

‘Active Guildford’ Sport Development Strategy

2016-2021

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Our plan to enhance sports provision and engage all our community in sport so that by 2021, Guildford will be one of the most active boroughs in South East England.



'Active Guildford' Sport Development Strategy 2016-2021

Year 1 Action Plan

The Year 1 Action Plan has been collated by 'Active Guildford' a strategic alliance of partners with an interest in developing sporting activity in the borough. Partners are committed to successfully delivering the 'Active Guildford' Sport Development Strategy 2016-2021 by working collaboratively to set targets against shared outcomes.

Outcomes

By 2021, by working in partnership, 'Active Guildford' will have:

- ▲ enhanced the health and wellbeing of local residents through widened access to quality sport
- ▲ increased the activity levels of local residents by promoting participation in sport, targeting those who are less active
- ▲ improved pathways for talented athletes
- ▲ improved local sports facilities and programming so that they may continue to maximise usage
- ▲ worked in partnership to widen the opportunities for coach and volunteer development

Outcomes will be measured by set targets as detailed within the action plan.

They will also contribute to the Key Performance Indicator's within the Surrey Physical Activity Strategy 2015-2020:

- ▲ 20,000 more adults being active for 150 minutes per week
- ▲ 20,000 fewer adults not being active for at least 30 minutes per week
- ▲ 20,000 more adults playing sport once per week
- ▲ 20,000 more children and young people in regular sport activities/events

Accountability

The 'Active Guildford' Group will be facilitated by the Guildford Sport Development Officer who will coordinate partners and report to the Guildford Borough Council Project Board. These update meetings will occur three times a year, in-line with the Active Guildford meetings. An annual update for residents and stakeholders will also be provided.

Appendix 1 - Year 1 Action Plans

RESPONSIBILITY LEAD KEY -

■ = Guildford Borough Council: Sport Development Officer (SDO), Public Health Coordinator (PHC), Parks Team, Guildford Community Wardens
 ■ = Active Surrey
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PARTICIPATION - TO ENCOURAGE OUR COMMUNITY TO GET ACTIVE AND STAY ACTIVE

Indicator	Action	Baseline (2015)	Target	Responsible	Target Date	Status (RAG)
<p>Priority 1: To increase awareness of local sports participation opportunities. For all opportunities relating to Physical Activity - please see the Guildford Health and Wellbeing Strategy Action Plan 2015-2017.</p>						
1.1	Design multi media campaign to raise awareness of new 'Active Guildford' two-week programme of free sport taster sessions. **In response to consultation results - 96% of respondents confirmed cheaper sports and improved awareness (92%) would help them re-engage with sport.**	New	Creation and launch of campaign.	SDO Communications Web Team Sports providers	August 2016	
1.2	Provide a gateway to the Active Surrey Activity Finder from the GBC website and encourage organisations to add and update their entries. **As per consultation feedback - 96% of respondents confirmed they would re-engage with sport if there was increased awareness of local opportunities.**	New	10 % increase in the number of sports opportunities listed in Gfd. **Shared action with Health and Wellbeing Strategy.**	SDO PHC Web Team	End of Year 1	
1.3	Increase presence of community sport related posts on GBC social media. **As per consultation feedback above**	-	10% increase on posts relating to sport.	SDO Communications Community Wardens	End of Year 1	
1.4	Facilitate links with sports providers to support Community Warden new free 'Sport for Health' Events that raise awareness of local opportunities. **Increase awareness and accessibility to sport as per Focus Group and Online consultation feedback**	One community event held in 2015	Two new events delivered across the borough, one in March in Ash and the second in August in North Guildford.	SDO Community Wardens	March 2016 August 2016	
1.5	To raise awareness of running opportunities and establish a pretraining camp for GBC staff in the lead up to the Surrey Half Marathon.	16 staff competed in 2015	30 staff participating in the Surrey Half Marathon 2016.	GBC Leisure Services Guildford Spectrum Human Resources	March 2016	

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PARTICIPATION - TO ENCOURAGE OUR COMMUNITY TO GET ACTIVE AND STAY ACTIVE

Indicator	Action	Baseline (2015)	Target	Responsible	Target Date	Status (RAG)
Priority 2: In partnership with Active Surrey and local providers, widen access to sports opportunities that encourage young people to get active. (Changed to widen access to more opportunities as per consultation feedback.)						
2.1	Facilitate the new weekly Junior Park Run event at Stoke Park to become the first borough in Surrey to offer this opportunity.	New	To engage over 150 young people each week in regular informal running.	ParkRun GBC Parks SDO	December 2016	
2.2	Increase recruitment and participation in the free trials and training sessions in the lead up to the annual P&G Surrey Youth Games.	280 young people involved in 2015	330 young people involved.	SDO School Games Organiser Schools Coaches and volunteers.	June 2016	
2.3	Encourage young people from Westborough, Stoke and Ash wards to participate in the Surrey Youth Games training sessions.	40 young people in 2015	At least 50 young people recruited	SDO Sports Clubs Schools	June 2016	
2.4	Raise the profile of sport for young people attending the annual FISH holiday activity schemes.	15 sessions, 7 different sports	Two new on-site and one new-offsite sporting activity.	SDO PDO Sports clubs	August 2016	
2.5	Increase participation of low cost Startrack Athletics Holiday Courses for young people aged 7-16.	30 young people engaged in two courses in 2015	Increase participant numbers for Startrack Athletics schemes from 15-30 young people in 4 courses.	SDO GBC Community Wardens Communications	End of Year 1	

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PARTICIPATION - TO ENCOURAGE OUR COMMUNITY TO GET ACTIVE AND STAY ACTIVE

Indicator	Action	Baseline (2015)	Target	Responsible	Target Date	Status (RAG)
Priority 3: in partnership with Active Surrey and local providers, explore new opportunities to deliver targeted schemes aimed at encouraging adults to get active.						
3.1	Launch new 'Active Guildford programme', a two-week period where the community can access free taster sessions in various sports across the borough. **As per Focus Group and Online consultation feedback: free sessions, low commitment, and link to low cost further sessions would all help people to re-engage with sport.**	New	At least 4 new free beginner sessions launched and at least a further 4 existing supported.	SDO Local providers	August 2016	
3.2	Identify new informal participation opportunities as part of the Yr 3 Game On Guildford Project.	6 established in 2015.	To sustain all existing sessions and launch at least 2 new sessions with at least 1 being off-site.	Surrey Sports Park SDO	September 2016	
3.3	Support the operation and sustainability of Park Run by investigating and agreeing additional course options at Stoke Park.	2 course routes at present	2 further routes to be investigated and agreed.	Parks ParkRun	March 2016	
Priority 4: Improve participation pathways for talented athletes						
** As per consultation feedback - no longer a stand-alone theme, but included as a priority within the participation theme to raise awareness of opportunity.**						
4.1	Work in partnership with Active Surrey to promote the Elite Scheme and GLL Sports Foundation Awards to local athletes.	11 signed up in 2015	13 signed up in 2016	Active Surrey SDO	November 2016	
4.2	To support Sport Guildford to promote and collate nominations and deliver the annual Guildford Sports Awards.	26 nominations in 2015	To increase nominations to over 30 in 2016	Sport Guildford SDO Active Surrey	November 2016	
4.3	Support Sport Guildford to deliver the one- off talented young athlete grant scheme to those most in need.	New	Support with application criteria and assist with targeted promotion.	Sport Guildford SDO	End of Year 1	

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INCLUSIVE SPORT - TO ENCOURAGE UNDERREPRESENTED GROUPS TO GET ACTIVE AND STAY ACTIVE

