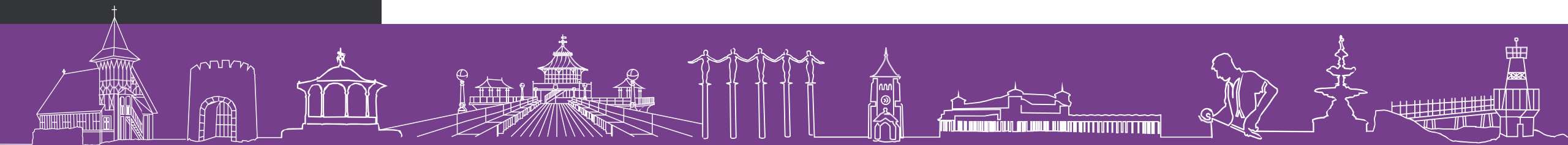


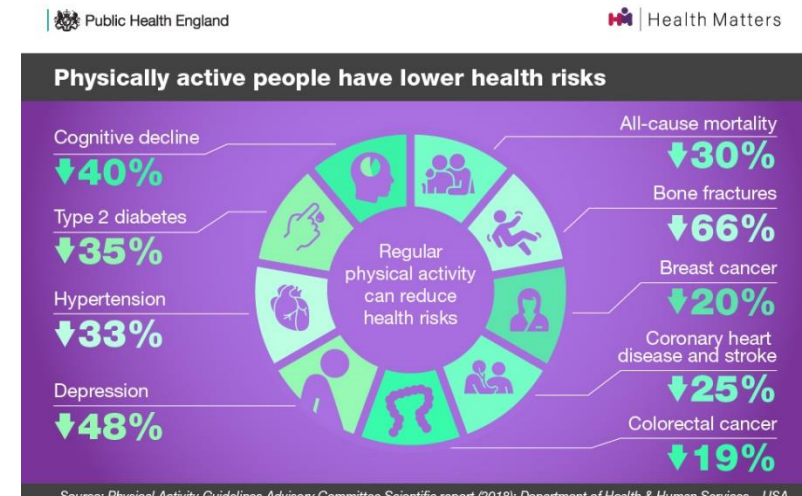
Joint Physical Activity Strategy for North Somerset

HOSP, February 2022

**Rebecca Stathers, Physical Activity and Healthy Lifestyles Manager
Karlie Philips, Leisure Manager**



- Recent consultation and engagement activity for development of the Health and Wellbeing Strategy highlighted that people in North Somerset considered physical activity a major priority for improving health and wellbeing
- 25.9% of North Somerset adults are inactive (participate in less than 30 minutes per week)
- 34.2% of North Somerset children and young people in school years 1-11 (aged 5-16) are inactive
- Link to Health and Wellbeing Strategy and topic of physical activity, funds assigned (£80k) to meet gaps
- Sport England have identified the need for a physical activity strategy to support future funding
- Need for strategic co-ordination and mapping of action to address need and improve HWB
- To reduce the risk of poor health and health inequalities
- Implementing national physical activity guidance / best practice e.g. from Office of Health Improvement and Disparities, Sport England, NICE, DfE, DfT



Engagement was conducted via online surveys, workshops and interviews with a range of stakeholders between October 2022 and January 2023.

Surveys: responses

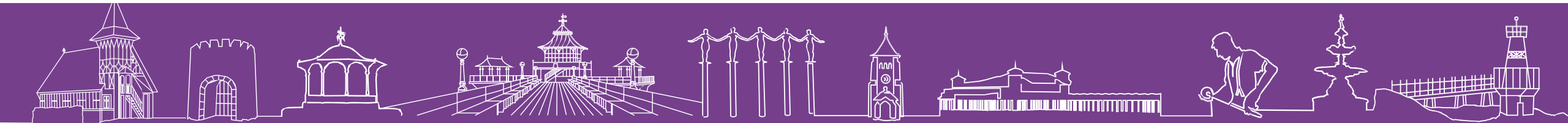
- Residents physical activity survey – 427 residents
- Physical activity providers survey – 41 organisations
- Schools survey – 35 schools
- Town and Parish Councils – 12

