



# PHYSICAL ACTIVITY ACTION PLAN

2022- 2025

Stroud District Council



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# Introduction

In September 2021, Stroud District Council adopted a 20-year Leisure and Wellbeing Strategy for the District. This strategy is providing the key framework for delivering and facilitating leisure, health and wellbeing provision across the district in the next 20 years.

The case for being regularly active is well documented with a huge amount of evidence demonstrating that physical activity enables us to lead healthier lives. However, a large number of people in the district do not achieve the level of activity which could enable them to be physically and mentally well which is highlighted in the Active Lives Survey May 20/21: Sport and Physical Activity Levels findings.

Our 3-year Physical Activity Action Plan aims to provide opportunities for everyone in the Stroud District to be more active and, in turn gain the many benefits that being active can bring regardless of your age or ability.

Everyone has a role to play in increasing physical activity levels, it is not just about your physical health. Being physical active brings people together to enjoy shared experiences, reduces isolation and supports the development of strong communities as well as developing a resilient local economy.

## Purpose

The purpose of this action plan is to provide clear information on the interventions and partnership working Stroud District Council will undertake over the next 3 years to increase physical activity levels in the district.

The action plan sets out 3 key principles that provide the framework for the delivery of the plan. It isn't possible for us to achieve our ambitions by ourselves it relies on a joined up approach with our local partners and VCS organisations.



# Overview

Increasing physical activity has the potential to improve the physical and mental health and wellbeing of individuals, families & communities. Physical inactivity is the fourth leading risk factor for global mortality (death) accounting for 6% of deaths globally. In the general population of England, physical inactivity is higher in more deprived local areas. People who have a physically active lifestyle have a 20-35% lower risk of cardiovascular disease, coronary heart disease and stroke compared to those who have a sedentary lifestyle. Regular physical activity is also associated with a reduced risk of diabetes, obesity, osteoporosis and colon/breast cancer, and with improved mental health. (Gloucestershire Joint Health & Wellbeing Strategy 2020-2030)

## Where are we now?

People in the UK are 20% less active today than in the 1960's and if this trend continues, we will be 35% less active by 2030. (Gloucestershire Joint Health & Wellbeing Strategy 2020-2030).

Being active can:

- Improve an individual's fitness, strength and balance
- Prevent/manage medical conditions
- Increase an individual's energy levels
- Improve your quality of sleep
- Improve mental wellbeing



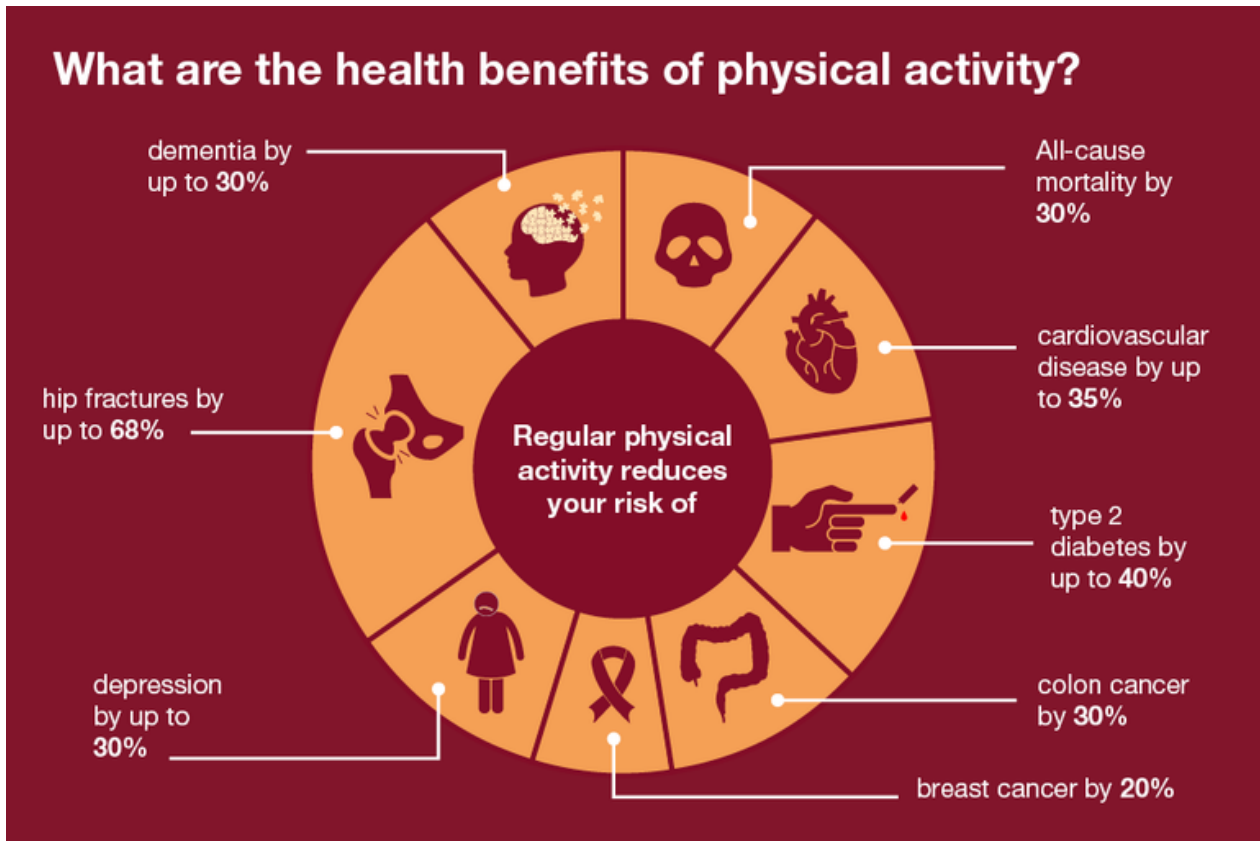
In September 2019, the UK's Chief Medical Officer produced guidelines which provided recommendations around the amount of physical activity children, young people and adults in the UK should do. The table below shows the recommended amount of physical activity different age groups should do.