Indicator	Action	Baseline (2015)	Target	Responsible	Target Date	Status (RAG)
Priority 1: To promote informal sports activities including walking basketball/football, back-to-sport products and recreational sport products that target underrepresented groups.						
1.1	To set up a GBC landing webpage for informal, low cost, pay and play sport opportunities that target underrepresented groups i.e walking sport sessions, back to netball, no strings badminton, Park Run and share with the community via Facebook and Twitter. **To align with positive feedback from Focus Groups regarding informal sport products and need for no joining fees.**	New	New page to be created and updated. **Common Theme with Health and Wellbeing Strategy**	SDO PHC Web Team Communications	February 2016	
Priority 2: To improve awareness of female sports participation opportunities, (changed to more generic as per consultation feedback).						
2.1	Investigate new low cost female-only participation opportunities, that encourage 'bring a friend for free' in partnership with local providers and National Governing Bodies. **As per Focus Group feedback to overcome cost and genuine fear of new opportunities.**	New	2 new opportunities in the borough, first including investigation of women's only staff beginners jogging group from Millmead.	SDO Local providers NGB's	End of Year 1	
Priority 3: To share best practice on facility / programme design with local partners to provide better experiences for over 50's.						
3.1	Support Year 1 promotional campaign and provide links to local partners to facilitate the Guildford delivery of the Surrey wide, 'Living and Aging well over 50's sport and exercise project'. Sports to include: swimming, golf, jogging, bowls, walking football, multi-sport, keep fit at various venues across the borough.	New	Contribute to the participation targets for Yr 1 of the Surrey wide project: 1,270 participants attending between 7-8 weeks of activity. **Shared outcome with Guildford Health and Wellbeing Strategy.**	SDO PHC Active Surrey	Year 1 and 2 6 monthly update	

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INCLUSIVE SPORT - TO ENCOURAGE UNDERREPRESENTED GROUPS TO GET ACTIVE AND STAY ACTIVE

Indicator	Action	Baseline (2015)	Target	Responsible	Target Date	Status (RAG)
Priority 4: To work with partners to promote current activities and identify new opportunities for people with disabilities to participate in sport						
4.1	Build a database of local community support organisations for disabled people and provide quarterly updates on local sports participation opportunities in the borough. ** Consultation feedback: to increase local information sharing.**	New	At least 10 local organisations receiving information.	SDO	Quarterly	
4.2	To establish new free Community Boccia Taster sessions in Guildford.	New	At least 12 weeks of coaching sessions delivered.	SDO Boccia England	April 2016	
4.3	Guildford Sport for all Day: send free entry and discounted tickets to SEN schools, disability organisations and those from less advantaged wards.	134 free entry tickets and 572 discounted entry	Over 200 free concession entry tickets used on the day and over 700 discounted entry tickets.	SDO Sport Guildford Gfd Spectrum Gfd Community Wardens	October 2016	
Priority 5: To focus partnership working in less advantaged areas to challenge lower levels of sports participation						
5.1	Support Surrey Youth Focus in their launch of the new free 'Youth support through football' programme at Kings College School via: funding application assistance, operations, facilitate links with partners.	New	20 young people aged 11-16 engaged in the project (review target at 6 months)	Surrey Youth Focus SDO Active Surrey Lifetrain FA	End of Year 1	
5.2	Advise and support clubs and leisure providers who want to deliver outreach sessions in areas of deprivation.	New	2 new outreach sessions established.	SDO Community Wardens	End of Year 1	

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WORKFORCE: SUPPORT THE DEVELOPMENT OF SPORTS COACHES AND VOLUNTEERS

Indicator	Action	Baseline (2015)	Target	Responsible	Target Date	Status (RAG)
Priority 1: Work in partnership with Active Surrey to deliver Continual Professional Development (CPD) Courses, including two annual safeguarding training workshops. Targeting promotion towards clubs that do not have access to similar training via their National Governing Body.						
1.1	Host and promote the countywide Growing your Club Surrey Workshops in Guildford, including two safeguarding children courses.	4 courses in 2015	4 courses held in 2016.	Active Surrey SDO	End of Year 1	
1.2	Offer a specific training course for 'Coaching Disabled Performers' to all sporting organisations and leisure providers. **As per consultation feedback to increase awareness of individual needs within coaching staff at sports clubs and leisure providers.**	New	One course to be held in Guildford in February 2016.	Active Surrey SDO	March 2016	
Priority 2: Identify opportunities to host further CPD courses, in line with local supply and demand						
2.1	Raise awareness of new training courses aimed at sports providers who are involved in CSAF project. Courses to include; health related exercise, physical activity / mobility and dementia awareness.	New	Promote course content to local providers to secure 2 places on the courses.	SDO Active Surrey	End of Year 1	
Priority 3: Identify and promote funding streams for individual coaches - ***NEW as per feedback from Stakeholder consultation evening***						
3.1	Identify suitable coaches for the Active Surrey Coach Development Fund.	5 coaches upskilled in 2015 (including SYG)	To identify local coaches - 3 to be upskilled in 2016	SDO Active Surrey	July 2016	
3.2	Upskill new assistant coaches as Level 1 coaches as part of the annual Surrey Youth Games training programme.	2 coaches upskilled in 2015	2 coaches to be upskilled in 2016	SDO Active Surrey Surrey Sports Park	August 2016	
3.3	Promote Boccia England Level 1 funding and recruit at least one coach to deliver the weekly programme.	New	1 coach to be upskilled	SDO Boccia England	February 2016	

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WORKFORCE: SUPPORT THE DEVELOPMENT OF SPORTS COACHES AND VOLUNTEERS

Indicator	Action	Baseline (2015)	Target	Responsible	Target Date	Status (RAG)
Priority 4: Raise the profile of sports volunteering opportunities						
New as per feedback from Online Survey and Stakeholder Consultation Evening.						
4.1	Inform sports clubs as to how they can promote their volunteering opportunities via Guildford Voluntary Action South West Surrey.	New	Provide update to clubs in new quarterly newsletter	SDO Voluntary Action South West Surrey Community Wardens	Quarterly	
4.2	Deliver the new pilot volunteering project at Surrey University, 'Surrey Uni Sports Rep,' to engage more students into local community volunteering.	New	At least 10 students to complete the programme.	Active Surrey SDO	End of Year 1	

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PLACES: MAXIMISE THE USAGE OF LOCAL PLACES FOR SPORT AND ACTIVE LEISURE

Indicator	Action	Baseline (2015)	Target	Responsible	Target Date	Status (RAG)
Priority 1: Support and advise on sports provider funding applications and development plans.						
As prioritised by attendees at Stakeholder Consultation Evening.						
1.1	Provide assistance with Sportivate Funding applications and endorse with letters of support	6 successful applications endorsed	Support 6 new funding applications	SDO Active Surrey	End of Year 1	
1.2	Promote and advise on Satellite Club funding applications for sports clubs.	10 new clubs in 2015	2 new venues to become satellite club venues (not necessarily schools)	Active Surrey SDO	End of Year 1	
1.3	Advise clubs on the Guildford Community Grants Scheme applications and endorse applications that focus on encouraging informal/beginner participation in sport and engaging those from underrepresented groups.	9 successful projects.	Support 3 new applications.	SDO Active Surrey	End of Year 1	
1.4	As part of large scale funding bids, advise on club development growth plans including; participation, membership, volunteering and infrastructure.	2 bids supported.	Provide advice on 2 large scale development bids	SDO Active Surrey NGB's	End of Year 1	
Priority 2: Increase the number of Clubmark accredited sports clubs working with local schools.						
As prioritised by attendees at Stakeholder Consultation Evening.						
2.1	Facilitate links between Clubmark clubs offering structured free taster sessions to local schools.	1 offer taken up by schools	2 offers to be signposted and at least 1 taken up by schools.	School Games Coordinator SDO	End of Year 1	

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PLACES: MAXIMISE THE USAGE OF LOCAL PLACES FOR SPORT AND ACTIVE LEISURE

