



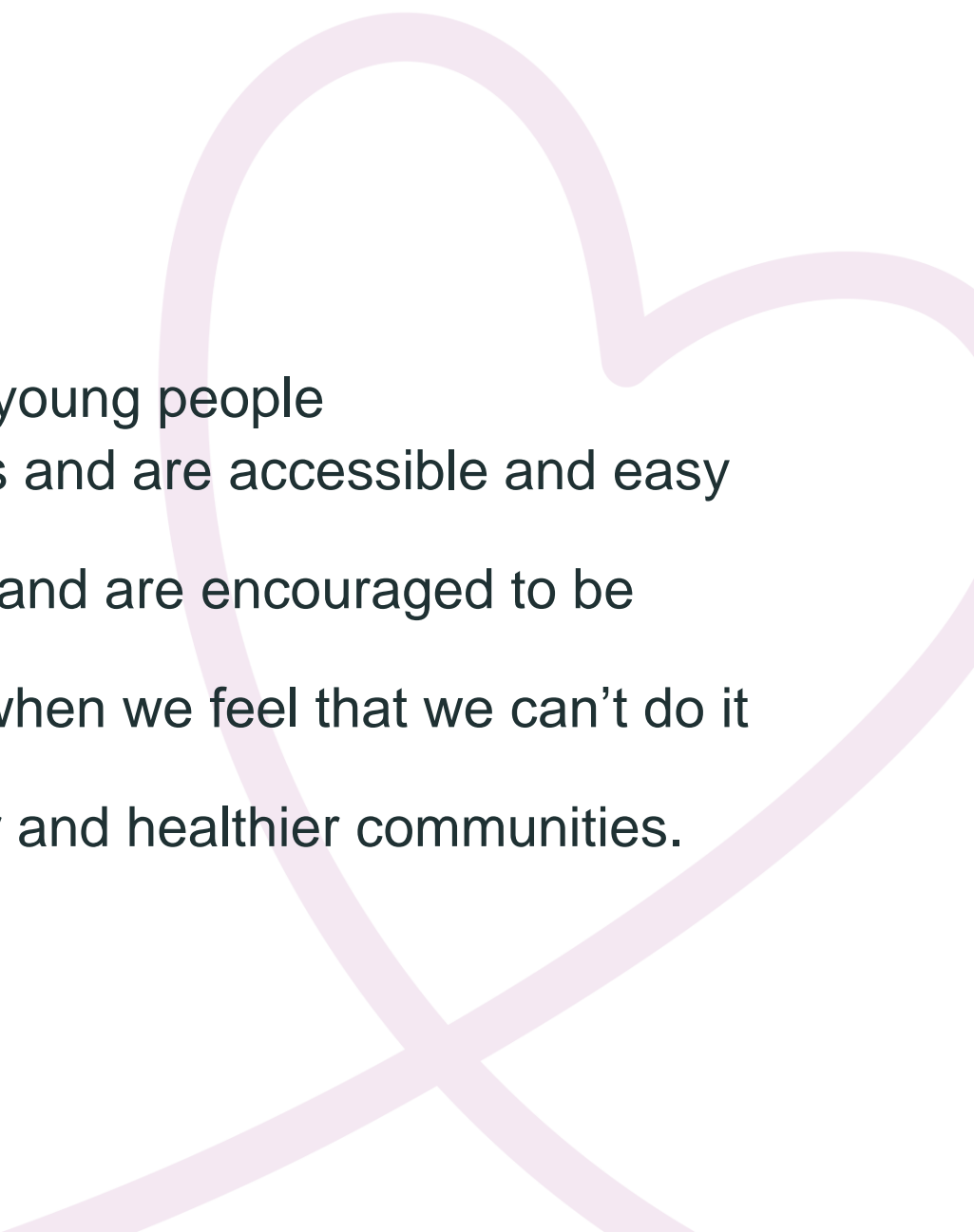
Hampshire
County Council

Physical Activity Update

Hampshire
**Health and
Wellbeing**
Board



Content

1. The We Can Be Active System Strategy
 2. Data and Insight
 3. Positive early experiences for our children and young people
 4. Opportunities that meet our needs and interests and are accessible and easy to find.
 5. Places and travel routes where we *all* feel safe and are encouraged to be active.
 6. Support to help us get started or keep moving when we feel that we can't do it alone.
 7. Bold leaders working together to create happier and healthier communities.
 8. Reflections
 9. Where to next?
- 

The We Can Be Active System Strategy

The strategy set out a joint mission **‘to inspire and support active lifestyles so we can *all* be active in a way that suits us’**.

- **Positive early experiences** for our children and young people
- **Opportunities** that meet our needs and interests and are accessible and easy to find.
- **Places and travel routes** where we *all* feel safe and are encouraged to be active.
- **Support** to help us get started or keep moving when we feel that we can't do it alone.
- **Bold leaders** working together to create happier and healthier communities.



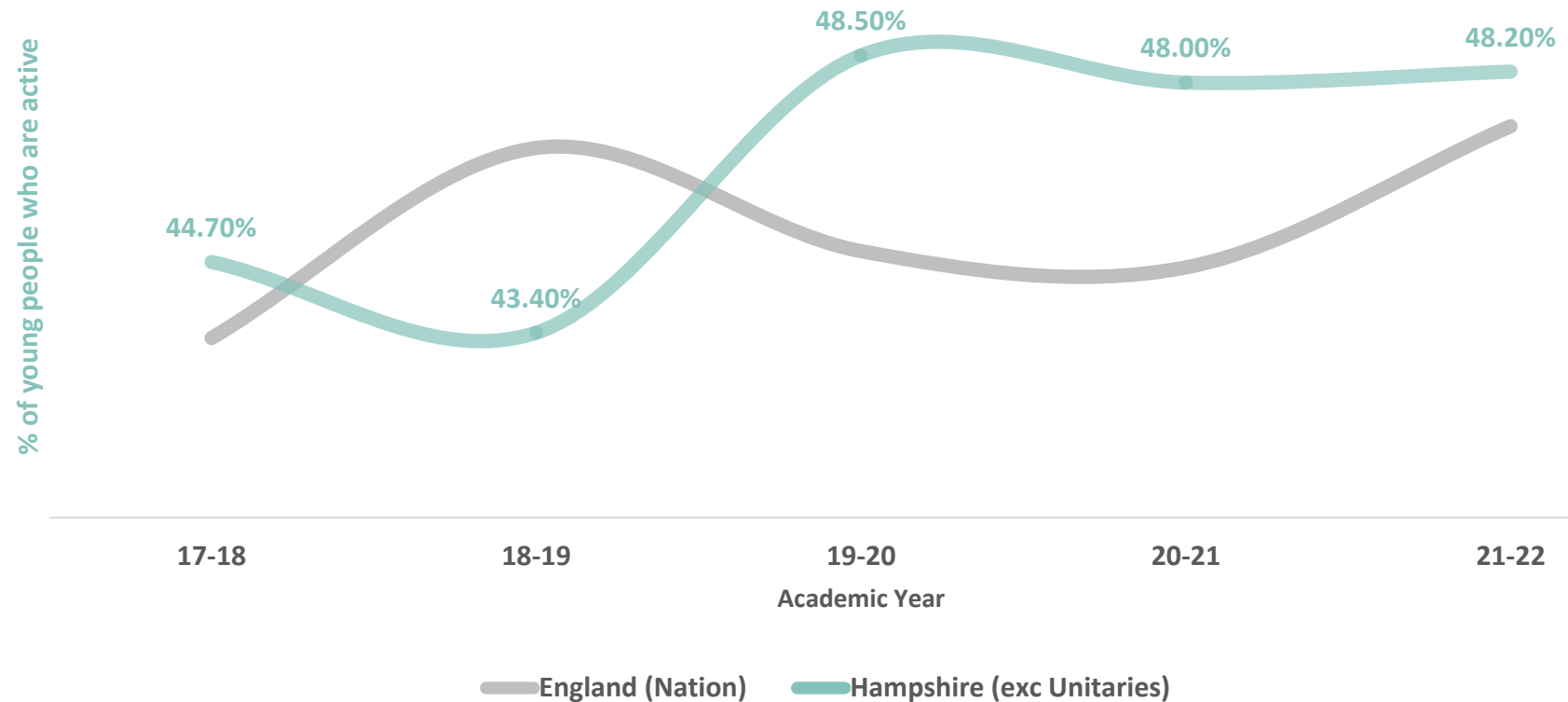
Insight into physical inactivity behaviour



