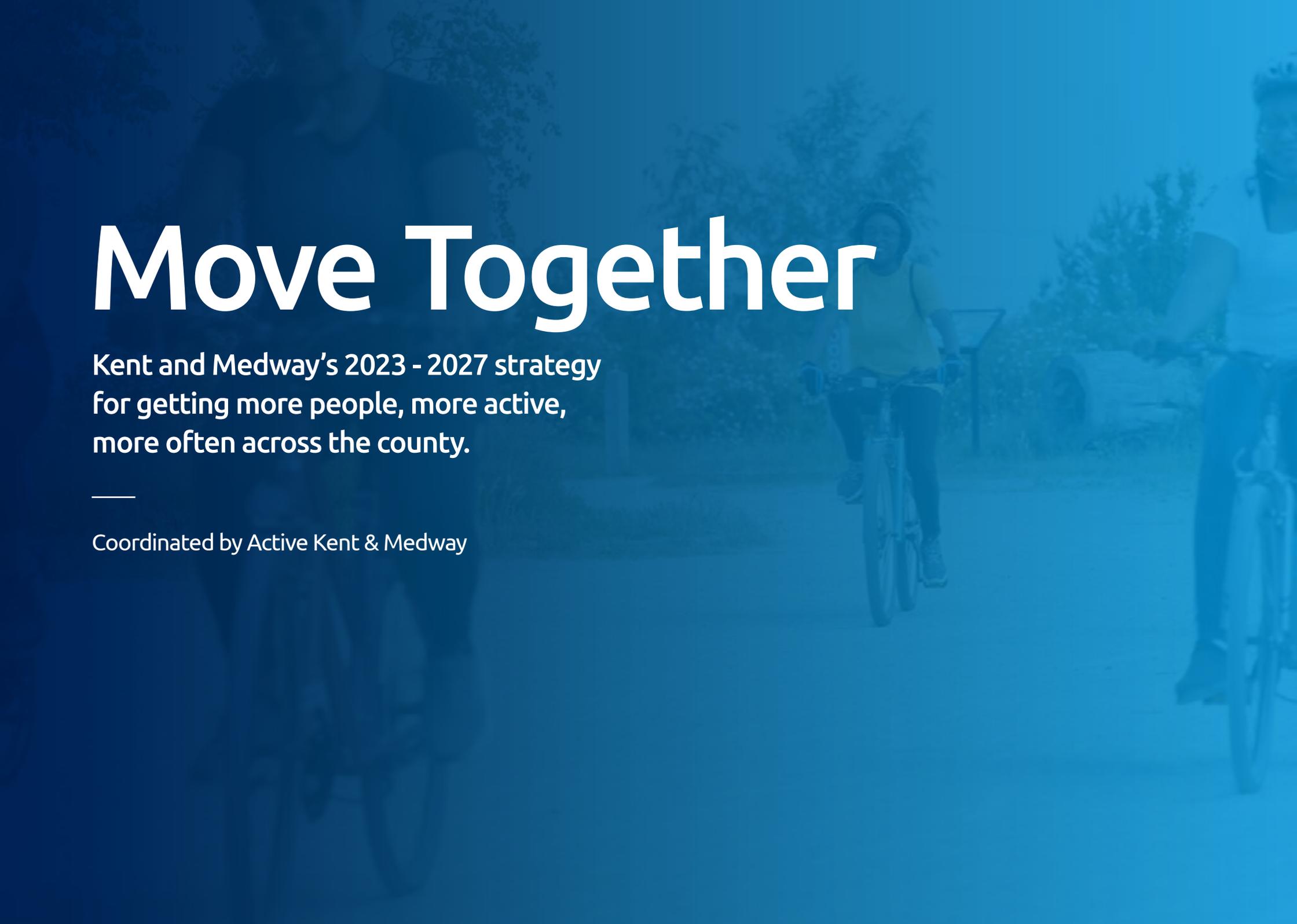


Move Together



Kent and Medway's 2023 - 2027 strategy
for getting more people, more active,
more often across the county.

Coordinated by Active Kent & Medway

Contents

- 2 Foreword
- 3 Why it Matters
- 4 What we Heard
- 5 What we Know
- 6 Where we find inactivity
- 8 Our Focus
- 13 The Essentials
- 15 Measuring Impact
- 16 Appendices & Contact Us



Liz Davidson
Partnership Director
Active Kent & Medway

Foreword

“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.

