

# MEDWAY PHYSICAL ACTIVITY NEEDS ASSESSMENT 2026

---

SCOTT ELLIOTT

STRATEGIC SERVICE MANAGER – PUBLIC HEALTH



# WORLD HEALTH ORGANISATION NEEDS ASSESSMENT DEFINITION

---

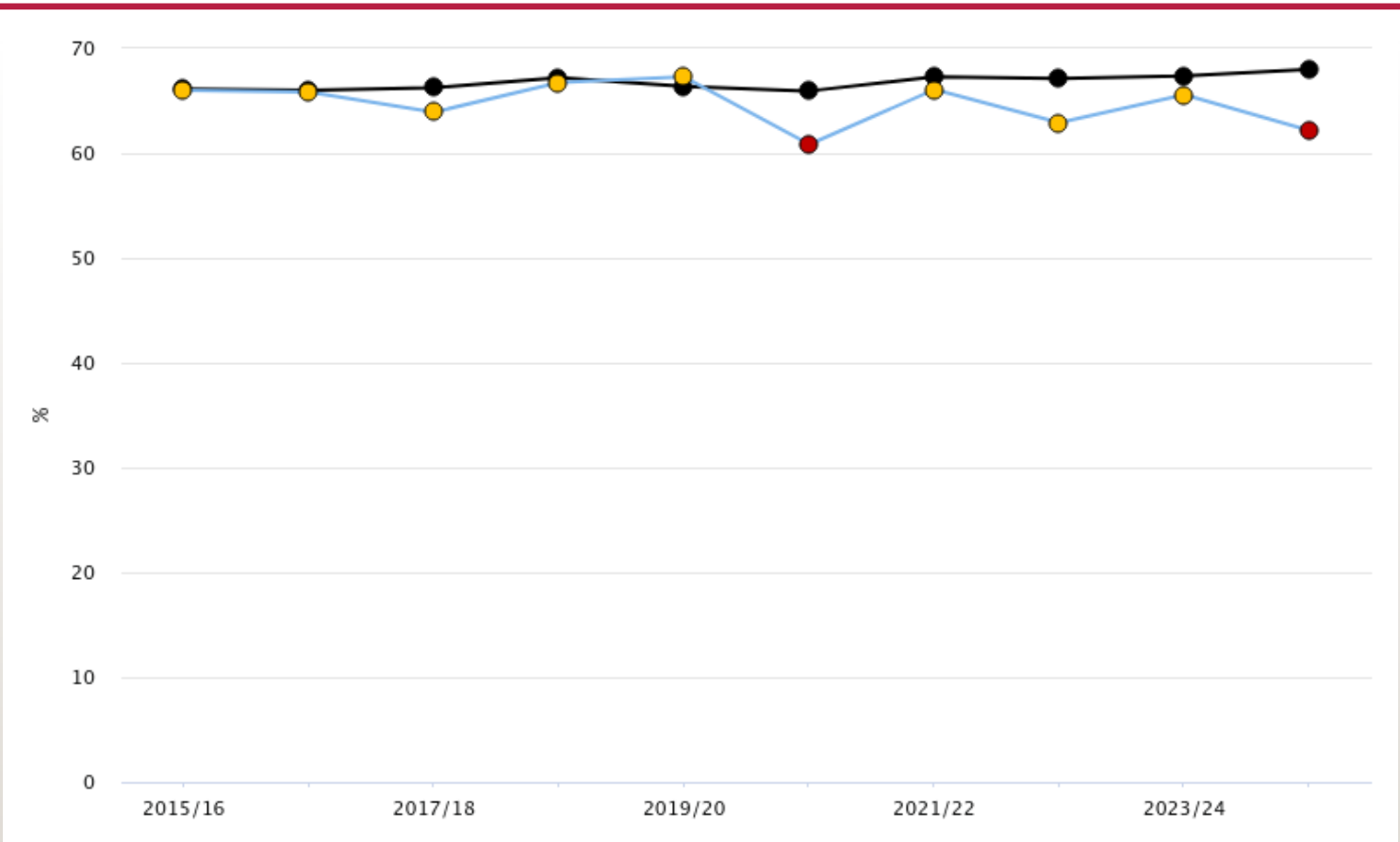
“Needs assessment is the collection and analysis of information that relates to the needs of affected populations and that will help determine gaps between an agreed standard and the current situation.”

