

A Sport and Physical Activity Strategy for Bristol 2020 – 2025



**BRISTOL
ONE CITY**



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Introduction

Foreword



Sport and physical activity plays a big part in creating places where people can live healthy, fulfilling, and, productive lives. This is central to the city's physical health and wellbeing and is interwoven into community life and

contributes significantly to creating healthier and more resilient communities.

Supporting people to be more physically active has a positive impact on a range of public health and adult social care outcomes. Sport and physical activity can help raise educational attainment, reduce pupil absenteeism and provides excellent diversionary activities, especially for young people who are at risk of crime or antisocial behaviour.

A City that promotes and supports sport and physical will help its citizens thrive. I want all of Bristol to be given the opportunity and encouragement to enjoy and build it into everyday life. Whether we value most the benefit to our physical and or mental wellbeing, the social interaction we enjoy, or the sense of community we feel, sport and physical activity has the ability to transform lives.

No matter at what stage you are at in your life, your age or ability the benefits of being physically active should be there for everyone to enjoy. So when we think about sport and physical activity we must think of it in its broadest sense: from traditional sport to walking sport, keep fit, running, active travel and much more.

It is essential that all our organisations work across the city, and this strategy provides a citywide blueprint so we can work towards providing opportunities which contribute towards increasing physical activity. As well as highlighting the benefits of competitive sport through promoting major sporting events and opportunities for talented athletes, this new strategy also highlights the role of sustainable travel and the importance of using parks and open spaces.

I would like to thank members of the public, key partners and stakeholders who have contributed towards this strategy and accompanying action plan. I look forward to working together to deliver the ambitious plan so that all of Bristol can get active and flourish.

A handwritten signature in black ink, appearing to read 'M. Reece', written in a cursive style.

Marvin Reece Mayor of Bristol



Background and vision

Bristol aspires to have a Sport and Physical Activity Strategy which brings together a wide group of partners with the shared objectives of creating, promoting and enhancing opportunities for sport and physical activity as a key means to help create a healthier, resilient and more prosperous city.

This strategy is intended to support the city's stakeholders in the planning and delivery of sport and physical activity investment, services and opportunities through a clearly defined set of strategic outcomes, objectives and a robust and measurable action plan. A new framework for the governance and implementation of the strategy will also be identified.

The strategy presents the new requirements and guidelines of the UK's Chief Medical Officer (published in September 2019) as well as the current state of the health and wellbeing of Bristolians and the physical activity levels in the city. This context and associated data will subsequently be used as a baseline for 2019 against which the impact of this strategy will be measured.

The role of competitive sport in helping the city to be healthy and prosperous is a key priority of this strategy. It will seek to ensure there are actions taking place which promote the opportunities for talented athletes to develop as well as ways in which major sporting events can be used to engage inactive audiences and have a wider social and economic impact.

The Vision for the strategy is:

“To ensure that all Bristol citizens have the encouragement, opportunity and environment they need to lead active, healthy and fulfilling lives. By working collaboratively and cooperatively, as a whole system, we will seek to transform attitudes and behaviours and make it easier for residents to enjoy sport and physical activity and embed it into their everyday lives.”

This Vision is closely aligned to the Mayor's One City Plan – a Plan for Bristol 2050 and its vision for Health and Wellbeing for 2050 which aspires to creating a Bristol where:

- Citizens thrive in a city that supports their physical health and mental health equally
- Health inequalities are identified and acted-on through continually monitoring the health, social and economic landscape
- The city focuses on early help and prevention and its interventions are tailored and person-centred.





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The need for the sport and physical activity strategy

Summary context for the strategy

- New guidelines from the UK Chief Medical Officer in 2019 recommend physical activity every day for adults between 19 and 64 years.
- The guidelines state children and young people should engage in MVPA for an average of at least 60 minutes per day across the week.
- Activity should include strength exercises and a mixture of moderate and vigorous intensity activity
- 25% of the population in England are inactive and, although levels of inactivity in Bristol compare favourably to national figures, inequalities exist across Bristol populations
- Amongst the most deprived of Bristol's population there are lower levels of activity and further variations depending on whether you are male or female, from BME communities, living with a disability or of an older age
- Further data and insight can be found in the strategy Appendix but in summary, target audiences for the strategy have therefore been identified as:
 - Children and Young People
 - Disabled Adults
 - Older Adults
 - Women and Girls
 - Those living in the most deprived areas.



3 A sport and physical activity strategy for Bristol

Approach and development of the strategy

The strategy is the result of examining the national and local context as outlined in Section 2 alongside the planning and delivery of three workshops led by SLC which involved over 30 stakeholders from a range of organisations and agencies across the city. These stakeholders all share core beliefs about the value of sport and physical activity for improving the health and prosperity of the city.

Some of these stakeholders are already members of the Bristol Sports Forum, but the work also involved a broader range of people from other organisations. The contributors to the strategy consisted of:

- Access Sport
- Adaptive Martial Arts
- Bristol and District Rugby Football Combination League
- Bristol City Council – Departments covering Leisure, Public Health, Parks, Children and Young People, Sustainable Transport and Schools
- Bristol Multi-Faith Forum
- Bristol Rovers Community Trust
- Bristol Sport Foundation
- British Cycling
- Empire Fighting Chance
- Gloucestershire County Cricket Club
- Lawn Tennis Association
- Southmead Development Trust
- Sport England
- Active Ageing Bristol
- University of Bristol
- Wellspring Healthy Living Centre
- Wesport.