This strategy has been coordinated by Active Kent & Medway on behalf of people and partners from across the county who share an interest in harnessing the power of sport and physical activity to enrich the lives of the people across Kent and Medway. It sets out how we can all work together to support 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 through being more targeted in our work than ever before we believe we can realise a 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.”

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



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

Active Kent & Medway TIF Report, 2022

- £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 heard

We wanted to develop a strategy for the county to address inactivity that recognised the diverse needs of residents and the wide range of organisations with a part to play in getting **more people, more active, more often**. We engaged with and listened to communities through webinars, surveys and one to one conversations and learning from projects we and our partners are involved in. We also reviewed a wide range of policies and strategies across the sector.



"Collaboration between decision makers and those on the ground"

"Engage local residents and understand their needs"

What we know



1,855,900

people live in Kent and Medway



1 in 4 adults are inactive

2/3

of adults are overweight



1 in 3 children and young people are inactive



1 in 4 children and young people are overweight

1 in 10

adults have a mental health disorder



♂ Life expectancy is over

7.5 years

lower for **men** in the most deprived areas in Kent

♀ Life expectancy is over

5 years

lower for **women** in the most deprived areas in Kent

1,065

Lower Super Output Areas fall within the most **deprived 10%** in the country

17%

of people have a disability or Long Term Health Condition



Figures correct as of Nov 2022

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.



Women are less active than men, and this gender gap starts with girls being less active from a young age.



Disabled people and people with long-term health conditions are almost twice as likely to be physically inactive compared to those without.



It's safer for people with long term conditions to be physically active. In fact, when physical activity levels are increased gradually, the risk of serious adverse events is very low.

[Consensus Statement, Moving Medicine](#)

Working Together

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**

"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

Connecting Communities

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

Through

- Working locally with under-represented communities to better understand, address and support local barriers and enablers
- Connecting and enabling local activators and community networks to inspire people to be active everyday
- Promoting sport and physical activity as a tool for improving community cohesion
- Focusing 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](#)



CASE STUDIES

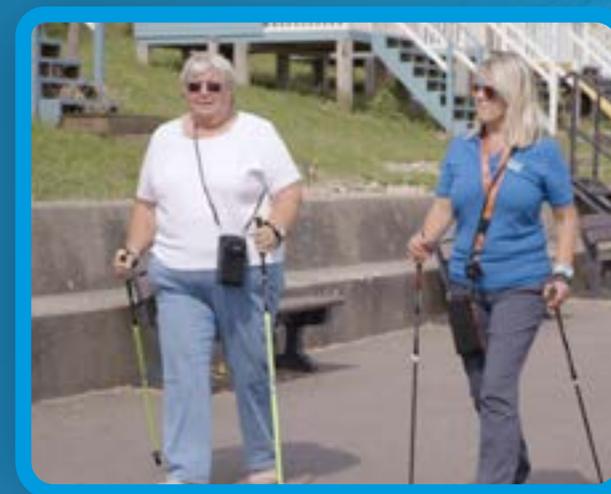
- ▶ [Kent Refugee Action Network – Using multisports to support refugees](#)
- ▶ [The Grand – Addressing community challenges through sport and physical activity](#)

Health and Wellbeing

Creating partnerships that enable everyone to benefit from an active lifestyle.

Through

- Upskilling and encouraging health professionals to have more informed conversations about the connection between health and physical activity
- Encouraging people to move more in their everyday lives
- Increasing the specific and targeted provision for people with long-term health conditions and disabilities
- Continuing to focus on active ageing and the multiple benefits this has for society
- Integrating physical activity into social prescribing and green social prescribing



“The Public Health team at Medway Council took the decision to engage with the Everyday Active campaign a couple of years ago and the project has added major value to our physical activity offer. Its full of useful resources to support health and care professionals, front line workers and volunteers to have conversations with people about building activity into their everyday lives. It is complimented by free training for anyone wanting to improve their knowledge and understanding of the benefits of physical activity”

Scott Elliott, Head of Health and Wellbeing Service, Medway Council



VIDEOS

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



CASE STUDIES

- ▶ [Alzheimer's & Dementia Support Services - Supporting people with dementia](#)
- ▶ [Disability Assist for Independent Living – Let's Get Moving Again](#)

Positive Experiences for Children and Young People

Enabling children and young people to enjoy being active and creating the right foundations for a long, active and healthy life.

