



Wandsworth Public Health

# Adult Physical Activity Plan

2021-2031

Public Health



# Director of Public Health Forward



**I am delighted to present Wandsworth's Public Health Adult Physical Activity plan 2021-2031, which is a workstream of the new Public Health Prevention Framework. We know that physical activity contributes to a wide range of health benefits and people who have regular physical activity have improved health outcomes and lower risk of developing long-term conditions and diseases.**

The council via the Active Wandsworth Strategy has a vision for increasing physical activity for all residents across sports, leisure, arts, and parks. This plan complements this work by defining the Public Health commitment, through tackling health inequalities and the wider determinants of health, to see the Borough in all its' work have a public health focus on targeting physical activity amongst the most inactive at-risk people. Amongst this population we want to see physical activity become a way of life to improve their health and wellbeing.

This plan has been developed in extraordinary times with the COVID-19 pandemic affecting almost every aspect of our everyday lives. It has exacerbated existing inequalities and had a great impact on residents' physical and mental health and wellbeing. Both nationally and locally it has been recognised that COVID-19 has led to a decline in physical activity because many people were either forced to stay at home or adopt isolation measures to prevent transmission of the virus. Increased inactivity and sedentary behaviour with greater levels of isolation and loneliness has had a significant detrimental impact on people's health and wellbeing, especially amongst those who are most vulnerable.

This plan is both ambitious and practical. It seeks to, within the challenges of COVID-19 pandemic and beyond, improve physical activity amongst the least active for improved health and wellbeing. We will do this over three core interconnecting objectives that we have articulated in plan.

These are creating:

**Active People**

**Active Communities**

**Active Environments**

To realise this ambition, we are seeking to harness the creativity, innovation and spirit of local communities, organisations and sectors and council's work. Public Health will seek with these groups to not only build current capability to get people moving more, but also seeking future possibilities to scale existing and new ideas and initiatives.

This plan recognises that tackling inactivity cannot be done by one council department or one organisation alone but via a collaborative and system led approach with or ideally led by the local community. In this respect the Public Health Adult Physical Activity plan with its specific focus will complement and align with council's Active Wandsworth Strategy and other borough and NHS strategies aimed at getting people active such as new Walking and Cycling strategy and future Integrated Care System's health and wellbeing strategies and health and care plans.

I am thrilled by the possibilities that the Public Health Adult Physical Activity Plan will help realise in Wandsworth over the next five to ten years to help us co-create a healthier borough whose residents move more.

**Shannon Katiyo**

Director of Public Health

Adult Social Care and Public Health

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# Executive Summary

**The Public Health Adult Physical Activity Plan ('PA Plan') is a resource for the council and its' partners to promote physical activity among the inactive population in Wandsworth over the next 10 years (2021-2031). It complements and aligns with the council's Active Wandsworth Strategy.**

The Public Health Adult Physical Activity Plan (PA Plan) complements and aligns with the council's Active Wandsworth Strategy. The PA Plan is part of the Wandsworth Prevention Framework. It is intended for the council and its' partners to take a whole systems approach across the life course by creating Active People, Active Communities, and Active Environments. The PA Plan also supports a number of strategies that have been developed in Wandsworth in recent years that focus on issues relevant to physical activity, including Wandsworth's Environment and Sustainability Strategy, the work of Adult Social Care, and NHS strategies.

The PA Plan defines physical activity, its' benefits to health and well-being, the ways we can motivate people to move more, and sets out approaches of evidence-based interventions and actions for the council and our partners.

## The plan sets out the key reasons of a Public Health focus on Physical Activity

Physical activity and sedentary behaviours/ lifestyles can be detrimental to a person's physical and mental health.

Inactivity amongst our different populations is exacerbated by health inequalities as seen during the COVID pandemic which adversely impacted, older people, carers, women, certain Black, Asian and Minority Ethnic people, people living with disabilities (physical, mental and learning) and people on low income/living in more deprived areas of the borough.