# PANA CHAPTERS

---

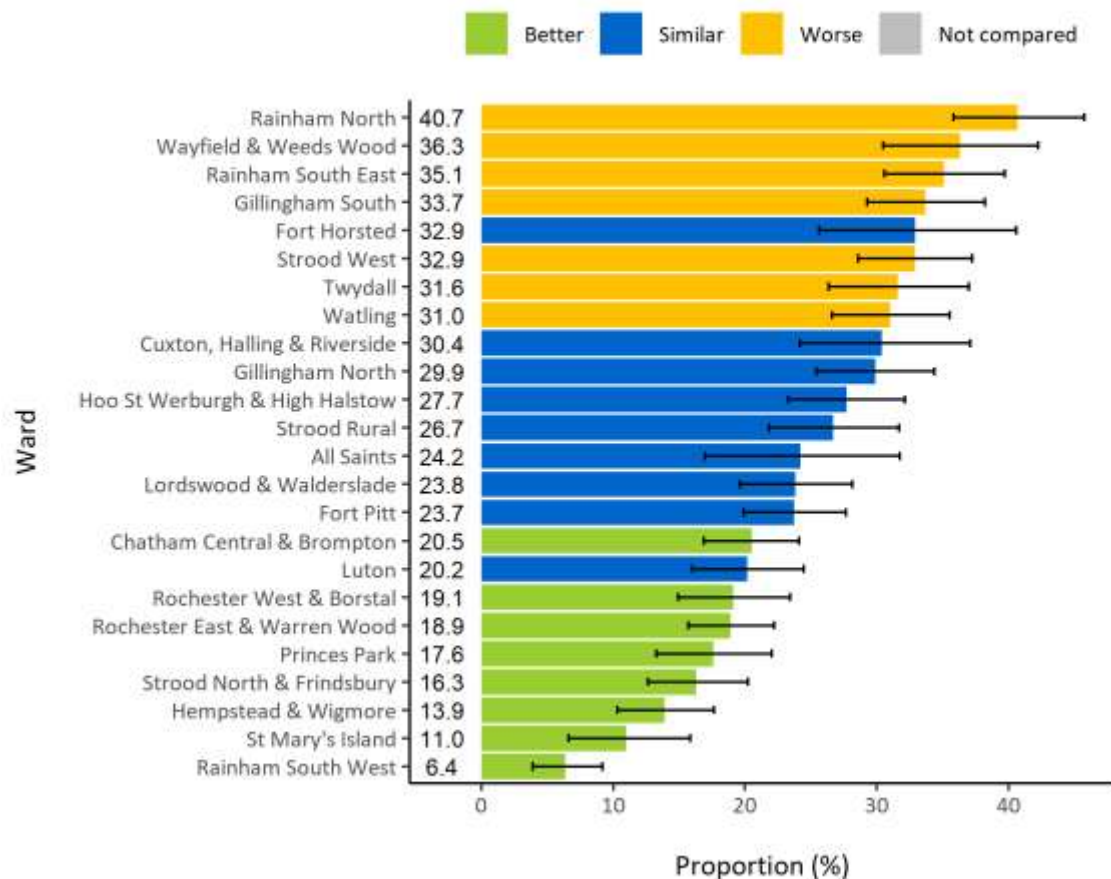
- What is currently known about physical activity levels in Medway?
  - Overall activity levels
  - Types of activity
- Current physical activity assets; infrastructure, services, organisations in different sectors

