthen provision and target communities that will benefit from being more active most. In North Somerset, approximately 20% of the adult population and approximately 25% of children and young people are inactive. There are some poor physical and mental health outcomes in North Somerset and the figures mask inequality in levels of activity between geographical areas and population groups in North Somerset, as illustrated in the infographic on the right.



## Levels of activity

### Summary of demographic differences

Our data shows there are significant inequalities:



# Local physical activity levels

In North Somerset, the Active Lives Survey data suggests that participation rates are broadly similar to the national picture.

## Levels of inactivity in adults (Nov 2021-22 – Active Lives)

Inactive (less than 30 minutes per day)

England (%)	25.8
South West	22.1
North Somerset	20.0

## Children and Young People – Level of inactivity either during or outside of school hours (Academic Year 20-21)

Inactive (less than 30 minutes per day)

England (%)	30.1
Wesport (Active Partnership)	25.0
North Somerset	25.0

## What will we do:

To achieve our vision and four shared outcomes, the strategy has an action plan [insert link] which has been developed using data about physical activity levels in North Somerset, extensive feedback from people living in the locality, and those supporting residents to be physically active. National guidance, evidence and best practice supports the development of actions within the plan.

The action plan has been categorised by our four shared outcomes and maps out the actions that we will take to increase participation in physical activity across the life course, ensuring a focus on our eight key themes.

### Shared outcomes:

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

### Key themes:

- Accessibility
- Built Environment
- Natural Environment

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

## What happens next:

A steering group of key stakeholders will be formed to develop the actions and provide further detail, the steering group will monitor progress on a quarterly basis and review and refresh the action plan yearly.



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