It is widely acknowledged that physical activity plays a key part in maintaining individual and population optimal physical and mental health and wellbeing and improves people's quality of life thereby reducing their risk of needing health and social care services.

## Through implementing the PA Plan, the council and its' partners will seek to:

- Increase the number of knowledgeable, motivated, and skilled residents who are creating regular physical activity habits
- Create opportunities for inactive families and groups of people faced with health inequalities to be physically active
- Create equitable access for all our residents to engage in physical activity, and
- Support the council's aims to becoming carbon neutral and the greenest inner-London council by 2030

Ultimately, by addressing inactivity among residents, Wandsworth can realise a positive impact on the wider public health outcomes: obesity and excess weight, long-term conditions (LTC), injury due to falls, dementia, mental wellbeing, reduced social isolation and improved self-reported wellbeing. In turn, this will enable independent living and health related quality of life and less demand on health and social care services.

## The PA Plan sets short term, intermediate and long-term targets

### THE SHORT TO MEDIUM-TERM TARGET

**6,000** or more **inactive adults** to become **active**

(this represents a **20%** decrease in **inactive adults** from our **May 2020/2021** baseline of **18%** to **15%** by **May period 2025/2026** or earlier).

### THE LONGER-TERM TARGET

reduce our **inactive population** by **18,500** by **2031**

from 2021 baseline of **18%** to **11%** of the population or **better** (this is a **40%** decrease in inactive adults).  
specifically amongst the groups most at risk

Actions for short to medium term:

#### 1 Promoting Active People

- Create physical activity campaigns utilising social marketing that promote behaviour change such as "Active Wandsworth at Home"
- Provision of improved physical activity related information, creating supportive structures that include friends, family, work and the local community. Using the voluntary sector and physical activity services to build inactive people's confidence and motivation to be more active at home or outdoors

#### 2 Promoting Active Communities

- Joint action with partners, including training and capacity building to co-create new projects, services and community-led solutions
- Behaviour change interventions - promote family activities and neighbourhood initiatives, for example, community gardening or park run
- Utilise and develop local assets – asset-based community development
- Fostering community agency approaches

#### 3 Promoting Active Environments

- Promote the use of green and outdoor spaces, including parks for physical activity
- Seek to create more venues and/or opportunities for informal and formal sporting or physical activities
- Policy review and advocacy of policies that promote physical activity especially amongst the inactive population
- Seek a collaborative and systems leadership approach across health care, Wandsworth Council (public health, social care, culture and environment including parks, built environment and planning), sports and leisure providers such as Enable Leisure and Culture, and the community and voluntary sector

## 1

## Introduction

**Wandsworth already has the Active Wandsworth Strategy led by Enable Leisure & Culture (the council's Sports and Leisure provider) which recognises the benefits of a physically active population. The Active Wandsworth Strategy also targets specific geographical areas of Wandsworth which have high level of inactivity.**

The Public Health Physical Activity Plan ('PA Plan') is a workstream of the Wandsworth Prevention Framework which aims to reduce health inequalities and promote health. The Council celebrates that Wandsworth is one of the most active boroughs in London, however, it identifies the priority to target inactive people and get them physically active or moving more for improved health and wellbeing.

The PA Plan recognises that inactive people are likely to be vulnerable and at risk of developing or are living with one or more long term condition(s), are older and/or from Black, Asian and Minority Ethnic populations or have a low income and/or living in a part of the borough that is deprived.

This PA Plan sets out to tackle physical inactivity, especially amongst the most vulnerable population groups, making best use of limited resources to deliver the largest improvement in health and wellbeing gains in the borough. It builds on the findings from the physical activity needs assessment for the Wandsworth Joint Services Needs Assessment and the case for change. It provides approaches for evidence-based interventions or actions that are intended to put in place measures aimed at a population-level such as health promotion and targeting specific population groups most at risk and most impacted by COVID pandemic and health inequalities.

The PA plan also lays out the potential contribution, future priorities and key objectives for physical activity for the foreseeable future.

The PA Plan seeks to make best use of existing assets and services, such as parks and sports & fitness centres, whilst also seeking new innovations, collaboration and community-led solutions and activities.