	What?	How Much?
Early Years (0-5 years)	Floor based play and water activities in a safe environments	At least 180 minutes spread throughout the day.
	Time spend being sedentary	Minimise time (expect time sleeping)
Children and young people (5-18 years)	Moderate to vigorous intensity physical activity	At least 60 mins per day
	Activities to strengthen muscle and bone	At least 3 days each week
	Time spend being sedentary	Minimise time
Adults (19-64 years)	Moderate to vigorous intensity physical activity	At least 150 mins per week in bouts of 10 mins or more
	Activities to strengthen muscle and bone	At least 2 days each week
	Time spend being sedentary	Minimise time
Older Adults (65+)	Moderate to vigorous intensity physical activity	At least 150 mins per week in bouts of 10 mins or more
	Activities to strengthen muscle and bone	At least 2 days each week
	Activities to improve balance and co-ordination	At least 2 days each week
	Time spend being sedentary	Minimise time

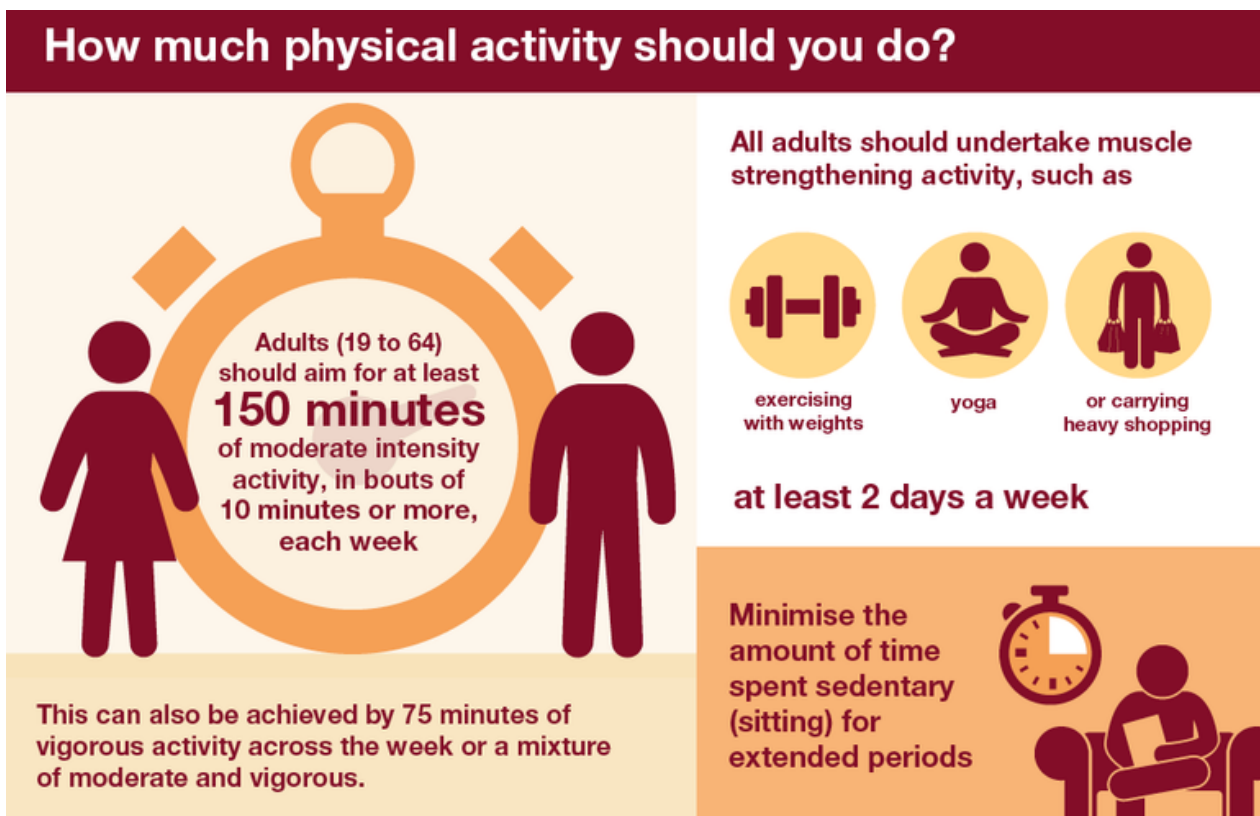


# Health Matters

There is overwhelming evidence to demonstrate that being physically active is essential if you want to live a healthy and fulfilling life into old age.



