

A more active and successful sporting Surrey

Surrey's Strategy for Sport & Physical Activity 2011-15



“There should be no barriers preventing people participating in sport and physical activity whether that be because of their ability/skill level, gender, sexuality, age, race, economic circumstances, disability, education or where they live”.



A photograph showing the lower legs and feet of a person wearing red leggings and white socks, standing on a silver digital scale. The scale has a small LCD screen in the center. The background is plain white.

*Just 13% of adults
are doing the
recommended level of
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for health...*

*...nearly half of
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exercise at all!*



Introduction

Why this strategy is important

We all know that exercise is good for the mind, body and soul and evidence^{1,2} backs that up: sport and physical activity generates substantial long-term economic value in terms of avoided health costs and improved health-related quality of life; it has a positive and quantifiable effect on a person's perceived wellbeing; regular exercisers have lower mortality rates; and it increases numeracy skills in school children. Despite the evidence, it appears that sport, physical activity and active recreation is not always seen as a priority amongst decision makers and as a consequence Surrey has yet to capitalise on the powerful impact sport, physical activity and active recreation can have on individuals and society as a whole.

As a county, we have high performing schools, relatively low levels of deprivation and vibrant and diverse communities. In terms of sport and physical activity, significant time and money have been invested through an extensive network of organisations (statutory and voluntary) at all levels from young and old, from grass roots to elite. This has resulted in many improvements in recent years such as increased participation in state school PE and sport³, modern, welcoming, world-class facilities, and clearer pathways for both athletes and coaches.

Despite this, however, just 13% of adults⁴ are doing the recommended level of weekly physical activity for health (5 x 30 minutes moderate intensity per week); this leaves 87% of Surrey's adults not doing enough and nearly half of all Surrey adults doing no exercise at all! In addition, school statistics still show a huge drop-off in participation by teenagers³, obesity levels are on the rise⁴ (with nearly a third of primary school children and two thirds of adults over weight or obese) and it appears support for our talented athletes is very patchy.

Organisations need to get involved, co-operate and work in partnership.

Consultations⁵ have also shown that stakeholders (including Surrey's residents) would like to see increased participation opportunities (particularly amongst target groups); increased access to facilities; better support for volunteers, coaches, officials and talented athletes; reduced bureaucracy; and more joined up delivery across the sector. In this tough economic climate, joint working is imperative if we are to be successful at making the case for, and changing lives through, sport and physical activity. This new, four-year strategy has been produced in order to bring together the views of multiple agencies and stakeholders to collectively identify deliverable improvements.

The London 2012 Games offers a great opportunity to inspire action and collectively harness the power of sport - this strategy highlights key issues from across the sector, sets joint outcomes and offers objectives as to how they may be achieved.

We live, work and play in a great county⁶, but we all need to get involved to help create a lasting, active legacy from 2012 and beyond. Join us by playing your part in creating a more active and successful sporting Surrey.



Gerry Ceaser
Chair
Surrey Sports Board



Campbell Livingston
Partnership Director
Active Surrey

References:

- 1: Sport England / UK Sport: The Value of Sport Monitor www.sportengland.org/research/value_of_sport_monitor.aspx
- 2: DCMS: Culture And Sport Evidence programme www.sportengland.org/research/culture_and_sport_evidence.aspx
- 3: Youth Sport Trust: PESSYP 2009-10 Survey Results www.activesurrey.com/pdf/2010%20School%20Sport%20Survey.pdf
- 4: Association of Public Health Observatories: Health Profiles www.apho.org.uk/default.aspx?QN=HP_METADATA&AreaID=50260
- 5: 2010 Surrey Sports Conference Consultation: Top Priorities www.activesurrey.com/content-2654
- 6: Audit Commission: One Place <http://oneplace.audit.commission.gov.uk/infobyarea/region/area/pages/areaoverview.aspx?region=57&area=436>



Working Together

How this strategy has been produced

The Surrey Sports Board

Surrey's County Sports Partnership (CSP) is a network of groups and organisations from the local government, education, business, sport, health and voluntary sectors. They are committed to working together via their membership of the Surrey Sports Board (SSB), a stakeholder representative group set up to shape and influence the strategic direction of sport and physical activity in the county of Surrey. The Board aims to be the voice of sport and physical activity for Surrey on local, regional and national consultative matters.

