

In Southampton there are many opportunities to be active in the community. The city hosts an annual cycle ride, the third largest park run in the country, a half marathon, free family activities in local parks and there are a number of indoor and outdoor sports facilities. However, recent trends show that inactivity has increased. Evidence supports a need to shift focus to enable inactive communities, groups and individuals to become more active. This shift won't occur overnight but embedding it into new and existing programmes will help to make physical activity the norm. We aim to make physical activity a normal part of life for all and actively support excluded, inactive groups to increase participation in physical activity and sport. This strategy sets out how such a vision will broadly be achieved.

Key facts and figures

- In Southampton **24.2% of adults are inactive** (do less than 30 minutes per week) which is similar to the England average (**22.2%**).
- **65.2%** adults in Southampton do at least 150 minutes of activity per week this is similar to the England average (**66.0%**).
- Nationally it is estimated that of 5-15 year olds only **23%** boys and **20%** girls met the physical activity guidelines.
- Inactivity increases with age, with a greater proportion of older age groups classed as inactive compared to younger groups.
- Overall physical activity is lower among women compared to men.
- People from Asian, Black and Chinese backgrounds are more likely to be inactive than the white and mixed ethnic groups.
- People from a lower socioeconomic group are considerably more likely to be less active than the general population.

Local Insights

- Local families from the west of the city indicated that when they are active together they tend to go to the park or walk or cycle together.
- Barriers for physical activity for local families include accessibility to facilities, lack of time and the cost of some activities.
- Many people are motivated to get more active to improve health or lose weight.
- Another motivator is saving money by walking instead of using the car.
- Among residents that responded to the City Survey in 2018
 - **44.5%** of people said that they do 30 minutes of exercise 5 times a week or more
 - **18%** said they do not exercise.

How much physical activity should I be doing?

0-5 year olds

- Physical activity should be encouraged from birth.
- Pre-school age children 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).

Children & young people (5-18 years)

- All children and young people should engage in moderate to vigorous 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.

Adults (19-64 years) & older adults (65+)

- 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.
- All adults and older adults should 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 co-ordination on at least two days a week.
- All adults and older adults should minimise the amount of time spent being sedentary (sitting) for extended periods.



What do we want to achieve?

Why is this important?



Active Places

The availability of green/open spaces, environments and facilities that encourage physical activity supports people to live healthy, independent lives. We want to ensure that residents have access to local facilities (including sports facilities) that suit their needs and aspirations and that barriers to physical activity are minimised.



Active Communities

Improving participation in physical activity and sport raises aspiration, creates community cohesion and builds city pride. We want to champion local and national opportunities for physical activity to connect people with the activities that meet their needs and bring communities together. We want to work with our communities to understand local needs and encourage them to develop local solutions.



Active Everyday

Being physically active everyday provides lifelong health benefits. Schools, colleges and workplaces are crucial to embed physical activity habits into daily routines. We want to encourage positive attitudes and behaviours to physical activity from an early age and promote positive physical activity habits so that they become embedded in everyday life.

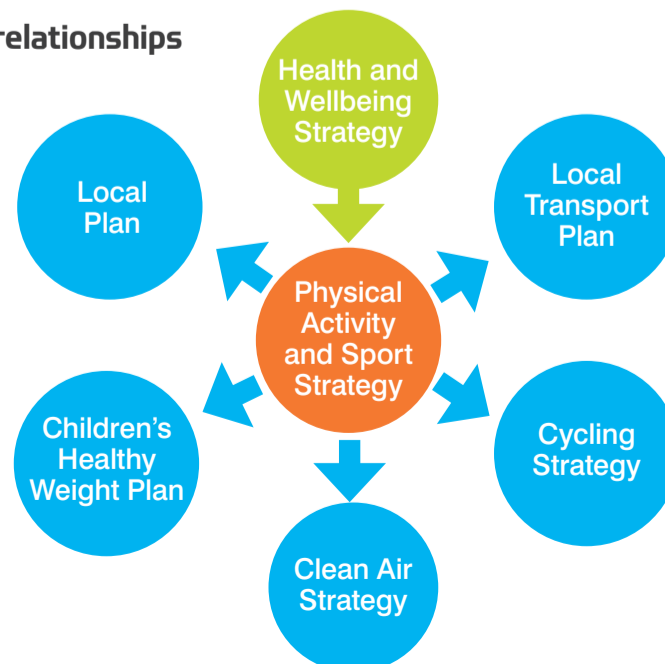
Target Groups

This strategy is inclusive, and we want to enable and encourage everyone who lives, works in and visits Southampton to be more active in their daily lives. But we know that among some groups physical inactivity levels are high and there is some evidence of a worsening trend.