Moderate intensity physical activities, such as brisk walking or cycling, cause adults to get warmer and breathe harder and their hearts to beat faster, but they can still carry on a conversation.



{Public Health England, Health Matters: getting every adult active every day}

# 5 Ways to Wellbeing

Underpinning all of our work are the principles of the 5 ways to wellbeing. International evidence has shown that adopting the 5 Ways benefits wellbeing. They don't have to cost money and can be adapted to suit any individuals.



## Data & Insight

Evidence shows that people who do less than 30 minutes moderate physical activity per week are defined as being inactive. In the Stroud District 17.4% of adults 16+ and 25.2% children (active lives data 20/21) are inactive.

It has been shown that where we have the greatest impact on someone's health is when you move someone from "Inactive" to "fairly active or active" categories.

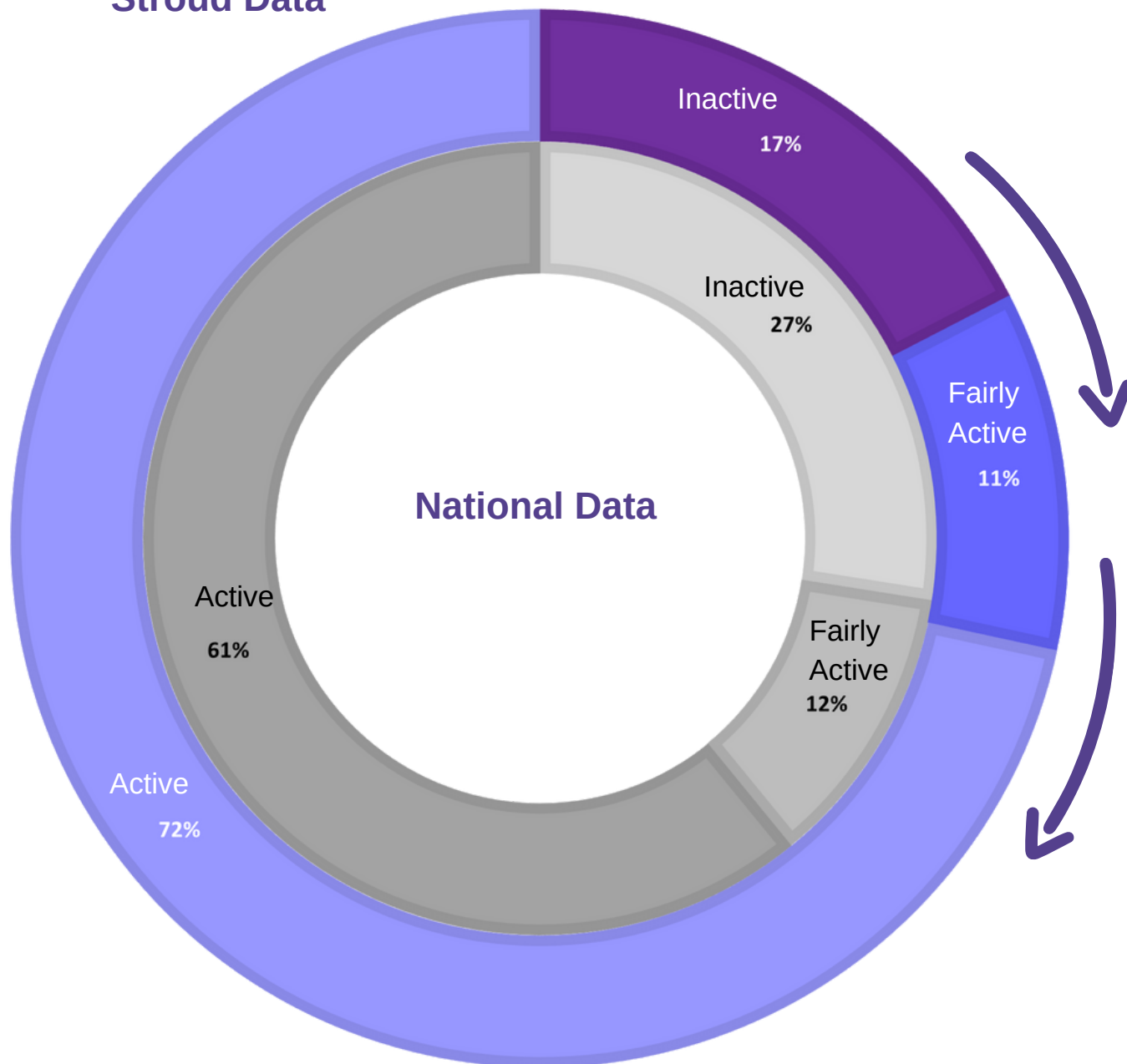
In order to achieve this goal, we need to make physical activity as part of everybody's everyday life, by ensuring there are opportunities available to them across the district.