There is also not a one fits all solution or approach but a diversity of approaches that taken as a whole, addresses inactivity at a population level and across the life course from different perspectives. The Public Health Division works with Adult Social Care colleagues as they seek to realise the benefits of strengths-based and preventative approaches through increasing physical activity to tackle risk factors and risk conditions that can result in vulnerable older residents requiring health and social care services. Through physical activity measures, these help older residents to live a better quality of life with improved health and wellbeing.

This targeted approach as per Public Health England (now called UK Health Security Agency) recommendations is "aimed at individuals whose reduced physical activity has led to appreciable functional loss, transition towards frailty or new fear of the wider impacts of COVID-19 on physical activity, deconditioning and falls in older adults falling, as well as individuals with post-COVID-19 syndrome ('long COVID').

# Active Wandsworth and physical activity related strategies

The PA Plan recognises, informs and aligns with existing strategies and plans that support tackling inactivity as one of the key aims of improving the health and wellbeing of our residents. The diagram below shows these existing strategies and policies that exist in Wandsworth.

- The PA Plan will seek how these strategies can be developed along with other innovative ideas

The council and its' partners will work together to:

- Seek a collaborative and systems leadership approach across health care and Wandsworth Council directorates including Adult Social Care (ASC) and Public Health, Environment and Community Services, Stronger and Safer Communities and the community and voluntary sector



- Active Wandsworth Strategy is a key to the PA Plan with aligned outcomes of enabling inactive people to become active, encouraging activity to be integrated into everyday lives, and lastly, targeting specific geographical areas in Wandsworth which have high levels of inactivity. It addresses the unique circumstances of inactive people across the life course and specific groups
- In addition to the universal offer from the council to promote physical activity via its' Active Wandsworth Strategy, the Public Health PA Plan specifically contributes to the 'Participate' outcomes of enabling inactive people to become active; encouraging activity to be integrated into everyday lives, creating regular activity habits; and targeting specific geographical areas of Wandsworth which have high levels of inequalities
- The PA Plan supports place-based initiatives in workplace, schools, the community and local sports clubs. The PA Plan will seek to invite local communities to identify local physical activity champions and co-create local area-based initiatives that build on existing facilities assets to help get people moving more
- The PA plan will help realise the health and wellbeing improvement aims of the Active Wandsworth Strategy, and the Wandsworth's Environment and Sustainability Strategy, and the work of Adult Social Care (ASC) strength-based approach and evidence-based practice. It supports the aims of the Sustainable Development Goals (SDGs) 2030 as encompassed in the World Health Organisation's (WHO) Global Action Plan on Physical Activity (2018-2030)

# Physical Activity a workstream of the Prevention Framework

The PA Plan is a workstream and one of the delivery mechanisms of the council's Prevention Framework 2021-2025. The PA Plan has three key place-based approaches to create Active People, Active Communities and Active Environments. By 2031 we aim to reverse the decline in physical activity caused in part by the Covid-19 pandemic and to help those who are inactive become active and move more.

## Active People Objective:

- To increase the number of knowledgeable, motivated, and skilled residents with regular physical activity habits and sticking with it

## Active Communities Objective:

- To create opportunities to be physically active among groups of people facing health inequalities

## Active Environments Objectives:

- To create equitable access for all our residents to engage in physical activity
- To support council aims to becoming carbon neutral and the greenest inner-London council by 2030

# Why a Wandsworth Public Health Adult Physical Activity Plan?

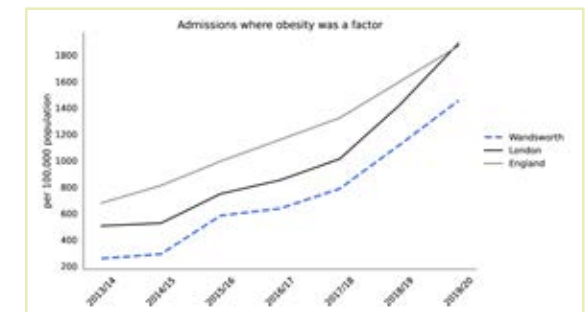
- Half of the adult population in Wandsworth are classified as overweight or obese, although the rate of admissions where obesity is a factor is lower than London and England, it is showing an increasing trend. See Figure 1
- Despite more people walking and cycling for leisure, physical inactivity and sedentary behaviours increased during the COVID-19 pandemic lockdown, especially amongst the most vulnerable population