# PERCENTAGE OF PHYSICALLY ACTIVE ADULTS FOR MEDWAY



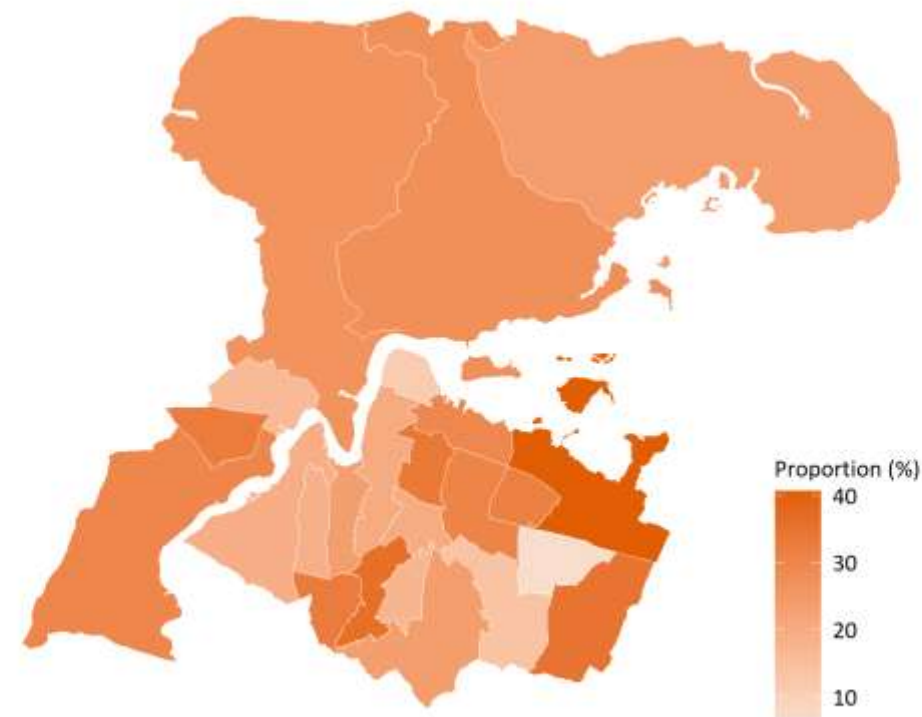
# Physical inactivity by ward

Estimated proportion of Medway adults who are not physically active by ward  
Ordered from highest to lowest compared to Medway



Estimates are calculated using Bayesian methods. These do not take into account survey weighting but will be updated in the future to do so.

Darker colours indicate higher values



Produced by Public Health Intelligence Team, Medway Council, 2023-08-07  
Contains National Statistics data © Crown copyright and database right 2019  
Contains OS data © Crown copyright and database right 2019

**Survey question:** Please think about your physical activity over the last 7 days. On average, how many days have you done a total of 30 minutes or more of physical activity?

**Category selected:** Answers include people who are physically inactive.

# PUBLICLY ACCESSIBLE PHYSICAL ACTIVITY DATA

---

<https://fingertips.phe.org.uk/profile/public-health-outcomes-framework/data#page/1/gid/1000042/pat/6/ati/502/are/E06000035/iid/92254/age/1/sex/2/cat/-1/ctp/-1/yrr/1/cid/4/tbm/1>

[https://www.medway.gov.uk/info/200591/medway\\_s\\_joint\\_strategic\\_needs\\_assessment\\_jsna/1650/medway\\_health\\_and\\_wellbeing\\_survey](https://www.medway.gov.uk/info/200591/medway_s_joint_strategic_needs_assessment_jsna/1650/medway_health_and_wellbeing_survey)

<https://www.sportengland.org/research-and-data/data/active-lives/active-lives-data-tables#november-2023-24-42920>

# POPULATIONS WITH LOW PHYSICAL ACTIVITY NATIONALLY

---

- Low income
- Women and girls
- Disability or long-term health condition
- Ethnicity
- Carer or
- Care leaver
- Special Educational Needs and Disabilities