Each year Sport England produces a report called Active Lives which focuses on the Sport and physical activity behaviours of adults (16+). They also produce a similar report for Children and Young People (5- 16yrs) which is based around the academic year.

The data on page 6 provides us with guidance around the current level of physical activity in the district.

# Active Lives Survey May 20/21: Sport and Physical Activity Levels

## Stroud Data



As a district we are aiming to increase the percentage of residents who are "fairly active" and "active". We would achieve this by seeing a decrease in the percentage of residents who are inactive, so effectively moving them around the diagram.



# Key Principles



## Active Start

To increase levels of participation by children and young people



## Active Everyday

To provide opportunities for adults to build physical activity into everyday life



## Stay Active

To encourage older adults to maintain and continue to lead active lives



# Overall Actions



# Overall Actions

Objective	Project Start Date	Project Finish/Review Date	Lead Organisation	Key Partner(s)	Link to Council Plan
To develop a marketing and social media plan for Community Health & Wellbeing that encourage those residents who are inactive to become more active	March 2023		Stroud District Council	Active Gloucestershire	CW3.1
To support the set of the Local Authority Trading Company	April 2023	October 2024	Stroud District Council	NHS, Voluntary and Charity Organisations	CW4.1
To support the development of SDC's Play Area Consultation and Development Action Plan	April 2022	March '25	Stroud District Council,	Town and Parish Council, Residents	CW4.2
To create and maintain strong partnership links with the network of Community Hubs to promote opportunities for people to be physically active	April 2021	March '25	Stroud District Council	Community Hubs	CW1.1
Increasing the number of Playing Pitches across the district.	September 2022	March 2025	Stroud District Council	National Governing Bodies, Sport England	CW4.1
To work closely with SLM to ensure they increase and improve their physical activity programme with the view to have a full operational programme by October 2024.	April 2022	October 2024	SLM	Stroud District Council	CW4.1
Reducing Health inequalities across the district via targeted interventions	April 2022	March 2024	Stroud District Council	Health Partners, VCS	CW5.3

# Overall Actions

Objective	Project Start Date	Project Finish/Review Date	Lead Organisation	Key Partner(s)	Link to Council Plan
Develop the Lido at Stratford Park Leisure Centre	April 2022	March 2024	Stroud District Council, SLM		CW4.4
To develop the GROW (Green Recreational Outdoor Wellbeing) brand across the district	September 2022	October 2025	Stroud District Council	VCS, Cotswold Canal Trust, Active Gloucestershire	CW4
To be the district lead for HAF (Holiday Activity and Food Programme)	July 2022	March 2024	Stroud District Council	Gloucestershire County Council	CW1