Indicator	Action	Baseline (2015)	Target	Responsible	Target Date	Status (RAG)
Priority 3: In partnership, increase awareness of school and community hall availability.						
New - as suggested by clubs at Stakeholder Consultation.						
3.1	Encourage schools to sign up and update their entry on Sport England Active Places Power tool and encourage clubs to use this as a resource to view available facilities and community use times.	17 schools signed up -to-date.	22 schools to be signed up by end of 2016. SDO to update clubs in quarterly newsletters.	School Games Coordinator SDO	End of Year 1	
3.2	Encourage schools to use the newly launched Sport England 'Use our School' website to gain further insight into how best to make their facilities accessible to the community.	3 primary schools signed up.	50% of all schools to sign up by the end of 2016	School Games Coordinator	End of Year 1	
3.3	Encouraging networking and sharing of information between clubs and schools by SDO attending school sport association meetings.	1 meeting attended in 2015	One primary and one secondary meeting to be attended.	SDO SGO	End of Year 1	
Priority 4: Raise awareness of Sport Guildford, the independent Sports Council, to local providers.						
4.1	Promote the advisory services of Sport Guildford via the Guildford Sports Awards nominations, club update emails and attendance at local events.	New	Include in quarterly SDO newsletters, via the new Community Sport Notice Board at Spectrum.	Sport Guildford SDO Spectrum	Quarterly End of Year 1	
Priority 5: Raise awareness of Sport Guildford, the independent Sports Council, to local providers.						
5.1	Circulate e-newsletters relating to funding streams, national policy and community events.	New	Quarterly newsletters circulated to clubs and organisations	SDO Active Surrey	Quarterly	
5.2	In partnership with Active Surrey, host at least one 'Club Conversation Evening', which provides practical solutions to the challenges raised by clubs at the 2015 Stakeholder Consultation Evening including: <ul style="list-style-type: none"> • Fundraising difficulties (successful clubs will be invited to share their experience) • Indoor facility availability • Engaging new participants ** To link consultation results with measurable solution. **	New	At least one local Club Conversation to be held in Guildford.	Active Surrey SDO Sport Guildford	March 2016	

Appendix 2

Overview of consultation results

Guildford Sport Development Strategy 2016 - 2021

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Introduction

The consultation process for the Guildford Sport Development Strategy involved three areas:

- ▲ A stakeholder consultation workshop with 31 organisations
- ▲ focus group workshops with residents aged over 50 and adult residents with disabilities. A further informal workshop for young people aged 16-30 with disabilities was also carried out.
- ▲ an online survey for residents and users to complete

1. Stakeholder Consultation Evening

A stakeholder consultation event was held with local sports clubs and organisations responsible for developing sport in the borough. 31 organisations were represented. Local organisations supporting people with disabilities were also invited to contribute their feedback at a separate time.

1.1 Successes and challenges

Attendees were asked 'when developing sport within your organisation, what has been your biggest success and challenge?'. The predominant successes mentioned by organisations included increased membership and sustained participation, grant funding success and local effective partnerships.

The predominant challenges mentioned by organisations were engaging new participants and sustaining memberships. Other challenges included indoor facility availability and quality of local facilities, fundraising difficulties, building partnerships and available workforce.

1.2 Prioritisation of core services

Attendees were presented with examples of seven core services that the Sport Development Officer provides. 'Supporting and advising on funding applications' and 'advising on club development plans' were listed as the top joint priorities. This was followed by 'increasing the number of Clubmarked clubs working with local schools' and 'sharing best practice and updates from regional

and national partners'. An additional service was also suggested to 'provide facilitation with local schools and sports facilities'. Our Leisure Providers in attendance agreed that 'identifying gaps in programming where provision can be improved - in line with local need and available resources' was the priority for them. 'Disseminating of information in relation to safeguarding' was not seen as a priority as organisations already receive a number of updates from local sources.

1.3 Strategy themes

Organisations were split into four groups and asked to comment on the proposed strategy themes in detail within their groups:

'Participation:' - There were suggestions from two groups that the FISH holiday activity schemes be used as a gateway to migrate young people into local sports clubs. There was also concern that the informal side of sport might be missed within this theme and more information on the specific priorities within this theme was requested.

'Inclusive Sport:' there were no specific comments or suggestions in relation to this theme. See the disability focus group consultation below for resident feedback. **'Focus Sports:'** there was a suggestion from one group that this theme goes alongside funding, premises and development and not necessarily a stand-alone theme. One organisation also queried whether this was restricted to sports with National Governing Bodies or could informal organisations and charities be included.

'Workforce:' There were queries in relation to the brokerage of sports volunteers and suggestions that linking with FE and HE institutions be explored as a means of upskilling young people as coaches. There was also a suggestion around club training in relation to recruiting volunteers.

'Places:' Two groups commented that widened community access to school facilities needed to be a priority within the places theme, particularly for sports clubs at weekends and evenings.

'Pathways:' Three of four groups queried the relevance of the pathways theme and whether this was the role of the Council. This was seen as a separate issue to all the remaining themes and could be duplication of National Governing Bodies of sport.

Overall, twenty eight organisations either agreed or strongly agreed with the proposed strategy themes whilst three disagreed.

2. Focus Group Workshops

2.1 Methodology

Two focus groups and one informal workshop were conducted with the following groups:

- ▲ Residents aged 55 to 70 - 12 residents
- ▲ Disabled adult residents - 10 residents
- ▲ Disabled young adults - 18, some of which were residents

For the purposes of the report, the results from the focus groups will be reviewed first, followed by the informal workshop.

The two focus groups were selected as priority for engagement as national research suggests residents within these demographic groups are significantly less active than the general population. Quotas were set based on the overall profile of the borough used the latest census figures, the quotas were set on gender and ethnicity.

2.2 Participation Levels

The levels of participation across both groups varied significantly with some residents commenting that they did not participate in sport or physical activity, whilst others were regularly active. There was a wide variety of sporting activities mentioned including; ice skating, badminton, zumba, golf, rowing, bowling, swimming, wheelchair racing and horse riding.

2.3 Barriers to participation

Many barriers to access were mentioned across both groups. Generic barriers included physical access to facilities (the most discussed barrier by the disability sport group), perception of high joining fees, general costs, transport and a genuine fear of getting involved in new opportunities, be it fear of what people think or what challenges they may face. The latter of these was particularly predominant amongst women in the over 50's group. Others attitude towards disabled people in general was also mentioned as a driver to this fear.

2.4 Overcoming barriers

Many felt taster sessions, pay and play concepts and ad-hoc payments would be much more beneficial for potential users and all suggested this should be pushed out more to enable higher level of participation and eradicate some of the cost barriers.

Many across both groups felt that information about opportunities could and should be better. Across the two groups there were clear information gaps identified around certain activities or leisure facilities themselves.

There was a genuine desire for more and better information and a variety of different channels of dissemination were mentioned including the more traditional routes such as newspapers, magazines, GP surgeries and medical professionals but also less obvious channels like the Guildford Community Wardens and organised networks (for disabled).

2.5 Informal Sport Products

The over 55 age group were presented with the concept of alternative and informal sporting opportunities such as walking football / basketball products, 'No Strings Badminton' and 'Back to Netball'. Although there was initially a mixed response, once further questions had been answered nearly all were very positive about the initiatives and welcomed the opportunity to get involved.

2.6 Informal workshop with young disabled adults

An informal workshop was held with young adults aged 16 - 30 from the organisation 'Halow' in Guildford. This workshop covered three areas; to assess current participation levels, establish barriers to participation and discuss solutions. The levels of participation within group varied with some respondents being active each day, whilst others were not active. The most prominent barriers mentioned were cost and feeling unsure of participating alone. Most of the respondents said they would prefer to participate with their friends and would like to know more about activities they can access together. The most popular sports that this group wanted to engage with were golf, archery, basketball and rock climbing.

2.7 Strategy themes

In terms of the sports development strategy, there was a consensus that all six themes were appropriate and right for the strategy/residents. Inclusive sport was considered the most important.

3 Online Survey

3.1 Methodology

A questionnaire was designed by the Sport Development Officer at Guildford Borough Council and transferred to an online SNAP survey programme by SMSR Ltd. The link was promoted to local residents in various ways, including through the issuing of a press release, social media posts and targeted email communication. The Lead Member for Community Health and Sport was also interviewed for 96.4 Eagle Radio, of which sound bites were aired on Friday 28 August 2015. The survey was available from Friday 17th

July 2015 to Sunday 6th September 2015. In total 138 respondents took part in the consultation of which 108 were residents, 8 were outside the borough and 22 did not specify. Please see Appendix A for a demographic breakdown of responses.

3.2 Participation

Overall, involvement in physical activity was higher than participation in sport, with 93% of respondents participating in at least 30 minutes of physical activity in the last week and 72% participating in at least 30 minutes of sport. These statistics are significantly higher than the statistics collected by Sport England which state 63% and 48% respectively. However, it is worth noting that the Sport England respondent sample numbers are much higher, (500 in comparison with 138), which is why their analysis is more likely to be a truer reflection of the overall activity levels in the borough.