**Wandsworth** is one of the most active boroughs

**79%** of adult residents surveyed\* reported being physically active (Nov 2018/19) (above the national **63%** and London **64%** averages.)  
\*(Sport England's active lifestyles survey)

However, with the **COVID-19 pandemic**, inactivity levels have **increased** from **14%** (in the year prior to COVID) to **18%** between May 2020 - May 2021

**Figure 1** Rate of admissions where obesity is a factor, per 100,00 population, 2013/14 to 2019/20



Wandsworth, London and England have all seen a **significant increase** in people being **inactive**:  
**5.2%, 2.4% & 1.6%** respectively since 2019/20



## 2

## Physical activity and why it is important

Physical activity is more than exercising. It also includes activities such as walking and gardening, dancing, or simply using the stairs rather than the lift. Furthermore, physical activity is any activity which requires body movements, and therefore, uses energy.

“If it was a pill, all doctors would prescribe it because of how many illness and problems it can help treat and prevent.”

The Chief Medical Officer recommends that Adults (over 19 years): 150 minutes (2.5 hours) of moderate intensity activity or 75 minutes of vigorous activity a week, or a combination of moderate and vigorous intensity exercise. Older adults (over 65): Should focus on maintaining muscle strength, balance and flexibility to their physical activity targets to reduce risk of falls and maintain bone strength.”

The Government says that physical inactivity is responsible for one in six UK deaths (equal to smoking).

They also report that **inactivity costs** the UK **£7.4 billion** annually including **£0.9 billion** to the **NHS** alone which if the **current trend in growing inactivity** continues will rise to **£1.3bn** to the NHS by 2030.

Furthermore, according to the Chief Medical Office (CMO), targeting and supporting inactive people to become more active, even if falling short of the recommended levels of activity, is where the biggest public health gains lie.

Therefore, getting inactive people to become active has greater health benefits than getting active people to do more activity.

Physical inactivity and sedentary behaviours/ lifestyles can be **very detrimental** to a person's **physical and mental health**, and **wellbeing**

Physical inactivity is the **4th leading risk factor** for global mortality

Contributing risk factor to **1 in 6 deaths** in the UK (equal to smoking)

Physical inactivity places a **large burden** on both **healthcare** and **adult social care**

People with **long-term health conditions** are **twice as likely to be inactive**, despite new research saying that **two thirds (69%)** of them would like to be **more active**



Conversely, physical activity is widely acknowledged to play a key part in maintaining optimal physical and mental health and wellbeing, and quality of life. It can help prevent or manage many common chronic health conditions. Physical activity also contributes to a range of wider benefits socially and economically including improved sleep, less anxiety and better management of stress, development of social skills, less loneliness, improved learning and attainment, increasing productivity in the workplace, and increased life satisfaction.

The data shows that those who are inactive or most at risk of reduced levels of physical activity tend to be:

- Older adults
- Females - more females than men in general are inactive

In fact, **39% of women** aged 16 and over are **not active enough** to get the full health benefits of sport and physical activity, compared to **35% of men** (Sport London)

- Black, Asian, and Minority Ethnic
- People in lower socioeconomic groups and most impacted by health inequalities and the wider determinants of health
- Adults and children who have problems with weight management – men's engagement in weight loss programmes is low

**CARERS** - nearly half (**46%**) of carers are inactive, compared with **33% of adults** (carersuk)

Adults and children are twice as likely not to be active enough for good health if they have:

- Physical disability
- Longer term health conditions such as diabetes or cardiovascular disease
- Multiple Comorbidities

The challenge is to motivate inactive people to start moving more, and for those already active to stay that way

Sporting Future affirms that there is value of getting people active from different starting points.