Strategic Outcomes and Objectives

Workshop 1 focused on a facilitated discussion and group work regarding the current status of Bristol and where stakeholders envisage the city to be in the short, medium and long-term. From these discussions, the following core considerations for the strategy emerged:

- Health inequalities across the city are complex and nuanced which means that a locality and insight-led approach will be critical to success.
- Reach and access into the key priority communities with target groups could be improved
- Help Bristolians to change behaviour towards believing they can lead a healthier life involving regular physical activity and that this is sustained
- NHS Care pathways and social prescribing are mechanisms which can support delivery of the strategy
- A whole system approach should be developed further and defined clearly in a Bristol context
- Collaborative working across the public health system must be achieved in order to maximise the positive effects of physical activity on a range of health outcomes
- Collaborative working across other service areas such as community development, crime reduction, social care, education and lifelong learning to maximise the positive effects of physical activity on a range of social outcomes
- Facilities and infrastructure: consideration should be given to accessibility and affordability for priority groups
- Community empowerment should be a core principle, adopting an asset-based approach to improving health outcomes.

Overall, the ambition for the strategy is one that leads all resources towards 'the right action, in the right place, for the right audience and

communicated in the right way using a joined up, whole-system approach’.

The strategy presents objectives and actions that can help Bristol achieve this ambition. Achieving the ambition should, if the strategy is well-governed, monitored and refined on an ongoing basis, lead to the successful achievement of improved health outcomes for Bristol. Through the workshops, the following outcomes for the strategy have been proposed:

Outcome 1: Through physical activity, reduce health inequalities and the Healthy Life Expectancy gap by 10% between the most affluent wards and deprived wards by 2025.

Outcome 2: 50% more people living in wards where there are the greatest levels of socio-economic deprivation, are doing more than 30 minutes physical activity per week by 2025.

Outcome 3: Halt the rise in levels of childhood and adult obesity by 2025.

Outcome 4: Bristol will be the most active Core City in the country, with at least 65% of people in all parts of the city achieving the recommended amount of physical activity by 2025.

These outcomes will be measured using baseline data published by the Joint Strategic Needs Assessment (JSNA) produced on an annual basis by the Bristol Health and Wellbeing Board. More specific measures of the implementation of the action plan will be determined through the next stage of strategy development process.

In order to achieve the strategy outcomes, a set of strategy objectives have been defined which fit into four themed areas: Active People, Active Partnerships, Active Environments and Active Places.

Theme 1: Active People – Proposed Objectives

- 1** To increase physical activity levels amongst all adults but particularly those living in the least active and deprived areas of the city
- 2** To increase physical activity levels amongst all children but particularly those young people living in the least active and deprived areas of the city
- 3** To support schools in developing sport and physical activity opportunities for their school pupils, staff and local communities
- 4** To embed a robust talent development system to ensure children reach their full potential in sport and excel through the talent pathway
- 5** To increase physical activity levels amongst groups of people where inactivity inequalities are the greatest e.g. those with a disability, older people and women and girls
- 6** To adopt a resident-led and insight-led approach to developing, delivering and monitoring the impact of the strategy
- 7** To advocate a greater use of innovation and technology in interventions that are designed to increase physical activity
- 8** To develop new and sustainable local community programmes to get more people to adopt healthier lifestyles
- 9** To facilitate long-term behaviour change by improved marketing of existing physical activity and sport opportunities and a better understanding of the benefits.

Theme 2: Active Partnerships – Proposed Objectives

- 1 Identify the priority strategic partners, networks and trusted community champions required to create robust and impactful partnership working
- 2 To improve the reach and impact of Healthy Living Centres on increasing physical activity through a whole system approach
- 3 To apply a model of distributed leadership across sectors to increase physical activity
- 4 To ensure the voices of priority audiences and individuals are represented across all partnerships
- 5 To tackling inactivity using effective local networks which engage with and empower local people to increase their activity levels
- 6 To work in a coordinated way to ensure schools have equal access to a broad range of physical activity and sport opportunities for their students
- 7 To use relevant role models as a core method of changing attitudes towards physical activity.

Theme 3: Active Environments – Proposed Objectives

- 1 To design and implement a sustainable travel plan for all schools
- 2 To increase physical activity in all parks and open spaces
- 3 To positively influence planning developments to support increased physical activity
- 4 To provide safe places to engage in physical activity e.g. riding bikes for pleasure
- 5 To improve the quality and safety of streets and neighbourhood 'grey spaces' for healthy physical activity and play.

Theme 4: Active Places – Proposed Objectives

- 1 To better connect low socio-economic groups (LSEG) to accessible and affordable facilities
- 2 To maximise use of community assets by all sections of the community
- 3 To ensure leisure facilities are sustainable, efficient and effective at increasing participation by inactive people from the least active areas of the city
- 4 To create active places and active communities through active design to improve infrastructure necessary to enable greater use of existing assets for physical activity.

Each themed area and associated strategic objectives are presented with some example actions in Table 1. The Bristol Sports Forum will be accountable for finalising and agreeing the strategy action plan and will own and oversee the implementation of the strategy.





Active People

To increase physical activity levels amongst all adults but particularly those living in the least active and deprived areas of the city.

- Collate/gather further insight on inactive and less active residents and geographical (ward level) areas where health inequalities exist.
- Identify and agree a set of baseline primary health and physical activity indicators as well as a set of secondary linked indicators for broader social outcomes.

To increase physical activity levels amongst all children and young people but particularly those living in the least active and deprived areas of the city.

- Collate/gather further insight on inactive and less active children and young people and geographical (ward level) areas where health inequalities exist.
- Coordinate interventions and programmes targeted at Children and Young People to ensure equality of opportunity, particularly amongst children with Special Education Needs and Disabilities (SEND).
- Ensure 40% of participants in the Youth Games are from LSEG communities.
- Seek to establish a sports kit 'bank' to support families in reducing costs of clothing, footwear and sports equipment.
- Ensure all partners involved in a primary role to increase physical activity levels, are aware of the Bristol Children's Charter and are committed to its vision, particularly points 3, 5 and 10.

To work in a coordinated way to ensure schools have equal access to a broad range of physical activity and sport opportunities for their students.