The most popular sports among those who had participated in the last week were swimming, cycling, running, tennis and exercise, movement and dance.

Among those who were not participating in sport, most said they would be interested in doing so in the future if the offer matched their needs; with interest being particularly high towards swimming and exercise, movement and dancing.

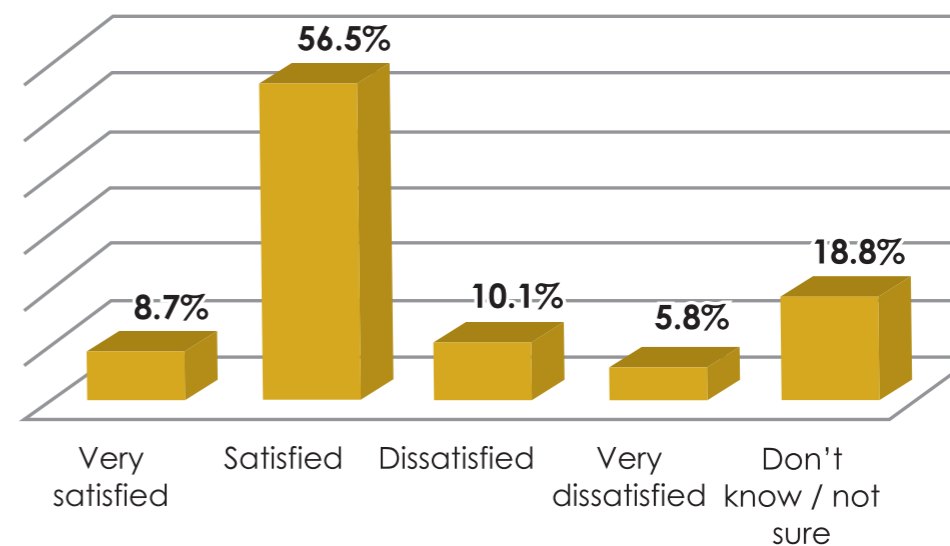
Respondents indicated that the ability to access cheaper sport sessions would help them to start / re-engage with sport (96%); improved awareness (92%) and the opportunity to access sessions close to the individual's home (89%) were also commonly identified as drivers to starting / re-engaging with sport.

Two-thirds of respondents agreed that they would be encouraged to start / reengage with sport if sessions were offered which were exclusively for people of an equal ability / standard. Opinion was divided as to whether the availability of genderspecific sessions would encourage the individual to participate in sport.

3.3 Sport in Guildford

The majority of respondents agreed that high quality sport coaching was offered within the Guildford borough (81%); in addition, satisfaction was high towards the sports facilities within the borough (when respondents who did not have an opinion were removed 80% reported being satisfied).

How satisfied are you with the general sports provision in Guildford?



Overall, 69 respondents were participating in sporting activities in Guildford, with activities being undertaken across 30 facilities. Guildford Spectrum, Surrey Sports Park and Merrow Tennis Club were the facilities which were used by the greatest number of respondents and overall opinions of these facilities were positive (particularly in regards to Merrow Tennis Club).

The rating of facility costs varied depending on the specific facility - see Appendix B for full details. Guildford Spectrum and Surrey Sports Park were the most mentioned facilities and satisfaction levels in relation to both facilities were positive with 84% and 95% respectively - see Appendix C.

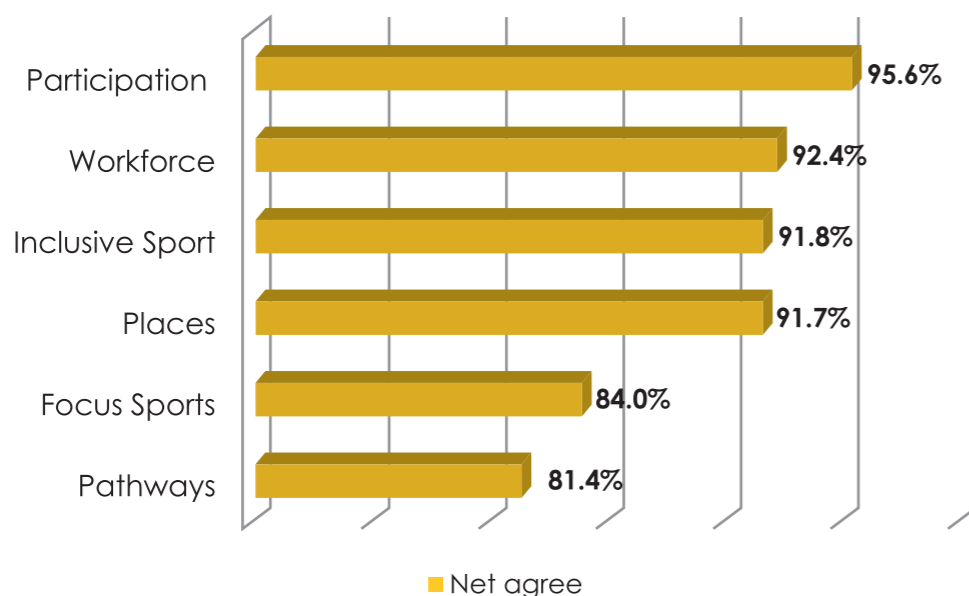
Respondents were asked what, if anything, could be improved about the facility which they used to which the most common suggestion overall was new or improved buildings, layout and / or access. This was followed by cleaner facilities, better availability and times, improved activities and equipment and cost. It should be noted that respondent numbers were relatively small and therefore may not be representative of opinion of service users as a whole.

Almost two-fifths (39%) of respondents indicated that they were a member of a sports club, while around a quarter (26%) volunteered at a sports club or similar. This may explain the high levels of sports participation as per point 3.2.

Although a fifth of respondents said they would visit Guildford Borough Council's website to find information on sports activities in Guildford, it was more common for respondents to rely upon a website which was specific for a leisure centre or sports club.

3.4 Sport Development Strategy

Overall levels of agreement towards the inclusion of each of the Sport Development Strategy themes



It is encouraging and reassuring that support towards the inclusion of each of the proposed themes was high, with agreement towards the inclusion of each theme being four-fifths or above.

The largest proportion of respondents agreed that the participation theme should be included within the Sport Development Strategy (96%), whereas agreement fell below nine-tenths towards the inclusion of the focus sports (84%) and pathways (81%) themes.

The main feedback which was given on the themes was emphasis that activities must be affordable

and accessible and that they are inclusive for all groups and people of all abilities.

For more information on the consultation process and to request a copy of the full reports, please contact the Guildford Sport Development Officer: sportsdevelopment@guildford.gov.uk or 01483 444766.

4 Appendix A - Demographic breakdown of responses

The demographic breakdown of responses was as follows:

Gender	Number	% of sample
Male	67	49.3
Female	69	50.7

Age	Number	% of sample
16 to 24	8	6.2
25 to 34	10	7.7
35 to 44	27	20.8
45 to 54	41	31.5
55 to 64	28	21.5
65 to 74	11	8.5
75 or above	5	3.8

Ethnicity	Number	% of sample
White	128	95.5
BME	6	4.5

Disability	Number	% of sample
Yes	9	6.8
No	123	93.2

5 Appendix B - Cost of Sports Facilities

How would you rate the cost of the facilities you use?						
Facility	Base number	Very expensive (%)	Expensive (%)	Acceptable (%)	Inexpensive (%)	Value for money (%)
Guildford Spectrum	31	3	16	71	3	7
Surrey Sports Park	20	25	25	45		5
Merrow Tennis Club	15		7	53	20	20
Stoke Park	8		13	25	25	38
Guildford Lido	6			67		33
Christ's College	4			75	25	
Guildford Rowing Club	3			33	67	
Sports Direct Guildford	3			33	67	
Ash Manor Sports Centre	2			100		
Chasamba Guildford (Weyfield Primary Academy)	2			50	50	
Manor Fruit Farm	2				100	
Samson Centre for MS	2			100		
Burpham Tennis Club	2			100		
Albury Bowling Club	1			100		
Hoebridge Golf Centre	1			100		
Horsley Sports Club	1			100		
St Peters Catholic School	1		100			
West Surrey Cyclists' Touring Club	1					100
Craggy Island Climbing Centre	1		100			
Guildford Baseball and Softball Club	1				100	
Holiday Inn Gym	1		100			
Northmead Junior School	1					100
Clandon Regis Golf Club	1		100			
Merrow Cricket Club	1			100		
Guildford Golf Club	1		100			
Shalford Tennis Club	1					100
Gymnastics Factory	1		100			
Guildford Pilates Place	1			100		
River Wey Godalming Navigation	1					100
Christmas Pie Trail	1					100