A strategy for sport and physical activity in Surrey

Following 12 months of consultation, the Board has now produced a strategy to address the key areas of concern expressed by the membership. Members of the Board have agreed to jointly work together to create "a more active and successful sporting county".

Membership

The following organisations are active members of the Surrey Sports Board and endorse this strategy:

- ▼ Surrey County Council
- ▼ Surrey's 11 Borough & District Councils
- ▼ Surrey Local Government Association
- ▼ NHS Surrey
- ▼ Active Surrey
- ▼ Surrey County Playing Fields Association
- ▼ Governing Bodies of Sport (represented by Surrey County Football Association)
- ▼ Facility Providers (represented by Fusion Lifestyle)
- ▼ Surrey Schools (state schools represented by Winston Churchill Specialist Sports College, independent Schools represented by Reed's School)
- ▼ Surrey's Sports Councils
- ▼ Surrey Councils for Voluntary Services and Volunteer Centres
- ▼ Surrey Chambers of Commerce
- ▼ Surrey Youth Focus
- ▼ Surrey Adult & Community Learning.

Membership is constantly growing, so representatives of any relevant sector group not listed above are welcome to offer their support to the Board (see back page for details).





Call to Action

How this strategy will be delivered

Thematic working groups and action plans

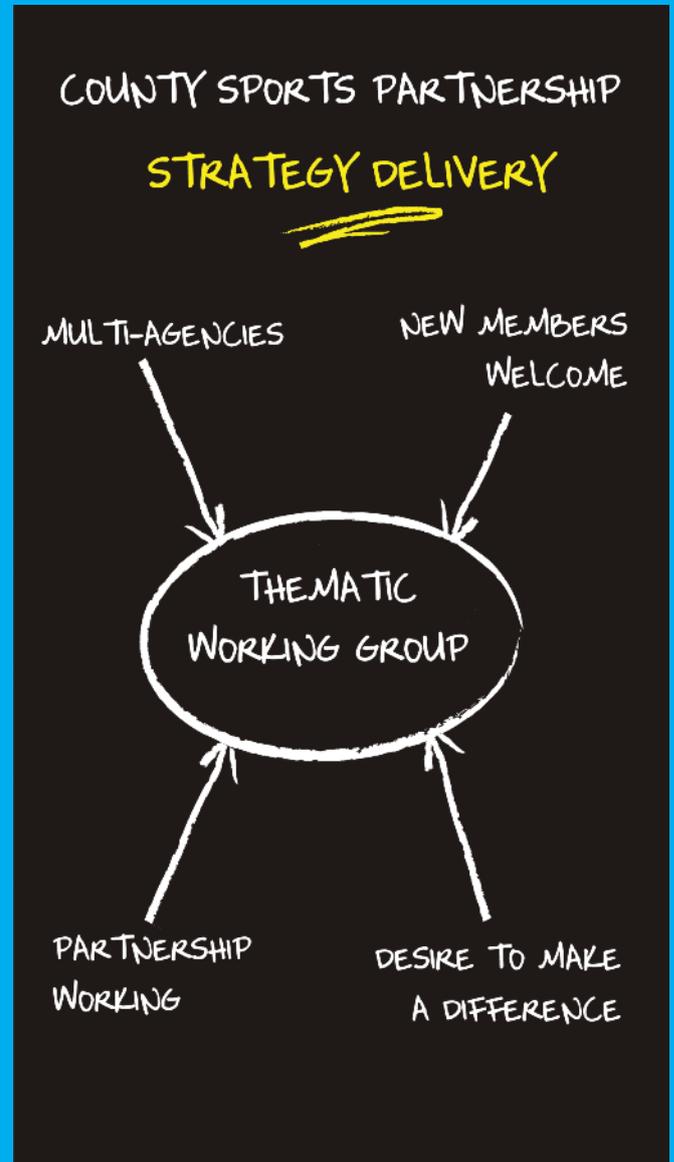
The Surrey Sport & Physical Activity Strategy will concentrate on achieving four outcomes focusing on **lifelong activity, local infrastructure, facilities and athlete development**. Seventeen objectives have initially been identified to help deliver these outcomes.