- Establish a coordinated approach to use of Primary School Premium.
- Establish best practice guidance to support schools in commissioning quality coaching and sports participation leadership and specifically ensure that there are tailored sessions led by

suitably experienced coaches for SEND pupils.

To develop and embed a robust talent development system to ensure children reach their full potential in sport and excel through the talent pathway.

- Create a talent development working group to identify good practice in the city and develop a framework for a new talent development system.
- Identify key partners such as schools, clubs, Universities and National Governing Bodies of Sport (NGBs) to play a role in the new system.
- Ensure all partners involved in a primary role delivering this new system are aware of the Bristol Children's Charter and are committed to its vision, particularly points 3, 5 and 10.

To increase physical activity levels amongst groups of people where inactivity inequalities are the greatest e.g. those with a disability, older people and women and girls.

- Collate /gather continuous insight on inactive and less active residents (eg where they live) and where specific inequalities exist for certain demographic profiles of residents (eg people with a disability)
- Ensure this insight is used to identify target audiences where resources and interventions should be focused the most.
- Interventions should ensure that facilities are accessible, affordable and address key barriers including both the range of services offers and the provision of specialist support where necessary.

To adopt a resident-led and insight-led approach to developing, delivering and monitoring the impact of the strategy.

- Adopt co-design principles when developing new interventions and ensure this is resident-led.
- Create a monitoring and evaluation framework and consider partnerships with academic institutions to support the delivery of this framework.

To advocate a greater use of innovation and technology in interventions that are designed to increase physical activity.

- Review strengths and opportunities of UK and world-wide exemplars of innovate ways to engage people and create lifelong behaviour change.
- A specific focus of research will be on identifying successful uses of technology to increase physical activity.

To develop new and sustainable local community programmes to encourage more people to adopt healthier lifestyles.

- Utilising insight gathered for objectives 1 and 2, work with trusted community stakeholders and leaders to develop a range of sustainable and affordable community programmes designed by local people.
- Co-ordinate planning of interventions and programmes through the Bristol Sports Forum members on a cyclical basis.
- Produce and deliver a marketing and communications plan for the new strategy that effectively engages people at a local level.

To facilitate long-term behaviour change through improving the marketing of existing physical activity and sport opportunities and ensuring there is strong understanding of the benefits.

- Develop a marketing plan for the strategy which includes the promotion of the new CMO guidelines published in 2019.
- Identify and agree a method of ensuring insight regarding what works and what doesn't work in terms of behaviour change is gathered. Ensure learning through the delivery of the strategy is recorded and used in future planning and design of activity interventions.





Active Partnerships

Identify the priority strategic partners, networks and trusted community champions required to create robust and impactful partnership working.

- Review the strengths of, and areas for improvement for the Bristol Sports Forum as the main agency to govern the adoption and delivery of the strategy. This review leads to the identification of the right governance arrangements for the strategy.
- Undertake a mapping exercise to identify the key partners that can benefit from supporting the delivery of the strategy. This includes strategic partners at policy level and those working more closely with inactive and less active people on the ground. Prioritise working with those that have the most contact with less active residents or at most risk of developing poor health conditions.

To improve the reach and impact of Healthy Living Centres on increasing physical activity through a whole system approach.

- Examine the current successes and areas of improvement for Healthy Living Centres, particularly regarding the connections and methods of engagement with residents. This can be around awareness of the benefits of physical activity and how, through effective behaviour change, it can be built into daily lives.
- Using available insight, identify potential new places where new Healthy Living Centres and associated networks should be explored and established.

To encourage residents to take an active approach in their communities to promote the benefits of physical activity and create opportunities for physical activity.

- Consider models of delivery such as Distributed Leadership, Asset-based Community Development and place-based approaches to designing and delivering affordable and sustainable physical activity programmes.

- Identify and support trusted community champions or individuals who can more effectively engage with hard to reach community groups.

To ensure the voice of priority groups are represented across all partnerships.

- Ensure the future governance arrangements for the SPA Strategy include broad representation from all groups, particularly those target audiences from target locations across the city.
- Through the monitoring and evaluation undertaken annually, ensure that this is a key priority objective and that it has several measurable actions against it.

To tackling inactivity using effective local networks which engage with and empower local people to increase their activity levels.

- Identify good practice examples of community empowerment in the context of increasing physical activity such as the Birmingham Active Wellbeing Project where the use of 'Crowds' (groups of local citizens who want to see positive changes in their community) that feel confident enough to tell their stories and ideas to make their communities healthier and happier places to live.
- Provide support for people who want to set up and deliver sport and physical activity programmes/ clubs etc in their local areas.

To work in a coordinated way to ensure schools have equal access to a broad range of physical activity and sport opportunities for their students.

- Annual planning sessions from key Bristol Sports Forum partners to ensure a coordinated approach to providing school-based opportunities across the city, in particular in deprived areas.

To use relevant role models as a core method of changing attitudes towards physical activity.

- Gather evidence of when the use of role models has been successful and unsuccessful in the public health sector and seek support from Sport England /other agencies regarding types of approaches which have been tested and succeeded in other places.



Active Environments

To design and implement a sustainable travel plan for all schools.

- Identify examples of successful sustainability travel plans already in place at some schools and collate evidence of their impact in order to successfully engage schools in target locations in the city.

To increase physical activity in all parks and open spaces.

- Connect with the Future Parks programme being launched in Bristol following receipt of grant funding from National Trust and National Lottery Heritage Fund.
- Establish a clear vision for each of the different parks and open spaces in terms of their purpose, use and role in providing opportunities to be physically active and supporting the achievement of individual behaviour change.
- Identify key 'Active Partners for Parks' and support the coordination of interventions and programmes at a local level linking with friends and community groups.
- Support capacity building of community groups to take greater ownership of their parks and local interventions and programmes.

To positively influence planning developments to support increased physical activity.

- Liaise with Sport England to identify best practice design principles for confident, active travel and communicate this to strategic leaders, planners and developers.