6 Appendix C - Satisfaction with Sports Facilities

In general, how satisfied are you with the facility / facilities that you use?						
Facility	Base number	Very Satisfied (%)	Satisfied (%)	Neither (%)	Unsatisfied (%)	Very unsatisfied (%)
Guildford Spectrum	31	19	65	10	7	
Surrey Sports Park	20	50	45	5		
Merrow Tennis Club	15	40	53			7
Stoke Park	8	25	50	25		
Guildford Lido	6	50	33			17
Christ's College	5	20			40	40
Guildford Rowing Club	3	33	33		33	
Sports Direct Guildford	3		33	67		
Burpham Tennis Club	3		33	33	33	
Ash Manor Sports Centre	2		50	50		
Manor Fruit Farm	2	50	50			
Samson Centre for MS	2	50			50	
Albury Bowling Club	1		100			
Chasamba Guildford (Weyfield Primary Academy)	1		100			
Hoebridge Golf Centre	1		100			
Horsley Sports Club	1		100			
St Peters Catholic School	1				100	
West Surrey Cyclists' Touring Club	1	100				
Craggy Island Climbing Centre	1	100				
Guildford Baseball and Softball Club	1	100				
Holiday Inn Gym	1	100				
Northmead Junior School	1		100			
Clandon Regis Golf Club	1		100			
Merrow Cricket Club	1		100			
Guildford Golf Club	1		100			
Shalford Tennis Club	1					100
Gymnastics Factory	1	100				
Guildford Pilates Place	1	100				
River Wey Godalming Navigation	1	100				
Christmas Pie Trail	1	100				

Appendix 3: Guildford Population Statistics

Guildford is the second highest populated district in Surrey with 139,700 residents (2012). Our community consists of:

Guildford Population Indicators	Value for this area
Key data	
1. Total population	137,183
2. Households	53,973
4. % change in population since last Census	5.80%
Gender	
9. Males	49.50%
10. Females	50.50%
Age	
11. Age 0-4	5.90%
12. Age 5-15	12.00%
13. Age 16-17	2.20%
14. Age 18-24	11.50%
15. Age 18-64	64.30%
16. Age 65+	15.60%
17. Age 85+	2.30%
Ethnicity	
18. Selected ethnic groups: White British	83.50%
19. Selected ethnic groups: All other white ethnicities	7.40%
20. Selected ethnic groups: All mixed/multiple ethnicities	1.80%
21. Selected ethnic groups: All black/african/caribbean/black british	1.20%
22. Selected ethnic groups: Asian/Asian British: Indian	1.20%
23. Selected ethnic groups: Asian/Asian British: Pakistani	0.40%
24. All non-white ethnic groups	9.10%
25. All non white British ethnic groups	16.50%
Disability	
32. All people with day to day activities limited by long term illness or disability	12.60%
33. People with day to day activities limited a lot by long term illness or disability	5.20%

This profile includes data from the 2012 Census Key Statistics data, including age, gender, ethnicity, religion, disability, health and carers. Source: Office for National Statistics

Appendix 4: Index of Multiple Deprivation for Guildford

Stoke ward is ranked within the top five most deprived areas in relation to income; employment; health, deprivation and disability; education, skills and training; income affecting children; and Income affecting people, (Westborough and Stoke Health Needs Assessment 2013). Westborough ward is ranked 4th in Surrey for deprivation relating to education, skills and training, 6th for income affecting children and 8th for income affecting adults.

Life expectancy is significantly lower than the national average within these wards and more children being born in these areas have a life expectancy of up to ten years less than in other areas of Guildford, (Westborough and Stoke Health Needs Assessment 2013). For more information please go to www.surreyi.gov.uk

Appendix 5: Sport England's Local Government Sport Profile of Guildford

This sources data from Sport England's annual Active People and outlines key statistics in relation to:

- ▲ How active our borough is in sport and physical activity
- ▲ Health and life expectancy
- ▲ The economic value of sport
- ▲ The coaching and sports club landscape

See next page for full profile



Appendix 5: Sport England's Local Government Sport Profile of Guildford



We all want to improve the quality of life for our communities.

Evidence shows that by increasing participation in sport and physical activity we can reduce health inequalities, spur economic growth, and energise community engagement.

17%

of deaths are caused by inactivity. International comparison shows physical inactivity is a greater cause of death nationally than almost every other economically comparable country.

£7.4bn

is the estimated figure that physical inactivity costs the national economy in healthcare, premature deaths and sickness absence.

£1,760 - £6,900

can be saved in healthcare costs per person by taking part in sport.

£20.3bn

was contributed to the English economy in 2010 through sport and sport-related activity.

29%

increase in numeracy levels can be achieved by underachieving young people who take part in sport.

£7.35

is the estimated return on investment for every £1 spent on sports for at-risk youth through, for example, reducing crime and anti social behaviour.



How healthy is your community?

Excess weight in adults



Low	Low - middle	Middle - high	High
38.8% - 62.7%	62.8% - 66.5%	66.6% - 69.7%	69.8% - 81.3%

Dataset: Active People Survey model based MSOA estimates January 2012-2013 for adults classed as overweight or obese. Contains Ordnance Survey data. © Crown copyright and database right 2014. Sport England 100033111.

82.1

is the life expectancy of males, compared to the national average of 79.2.

85.3

is the life expectancy for females, compared to the national average of 83.

12.6%

of the population have a long term health problem or disability.

49

deaths are estimated to be prevented per year if 75% of the population aged 40 - 79 were engaged in the recommended levels of physical activity.

21.9%

of adults (16+) are inactive in your community.

£2.2m

is the estimated health costs of inactivity in your community.



How active is your community?

Adult participation in sport



Low	Low - middle	Middle - high	High
24.9% - 37.8%	37.9% - 42.3%	42.4% - 46.7%	46.8% - 69.3%

Dataset: Active People Survey model based MSOA estimates 2011-12 for once a week sport participation. Contains Ordnance Survey data. © Crown copyright and database right 2014. Sport England 100033111.

62.7%

of adults (16+) report undertaking 150 minutes of moderate intensity physical activity compared to the national average of 55.6%.

43.7%

adults (14+) take part in sport at least once a week compared to the national average of 36.7%: that's **44.7%** of men and **42.6%** of women in your community.

24.4%

adults (16+) take part in sport and active recreation three times a week compared to the national average of 26.0%: that's **26.7%** of men and **23.8%** of women in your community.

55.6%

of adults who are inactive, want to take part in sport, demonstrating there is an opportunity to increase participation.

Source data can be found at <http://www.sportengland.org/our-work/local-work/partnering-localgovernment/local-sports-data>

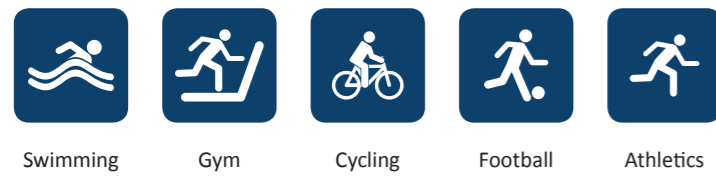
Appendix 5: Local Sport Profile of Guildford



How involved is your community?

5.6% of adult residents are regular sports volunteers compared to the national average of 6.0%

Your most popular sports for adults are:



43.2% take part in organised sport by belonging to a club, receiving tuition or taking part competitively, compared to 33.6% nationally.

68.1% are satisfied with sporting provision in are satisfied with sporting provision in

What is the value of sport to your economy?

