

More People, More Active, More Often

Active Kent & Medway Strategic Framework for Sport and Physical Activity, 2023 – 2027

Kent and Medway are uniquely special places, the Garden of England with a spectacular coastline and an abundance of green spaces for us all to explore.

Through this strategy we want to encourage people and partners to work together and support us all in playing our part in further enriching the lives of the people of Kent and Medway and the communities we live in. Supporting those who are already active as well as tackling the inequalities that currently prevent some of us from enjoying the benefits that moving more in our everyday lives can bring to our physical and mental wellbeing.

With the current challenges we are facing as a result of the pandemic and the cost-of-living crisis we know that to deliver maximum impact we need to be clear on our priorities and work together. By doing this and being more targeted in our work than ever before we believe we can realise our shared vision of getting more people, more active, more often across Kent and Medway.

There is already great partnership work and collaboration taking place across the county to enable people to be active, stay fit and play sport, and through this strategy we want to build on this.

Liz Davidson, Partnership Director

Why More People, More Active, More Often matters

- **40%** reduction of type 2 diabetes
- **35%** reduction of cardiovascular disease
- **68%** reduction in hip fractures
- **30%** reduction of depression

Physical activity: applying All our Health, 2022

- Reduction in carbon emissions
- Reduction in air pollution
- Reduction in ecosystem and biodiversity loss
- Reduced noise pollution

WHO, 2022

Health Benefits

Environmental Benefits

- Reduction in crime and anti-social behaviour
- Increased sense of pride and belonging
- Strengthens and connects communities

Active Kent & Medway TIF Report, 2022

Community Benefits

- **£5.2 billion** healthcare savings
- **£450 million** saved through reduction in GP visits
- **£20 billion** saved through stronger and safer communities

Measuring the Social and Economic Impact of Sport in England, 2020

What we Know

| <u>Population</u> | <u>Gender</u> | <u>Age</u> | <u>Disability</u> |
|--|--|--|--|
| 56,489,800 people live in England | In England, 49% are male and 51% are female | In England, 23% are 0-19, 59% are 20-24 and 18% are over 65 | In England, 18% of people have a LTHC or Disability |
| 1,576,100 people live in Kent | In Kent, 48.8% are male and 51.2% are female | In Kent, 23% are 0-19, 56% are 20-64 and | 18% of people in Kent have a LTHC or |

| | | | |
|--|--|--|---|
| <p>279,800 people live in Medway</p> <p>1,855,900 countywide</p> <p>Census, 2021</p> | <p>female</p> <p>In Medway, 49% are male and 51% are female</p> <p>Census, 2021</p> | <p>21% are over 65</p> <p>In Medway, 25% are 0-19, 59% are 20-64 and 16% are over 65</p> <p>Census, 2021</p> | <p>Disability</p> <p>16% of people in Medway have a LTHC or Disability</p> <p>Census, 2011</p> |
| <p>Ethnicity</p> <p>In England, 87% of people are white, 13% are from CDC</p> <p>94% of people in Kent are white, 6% are from CDC</p> <p>90% of people in Medway are white, 10% are from CDC</p> <p>Census, 2011</p> | <p>Activity Levels</p> <p>In England, 61.4% of adults are active, 150+ mins a week</p> <p>In England, 27.2% of adults are inactive, <30 mins a week</p> <p>61.8% of Kent adults are active, 150+ mins a week</p> <p>26.7% of Kent adults are inactive, <30 mins a week</p> <p>Active Lives Adult, 20-21</p> | <p>Activity Levels</p> <p>In England, 44.6% of CYP are active, 60+ mins a day</p> <p>In England, 32.4% of CYP are less active, <30 mins a day</p> <p>41.7% of Kent CYP are active, 60+ mins a day</p> <p>34% of Kent CYP are less active, <30 mins a day</p> <p>Active Lives CYP, 20-21</p> | <p>Excess Weight Adults</p> <p>In England, 63.5% of adults are overweight or obese</p> <p>63% Adults 18+ are over overweight or obese in Kent</p> <p>69.4% Adults 18+ are over overweight or obese in Kent</p> <p>OHID Fingertips, 20-21</p> |
| <p>Excess Weight CYP</p> <p>In England, 28% of children aged 4-5 are overweight or obese</p> <p>27% children aged 4-5 are overweight or obese in Kent</p> <p>32% children aged 4-5 are overweight or obese in Medway</p> <p>NHS Digital NCMP 20-21</p> | <p>Free School Meals</p> <p>In England, 22.5% of pupils are eligible for Free School Meals</p> <p>20.3% of pupils in Kent are eligible for Free School Meals</p> <p>22.6% of pupils in Medway are eligible for Free School Meals</p> <p>School Census, Oct 21</p> | <p>Mental Health Adults</p> <p>In England, 17% of adults in Kent have a mental disorder</p> <p>16% of adults in Kent have a mental disorder</p> <p>17% of adults in Medway have a mental disorder</p> <p>OHID Fingertips, 2017</p> | <p>Mental Health CYP</p> <p>In England, 691,935 young people aged 0-18 have been in contact with mental health services</p> <p>17, 925 young people in Kent & Medway aged 0-18 have been in contact with mental health services</p> <p>NHS Digital, June 21-22</p> |