# Active Start Actions

To increase levels of participation by children  
and young people





# Active Start Actions

Objective	Project Start Date	Project Finish/Review Date	Lead Organisation	Key Partner(s)	Link to Council Plan
To work in partnership with Go Outside to develop walking challenges across the district	April 2022	March 2025	Stroud District Council,	Go Outside	CW4
To work in partnership with local providers to delivery the Holiday Activity and Food programme for the Stroud District	Easter, Summer & Christmas 2022	Easter, Summer & Christmas 2025	Stroud District Council	Gloucestershire County Council, VCS	CW4
To support Active Gloucestershire with their Schools Yoga project across the district.	September 2022	April 2024	Active Gloucestershire	Stroud District Council/ Bliss by Robyn/ Schools	CW4
To encourage the development of holiday schemes at The Pulse and Stratford Park Leisure Centre	September 2022	October 2024	Stroud District Council	The Pulse, Stratford Park Leisure Centre	CW4
To support the development of the learn to swim programmes across the district	August 2022	October 2024	Stroud District Council	Swim England, The Pulse, Stratford Park Leisure Centre, Archway, Leonard Stanley, Wotton Pool & Sharpness Pool	CW4
To encourage participation by children and young people in the Allstars & Dynmoes Cricket initiative organised by the ECB and local cricket clubs.	January 2023	September 2023	EBC	Stroud District Council, Local Clubs, Schools	CW4

# Active Start Actions

Objective	Project Start Date	Project Finish/Review Date	Lead Organisation	Key Partner(s)	Link to Council Plan
To support the development of the Barclays Girls Football Programme being lead by Katharine Lady Berkeleys School	April 2022	April 2024	Katherine Lady Berkely's School	Gloucestershire FA/Forest Green Rovers Community Trust/Stroud District Council/Schools/ Football Club	CW4
To link with the Premier League Primary Stars programme delivered by Forest Green Rovers Community Trust to support the roll out of reading well books across the district.	April 2022	September 2023	Forest Green Rovers Community Trust	Stroud District Council, Primary Schools	CW4
To develop Active Tots Gymnastic sessions at Stratford Park Leisure Centre	April 2022	October 2024	Stroud District Council	Stratford Park Leisure Centre	CW4
To develop Active Kids sessions at Stratford Park Leisure Centre	August 2022	October 2024	Stroud District Council	Stratford Park Leisure Centre	CW4
To develop classes and workshops to offer a broad range of physical activity opportunities in non traditional sports.		March 2024	Stroud District Council	Local Instructors	CW4
To work with young people in the district to understand the barriers around Physical Activity in partnership with key youth organisations	September 2022	March 2024	Stroud District Council	Youth Providers , HAF	CW3 CW4
To encourage play opportunities for children & young people in the district	April 2022	March 2025	Stroud District Council	Housing Developers, Town & Parish Councils	CW4

# Active Start Actions

Objective	Project Start Date	Project Finish/Review Date	Lead Organisation	Key Partner(s)	Link to Council Plan
To develop an Activity on Referral Programme for young people in partnership with Active Gloucestershire	Septemeber 2022	September 2023	Active Gloucestershire	Stroud District Council, VCS, Leisure Centres	CW4.3
To offer meaningful work experience opportunities for young people in the district	September 2022	October 2024	Stroud District Council	SGS College, Local Organisations and Buisnesses	CW4
To support the development of School Games across the district					



# Active Everyday Actions

To provide opportunities for adults to  
build physical activity into everyday life



# Active Everyday Actions

Objective	Project Start Date	Project Finish/Review Date	Lead Organisation	Key Partner(s)	Link to Council Plan
To implement Self Referrals into the Healthy Lifestyles Scheme	October 2022	March 2023	Stroud District Council	Gloucestershire Integrated Care System	CW4.3
To implement Mobile Payment devices for Healthy Lifestyles Classes	April 2022	December 2022	Stroud District Council	Sum Up	CW4.3
To increase delivery of Choose2move classes across the district	September 2022	December 2023	Stroud District Council		CW4.3
To continue to develop Long Covid Active Recovery programme	April 2022	October 2024	Stroud District Council	Gloucestershire Integrated Care System	CW4.3
To develop pre natal Mummy & Me exercise classes across the district	September 2022	October 2023	Stroud District Council	Gloucestershire Integrated Care System	CW4.3
To develop GROW strand of the healthy lifestyles scheme	September 2022	March 2023	Stroud District Council	Cotswold Connected Canals	CW4.3
To established Escape Pain sessions as part of the healthy lifestyles scheme	September 2022	March 2024	Stroud District Council & Active Gloucestershire	Gloucestershire Integrated Care System	CW4.3