£68.7m in Gross Value Added (wages and operating profits).

£49.8m from people participating in sport.

£18.8m from wider non- participation interests.

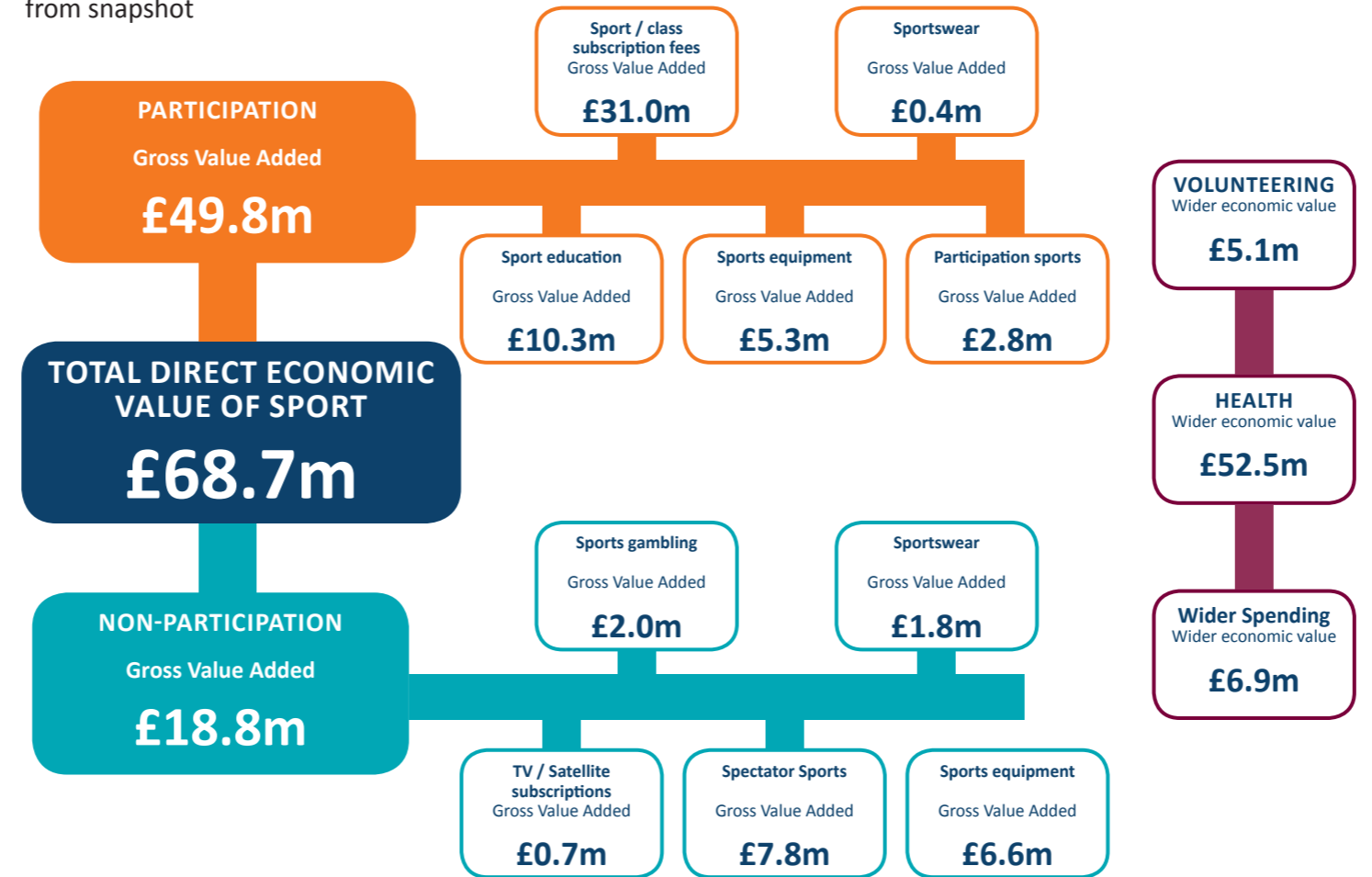
2,133 in jobs.

£5.1m represents the value that volunteering brings to the local economy.

£52.5m is the economic value of improved quality and length of life plus health care costs avoided.

Economic Value of Sport for Guildford

Flowchart representation of key results from snapshot



Sport England's offer

Our team of local experts, tools, and investment are available to help you:

- ▲ Gain greater insight about people and sport in your area.
- ▲ Demonstrate what sport can do for your council's priorities.
- ▲ Maximise opportunities for sport to work with commissioners of health, social care, young peoples services, and community safety.
- ▲ Develop a strategic approach for sports facilities and opportunities based on need and evidence.
- ▲ Achieve efficiencies and improve the effectiveness of your service.
- ▲ Capitalise on opportunities to work with national governing bodies.
- ▲ Provide opportunities for your young people through Sportivate, School Games; and working with HE and FE sectors.

We also invest in county sport partnerships (CSP) to work across the local sporting landscape, supporting partners, including local authorities, to increase participation.

Get in touch

Strategic Lead Local Relationships:

Joel Brookfield Email: joel.brookfield@sportengland.org Tel: 020 7273 1959

Local Government Relationship Manager:

Jon Horne Email: jon.horne@sportengland.org Tel: 0207 273 1908

Your CSP website:

activesurrey.com/

Sport England website:

<http://www.sportengland.org/partnering-local-government>



**Appendix 6: Sport England Local Area Estimate
1 x 30 mins**



Once a week sport participation (1x30), APS6 (2011/2012): LA Guildford District

Catchment area: Guildford District

Participation estimates 2011-12
Quartile classification*

- 24.9% - 37.8% (low)
- 37.9% - 42.2% (low-middle)
- 42.3% - 46.7% (middle-high)
- 46.8% - 69.3% (high)
- Catchment area
- Local Authorities

The sports participation indicator measures the number of people participating in at least 30 minutes of sport at moderate intensity at least once a week.

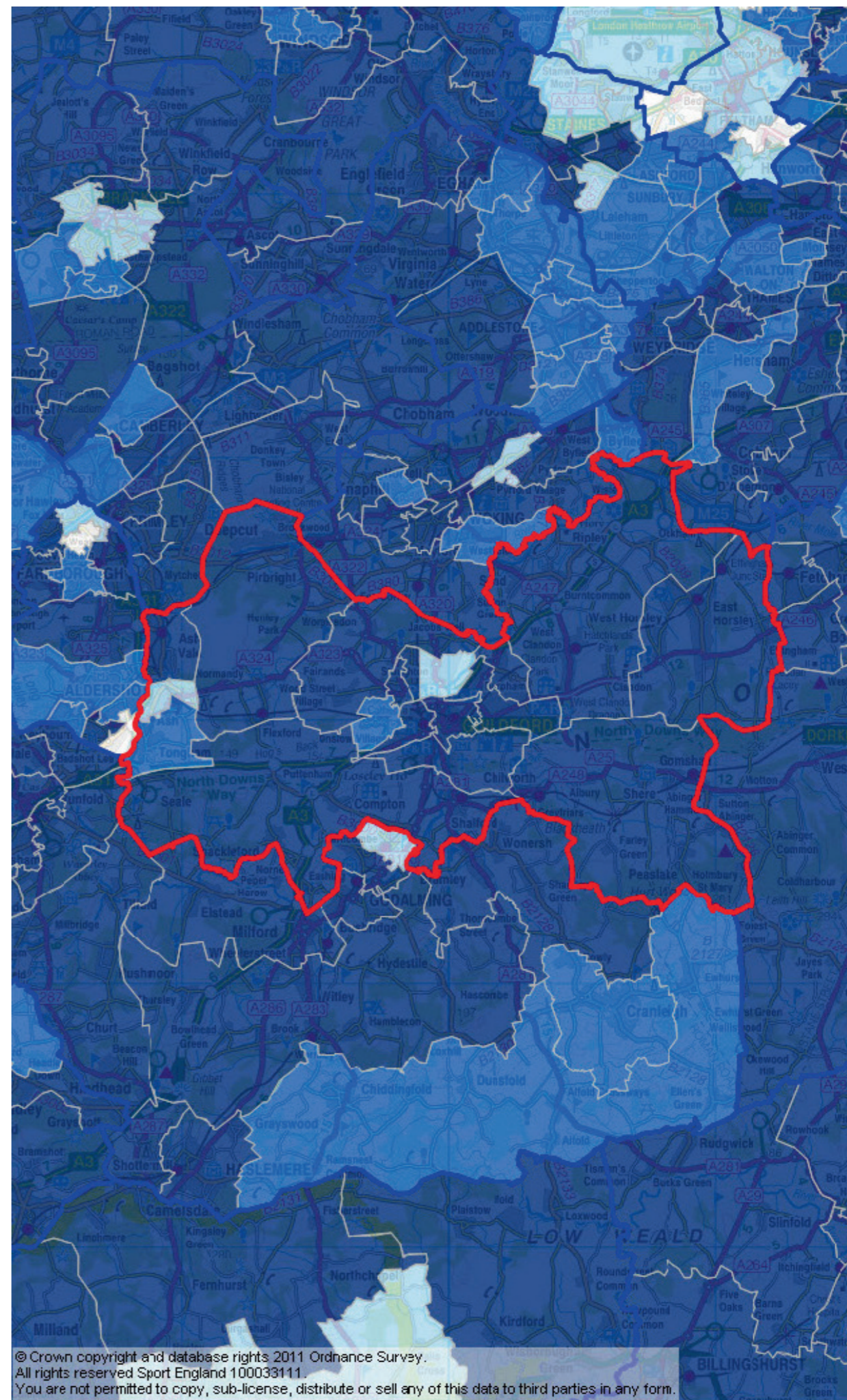
It does not include recreational walking or infrequent recreational cycling but does include cycling if done at least once a week at moderate intensity and for at least 30 minutes. It also includes more intense/strenuous walking activities such as power walking, hill trekking, cliff walking and gorge walking.