Facts

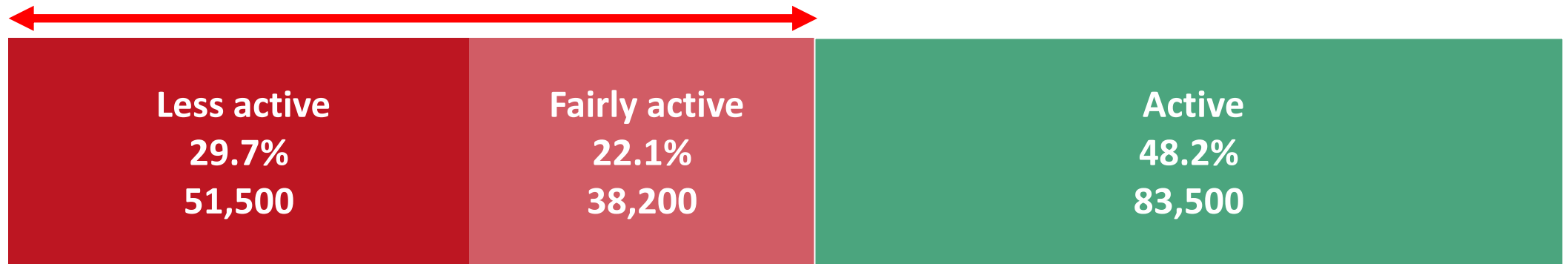
- Physical Inactivity is the 4th leading risk factor for global mortality
- It reduces risk of depression by 30%
- Reduces risk of major illnesses – such as heart disease, stroke and respiratory illness by up to 50%
- The CMO recommends that children and young people undertake 60 mins of exercise every day
- The CMO recommends that adults undertake 150 mins of moderate physical activity a week

Children and young people **activity levels** increased during the early part of the pandemic, dipped slightly and are levelling.

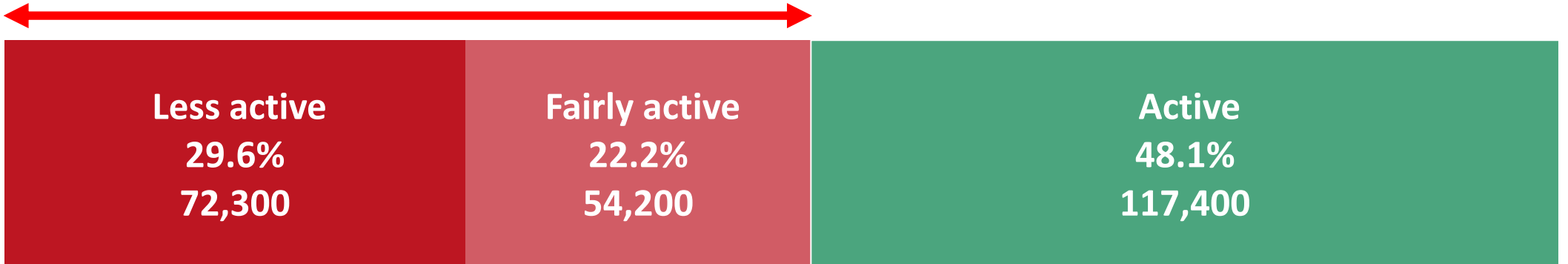


In academic year 21-22 **over half** our children are not active enough

Hampshire (exc Unitaries)

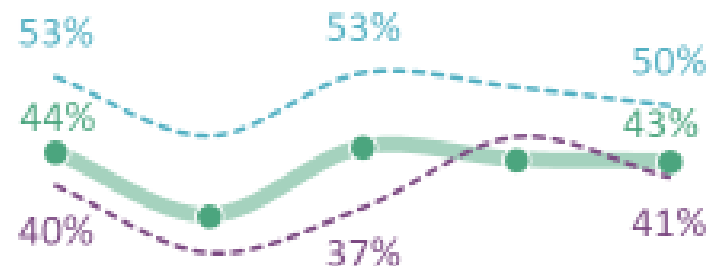


Hampshire (inc Unitaries)

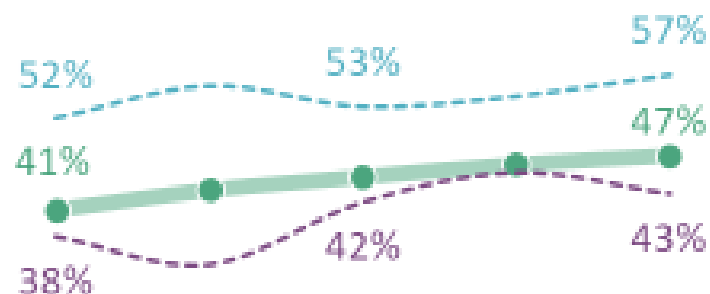


Activity levels by family affluence

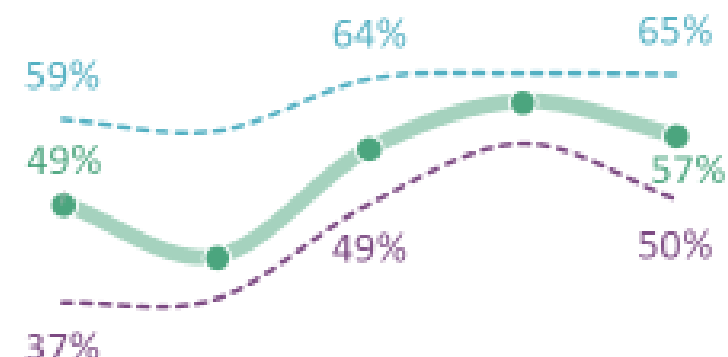
Low FAS



Medium FAS



High FAS



17-18 18-19 19-20 20-21 21-22

17-18 18-19 19-20 20-21 21-22

17-18 18-19 19-20 20-21 21-22

--- Outside School ● Everywhere --- At School

Source: Sport England Active Lives, Children and Young People survey 2017-18 to 2021-22
 Measure: An average of 60 minutes or more a day, either at school or outside school (everywhere),
 an average of 30 minutes a day in school and an average of 30 minutes a day outside of school