Through

- Working with the least active young people and their families to make being active the norm and accessible to all
- Working with schools to embed physical activity across all aspects of school life
- Advocating the benefits of an active lifestyle on children and young people's wellbeing
- Promoting and delivering 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 now I'm confident when talking."

Young person



VIDEOS

- ▶ [Whitstable Lawn Tennis Club.](#)



CASE STUDIES

- ▶ [School Games Social Me Event - Easing the transition from primary to secondary school](#)
- ▶ [Activity Volunteer Award - Using volunteering to engage young people](#)

Supporting Sport

Supporting local organisations to better understand their community and to deliver activities that are appropriate to people's needs and motivations.

Through

- Designing and delivering enjoyable and inclusive sport and physical activity experiences
- Sharing and utilising knowledge and insight to help shape the offer to best meet the needs of current and future participants
- Ensuring 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 they work with
- Continuing to support the delivery of pathways that are accessible and inclusive to everyone with talent potential



"Thank you for the bursary you have offered me, in order to be able to complete my course. As a result of ascertaining my certificate I am now coaching for the Medway Badminton Association. I am coaching beginners up to club level players from the ages of 5 upwards, who are travelling from all over Kent to our premises for our group sessions we run at the weekends and throughout the week. My plan for the future is to go onto coaching more juniors as well as start my own 1-1 sessions during the week."

Bursary recipient – Medway Badminton Association



VIDEOS

- ▶ [Yo! Street Zone Street Football Project](#)



CASE STUDIES

- ▶ [Confidence – Creating a person centred and inclusive approach to safeguarding](#)
- ▶ [Thanet Indoor Bowls - Investing in equipment to expand the offer](#)

Active Environments

Creating and protecting places and spaces that make it easier for people to be active.

Through

- Considering active environments and active design in our planning and decision making
- Working together to protect and develop existing dedicated physical activity spaces
- Connecting communities with their existing neighbourhoods and place more easily
- Influencing the design of the built environment to make activity more easily accessible



“The support will enable us to increase and improve our playing facilities to support our current and future demand, and help create a more attractive environment to encourage players and spectators to enjoy a club which has been at the centre of the community over the last 150 years.”

Headcorn Cricket Club



VIDEOS

- ▶ [Kent School Streets – Southborough Primary School](#)
- ▶ [Wheelability](#)



CASE STUDIES

- ▶ [Thames Barbarians Pilot Gig Club - Making rowing more inclusive, diverse and accessible](#)
- ▶ [Bluetits Chill Swimmers - Support to expand a thriving sea swimming community](#)

The Essentials

As well as considering where we can all focus our efforts to encourage more people to be more active, we also need to think about how we work to ensure we are all supporting long-term sustainable change.



Workforce

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



Monitoring, Evaluation & Learning

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.



Insight

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



Sustainability

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

The Essentials



Safeguarding

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



Equalities

Committed to promoting equality, valuing diversity and combating unfair treatment in sport and physical activity.



Marketing & Communication

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.



Environmental Sustainability

Ensure environmental sustainability is a fundamental part of your decision making and operations.

Measuring Impact

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. Responsibility for the monitoring and evaluation of “Move Together” will sit with Active Kent & Medway and be overseen by its Board. Progress against the indicators will be reviewed bi-annually and reported annually.



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

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



More people working together to inspire people to be active everyday

Partners signing up to the framework, conversations and attendance at partner events



Positive benefits of physical activity being reported

Surveys, interviews and learning events

Appendices

Strategies and Policies

- ▶ [Sport England – Uniting the Movement](#)
- ▶ [Kent County Council – Framing Kent’s Future 2022 – 2026](#)
- ▶ [Kent Joint Health and Wellbeing Strategy](#)
- ▶ [Active Travel England Strategic Framework 2022](#)
- ▶ [Kent Environment Strategy 2016](#)
- ▶ [Youth Sport Trust – Inspiring changemakers, build belonging 2022 -35](#)
- ▶ [Moving Medicine – Consensus Statement](#)
- ▶ [Medway Council - Joint Health and Wellbeing Strategy 2018 to 2023](#)
- ▶ [Medway Council – Council Plan 2023 to 2024](#)

Contact Us

If you have any queries or want to discuss how you can support the County Strategy, please contact activekent@kent.gov.uk