**Quartile classification: Each class contains an equal number of records. With four classes each contains roughly 25% of all records.*

Modelled estimates of participation are based on data from Sport England's Active People Survey 6 (October 2011-October 2012).

MSOA participation estimates are based on modelled estimates of participation. Modelled estimates combine survey data from Active People with other data sources that are available at the area level (for example, health indicators, socioeconomic status etc).

Middle Super Output areas (MSOA's) are a geography for the collection and publication of small area statistics. MSOA's have a minimum population of 5,000 and a mean population of 7,200.



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Appendix 7: Guildford physical activity action plan - 2015-17

(Draft document to be continually reviewed by the physical activity working group.)

Being active can help people lead a healthier and even happier life. Regular physical activity is important for both physical and mental health. People who do regular activity have a lower risk of many chronic diseases, such as heart disease, type 2 diabetes and stroke. Physical activity can also boost self-esteem, sleep quality and energy as well as reducing risk of stress, depression and dementia. Physical inactivity is the fourth largest cause of disease and disability in the UK.

Physical activity has been identified as a priority in the Guildford Health and Wellbeing strategy.

National and Guildford data

Current data on physical activity levels shows that 63% of Guildford adults are achieving at least 150 minutes per week, the minimum level recommended by the UK Chief Medical Officer (CMO) (APPENDIX 1), however 23% are taking less than 30 minutes of exercise per week.

Data on children and young people's physical activity levels is not currently available for the Guildford population. The most recent national data (2012) showed that only 21% of boys and 16% of girls aged 5 - 15 years met the national physical activity target of achieving at least an hour of moderate activity every day. Research shows the physical activity level of girls drops considerably when they reach adolescent (National Obesity Observatory).

Physical activity levels for both children and adults are related to household incomes with those in the lowest income brackets more likely to be recording lower levels of physical activity (National Obesity Observatory).

Childhood obesity is also strongly associated with low income and children who are obese are also likely to have lower levels of physical activity. Ward level data on poverty and obesity can be found at <http://www.surreyi.gov.uk/Resource.aspx?ResourceID=1541/>. This shows that Ash Vale has the highest level of obesity in children aged 10 - 11 years and Ash Vale has the highest prevalence of child obesity in Year 6 children in Surrey. Table 1 shows which ward has the highest level in each weight category for children in Year R and Year 6 in Guildford measured by the National Child Measurement Programme (NCMP) over a three year period.

Table 1: Wards with highest level in each weight category for Year R (4 - 5 year olds) and Year 6 (10- 11 year olds), NCMP 2010/11 to 2012/13

YR excess weight	%	YR obesity	%	Y6 excess weight	%	Y6 obesity	%
Tillingbourne	28.7	Stoke	10.2	Stoke	37.2	Ash Vale	25.2

Activity levels decrease in men as they get older. National data shows that 83% of men aged 16-24 years are meeting the recommended level, this declines over the age groups with only 11% in the over 85 age group reaching the recommended level. For women, the 35-44 age group records the highest proportion (66%) achieving 150 minutes per day and this declines with increasing age and only 8% of women over 85 years achieve the recommended level.

Other groups that are likely to be less active than the overall population include people with disabilities, both learning disabilities and physical disabilities, and people from some ethnic groups such as Asian.

Strategic context

The national physical activity strategy *Everybody active every day* (Public Health England, 2014, 2014) provides an evidence based approach to physical activity. It suggests action is required across four 'domains' to achieve the vision of making everybody active every day. These are:

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

Surrey Physical Activity strategy (*published June 2015*) defines physical activity as:

- ▲ **Everyday activity** - Active travel (cycling / walking), Gardening or housework, DIY or occupational activity
- ▲ **Active Recreation** - Recreational walking or cycling, Active play, Dance
- ▲ **Sport** - Structured competitive activity (e.g. football), Exercise and fitness training (e.g. class or gym session), Individual pursuits (e.g. jogging or swimming)

The aim of this action plan is to increase the level of physical activity carried out by people living in Guildford, based on the definition of physical activity included in the Surrey Physical Activity strategy. Actions will be included from the four domains of the national physical activity strategy *Everybody active every day*.

The approach to be taken in this action plan has been agreed by the Guildford Health and Wellbeing Board and is included in the Guildford Health and Wellbeing strategy 2015-17 (Figure1).

Figure 1: Guildford Health and Wellbeing strategy physical activity priority

Building on the success of the existing joint physical activity group, the physical activity group will produce a plan to deliver project outcomes:

- ▲ Use existing mapping to identify areas of inequality of access
- ▲ Consider possible funding opportunities
- ▲ target:
 - inequalities
 - physically inactive adults
 by increasing the number of activities available to people locally through both organised sport and physical activities and changing the environment to encourage more physical activity
- ▲ feeding into the current Local Plan processes to maximise access and opportunities for physical activity

Measuring the change
An action plan will be developed by the physical activity group.

The action plan will contribute to the Public Health Outcomes Framework (PHOF) indicators:

- ▲ Proportion of physically active and inactive adults
- ▲ Proportion of adults achieving the recommended amount of daily physical exercise
- ▲ utilisation of green space for exercise/health reasons

Desired Outcomes

- ▲ To increase the number of people achieving the recommended amount of physical activity (specific target to be set by the working group)
- ▲ To reduce the number of physically inactive adults (specific target to be set by the working group)
- ▲ To reduce the levels of childhood obesity (specific target to be set by the working group)
- ▲ To reduce social isolation (specific target to be set by the working group)

The action plan will take both a universal and targeted approach. Target groups to include:

- ▲ People from more disadvantaged localities (Ash, Stoke, Westborough)
- ▲ Children under five and their families
- ▲ Young people
- ▲ Pre-retirement (link with workplace health)
- ▲ Older people