So, we will target activity to support the following:

- Children and Young People
- Women
- Lower income groups
- BAME groups
- People with long-term conditions or disabilities.





Strategy relationships



? What are we going to do?

Priority	Outcome	Actions
 Active Places	More residents using open spaces within the city.	<ul style="list-style-type: none"> Promote improved connectivity and access to key destinations for walking and cycling within and outside the city centre. Improve the pedestrian environment, safety and accessibility in the city through a network of legible "Active Routes". Enable inactive communities and groups to safely make use of grey spaces through facilitated street closures. Build on other opportunities which promote physical activity, play and active travel. Explore opportunities to access green spaces and playing fields for use by local residents outside of school hours.
	Residents have access to local facilities that suit their needs and aspirations.	<ul style="list-style-type: none"> Review available local public indoor and outdoor facilities (including sports facilities) to identify priorities for improvement. Work with partners to identify facilities which can increase activity among target inactive groups and develop programmes to increase engagement with physical activity and sport. Work with our partners to deliver more physical activity and sport opportunities in our parks and open spaces and sports facilities, targeting inactive groups.
	Barriers to physical activity are minimised.	<ul style="list-style-type: none"> Work with local planners to review planning applications and planning policies to enable increased physical activity among residents and minimise barriers to physical activity for all age groups and abilities. Promote and incentivise physical activity by 'park and walk/cycle' opportunities in the city.
 Active Communities	Local and national opportunities for physical activity and sport are championed to connect people with the opportunities that meet their needs.	<ul style="list-style-type: none"> Actively promote opportunities to be active among target inactive groups. Use national events including sporting, music and cultural events to promote physical activity among inactive groups. Support interventions and activities led by partners (including communities, voluntary sector, health, housing, leisure providers) that target inactive groups. Establish a point of contact for existing and new community groups interested in developing local physical activity opportunities in their neighbourhoods. Promote and incentivise opportunities for volunteering through physical activity, to encourage a sense and culture of community service. Promote existing technologies, apps and online resources to increase physical activity and sport among target groups e.g. couch to 5k.
	Local needs are understood and communities are encouraged to develop local solutions.	<ul style="list-style-type: none"> With partners explore the barriers to physical activity among inactive target groups, share findings with local networks and trial innovative ways to increase participation. Develop a local network of existing providers and partners to share insights and improve the delivery of new and existing programmes. Work with partners to develop collaborative funding applications based on local need to increase physical activity levels among target groups.
 Active Everyday	Positive attitudes and behaviours to physical activity are created from an early age.	<ul style="list-style-type: none"> Support initiatives which integrate physical activity throughout the curriculum, including innovative programmes, teacher training initiatives and events. Work with settings including early years and schools to maximise opportunities for physical activity during the school day. Work with partners to promote school based campaigns and initiatives to increase physical activity and embed health and physical activity into the school day. Support schools to make effective use of the Primary Premium to increase quality of PE and school activity. Work with workplaces to maximise opportunities for physical activity during the work day.
	Positive physical activity habits are embedded in everyday life.	<ul style="list-style-type: none"> Promote training opportunities to develop capacity among staff working with target groups through GP surgeries, Social Care, Job Centres, libraries and community centres to empower and enable vulnerable groups to sustainably increase participation in physical activity. Deliver Active Travel and My Journey Southampton to support inactive groups, enabling active travel to schools and work places. Embed health including physical activity in all SCC strategies, policies and contracts.

↕ How will we measure success?

Priority	Baseline	England	2018-2020	2021-2022	Target by 2023
 5% decrease in proportion of inactive residents	24.2%	22.2%	22.2%	20.2%	19.2%
 5% increase in proportion of active residents	65.2%	66.0%	67.2%	69.2%	70.2%
 Increase in the number of annual physical activity and sporting events/campaigns promoted to those who are inactive	0	-	5	8	10
 Increase in total number of volunteers promoting and supporting various forms of physical activity in their communities.	0	-	80	95	95