To provide safer places to ride bikes for pleasure.

- Increase awareness, through a marketing campaign, of the top 5 safe cycling routes for residents to ride their bikes for pleasure.

To improve the quality and safety of streets and neighbourhood 'grey spaces' for healthy physical activity and play.

- In target locations where activity is lowest, identify opportunities where streets and grey spaces could be better utilised for physical activity.
- Explore and test the use of initiatives such as doorstep sports and free bootcamp activities in local streets.



Active Places

To better connect low socio-economic groups (LSEG) to accessible and affordable facilities.

- Ensure that all facility providers in the city and particularly those delivering activities from facilities in priority areas, are on board with the strategy.
- Facility providers involved in co-designing interventions which could be delivered from their facilities targeting these groups.
- Encourage all facility providers to make use of and increase their awareness of the barriers to inactivity which exist for low socio-economic groups through sharing knowledge collated by Sport England and published in their insight packs.

To maximise use of community assets, particularly in target locations by target audiences.

- Identify key community assets which exist in target geographical locations through an asset-mapping exercise.
- Identify ways which these assets could be improved (access, programming, awareness etc.) to be better utilised for physical activity.

To ensure leisure facilities are sustainable, efficient and effective at increasing participation by inactive people in the least active areas of the city.

- Through the city council's leisure management contracts, maximise the opportunity to improve leisure centres as a core place where inactive people go to start building more exercise into their daily lives.

To create active places and active communities through active design.

- Invite Sport England to run a briefing session to the Sports Forum and Themed Groups relating to active design principles and examples of where this has worked well elsewhere in increasing physical activity.
- Ensure this briefing session is supplemented by regular working group sessions to help collate a base of evidence of the impact of active design on increasing physical activity in Bristol.

To use relevant role models as a core method of changing attitudes towards physical activity.

- Gather evidence of when the use of role models has been successful and unsuccessful in the public health sector and seek support from Sport England/other agencies regarding types of approaches which have been tested and succeeded in other places.





Appendix A

Data, insight and strategic context

UK Chief Medical Officer's (CMO) Physical Activity Guidelines – update September 2019

For good physical and mental health, adults (19 to 64 years) should aim to be physically active every day. Adults should aim to minimise the amount of time spent being sedentary, and when physically possible should break up long periods of inactivity with at least light physical activity. Adults should do activities to develop or maintain strength in the major muscle groups. Each week, adults should accumulate at least:

- 150 minutes (2 1/2 hours) of moderate intensity activity (such as brisk walking or cycling)
- 75 minutes of vigorous intensity activity (such as running)
- even shorter durations of very vigorous intensity activity (such as sprinting or stair climbing)
- or a combination of moderate, vigorous and very vigorous intensity activity.

Children and young people (5–18 years) should engage in moderate-to-vigorous intensity physical activity for an average of at least 60 minutes per day across the week. This can include all forms of activity such as physical education, active travel, after-school activities, play and sports. Children and young people should engage in a variety of types and intensities of physical activity across the week to develop movement skills, muscular fitness, and bone strength. Children and young people should aim to minimise the amount of time spent being sedentary, and when physically possible should break up long periods of not moving with at least light physical activity.

Older adults (over 65 years) should participate in daily physical activity to gain health benefits, including maintenance of good physical and mental health, wellbeing, and social functioning. Some physical activity is better than none: even light activity brings some health benefits compared to being sedentary, while more daily physical activity provides greater health and social benefits.

Older adults should maintain or improve their physical function by undertaking activities aimed at improving or maintaining muscle strength, balance and flexibility on at least two days a week. Each week older adults should aim to accumulate 150 minutes (two and a half hours) of moderate intensity aerobic activity, building up gradually from current levels. Older adults should break up prolonged periods of being sedentary with light activity when physically possible, or at least with standing, as this has distinct health benefits for older people.

The new guidance also publishes the first-time recommendations for pregnant women and people with a disability:

- People with a disability – should try to undertake strength and balance exercise on two days a week as well as 150 minutes each week of moderate intensity activity
- Pregnant women – should try to do muscle-strengthening activities twice a week and undertake 150 minutes each week of moderate intensity activity.

Sport England Active Lives Survey 2017–2018

The annual survey of activity levels amongst adults over 16 helps National and Local Governments track the impact of their policies and interventions on helping people to be more active. The surveys also provide useful insight into the types of people and geographic locations where inactivity tends to be highest on a consistent basis. The latest report released in April 2019 for the period of November 2017 to November 2018 indicates the following consistent inequalities relating to regular participation in sport and physical activity:

- 25% of the population in England are inactive (not meeting any of the CMO's recommendations for physical activity)
- Men (65% or 14.2m) are more likely to be active than women (61% or 13.9m)

- Those in routine/semi-routine jobs and those who are long term unemployed or have never worked (NS-SEC 6–8), are the most likely to be inactive (33%)
- Inactivity levels generally increase with age, but the sharpest increase comes at ages 75–84 (to 47%) and age 85+ (to 70%)
- Inactivity is more common for disabled people or those with a long-term health condition* (42%) than those without (21%). Furthermore, it increases sharply as the number of impairments an individual has increases – 51% of those with three or more impairments are inactive
- Activity levels are highest for mixed race (72%) and ‘white other’ adults (67%), and lowest for South Asian (56%), other (56%) and black (57%) adults.

The Bristol Physical Activity Needs Assessment 2019

The Physical Activity Needs Assessment was undertaken by Bristol City Council Public Health Officers. The international, national and local policy context was considered, and quantitative data was analysed from sources such as the local Quality of Life survey, the Active Lives survey (Sport England 2018) and Joint Strategic Needs Assessment (JSNA) data profile. This intelligence was combined and analysed to offer an overview of physical activity in Bristol and recommendations for improvements.