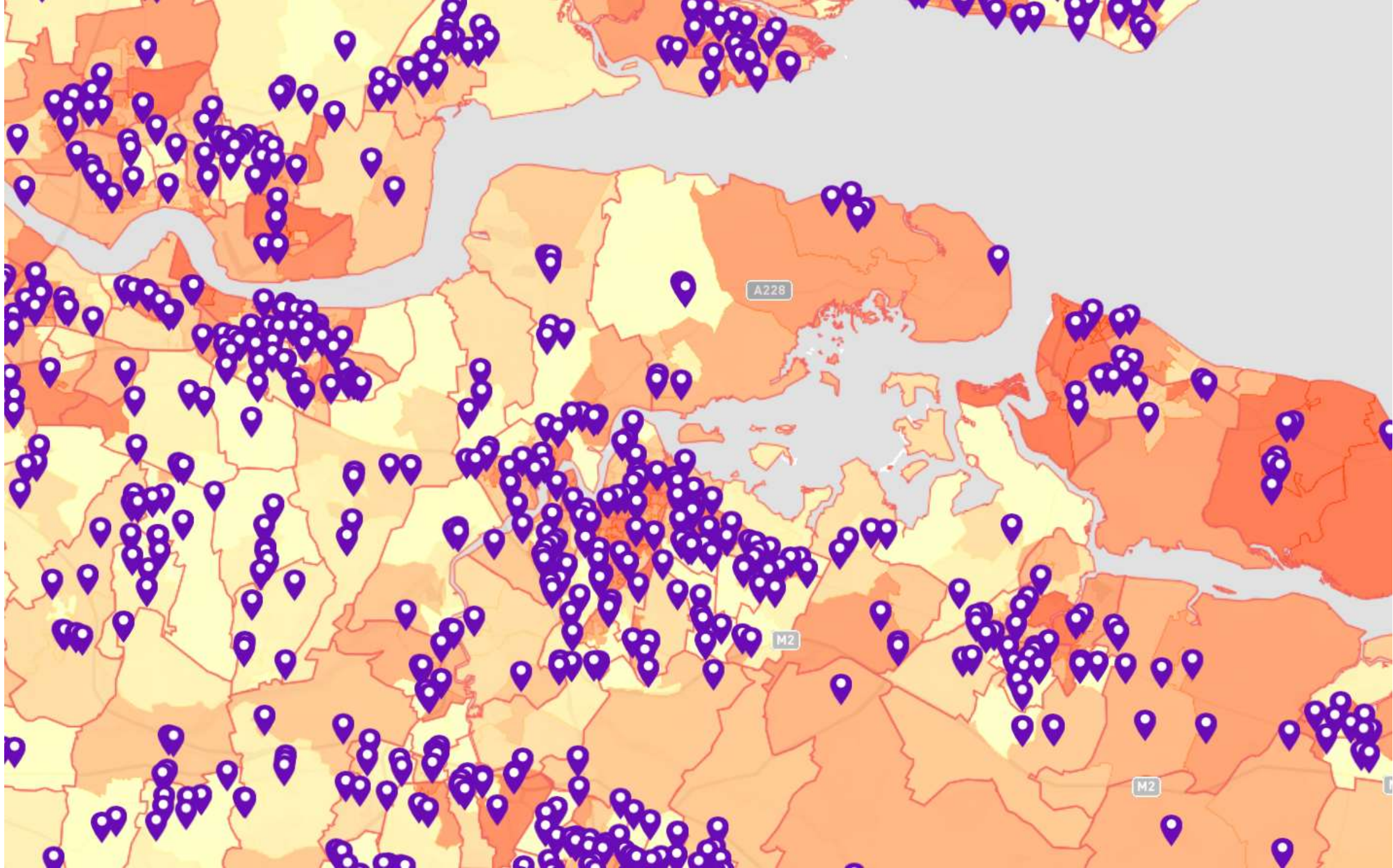


***Healthy citizens***  
*are the greatest  
asset any country  
can have.*

# CURRENT PHYSICAL ACTIVITY ASSETS IN MEDWAY TO ENCOURAGE AND SUSTAIN PHYSICAL ACTIVITY

---

- Public infrastructure (parks, fields, rights of way, cycle lanes, leisure centres, courts and play areas)
- Council services (Public Health, Sport and Leisure, Youth Services, Transport)
- Schools, nurseries and education (programmes, halls, fields)
- NHS and Social Care (services and active settings)
- Community and Voluntary Sector (clubs, programmes, services)
- Employers and workplaces (ABM awards and active settings)
- Private sector (gyms, studios, golf, water based, climbing, ski and tennis centres)
- National Infrastructure Database – (how do we compare to most active areas?)



# HOW WELL UTILISED ARE THESE ASSETS? ARE WE TAKING ADVANTAGE OF THEIR FULL POTENTIAL?

---

- Transport data – cycle counters, active travel programme and bikeability numbers
- Greenspaces – car parking and recently commissioned ActiveXchange software
- Council service data – programme numbers and volumes (limited demographics recorded)
- Education settings – data not available to analyse and determine
- Community and voluntary sector – data not routinely recorded unless funder requests it
- Private sector – potentially commercially sensitive so more barriers to analysis

# PROVIDER ACTIVITY SURVEY

---

- <https://www.smartsurvey.co.uk/s/66OXD6/>



All Medway providers are welcome and encouraged to let us know about their service participation levels

# ARE THE LEAST ACTIVE MEMBERS OF COMMUNITY ACCESSING THESE SERVICES?

---

- Low level of demographic data collection on protected characteristics observed so far
- Difficult to pool data and see if services available are proportionately targeting the least active communities
- If access is low, is this due to availability, awareness, needs not being catered for, demand or something else?
- What engagement have we done to ask active and non-active people?