The benefit experienced by a sedentary person who takes up even a small amount of activity is far greater for them than a person who is already active for 200 minutes a week.

# Barriers to physical activity

“I work freelance, which means irregular hours. I get bored of running and working out alone, but work during times that team sports or exercise classes take place.”

## Common barriers inactive people face to being physically active

- The financial costs of exercising
- Lack of knowledge (unsure of appropriate physical activity, unawareness of opportunities, lack of access to appropriate information) and lack of awareness of benefits of being more active
- Skills (not accustomed to doing physical activity or feel they cannot as too daunting especially coming from a place of inactivity) and deterioration in ability due to impact of COVID-19 pandemic on people, or lack of time and/or motivation or attitudinal or cultural problems
- Lack of confidence, dependency on others to get to and use a park or outdoor space, anxiety or cautiousness to get active due to prolonged lockdown or self-isolation
- Sedentary habits and/ or lack of motivation or interest or energy (perceived or actual), especially to start exercise from scratch.

In a Wandsworth Healthwatch survey (2017) **26% of respondents** said the **lack of motivation** as one of the **key factors** for not being more physically active

- Lack of time – too time poor due to working long hours at work or due to shift patterns not coinciding with physical activity opportunities, too much homework, not being able to go to facilities during opening hours, and/or looking after their family or being a carer
- ‘Elderly Evaders’ who have far more important things they prefer to do at the latter stages of life than exercise
- Fear of injury or exacerbating an existing health issue –
- Some feel the benefit of physical activity does not outweigh the cost such as the pain and tiredness they feel or perceive

‘Some people said that **barriers to exercise** included conditions including **chronic or general pain**, chronic fatigue syndrome, **osteoarthritis**, and lymphoedema or **anxiety**’,  
(Wandsworth Healthwatch survey 2017)

- Isolation and loneliness can prevent people accessing options, especially without support or a companion



### Common barriers inactive people face in their community to being physically active

- No one in family or social group is physically active or can offer peer support – A Wandsworth Healthwatch survey (2017) reported that a significant number of people suggested that having no one to go with prevented them from exercising
- Criminal activity is a common 'leisure activity' in an area
- Traffic and pollution in areas where physical activities take place
- No protected time or resources from work

### Common barriers inactive people face in their environment

- Challenges due to access, costs and lack of resources, inconvenient locations of physical activity, park infrastructure and maintenance, accessible toilets, difficulties with public transport as some parks are not in walking distance, and bad weather

### Closing the gap on Health Inequalities

To meet the unmet need of residents facing the most health inequalities in Wandsworth, it will require more in-depth insights. We will build on the research of Sports London on reasons that limit motivation for inactive Londoners and seek to understand the circumstances faced by inactive people in our most vulnerable groups.

## 3

## Physical activity during COVID-19 Pandemic Response and Recovery

Due to the COVID-19 pandemic there was less opportunity to be physically active outside of the home. Many people were no longer walking or cycling to get to the shops or to work, and exercise classes were put on hold and gyms/ sports centres closed.

The pandemic led to some people becoming inactive and more sedentary with greater risk to their health and wellbeing. The council and community and voluntary sector reported seeing a deconditioning in supported residents' abilities, to be physically active. For example, the council's Adult Social Care falls prevention team has reported that voluntary and community sector providers have noted a marked deterioration in the physical fitness levels of service users returning to their centres. These anecdotal observations are supported by published evidence:

- A predicted increase in the number of falls in older adults as a consequence of less physical activity during the COVID-19 pandemic<sup>1</sup>
- Age UK reported in October 2020 that 1 in 5 older people in their national survey reported feeling less steady on their feet and 2 in 5 felt less confident going to the shops<sup>2</sup>
- The Centre for Ageing Better reports that 22% of older people's physical health has deteriorated during lockdown and this figure increasing to 38% in those experiencing deprivation<sup>3</sup>