Bristol’s population is increasing at a higher rate than other similar UK cities and there are many things that set Bristol apart and make it a place where an increasing number of people want to live, work and study. The city is home to a unique mix of cultures with at least 91 different languages spoken. It can also be a city of contrasts where some of the most affluent areas border some of the most deprived. New challenges are emerging such as travel congestion, environmental pollution and increasing house prices.

Deprivation in Bristol

The Indices of Deprivation 2015 combine several indicators covering a range of economic, social, environmental and housing issues, into a deprivation score for each small area (called lower-layer super output areas) in England. The Ministry of Housing, Communities and Local Government will publish new 2019 English Indices of Deprivation by the end of October 2019. Figure 1 illustrates the results of the 2015 Indices for Bristol.

Figure 1: Index of Multiple Deprivation 2015

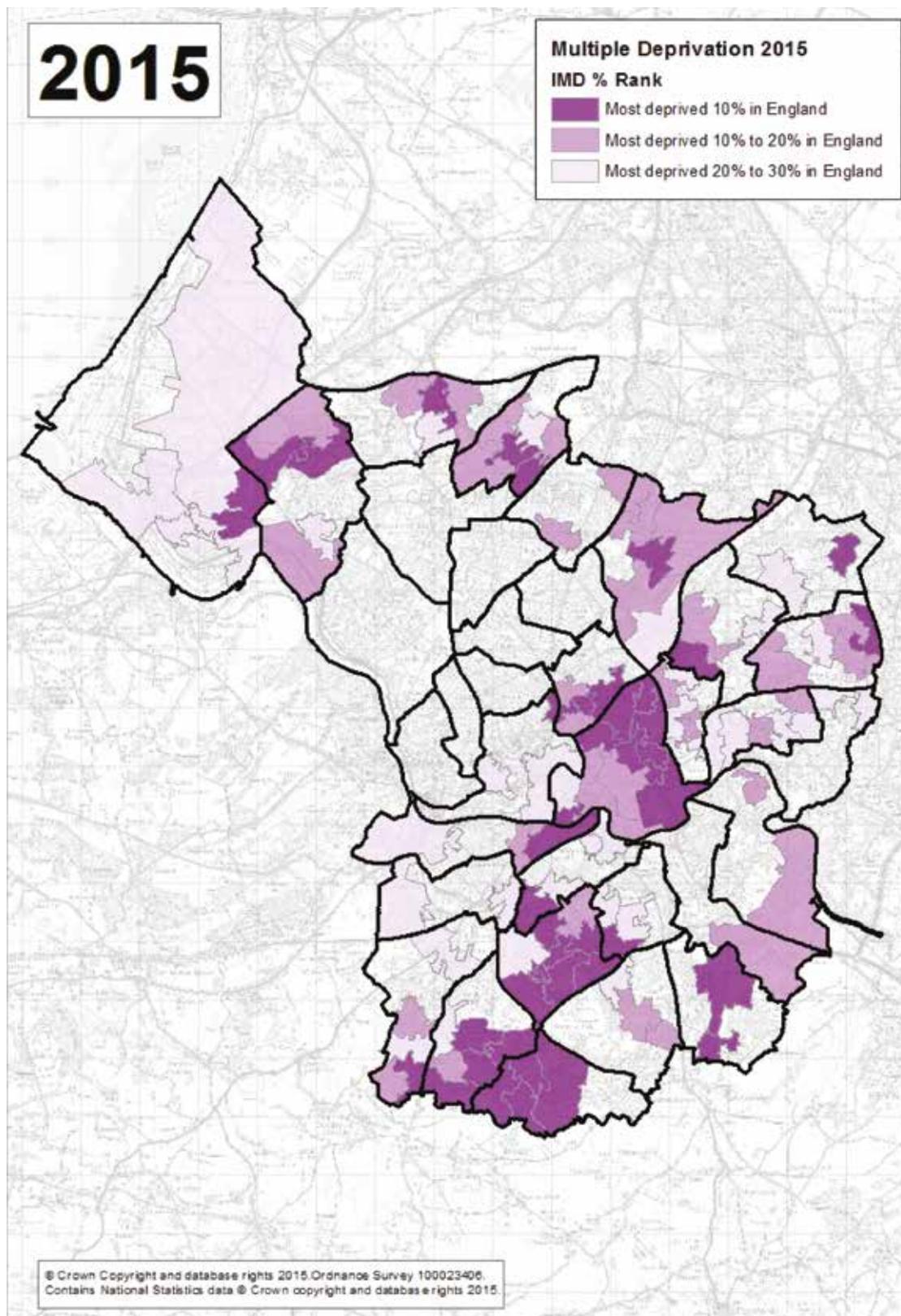


Figure 1 shows the areas of highest multiple deprivation. These areas are shown in the darkest colour on this map and correspond to areas within 17 wards: Ashley, Avonmouth and Lawrence Weston, Central, Filwood, Frome Vale, Hartcliffe and Withywood, Hengrove and Whitchurch Park, Hillfields, Knowle, Lawrence Hill, Lockleaze, Southmead, Southville, Stockwood, Windmill Hill.

Inactivity in Bristol

The following data on physical activity is taken from the following sources:

- Sport England Active Lives Survey 2017/18
- BCC's Quality of Life survey 2018/19.

Figure 2 shows Active Lives data for the percentage of inactive respondents in Bristol compared to those across England and the trend over the last few years. This data suggests that levels of inactivity compare favourably to national levels with Bristol consistently showing lower percentages of inactive respondents. However, inequalities exist across Bristol populations and examples of data which show this follow.