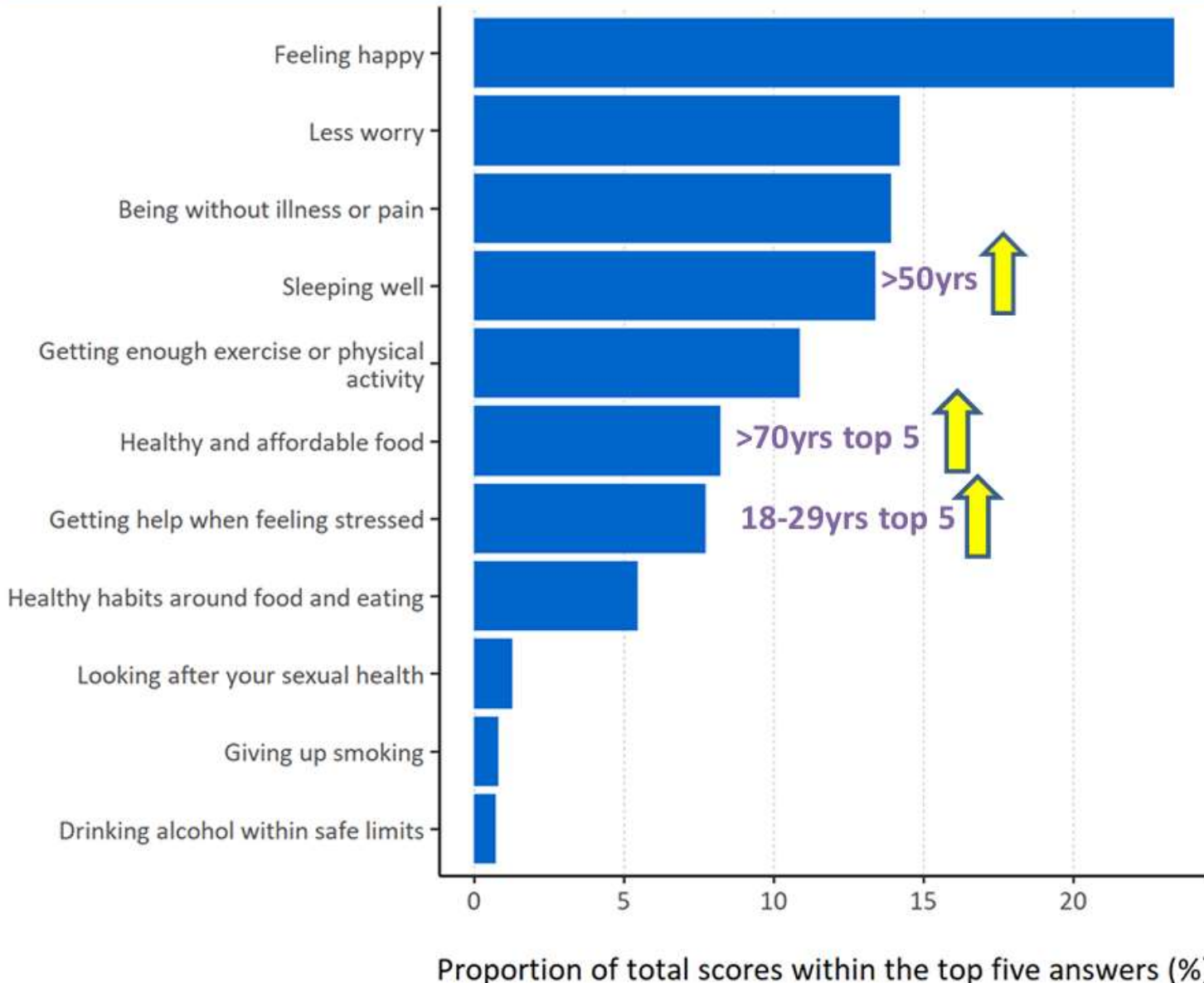
# WHAT DO WE KNOW ABOUT RESIDENT PRIORITIES AND VIEWS ON PHYSICAL ACTIVITY?

---

- Medway Can campaign insights
  - Barriers that were identified by the research were lack of motivation, perceptions of lack of time, competence, and awareness
  - Avoid risk-avoidance messages but focus on the positive wellbeing elements
  - Show and encourage leaders making changes to create positive social norms
  - Focus on the family, particularly children as powerful messengers
  - Take a strength-based approach to messaging - regardless of the audience
- Medway Health and Wellbeing strategy consultation
- Any partner insights that can be shared, particularly low activity groups?