What we heard

In developing this strategy, we engaged with and listened to communities and partners to explore how we can collectively get more people, more active, more often. We also reviewed a wide range of policies and strategies across the sector.

“Obstacles are there to be overcome - or navigated around! The person needs to be encouraged to want to be active themselves - this more often involves a very small change to start with, rather than a radical life change. Remember – the first step is always the hardest.”

Partner consultation



By consulting with partners and listening to underrepresented communities about their attitudes to being active and reviewing our own and other insight we know that;

Where we find inactivity – we also see the greatest inequalities.

- The less affluent are least likely to be active compared to the most affluent.
- Mixed and white other adults continue to have the highest activity levels whilst Asian, Black and those with Other Ethnic origins are the least likely to be active.
- Disabled people and people with long-term health conditions are almost twice as likely to be physically inactive compared to those without.
- Women are less active than men, and this gender gap starts with girls being less active from a young age.

How we're working

To get more people, more active, more often across Kent and Medway we need to

- Work in partnership
- Focus where need is greatest
- Listen to local communities

- Connect and empower people to create change

Our focus

Connecting Communities

We want to make it easier for people to be active locally and use sport and physical activity's unique ability to make places better to live and bring people together, particularly where inequalities are greatest.

We will

- Work locally with under-represented communities to better understand, address and support local barriers and enablers
- Connect and enable local activators and community networks to inspire people to be active everyday
- Promote sport and physical activity as a tool for improving community cohesion
- Focus on connecting under-represented communities with their local green and blue spaces and opportunities to be active

"The Badminton sessions have brought together women from different communities and countries of origin, united in their desire to take ownership of their wellbeing and work together to achieve it. All of us joined in a little celebratory dance at the end of one session to mark one of the Hindu festivals despite all of us being of different faiths."

Participant – Medway Diversity Forum

Videos:

[Medway Diversity Forum – Badminton Project video](#)

YO Street Zone – Street Football video – currently being filmed

Case Studies:

[Kent Refugee Action Network – Using multisports to support refugees](#)

[The Grand – Addressing community challenges through sport and physical activity](#)

Health and Wellbeing

We want to work in partnership to enable everyone to benefit from a physically active lifestyle.