- 1 De La Cámara, M. Á., Jiménez-Fuente, A., & Pardos, A. I. (2020). Falls in older adults: The new pandemic in the post COVID-19 era?. *Medical hypotheses*, 145, 110321. <https://doi.org/10.1016/j.mehy.2020.110321>
- 2 Age Uk. (2020, 16 October). The impact of COVID-19 to date on older people's mental and physical health. [https://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/health--wellbeing/the-impact-of-covid-19-on-older-people\\_age-uk.pdf](https://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/health--wellbeing/the-impact-of-covid-19-on-older-people_age-uk.pdf)
- 3 Centre for Ageing Better. (2020). The State of Ageing in 2020. <https://ageing-better.org.uk/summary-state-ageing-2020>

- The Covid-19 pandemic has had direct and indirect effects on physical activity levels. This has been greatly felt by residents who are the most impacted by health inequalities and who are more at risk of adverse outcomes should they get COVID-19

Although during the pandemic there have been more people walking and cycling for leisure, the overall physical activity levels have declined, and sedentary behaviours have increased especially amongst most vulnerable populations. These trends are reflected nationwide as well as locally. There are multiple and complex reasons for this but can include:

- Covid-19 infection and some long-term consequences of infection has meant some are not able to be as active as they were previously
- The closure of businesses, increased unemployment and the Furlough scheme and working from home means less people are commuting to work even now offices are open again
- Sports centres, gyms and leisure centres were closed for large periods of time, limiting sport and recreation option
- During recovery we are finding that people experiencing health inequalities are more anxious or reluctant to go back outdoors and moving again – taking up previous active lifestyles or activities

- Perhaps unsurprisingly, the Covid-19 pandemic has had the greatest impact in terms of risk of death and other complications for infection on all the population groups such as ethnic minorities, people with a long-term condition, people with a learning or physical disability, on a low income or benefits many of whom were most at risk of physical inactivity, and older people such as higher risks of falls . In effect, the pandemic has highlighted pre-existing health inequalities and has accelerated the need to address this with targeted interventions
- To encourage people to keep active whilst at home through choice or lockdown measures Public Health created the Active Wandsworth at Home campaign. The campaign took place during the lock down and shared ideas and free resources to explore and to help residents get more physically active at home. The campaign included social media marketing and a council website page. An activity pack that had resistance bands and balls (see picture) was also distributed to older people and some families.
- Another intervention was the Age UK's "Active Friends" offer. This is an intervention that matches isolated and inactive older residents with a trained volunteer who accompanies them on recreational or purposeful walks (e.g., to do shopping).
- Other physical activities that did not cease over pandemic lockdown went online. Now that we are in recovery, they are moving back to face to face although some with limited capacity due to restricting size of classes for an example, but some are also offering a hybrid option.

### What are the Research findings for physical activity impact on COVID-19 outcomes?

- Patients with COVID-19 who were consistently inactive during the 2 years preceding the pandemic were more likely to be hospitalised, admitted to the intensive care unit and die than patients who were consistently meeting physical activity guidelines
- Other than advanced age and a history of organ transplant, physical inactivity was the strongest risk factor for severe COVID-19 outcomes
- Meeting the Physical Activity Guidelines was associated with substantial benefit, but even those doing some physical activity had lower risks for severe COVID-19 outcomes including death than those who were consistently inactive

### How might it impact on prevention and clinical practice in the future?

- The potential for habitual physical activity to lower COVID-19 illness severity should be promoted by the medical community and public health agencies
- Pandemic control recommendations should include regular physical activity across all population groups

Source: Sallis R, et al. Br J Sports Med 2021;0:1–8.  
doi:10.1136/bjsports-2021-104080

## 4

## Reducing Physical Inactivity: Targeted Approach

To complement the universal offer from the council to promote physical activity at parks and leisure centres, Public Health will enhance behaviour change programmes and introduce policies among those who are inactive or most at risk of reduced levels of physical activity, including:

- Older adults (65 years and older is 9.6% of population)
  - People in lower socioeconomic groups and most impacted by health inequalities and the wider determinants of health:
  - Much of Wandsworth is deprived in terms of income deprivation affecting older people, the most deprived areas are Roehampton, Latchmere, West Putney, Tooting, Graveney and Bedford (IDOPI)
- The most deprived areas of the borough in terms of overall deprivation are Roehampton, West Putney, Latchmere, Queenstown, and Tooting
- Black and other ethnic minorities
- Adults with physical disability
- Adults with longer term health conditions such as diabetes and cardiovascular disease
- People who are diagnosed as pre-diabetic
- Adults with weight management problems
- People living in deprived wards
- Carers

Overall we aim to see **15% (6,000)** or more **inactive** adults become **active**, and **40% (18,500)** or more by **2031**



## IMMEDIATE TO SHORT-TERM ACTION - OVER THE NEXT 1 TO 5 YEARS, BY 2026

- Raising participation in **physical activity** including sports amongst the inactive population by **2.5% year on year** (**1,200 adults** 20-80 years old **across the borough** per annum or total **6,000** over next **5 years**).
- A **15% decrease** in **inactive adults** from **2021** baseline of **18%** (c. **48,400 inactive population 2021**) to **15%** (c. **42,415 inactive residents** when taking into account an estimated **3% increase** in adult population over next **5 years**) by **2026**.
- A very **ambitious target** of getting **6,000** or more people active who are **currently inactive in Wandsworth** to be **more physically active** as part of daily life **by 2026** of which **2,550** should be people from **priority groups**.

## IN THE LONG-TERM, IN 10 YEARS (2031) AND BEYOND

- To be one of the **most active borough** in **London**.
- A **40% decrease** (from 2021 baseline) in **inactive adults** from **15%** (2026) to **11%** by **2031** (c. **29,040 residents** would remain inactive when taking into account an estimated **3% increase** in adult population over next **4 years** to **2030**).
- An **ambitious target** of getting **18,500** or more people active who are **currently inactive in Wandsworth** to be **more physically active** as part of daily life **by 2031**.

**Data sources:** NHS Health Survey for England, Sport's England's Active Lives Survey, PCN data



# Short to medium term strategies (2021-2026)



## People

### Social marketing campaigns

- Adapting appropriate national campaigns and co-creating local targeted social marketing campaigns, along with encouragement of friends, family, carers and providers
- Insights gathering: understand and address inequalities in physical activity and collecting reasons why people are inactive, especially among those facing healthy inequalities

### Behaviour change approaches

- Evidence-based programmes following COM-B and people's engagement across Sport England's five key stages of behaviour. The Diabetes Prevention Decathlon programme to be launched in 2022
- Ensure our social prescribing offer and Health Equity Partnership goals meet the physical activity needs of residents, especially the most vulnerable. Engage social prescribing link workers to inform residents about resources and how to access them
- Support older people in maintaining muscle strength, balance and flexibility to reduce risk of falls

## Communities

### Joint action with partners

Support workplaces, schools and community activities, such as voluntary sports club infrastructure. Co-creation of projects with voluntary and community groups to create social norms in seeing others active and building skills and training (people and workforce). Asset based community development – fostering community agency.

### Behaviour change interventions

Promote family activities and neighbourhood initiatives to be active in partnership with the Parks Team like promoting park runs and use of outdoor space for physical activity.

### Policy

Collaborate closely with council Planning to support measures such as traffic and pollution reduction or active travel to encourage both informal and formal physical activity and exercise. Align with other relevant strategies such as Active Wandsworth Strategy on physical activity.