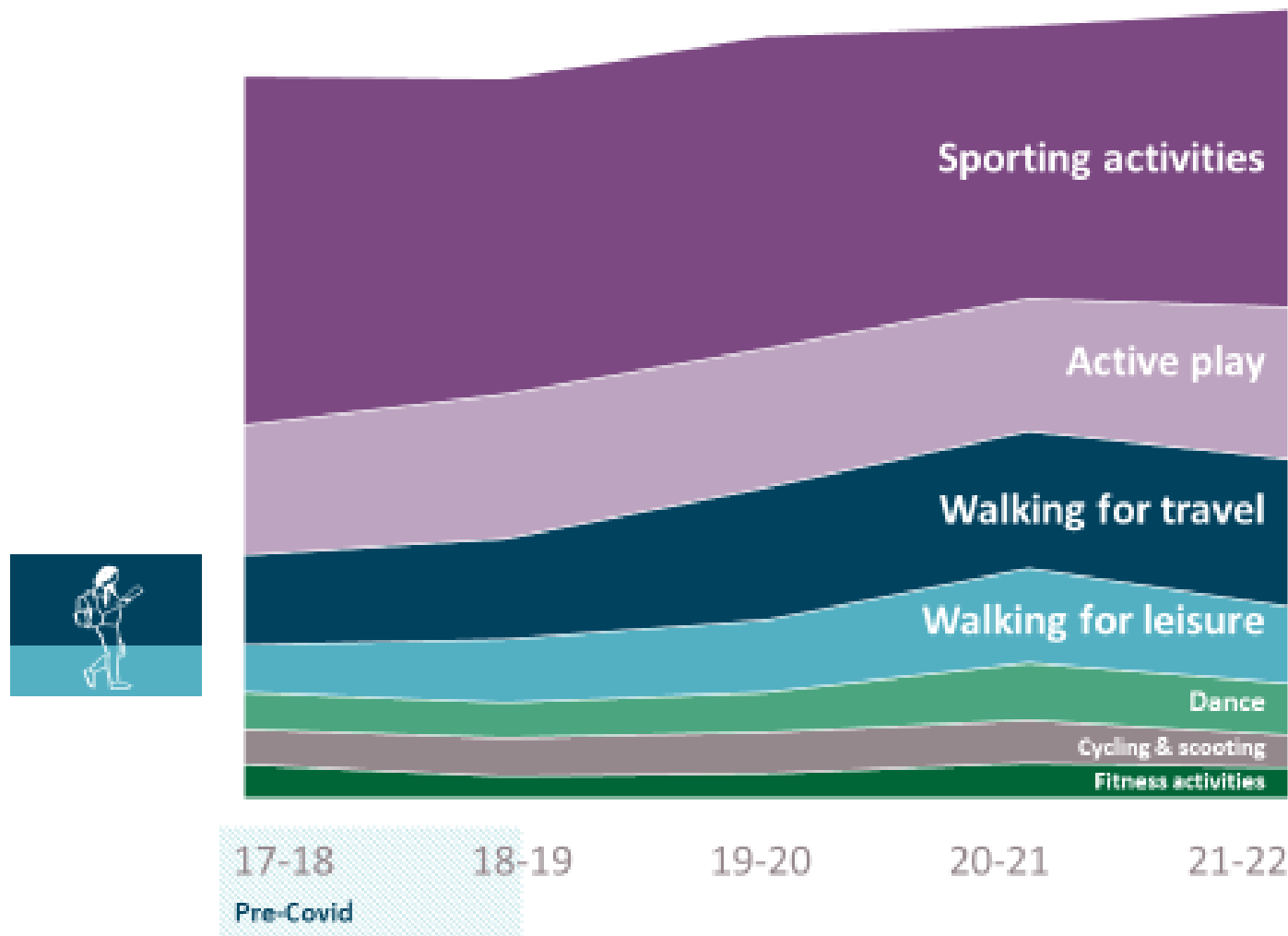


Our CYP from Asian, Black and other ethnic communities experience considerably lower levels of activity



Overall, the amount of time children spend being active is increasing

The importance of **walking** for children and young people has grown.