Workshops / face to face interviews

- Disability access group
- Key stakeholders internal (Public Health, Open Space, Natural Environment, Leisure, Sustainable Transport, Policy, Equalities team, Planning Policy)
- Key stakeholders external (BNSSG ICB, Woodspring Locality, One Weston Locality, Active Weston, Wesport, Leisure Centres, School Games, Pier Health PCN)

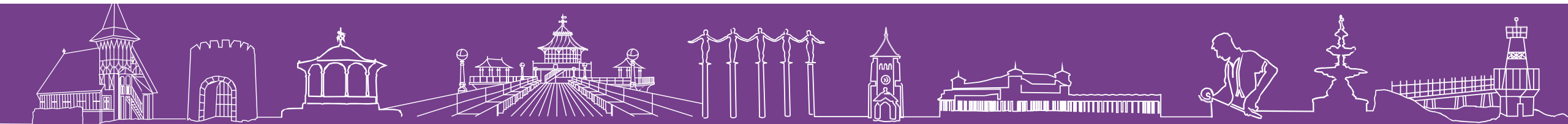
Following consultation, 4 shared outcomes have been identified, which will form the themes of the strategy's objectives and priorities and accompanying action plan:

- **Active Environments** – built and natural environments that support and facilitate every day physical activity for everyone
- **Active Communities** – supported and developed community assets and activities to increase physical activity levels and build community resilience
- **Healthy Individuals** – decreasing inequalities, increased awareness and capability in our inactive population to change their behaviour and increase physical activity levels long-term
- **Partnerships and Collaborative Working** - improved partnership working to increase physical activity opportunities and participation across our population



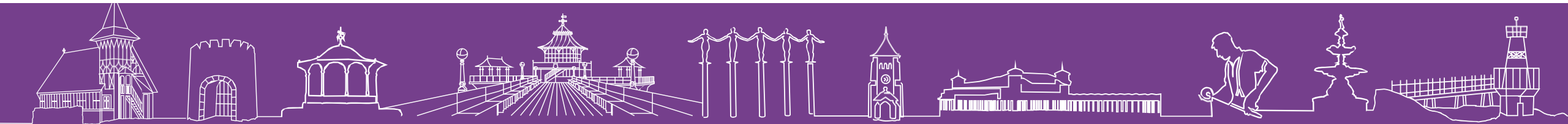
Under each shared outcome a number of gaps, barriers and opportunities were identified and have been grouped into the following key issues:

- **Accessibility** - opportunity to improve public transport links across the area but specifically access to and from physical activity facilities and services
- **Built Environment** - It is important that leisure facility provision in North Somerset meets current and future population needs
- **Natural Environment** - opportunities to better utilise and promote the natural environment
- **Funding and Resources** - focus on active wellbeing, be an enabler rather than direct delivery and working closely with external partners
- **Behavioural Influences** - there are a wide range of behavioural influences around why people choose not to participate in physical activity
- **Target Groups** - 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.
- **Activities and Promotion** - an opportunity to better co-ordinate the promotion of existing activities and services
- **Connectivity and Travel** - improving the safety and accessibility of cycling and walking routes (with Active Travel Strategy)



- North Somerset wide steering group to be formed to develop objectives and priorities further
- Formation of draft action plan – distribute to key stakeholders
- Utilise £80k Health and Wellbeing funding to meet identified priorities – specific projects will be identified and prioritised with the steering group
- There will be ongoing monitoring and evaluation against the objectives/actions

Final strategy sign off in June 2023 – NSC Executive



- The strategy was produced by Strategic Leisure Ltd on behalf of the Council
- This was supported by the Leisure Manager and the Physical Activity and Healthy Lifestyles Manager
- The input from key stakeholders and residents of North Somerset have helped shaped this strategy to be localised and reflect those needs specific to North Somerset
- We would welcome any feedback or comments from the board?