Figure 2: Percentage of inactive adults (aged 19+), Bristol vs England 2017/18

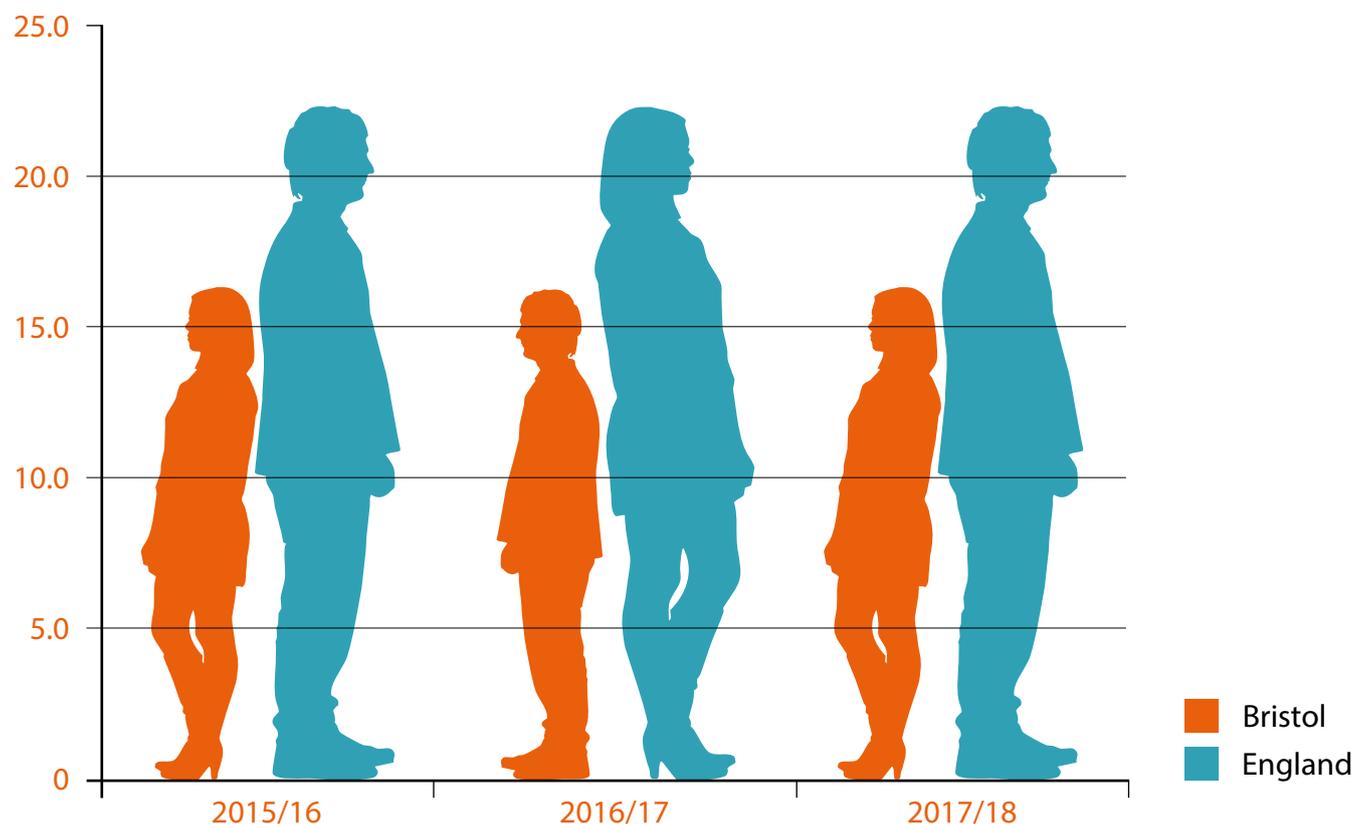


Figure 3: Percentage of inactive adults aged 16+ 2017/18

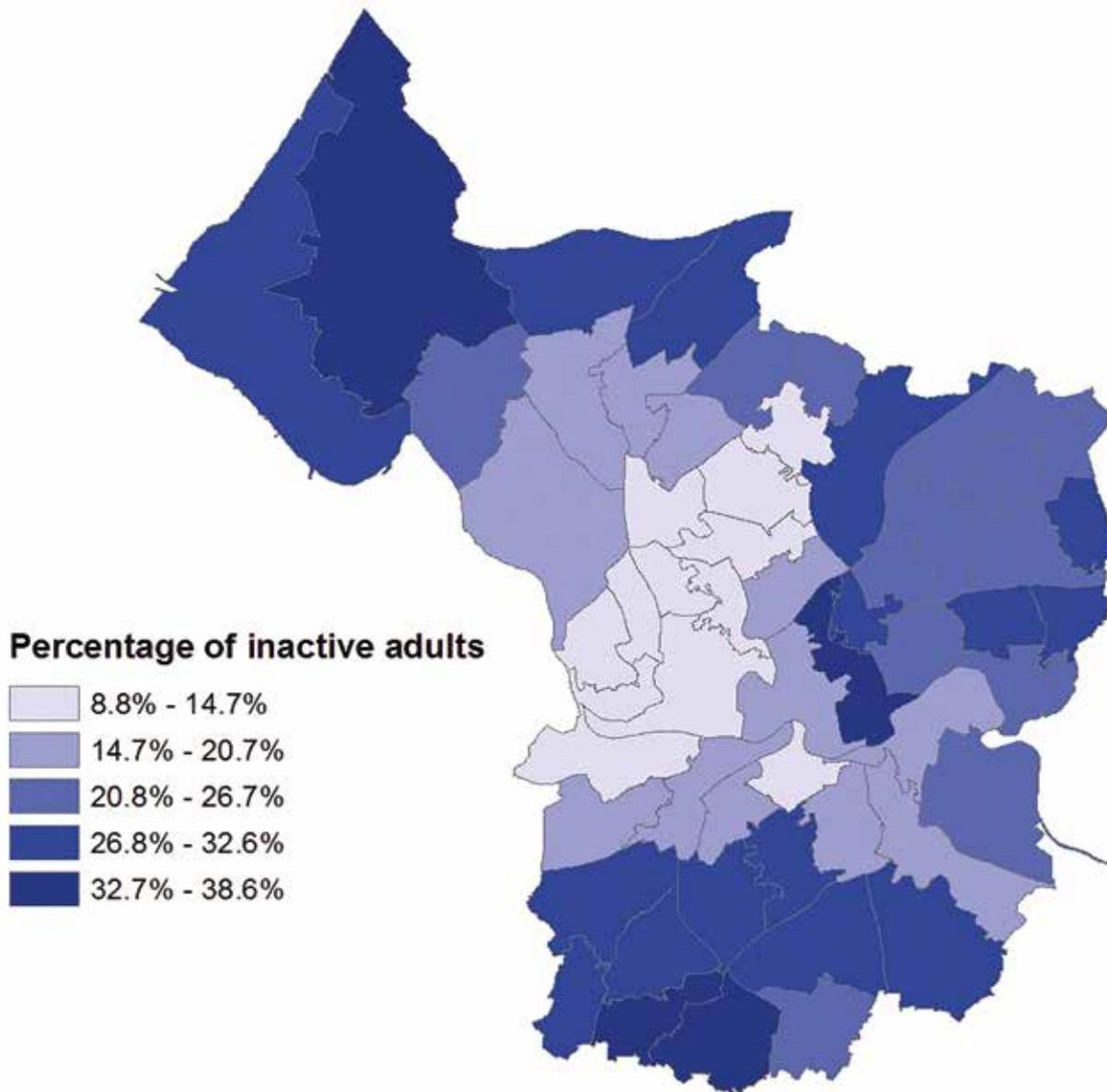
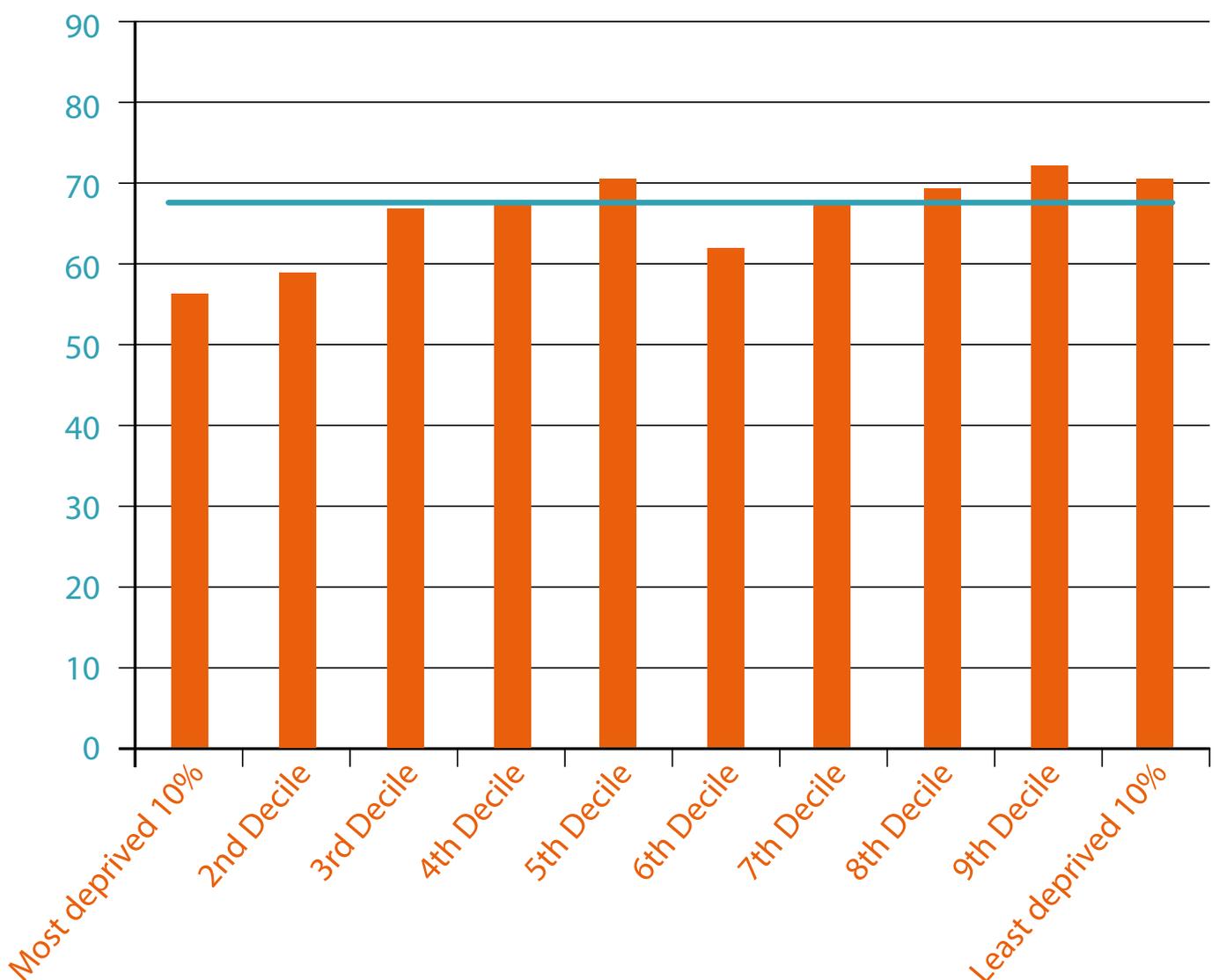


Figure 3 shows the areas which have the highest percentage of inactivity reported by respondents at Medium Super Output Area (MSOA) as surveyed through Sport England Active Lives. There is noticeable correspondence with the areas of highest deprivation in Bristol.

Data gathered through the local Quality of Life survey also shows this correlation between those in the most deprived 10% and lower levels of activity. The following graph in Figure 4 shows the percentage of respondents who reported they “do enough exercise” (and meet CMO

recommendations) with the Bristol average expressed as a dark line. The Bristol average from this data source is 66.1% with the percentage for those living in the most deprived areas significantly lower at 56.4%.