A Thematic Working Group will champion at least one objective each. For each objective, the responsible Group will ascertain current activity levels, develop an action plan and report back on progress to the Surrey Sports Board and the wider network. The Thematic Working Groups will include at least one representative from the Surrey Sports Board, other staff from member organisations, and specialists from key stakeholders across the sector. A series of sub-groups may report into the thematic working groups, some of which could be existing groups that choose to realign into this more efficient structure.

If you would like to offer your help in driving forward joint delivery through these groups, please get in touch (see back page for details).

Monitoring of progress

Once written, the action plans will be posted on www.activesurrey.com, followed by regular updates (as part of the quarterly Surrey Sports Board meeting minutes) and an annual report / review at the Surrey Sports Conference held in May / June each year. Members are also expected to regularly inform their networks / colleagues of progress.





Outcomes and Objectives

What this strategy is trying to achieve

Outcome 1

Everyone has the opportunity to be active for life

1. Support parents and carers of children under 5 to develop appropriate early movement & dexterity skills.
2. Ensure more people get a positive, high quality experience in physical activity at school and in the community.
3. Facilitate the education sector and community sport to share resources and actively work towards reducing dropout rates in teenagers.
4. Encourage more people of all ages to exercise at Government-recommended, age-appropriate levels (adults 5x30 minutes per week; children 5x60 mins/wk).
5. Inspire more active participation and volunteering using the power of events.

Outcome 2

Strong, sustainable infrastructure is available in every community

1. Enhance the position of local providers at the heart of local development work.
2. Challenge providers to extend the range of activities on offer.
3. Support and advise new and existing providers on how to grow, improve and become sustainable, sharing infrastructure where possible to meet the demands of our diverse population.
4. Assist providers to find and develop more volunteers as leaders, organisers, coaches, officials and administrators, and produce succession plans.

Outcome 3

Sufficient, well-managed facilities meet Surrey's needs

1. Oppose the loss of existing sport / leisure facilities through redevelopment (where they are not to be replaced).
2. Encourage more shared use of private facilities.
3. Enable local communities to fully utilise public facilities and work with facilities to ensure a balanced programme of activities are offered.
4. Develop and update existing facilities through effective guidance, maintenance programmes, sinking funds and volunteer engagement.
5. Plan to ensure suitable facilities are within easy reach of more Surrey residents.

Outcome 4

Talented performers are supported

1. Develop and promote local pathways along which more sports performers can progress as far as their ability allows.
2. Support our best athletes with better access to facilities, funding and support services.
3. Enable more of our talented sportspeople to give something back to their community through ambassadorial work.

“A more active and successful sporting Surrey”



Guiding principles

The following principles provide the foundation to the strategy:

-  There should be no barriers preventing people participating in sport and physical activity whether that be because of their ability/skill level, gender, sexuality, age, race, economic circumstances, disability, education or where they live.
-  Organisations need to get involved, co-operate and work in partnership.
-  People's experience of sport and physical activity should be high quality and minimum standards of provision should be exceeded, particularly in relation to safeguarding of children and vulnerable adults.
-  The plans that will deliver this strategy will be specific, measurable, achievable, realistic, and time-bound.

Further questions

The Surrey Sports Board is supported by Active Surrey, an independent organisation funded by Sport England, Surrey's County, Borough & District Councils and Surrey County Playing Fields Association to coordinate joint working and encourage sharing of resources. For further details about the work which supports delivery of this strategy, please contact the Active Surrey team using the details below:

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This strategy is supported by