Our population is **growing, ageing** and becoming **more diverse**

1.15 million



7%
increase*

500,000



21%
increase

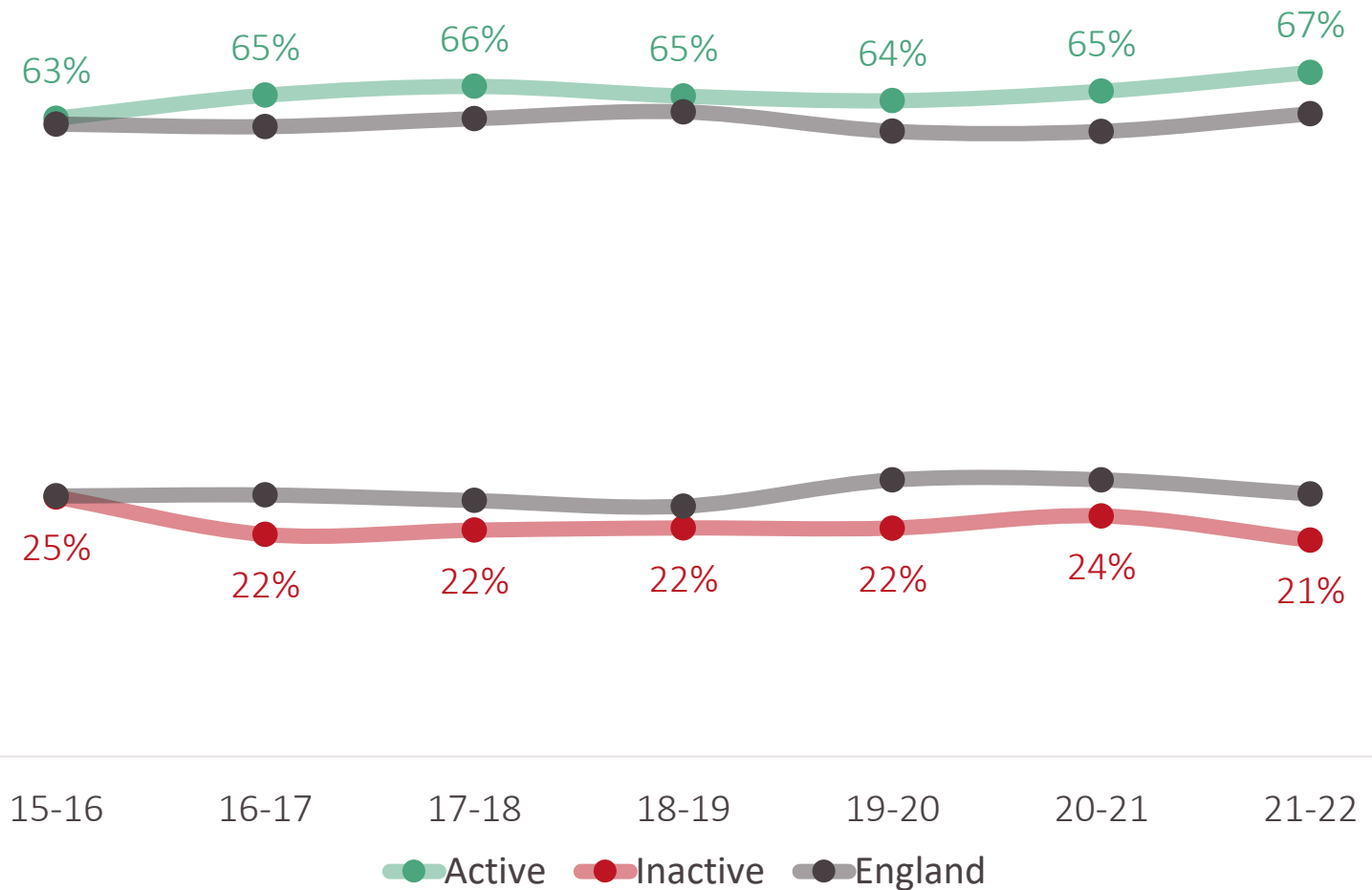
130,000



57%
increase



Inactivity within our community is at an **all-time low**

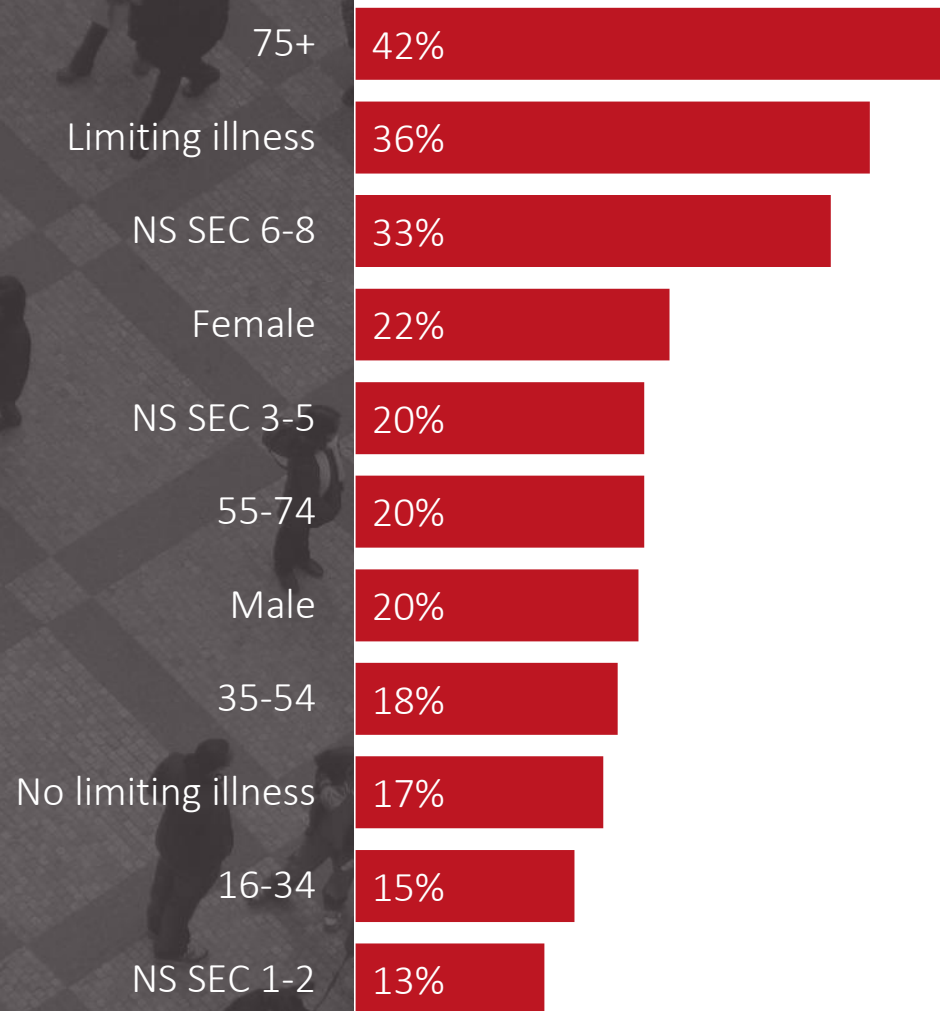




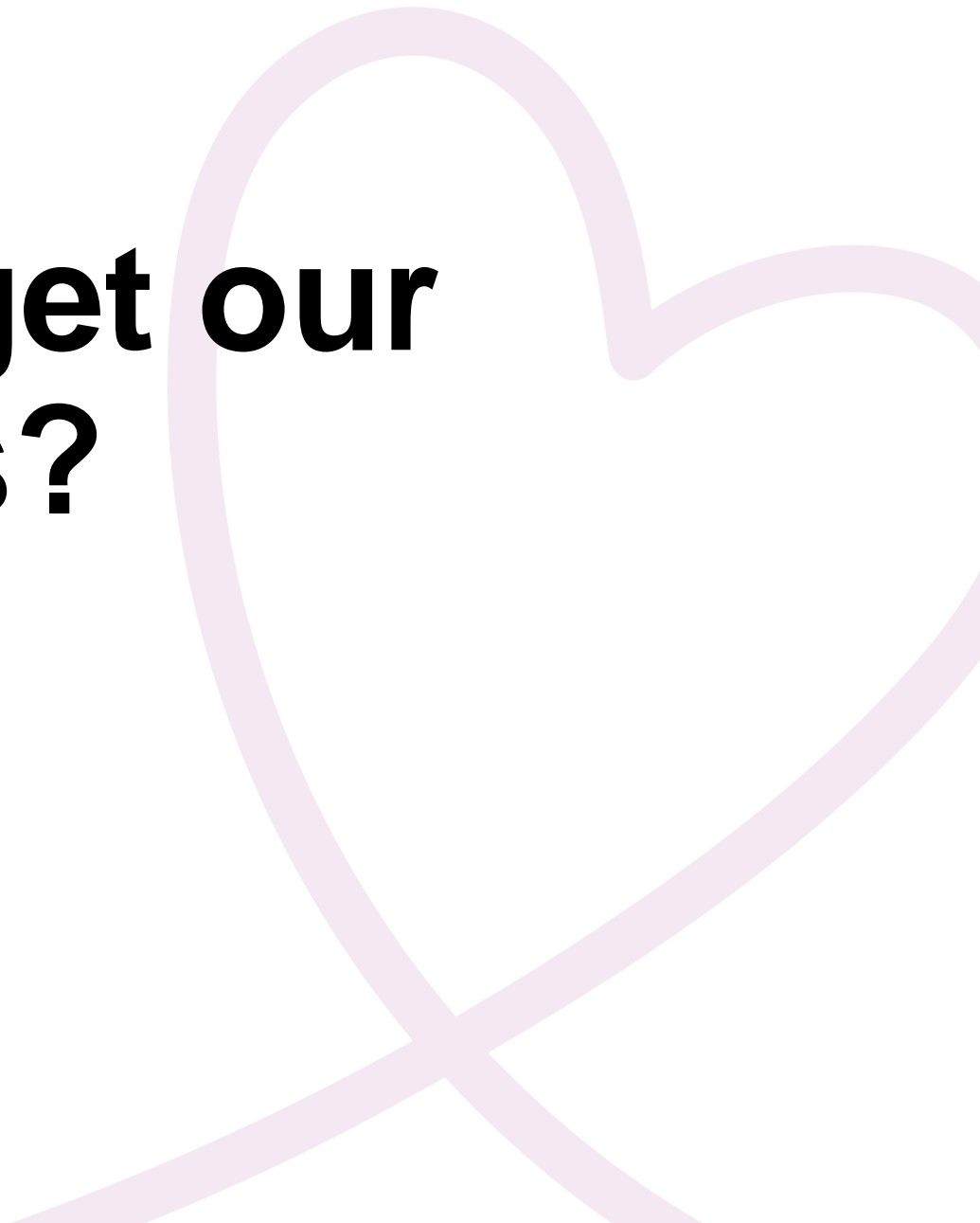
Currently, 21% of
adults are inactive

That's
244,000
people

There are some **stark inequalities** in inactivity rates amongst our population

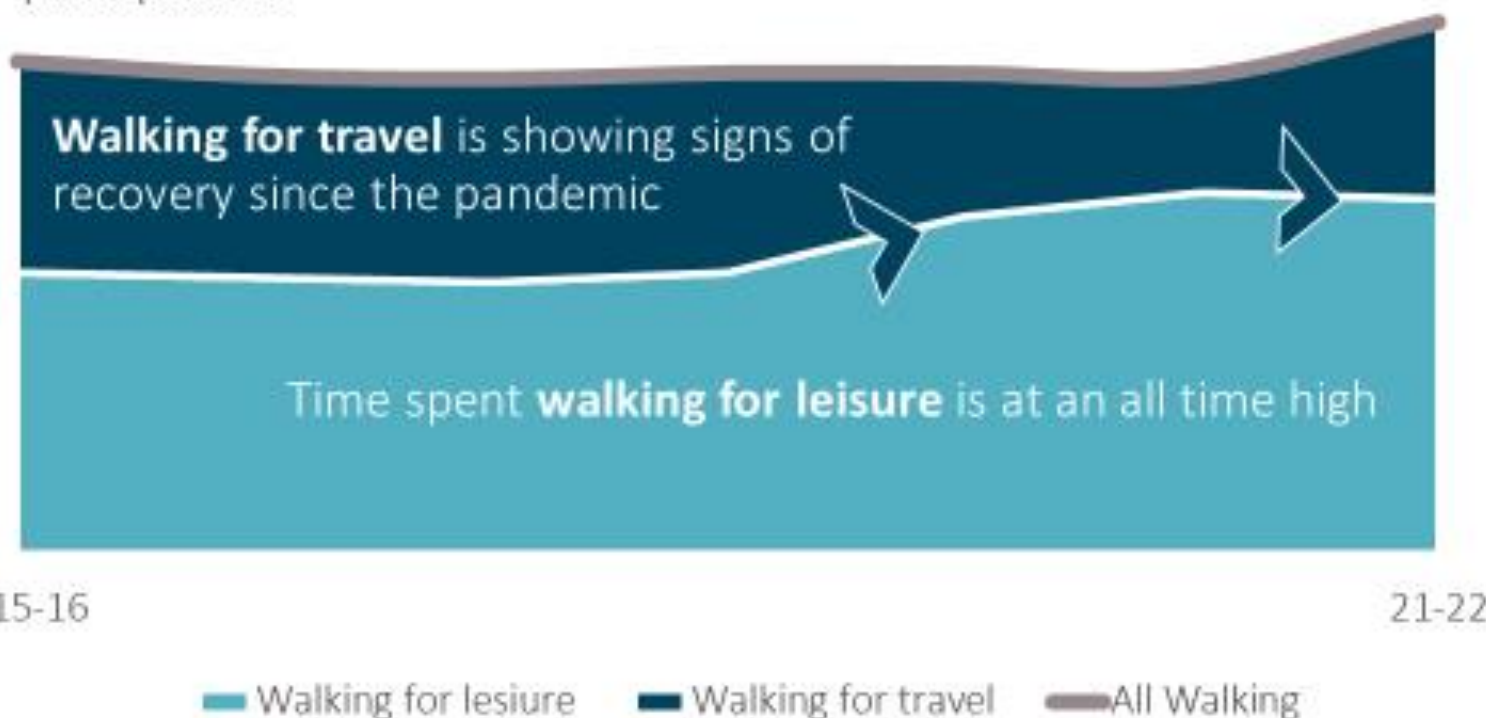


**How do we get our
minutes?**



Overall, the amount of **time** we spend **physically active** is at an **all-time high**

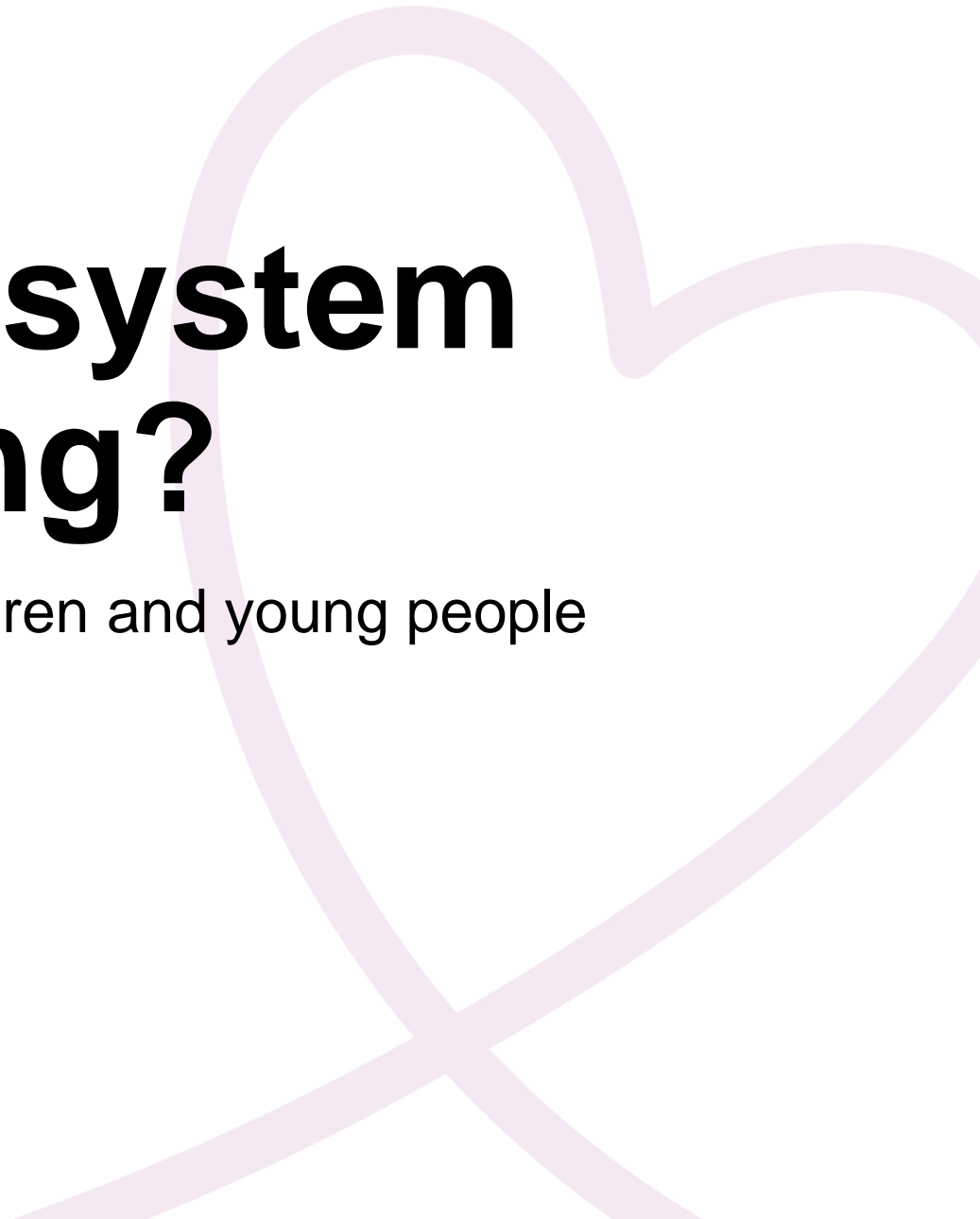
Average minutes per person per week



Time spent doing traditional sport is also at an all-time high

What has the system been doing?

Positive Early Experiences for our children and young people



The Hampshire School Games

- Over 1300 pupils from 120 schools attended the Hampshire School Games in June 2023
- 40 activities were on offer from circus skills to Quidditch and Africa drumming to climbing.
- Planning for 2024 is underway with investment in place until 2025



Opening School Facilities

- Over £1.15m investment over 3 years from the Department for Education to Open School Facilities for local community and school users outside of the normal school day
- 18 local schools across Hampshire, in areas of need benefitting so far



#BeeWell

- [#BeeWell](#) is a youth-centred programme to improve the wellbeing of young people across England
- System support to encourage as many schools as possible to take part by 1 December 2023



Research

Greater
Manchester

Hampshire, Isle of Wight,
Portsmouth, Southampton



Hampshire, Isle of Wight, Portsmouth, Southampton

The #BeeWell programme has expanded into Hampshire, Isle of Wight, Portsmouth and Southampton (HIPS) for 2023. Building on the success in Greater Manchester, this expansion will help us identify the issues affecting young people's wellbeing across the local area, as well as enhancing our understanding of the issues nationally.