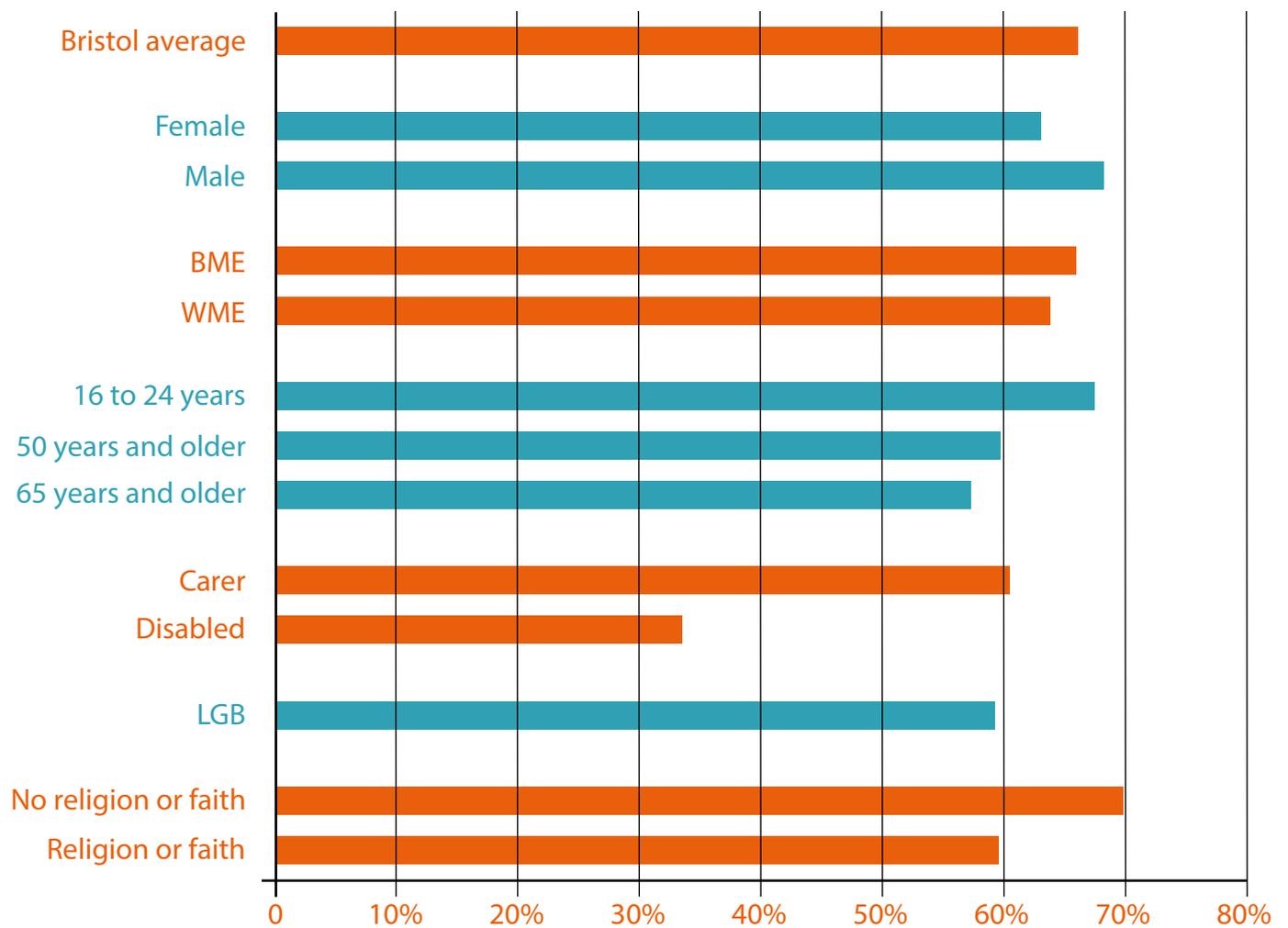
Figure 4: Quality of Life Bristol 2018/19 – Percentage of respondents who do enough regular exercise each week by deprivation decile



Further analysis of data from the Quality of Life survey reveals more variations of inactivity depending on whether you are male or female,

from BME communities, how old you are and other factors as shown below in Figure 5.

Figure 5: Percentage of respondents who do enough regular exercise each week by minority group



Conclusions of the Physical Activity Needs Assessment 2019

The data collated by the Needs Assessment suggests that many adults in Bristol are meeting the CMO guidelines and will be gaining the associated health benefits. **However, there are high levels of inactivity for people living in areas of deprivation and for some demographic groups.** Consequently, the many health benefits of physical activity are being disproportionately enjoyed more by those who already enjoy better health and thus adding to the gap in health inequalities in Bristol.

Target populations in Bristol have therefore been identified as:

- **Disabled Adults** – the data suggests that Disabled adults in Bristol are far less likely to report they engage in physical activity than the Bristol average including cycling or walking to work.
- **Older Adults** – national and local data suggests that physical activity levels are lower amongst older adults.
- **Women and Girls** – data across most activities suggested lower percentages of women and girls engaging in physical activity compared to men and boys.
- **Those living in the most deprived areas** – local data suggests that those living in the most deprived areas were less likely to report they do enough exercise, play sport once a week or cycle to work.

The Needs Assessment Report also highlights 12 areas of focus to be addressed in the Sport and Physical Activity Strategy:

- Active transport
- Campaigns and resources
- Children and young people
- Community empowerment
- Data and insight
- Families
- Facilities
- Leadership
- Policy and strategy
- Professional partnerships
- Research and guidance
- Technology.

This strategy has been written by The Sport, Leisure and Culture Consultancy (SLC). SLC was established in 2009 and advises organisations by developing effective strategies, planning sustainable facilities and procuring successful operational partnerships.

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