Themes	Objectives	Actions	Lead(s) Partners	Target date	Progress / indicators
UNIVERSAL					
	Improved communication of physical activities to the Guildford population and to all partner organisations	Promote use of Active Surrey Activity Finder (ASAF)	Guildford Physical Activity group members All partner organisations	Ongoing	<ul style="list-style-type: none"> ● Increased number of Guildford activities on the ASAF ● % increase (to be agreed) increase in hits on this section of ASAF
	Improved networking and partnership working between organisations that can provide and support promotion of physical activities	Promote use of Communilab (an online forum for professionals http://www.communilab.org/)	Guildford Physical Activity group members All partner organisations	Ongoing	<ul style="list-style-type: none"> ● Increase in number of professionals registered on the Guildford PA forum on Communilab
	To support the implementation of the Guildford Local Cycle Plan when finalised and the Surrey Cycle Strategy	For partners to support the implementation of the Guildford Local Cycle Plan when finalised and the Surrey Cycle Strategy	Guildford Physical Activity group members All partner organisations	Ongoing	<ul style="list-style-type: none"> ● To be agreed
	Promote use of Active Surrey Activity Finder (ASAF) - we will look to get our events/ activities on here as much as possible	Promote use of Active Surrey Activity Finder (ASAF)	Guildford Physical Activity group members All partner organisations	Ongoing	<ul style="list-style-type: none"> ● Increased number of Guildford activities on the ASAF ● % increase (to be agreed) increase in hits on this section of ASAF
	Provide Cycle Clinics as part of Joining In Project Week to encourage physical activity through cycling. The scheme also aims to reduce social isolation.	For partners to support cycle clinics	GBC Community Care	Ongoing	<ul style="list-style-type: none"> ● Cycle clinics run ● Number of people seen
	To attend the annual Active Surrey Physical Activity Conference to network and share good practice.	To attend the annual active Surrey Physical activity Conference	Health and Wellbeing Board and GBC leisure	On track	<ul style="list-style-type: none"> ● Representatives from the group to attend the conference.
TARGETED					
Vulnerable People or people from more disadvantaged localities	Promote the Surrey School Championships by showcasing and encouraging participation in school sports in Ash Schools	Meet with the West Surrey Head teachers to promote the Surrey School Championships.	SCC and GBC Community Wardens	On track	Increased participation in Surrey School Championships
Vulnerable People or people from more disadvantaged localities	To maintain the existing running group for vulnerable women which meets twice weekly.	To maintain the existing running group for vulnerable women which meets twice weekly.	A mile in her shoes	On track	Maintaining the existing group

Continued

Themes	Objectives	Actions	Lead(s) Partners	Target date	Progress / indicators
TARGETTED					
Children under five and their families	To use established networks to increase the messages about physical activity and Healthy Eating	Plan for specific physical activity sessions and increase level of activity in sessions Increase the use of Change 4 life materials in sessions Promote messages about physical activity: newsletter article, programmes, meeting, website etc. Provide an activity bag for loan to local PVI settings. Plan and deliver Healthy Eating sessions through HENRY Course @ 1 per year and one off cooking sessions <i>Some of these actions relate to the target groups in Ash</i>	Ash Grange Children's centre	Ongoing	<ul style="list-style-type: none"> Evidence of a min of 1 session @ each term and in holidays. Evidence of change for life sessions. Feedback from partners about using the materials. Number of settings who accessed activity bags in the year & feedback. Evidence of delivery of one Henry session each Year.
Young people	To increase physical activity for younger people: Promote physical activity through play by supporting existing schemes such as FISH (Fun in the school holidays) and Playrangers	To promote and support existing schemes such as FISH and the playranger service)	GBC Leisure	Ongoing	<ul style="list-style-type: none"> Links to Play Strategy proposed themes of Widening accessibility and participation and Improving children's health and wellbeing through play; Widen accessibility by challenging the barriers which prevent some children and young people from accessing opportunities for play Support children and young people's physical and mental wellbeing, health and development through play and leisure opportunities <p>***Links to Sport Development Strategy, Inclusive Sport Theme**</p>
Young people	To reduce levels of childhood obesity	To raise the profile of the new Junior 2 km Park Run weekly event by targeting promotion towards young people within wards of deprivation	GBC Sports development officer Community wardens	Ongoing	<ul style="list-style-type: none"> To engage over 150 young people each week in informal running. <p>***Links to Sport Development Strategy, Inclusive Sport Theme**</p>
Young people	To work with communities to set up a street play event; Promote the ethos of street play and how the community could benefit from such sessions. Encourage children and young people to play in their communities.	To assist and support residents to run street play sessions	GBC Leisure team	Ongoing	<ul style="list-style-type: none"> Links to Play Strategy proposed themes of Widening accessibility and participation and Improving children's health and wellbeing through play; Assist and support residents to run a play session Increase participation in children and young people playing freely in their communities

Continued 

Themes	Objectives	Actions	Lead(s) Partners	Target date	Progress / indicators
TARGETTED					
Pre-retirement (link with workplace health)	Develop a low impact physical activity 'offer' to primary care and other providers for signposting to inactive patients - this is the main way we can support the action plan as we will be putting on low impact sports sessions for inactive people (in conjunction with our Fit for Living project and the work Jodie is doing) and also for workplaces (in conjunction with the work Suzie is doing for Work It) - both will be through the Game on Guildford project.	To be agreed	To be agreed		To be agreed
Pre-retirement (link with workplace health)	Promote Work it activities to Staff and also externally project review due in April 2016	To be agreed	To be agreed	To be agreed	To be agreed
Pre-retirement (link with workplace health)	Support adults to take up / try running through establishing new running groups and training of leaders Investigate demand for a new women's beginner jogging group for GBC staff at Millmead and promote accordingly.	To recruit new run leaders and investigate the demand for a women's beginner jogging group for GBC staff at Millmead and promote accordingly.	To be agreed	To be agreed	To be agreed
Older people	To increase opportunities for physical activity for older people:	<ul style="list-style-type: none"> Promote activities at Park Barn and Shawfield Road Day Centre including seated exercise, tai chi and table tennis. Identify and promote other activities such as walking basketball and football suitable for older people at a variety of venues within local communities <p>Support Year 1 promotional campaign for the delivery of the Surrey wide Community Sport Activation Fund, 'Living and Aging well over 50's sport and exercise project'.</p>	GBC Community care	On track	<p>Increase participation in existing activities</p> <p>Increase range of activities</p> <p>Increase opportunities for all activities</p> <p>***Links to Sport Development Strategy, Inclusive Sport Theme**</p> <p>Contribute to the participation targets for Yr 1 of the Surrey wide project: 1,270 participants attending between 7-8 weeks of activity</p>

Continued 

APPENDIX 1: Chief Medical Officer (CMO) Guidelines 2011

In July 2011, the Chief Medical Officers (CMOs) of England, Scotland, Wales and Northern Ireland published new guidelines for physical activity. The report emphasised the importance of physical activity for people of all ages and also highlights the risks of sedentary behaviour.

The recommendations for different age groups are as follows:

1. EARLY YEARS (under 5s)

- ▲ Physical development involves providing opportunities for babies and young children to be active and interactive and to improve their skills of coordination, control, manipulation and movement. Children should be supported in developing an understanding of the importance of physical activity.
- ▲ Physical activity should be encouraged from birth, particularly through floor-based play and water-based activities in safe environments.
- ▲ Children of pre-school age who are capable of walking unaided should be physically active daily for at least 180 minutes (3 hours), spread throughout the day.
- ▲ All under 5s should minimise the amount of time spent being sedentary (being restrained or sitting) for extended periods (except time spent sleeping).

2. CHILDREN AND YOUNG PEOPLE (5–18 years)

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

3. ADULTS (19–64 years)

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

4. OLDER ADULTS (65+ years)

- ▲ Older adults who participate in any amount of physical activity gain some health benefits, including maintenance of good physical and cognitive function. Some physical activity is better than none, and more physical activity provides greater health benefits.
- ▲ Older adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more - one way to approach this is to do 30 minutes on at least 5 days a week.
- ▲ For those who are already regularly active at moderate intensity, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous activity.
- ▲ Older adults should also undertake physical activity to improve muscle strength on at least two days a week.
- ▲ Older adults at risk of falls should incorporate physical activity to improve balance and coordination on at least two days a week.
- ▲ All older adults should minimise the amount of time spent being sedentary (sitting) for extended periods.





Contacts

Sport Development Officer
sportsdevelopment@guildford.gov.uk

01483 444766

Public Health Coordinator
community@guildford.gov.uk

01483 444218

Guildford Health and Wellbeing Board
healthandcommunitycare@guildford.gov.uk

01483 444218