Hampshire, Isle of Wight, Portsmouth and Southampton is a diverse region, located in the south of England, with a population of 2 million and a mix of urban, rural and coastal neighbourhoods. #BeeWell selected a second location in the south of England with plenty of different characteristics to complement the programme's first location, Greater Manchester, in the north of England.

What has the system been doing?

Opportunities that meet our needs and interests and are accessible and easy to find.

Live Longer Better

Over 200 professionals receiving the LLB newsletter.

30 requests for LLB learning programme after Hampshire Assembly.

Participants report that the training has improved their knowledge and they are joining a local community of practice.

Adult Social Care are delivering training to newly qualified social workers and activity co-ordinators.

27 health care clinicians are booked on the next LLB training session in September.

Next step will address continence and communications and will be distributed to professionals in the autumn.

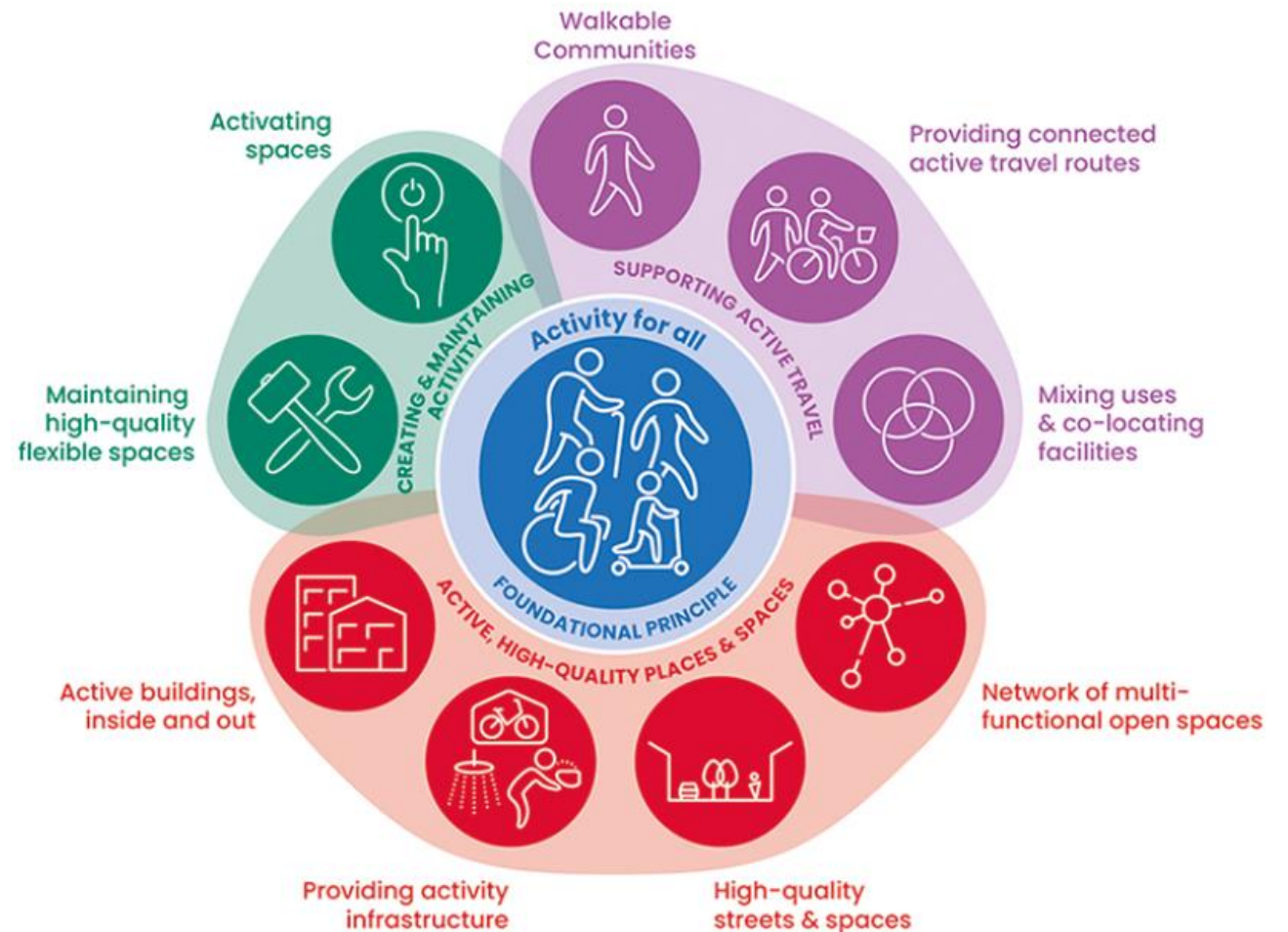


What has the system been doing?

Places and travel routes where we *all* feel safe and are encouraged to be active.

Active Design Guidance

- Supported by Active Travel England and the Office for Health Improvement and Disparities
- 10 design principles
- Activity for all runs throughout
- Guidance is for planners, designers and everyone involved in delivering and managing places



Love Outdoors

- Local Community Interest Company transforming an under-utilised space to create a community garden
- Investment from Moneybarn through Hants and IOW Community Foundation and Abri Community Fund
- Supporting groups who will benefit most from spending time outdoors



What has the system been doing?

Support to help us get started or keep moving when we feel that we can't do it alone.

Whole-system approach North East Hampshire

- Rushmoor Borough Council, voluntary sector, Hampshire Public Health, clubs and organisations and NHS working together in place to address obesity and other health inequalities:
- Football for refugee and asylum seekers
- Bikeability
- Golden Mile
- School Games
- Active School Uniform
- Free access passes to the gym and Aldershot lido for children eligible for free school meals
- Walking for Health co-ordinator



Horizon Leisure Wellbeing Hub

- Set up a wellbeing hub in Havant's shopping centre
- Local Authority, NHS and voluntary sectors working together in place to support people where they are
- MSK clinics, local social prescribers and smoke free Hampshire also collaborating in the space
- Can provide health checks, weight management, ESCAPE pain, falls prevention





INVESTING IN COMMUNITIES

2020 - 2023

93 PROJECTS FUNDED

72 ORGANISATIONS

AVERAGE (MEAN) GRANT AWARDED: £4,811

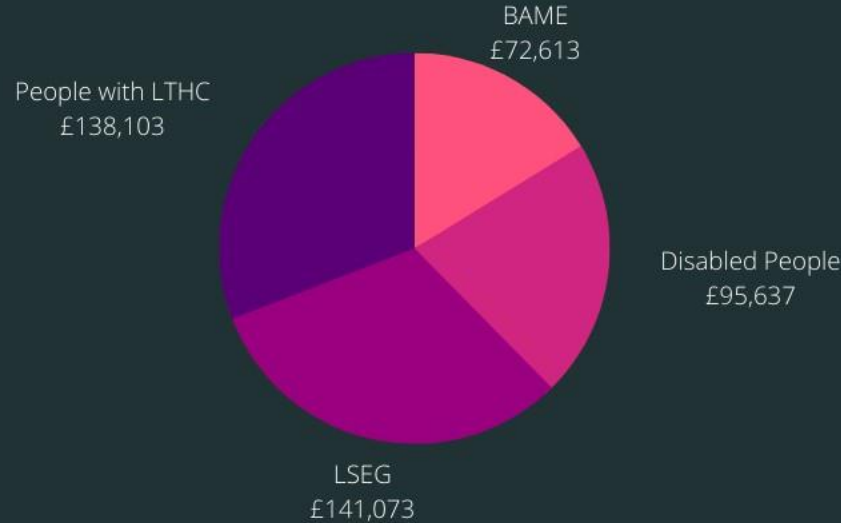
TOTAL FUNDING AWARDED: £447,426



FOUR PRIORITY AUDIENCES

- People from Black, Asian, minority ethnic backgrounds
- People from low socio-economic groups
- People with long-term health conditions
- People with disabilities