# Active Everyday Actions

Objective	Project Start Date	Project Finish/Review Date	Lead Organisation	Key Partner(s)	Link to Council Plan
To provide gym group GP Referral Sessions at The Pulse for participants who are a moderate risk.	October 2022	March 2023	The Pulse	Stroud District Council	CW4.3
Develop GP Referral Scheme across the district	September 2022	March 2024	Stroud District Council	The Pulse, Stratford Park Leisure Centre, Health Partners, Community Hubs	CW4.3
To raise awareness and develop opportunities linked to the Menopause	September 2022	October 2024	Stroud District Council		CW4.3
To develop an outreach community programme for targeted exercise class delivered by Instructors from the The Pulse at venue in the south of the district.	September 2022	March 2025	The Pulse	Stroud District Council	CW4
Implement new management system "Refer-All" for processing all referrals relating to the healthy lifestyles scheme and link health data to Moving Communities platform	April 2022	October 2024	Stroud District Council	Refer-All, Moving Communities	CW4.3
To increase the numbers of adults participating in Adult swimming lessons at The Pulse & Stratford Park Leisure Centre	September 2022	October 2024	Stroud District Council	The Pulse, Stratford Park Leisure Centre	CW4
To offer opportunities for employee wellbeing via Corporate Membership Schemes at The Pulse & Stratford Park Leisure Centre	September 2022	March 2025	Stroud District Council	The Pulse, Stratford Park Leisure Centre	CW4

# Active Everyday Actions

Objective	Project Start Date	Project Finish/Review Date	Lead Organisation	Key Partner(s)	Link to Council Plan
To increase the number of Walking Sports sessions being run across the district	August 2022	March 2023	Stroud District Council	National Governing Bodies, Forest Green Rovers Community Trust, Gloucester Rugby	CW4
To encourage the development of Talk Club sessions taking place across the district using Forest Green Rovers Community Trust as an exemplar model	October 2022	April 2024	Stroud District Council	Forest Green Rovers Community Trust	CW4
To increase the number of Strolling in Stroud District walks across the district	August 2022	March 2025	Stroud District Council	Volunteer Walk Leaders	CW4



# Stay Active Actions

To encourage older adults to maintain and continue to lead active lives



# Stay Active Actions

Objective	Project Start Date	Project Finish/Review Date	Lead Organisation	Key Partner(s)	Link to Council Plan
To increase the number of Move it or Lose it classes delivered across the district	November 2022	March 2024	Stroud District Council	The Pulse, Local Instructors	CW4.3
To increase delivery and variety of classes offered under the Choose2move brand	September 2022	March 2025	Stroud District Council	Local Instructors	CW4.3
To establish Joint Pain Advice sessions as part of the healthy lifestyles Scheme	January 2023	September 2023	Stroud District Council		CW4.3
To create partnerships with care homes in the district to expand delivery of Choose2move classes	January 2023	April 2024	Stroud District Council	Care Homes	CW4.3
To provide a range of classes within the Healthy Lifestyles Scheme that support people with Long Term Conditions	September 2022	October 2024	Stroud District Council	Gloucestershire Integrated Care System	CW4.3
To develop an outreach community programme to Care homes & Independent living sites using Instructors from The Pulse	November 2022	March 2024	Stroud District Council	Care Homes, Independent Living Sites	CW4

# Stay Active Actions

Objective	Project Start Date	Project Finish/Review Date	Lead Organisation	Key Partner(s)	Link to Council Plan
To link with Stroud & South Gloucestershire College Adult Education to promote their range of part-time courses suitable for older adults	July 2022	March 2023	Stroud District Council	Stroud & South Gloucestershire College, Gloucestershire Integrated Care System	CW4
To relaunch the Concessions Scheme at The Pulse & Stratford Park Leisure Centre	October 2022	October 2024	Stroud District Council	The Pulse, Stratford Park Leisure Centre	CW4
To imbed a Health & Wellbeing Plan into the Local Authority Trading Company		October 2024	Stroud District Council LATC	Gloucestershire Integrated Care System	CW4.1