# Short to medium term strategies (2021-20216)



## Environment

### Joint action with partners

- Promote use of green and blue spaces such as parks and outdoor spaces for physical activity. Work with Enable Leisure and Culture and other local initiatives to maximise access and use for physical activity
- Create more venues for informal and formal sporting activities
- Invest in neighbourhood walkability and promoting active travel by creating safer means of travel for pedestrians and cyclists like lighting and dedicated lanes
- Promote being Active at Home during pandemic lockdowns and outdoors in recovery as part of the Wandsworth Moves for a healthier borough campaign

### Policy Review and Promotion

- Policies for well designed, accessible and safely built environments and housing that promote physical activity.
- Wandsworth Active Travel policies and strategy to promote walking and cycling
- Support council aims to becoming carbon neutral and one of the greenest inner-London council by 2030

## 5

## How we will do this: Action Plan

### Over the next 10-years (2021-2031), the council will:

- Embed prevention across all relevant work to realise the PA Plan, especially with the Active Wandsworth Strategy aims, to develop initiatives and build on existing physical activity opportunities and assets
- Build on current plans:
  - Implement the new pilot Diabetes Prevention Decathlon Programme with view to commission an appropriate 3-4 years programme to be delivered at scale in alignment with data and evidence
  - Build on Wandsworth Active at Home Campaign with target social marketing aimed at getting at-risk populations moving more for better health and wellbeing
  - Provide support to people to get back outdoors again when they are anxious and reluctant
- Facilitate the development of co-produced action plans to be delivered collaboratively through the combined effort of organisations, professionals and volunteers with a role in increasing levels of activity across the life course and our different populations
- Co-produce a programme with Primary Care Networks to upskill a cohort of health professionals to become active champions
- With partners and local communities to realise plans, and increase opportunities for co-developing innovative, diverse, and accessible physical activity and adult weight management offer in Wandsworth
  - Provide an offer that seeks to empower, enable and inspire people as well as foster community agency that enables residents to find their own solutions to get their community moving more for better health and wellbeing
  - Social prescribing offer to support more people become active through the Social Prescribing Micro Commissioning fund that supports voluntary groups to create/ support initiatives for physical activity among at risk and inactive people
  - Deliver a Falls prevention offer in the community and set up Active Friends/ chats type initiatives to help people who are anxious or reluctant to start getting active again or for the first time, especially outdoors, as they have become deconditioned due to COVID pandemic. We will co-produce initiatives with Adult Social Care, St Georges Hospital and the voluntary sector to prevent or reduce the incidence of falls among older people
  - Develop initiatives to support unpaid carers get physically active
  - Co-develop with partners pilot physical activity initiative(s) with special considerations for people with
    - Mental Health issues such as depression or anxiety
    - Disabilities whether physical or learning

## 6

## Initiatives at a glance

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- Evolution of the Active Wandsworth at Home campaign – helping shift attitudes and create social-norms (population level) to make physical activity a habit as part of someone’s everyday life
- The Social Prescribing Micro Commissioning fund supports voluntary groups to create/ support initiatives for physical activity among at risk and inactive people
- Set up Active Friends initiative to help people who are anxious or reluctant to start getting active, especially outdoors, as they have become deconditioned
- Co-produce initiatives with Adult Social Care, St Georges Hospital and the voluntary sector to prevent or reduce the incidence of falls among older people
- Develop initiatives to support unpaid carers get physically active
- Pilot a diabetes prevention decathlon programme with a view to commission an appropriate 3-4 years programme from 2024/25 to make physical activity a habit as part of someone’s everyday life
- Co-develop a programme from 2022 or 2023 with Primary Care Networks to upskill a cohort of health professionals to become active champions
- Co-develop with partners a pilot physical activity initiative(s) with special considerations for people with a) Mental Health issues and b) disabilities (physical, mental and learning)
- Work with Active Wandsworth Strategy Partnership to develop initiatives and build on existing physical activity opportunities and assets
- Co-develop community-led solutions to increase physical activity in deprived neighbourhoods with Community Action Group

# Acknowledgements

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Ishbel Murray, Assistant Director of Environment & Community Services (Contracts & Leisure), Environment and Community Services

Paul Chadwick, Director of Environment and Community Services Environment and Community Services

Richard Wiles, Head of Commissioning - Public Health, Wellbeing & Service Development, Adult Social Care and Public Health

Steve Shaffelburg, Commissioning Manager, Adult Social Care and Public Health Enable Culture & Leisure



Wandsworth Public Health

# Adult Physical Activity Plan

2021-2031

Public Health