Amount Awarded by Primary Audience



Average Grant by Primary Audience





folk ACTIVE
WELLBEING | COMMUNITY | EDUCATION

Helping Hooves
Aiding people's recovery from trauma and change

you

HOME START
Hampshire



Winchester & District Young Carers



National Literacy Trust



Community First
making life better for everyone



PARITY
For People With Multiple Disabilities



NHS
Surrey and Borders Partnership
NHS Foundation Trust



PARKINSON'S UK



MOVE MOMENTUM



Portsmouth City of Sanctuary

Strategic Health and Wellbeing Services

Mayflower Theatre



SAINTS FOUNDATION



ia independent arts

Southampton Sight
supporting people living with sight loss

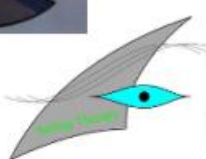
Hayling Island & Emsworth Primary Care Network



RUSHMOOR BOROUGH COUNCIL

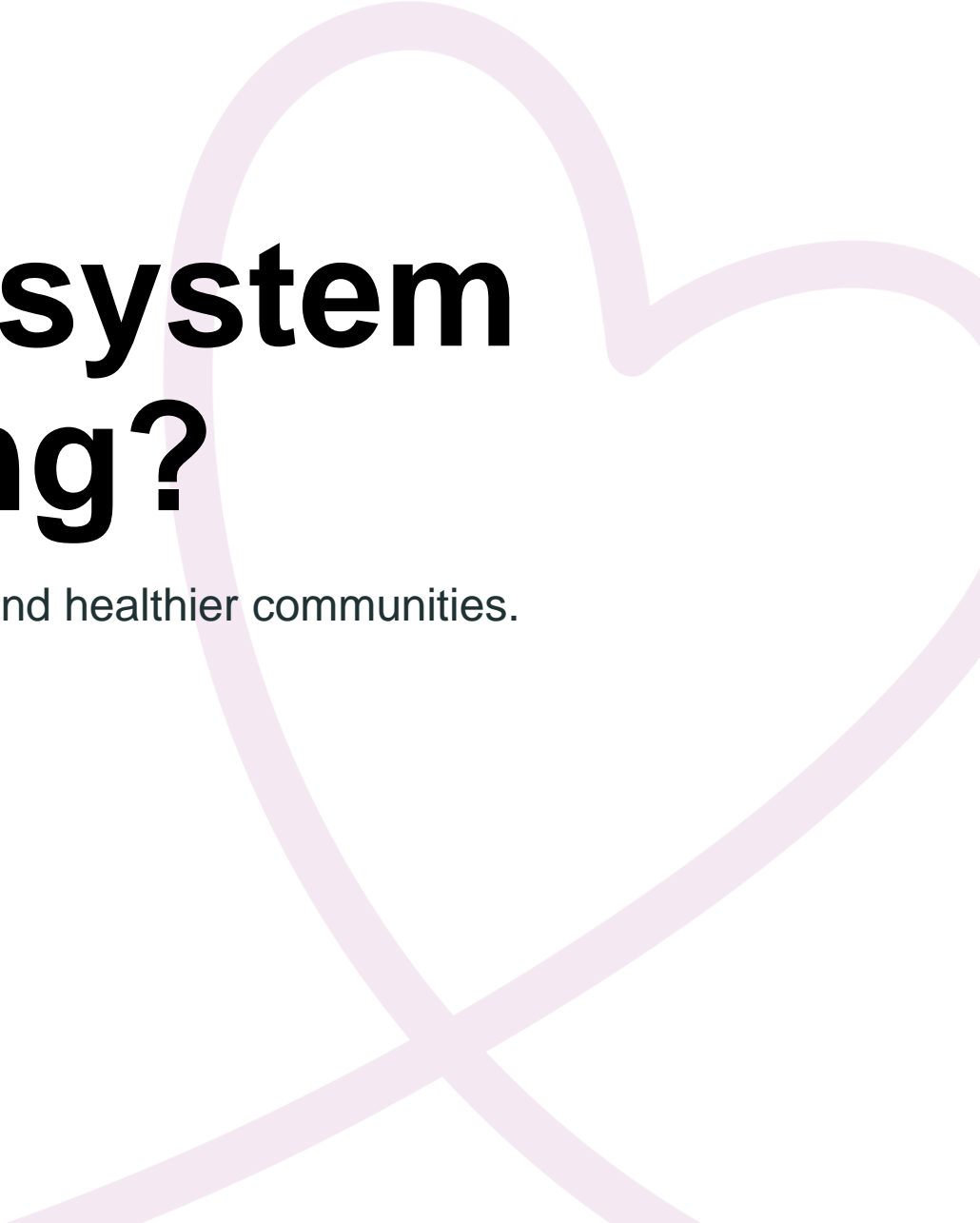
SWVG

Southampton & Winchester Visitors Group
Working with asylum seekers and refugees



What has the system been doing?

Bold leaders working together to create happier and healthier communities.