We will

- Upskill professionals to have more informed conversations about the connection between health and physical activity
- Build on the awareness of physical activity's connectivity with mental and physical wellbeing to encourage people to move more in their everyday lives
- Increase specific and targeted provision for people with long-term health conditions and disabilities
- Continue to focus on active aging and the multiple benefits this has for society
- Work to integrate physical activity into social prescribing and green social prescribing

Add Public Health/Social Prescribing Quote

Videos:

[Kent Wildlife Trust – Wilder Walking Participant story](#)

[Confidence – Megan's Dance Story](#)

Case Studies:

[Age UK Hythe and Lyminge – Working with GPs to increase physical activity](#)

Positive Experiences for Children and Young People

We want children and young people to enjoy being active and to create the right foundations for a long, active and healthy life.

We will

- Work with the least active young people and their families to make being active the norm and accessible to all
- Embed physical activity across all aspects of school life
- Advocate the benefits of an active lifestyle on children and young people's wellbeing
- Promote and deliver sport and physical activity in environments where the young person's motivation, competence and confidence are at the centre of the offer

"Before taking part in the activity I didn't like talking to people, I got nervous but I'm confident when talking."

Young person

Videos

School Games – social media videos

East Kent College – Cricket video

Case Studies

[School Games Transition Event - Helping young people to feel more confident and improve their social skills](#)

[Olympia Boxing continues to positively engage young people](#)

Regenerate and Reinvent (new name – Supporting Sport)

We want to support local organisations to better understand their community and deliver activities appropriate to people's needs and motivations.

We will

- Work with partners to help them design and deliver enjoyable and inclusive sport and physical experiences
- Share knowledge and insight and support organisations in using it to help shape their offer
- Ensure that the people central to the delivery of sport and physical activity have the right skills, knowledge and behaviours to understand and represent the communities that they work with
- Continue to support the delivery of pathways that are accessible and inclusive to everyone with talent potential

Quote

Videos:

[EDA Conference soundbite – Tackle Inequalities](#) - Tunbridge Wells Flyers – Francis Bridgeman

[Tunbridge Wells Flyerz Kudos 2019 winner](#)

Case Studies:

[Confidance – Creating a person centred and inclusive approach to safeguarding](#)

We need to create and protect the places and spaces that make it easier for people to be active.

We will

- Consider active environments and active design in our planning and decision making
- Make it easier and enjoyable to be more active and less sedentary in the places we live and work
- Focus on active travel and the benefits it has on individuals, communities and the environment
- Ensure sport and physical activity provision is accessible to inactive groups

Quote

Videos

[Kent School Streets – Southborough Primary School](#)

[Whitstable Carer Commutes by bike](#)

[Wheelability](#)

Chill – sea swimming video being produced

Case Studies

The Essentials

• Growth and development of the workforce. Particularly those who have direct access to the least active will be encouraged and supported.

Workforce



• Marketing and communications will be targeted to ensure the right information reaches the right people, in the right way, to help maximise interest and engagement.

Marketing & Communication



• Safeguarding and protecting young people and vulnerable adults will be a key component of planning and implementing sport and physical activity in the county.

Safeguarding



• Robust monitoring and evaluation practices will be incorporated into project and programme delivery, to help us better understand and share what works and what doesn't.

Monitoring, Evaluation & Learning



• Planning for sport and physical activity opportunities will be underpinned by national and local insight and based on community need.

Insight



• Sustainability will be considered within any project, programme or facility planning, both in terms of ongoing funding and financial resource and sustaining participation.

Sustainability



• We are committed to promoting equality, valuing diversity and combating unfair treatment in sport and physical activity.

Equalities



Our five focus areas will all be supported by our essentials to support long-term, sustainable change.

How we're measuring

As well as more people, more active, more often, we want to see a system change. Where partners are working together to tackle the deep-seated inequalities so intrinsically linked with inactivity.

Increase in activity levels across Kent and Medway especially within our least active communities

- Measured through Active Lives Survey data and a reduction in the percentage of inactive people

More people working together to inspire people to be active everyday

- Measured through signing up to the framework, conversations and attendance at partner events

Increased satisfaction with the range of opportunities to be active

- Measured through surveys, interviews and learning events

Positive benefits of physical activity being reported

- Measure through surveys, interviews and learning events

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