# Adult

## What are the things you would most want for yourself?



**Feeling happy featured at top consistently**

**Ethnicity:** Same top 5

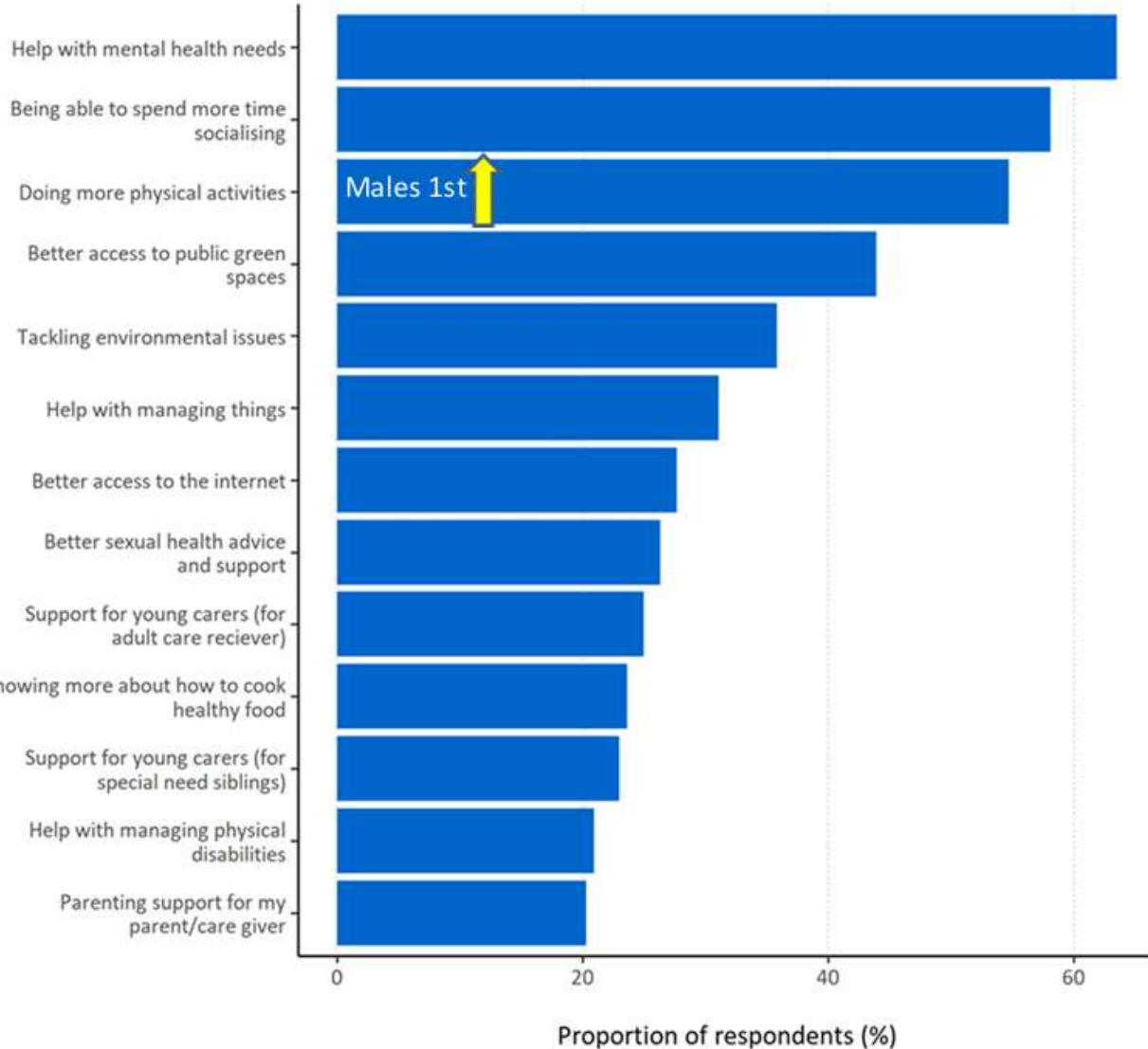
**Gender:**  
Same top 5, with change in prioritisation

**By age:**  
Difference in preferences observed

**Long term health condition:**  
Same top 5 with change in prioritisation

# Children & Young People

## What would help you to improve your health and wellbeing?



Proportion of respondents (%)  
Medway Better Health Survey (Children and Young People) 2023

### Ranked top by demographic category

**Ethnicity:** Mixed responses.  
White British – mental health needs.

**Gender:**

- Female & non-binary - mental health needs
- Physical activity – males

**By age:**

- Same top 5 across both age groups

**Long Term Condition:**

- Same top 5

# ANY QUESTIONS

---

[scott.elliott@medway.gov.uk](mailto:scott.elliott@medway.gov.uk)