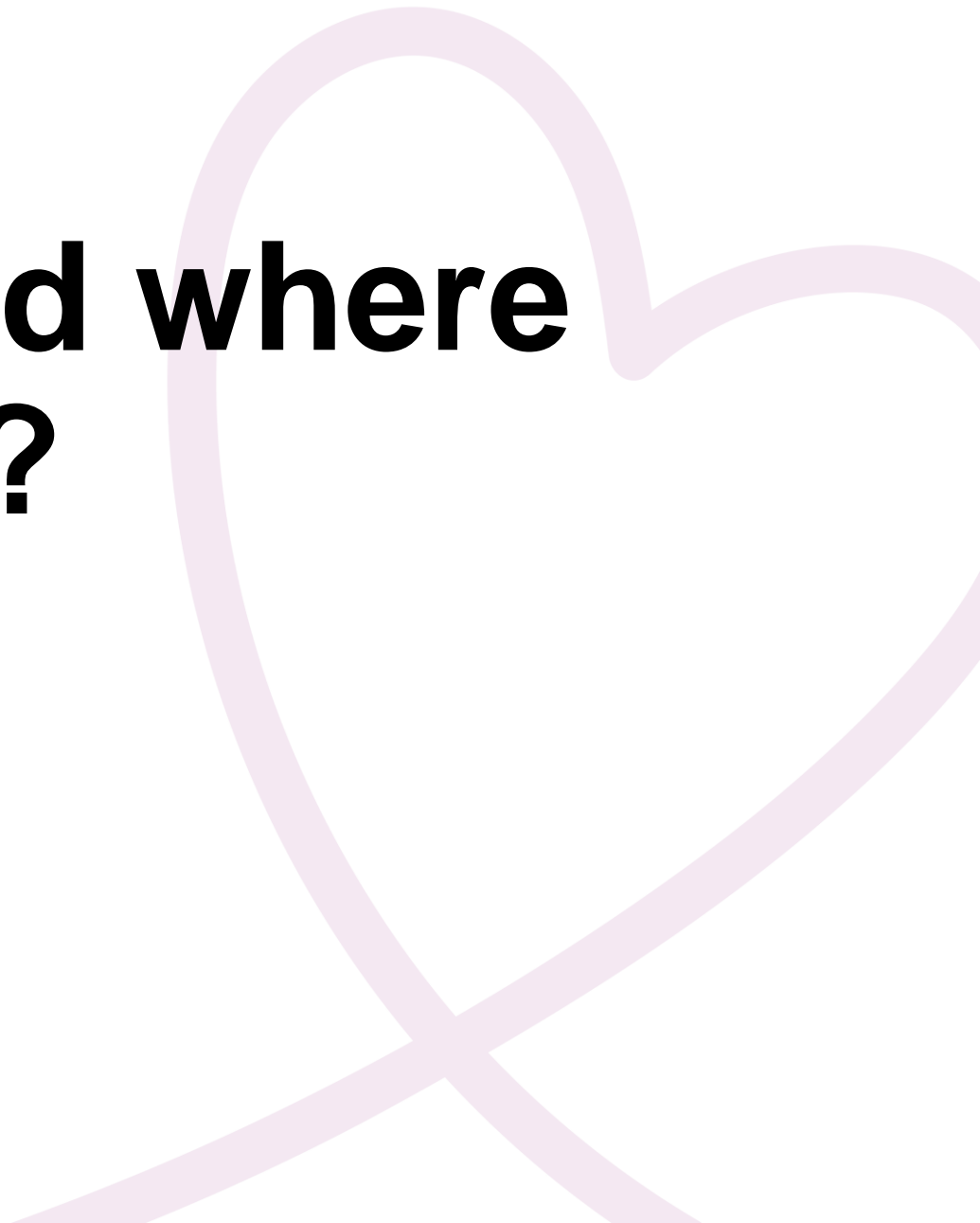


Support for training

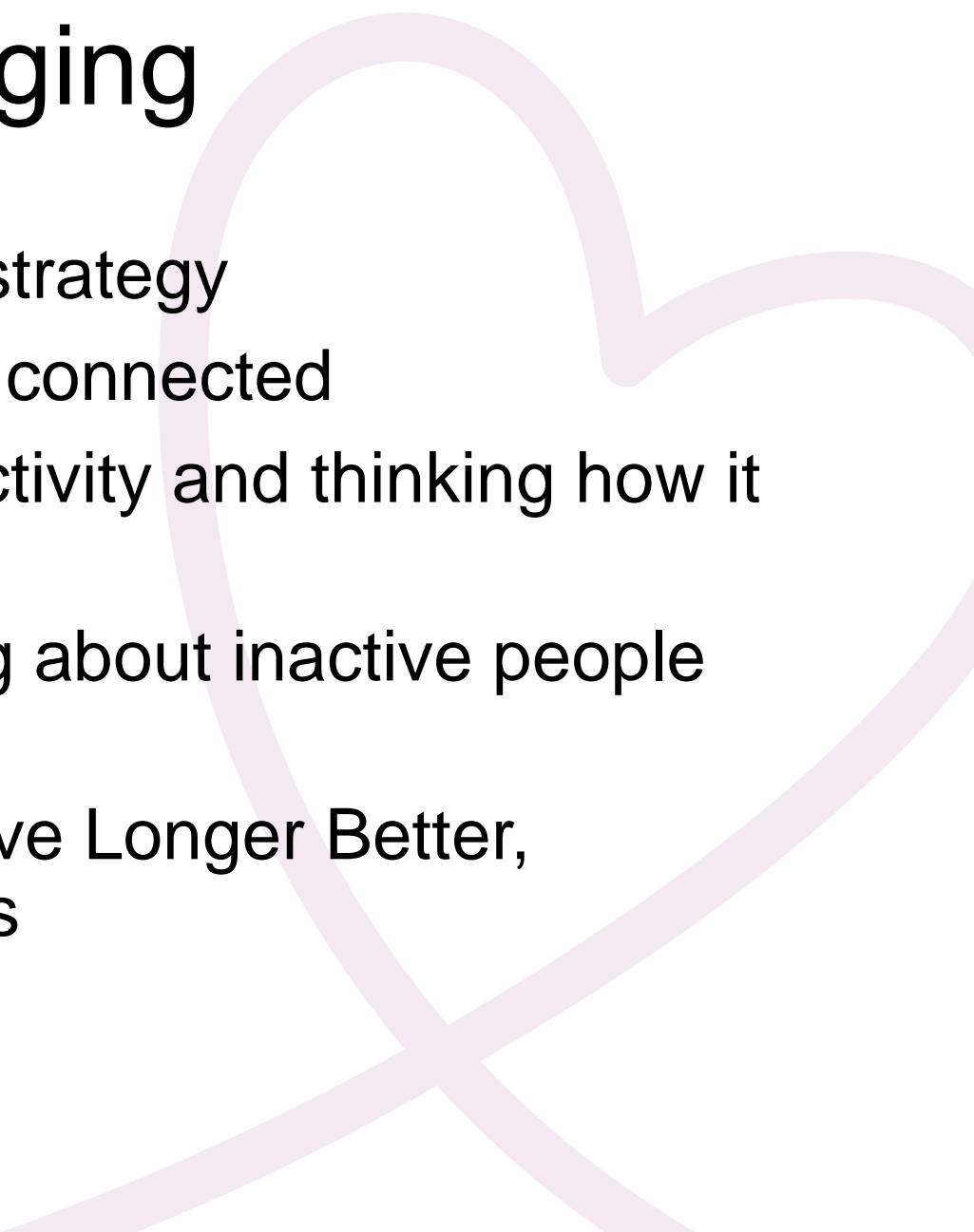
- 2 Ukrainian women supported to complete yoga qualifications
- Specific focus on Post Traumatic Stress Disorder
- Delivering yoga classes
- Participants reporting better social connections, emotional support and urinary tract health improvement



**Refelctions and where
to next?**



Reflections – what's changing

- Better co-production, not just with this strategy
 - Improved collaboration – we are better connected
 - More people understanding physical activity and thinking how it can help people they work with
 - More people and organisations thinking about inactive people and inequalities and how to support
 - Innovation from system to place e.g. Live Longer Better, Horizon Wellbeing Club, Love Outdoors
- 

Reflections – what's changing

- Better understanding of under-served communities, not hard to reach. Greater empathy.
- Investment focused on inactivity and inequality e.g. Opening School Facilities, Investment in Communities
- Our understanding of physical activity. Or is it exercise? Or is it movement?
- Working in place. What do we all mean by working in place? And how do we collaborate better to avoid duplication?
- Asset Based Community Development principles being used and spoken about much more
- New Government Strategy focused on inactivity and inequality

But what can we do?

Report Recommendations

1. Understand the audiences who are inactive and the inequalities that exist. Prioritise and invest in these audiences in their work.
2. Encourage and support schools to build opportunities for children and young people to be active throughout the school day and in all aspects of school life.
3. Encourage participation in the #BeeWell survey and later use the data and insight and the views of young people to design and deliver services that young people say they need
4. Use Active Design principles in respective organisation policy and strategy
5. Consider how you and your respective organisations can help create the conditions to make physical activity and movement the easy choice.
6. Advocate for policy that consistently tackles inequalities and inactivity across the system: transport, planning, education, health, environment also recognising the significant co-benefits for social isolation, mental wellbeing and climate change.
7. Support and where necessary build, networks, connections and relationships to share the ambition of the strategy and build a movement for movement.
8. Establish communities of practice in Hampshire district and boroughs to grow support for Live Longer Better and make local changes to support older people to be more active