

## Monitoring and evaluation

The delivery of the strategy will be monitored through the Active Swindon Partnership. The partnership includes membership from transport and planning, education, health, leisure, recreation, community and the voluntary sector.

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This information about the Active Swindon Strategy - Executive Summary is available on the internet at [www.swindon.gov.uk](http://www.swindon.gov.uk) and [www.swindon.nhs.uk](http://www.swindon.nhs.uk). It can be produced in a range of languages and formats (such as large print, Braille or other accessible formats) by contacting the Customer Services Department.

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# Active Swindon

more people, more active, more often

## Executive Summary

### Introduction

An active lifestyle and increased physical activity levels are vital to improving and maintaining health. An active life improves both physical and mental health, can reduce the risk of coronary heart disease, stroke and diabetes and can also help to reduce the levels of obesity in Swindon.

Sport and physical activity can be fun, providing enjoyment through exercise across the whole spectrum of society. Participation in any type of physical activity contributes to the quality of life of individuals and the community.

- ✓ Reduced risk of coronary heart disease and obesity, hypertension, cancer, osteoporosis, dementia in later life, depression and anxiety
- ✓ Improved health and mental well-being, increased life expectancy and a reduction in the difference in health inequalities
- ✓ Higher education attainment and achievement
- ✓ Increased opportunities for social interaction; contributing to a positive community environment, a sense of belonging and a reduction in crime
- ✓ A reduction of harmful emissions through the positive promotion of alternatives to the car, such as walking and cycling
- ✓ Increased opportunities for individuals and communities to reach their full potential, increasing motivation, confidence and self esteem
- ✓ A progressive economy, through increased job opportunities and a healthier workforce.

## Physical activity levels in Swindon

In Swindon, only 22.5% of adults are achieving the level of physical activity required to impact positively on their health. The aim of the Active Swindon Strategy is to increase participation rates by a minimum of 1% year on year.

Physical activity includes all forms of activity such as 'everyday' walking or cycling to get from A-B, active recreation not undertaken competitively such as working out at the gym, dancing, gardening or families playing together, as well as organised and competitive sports.

Population Group	Recommendation
Children and young people	Should achieve a total of at least 60 minutes of at least moderate intensity physical activity each day.
Adults	Should achieve a total of at least 30 minutes a day of at least moderate intensity physical activity on 5 or more days a week.
Older people	Should achieve a total of at least 30 minutes a day of at least moderate intensity physical activity on 5 or more days a week. Older people should take particular care to keep moving and retain their mobility through daily activity.
Obese adults	Should build up to a level of 45-60 minutes a day of moderate intensity physical activity on 5 or more days of the week.

Increasing physical activity participation rates is not the sole responsibility of any one organisation but a shared commitment by a number of organisations, agencies and bodies.

### The purpose of the Active Swindon Strategy:

- ✓ Impact significantly on the health of our communities and set about reducing health inequalities
- ✓ Increase levels of participation in physical activity and sport
- ✓ Engage with stakeholders to ensure the principles of this strategy are embedded across our communities
- ✓ Develop a culture, which seeks to find innovative ways of breaking down barriers to participation and supports processes to improve access for all members of society
- ✓ Demonstrate the importance of multi-agency working and support cohesion between agencies and departments
- ✓ Embed the principles of an active lifestyle within Swindon's current and future strategies and plans
- ✓ Take account of the national context including strategies and plans
- ✓ Provide an overarching framework to support a number of other strategies and delivery plans
- ✓ Establish the context in which to develop an implementation plan for the next 5 years.

## Aims of the Active Swindon Strategy

### 1. Increase the physical activity levels in adults and young people

- ✓ Raise awareness of the benefits of physical activity and the opportunities available
- ✓ Increase the number of children accessing quality sport and physical activity
- ✓ Increase the number of people utilising Swindon's parks, open spaces and outdoor leisure facilities
- ✓ Increase the number of people walking and cycling
- ✓ Maximise opportunities to promote lifelong participation in physical activity
- ✓ Promote the benefits and opportunities of play
- ✓ Increase the number of people from diverse groups who take part in regular physical activity

### 2. Create an environment that promotes physical activity as part of everyday life

- ✓ Ensure physical activity is promoted within the spatial planning process
- ✓ Provide a wide range of high-quality indoor and outdoor leisure facilities
- ✓ Place physical activity at the heart of every community
- ✓ Raise awareness and increase opportunities to be physically active in the workplace
- ✓ Support local organisations, clubs and groups to deliver quality sport and physical activity provision

### 3. Empower people to be more physically active

- ✓ Improve access to physical activity for individuals and groups that face barriers
- ✓ Promote healthy aging and the ability to live independently
- ✓ Ensure opportunities exist for people to participate in sport from grass roots to excellence
- ✓ Increase the number of people with the skills to deliver across the physical activity spectrum
- ✓ Support people to be physically active

### 4. Increase the capacity to deliver physical activity and sport

- ✓ Establish the Active Swindon Partnership as strategic lead
- ✓ Deliver the Implementation Plan through partnership working
- ✓ Maximise opportunities for investment in physical activity and sport
- ✓ Develop a consistent message to promote physical activity, which can be adopted across all sectors
- ✓ Ensure the aims of the Active Swindon Strategy are achieved