

Public Health Annual Report Physical Activity

2022/23

Introduction and vision

Our vision is to reduce health inequalities by helping people live healthier lives. through the availability of a diverse physical activity offer that meets the needs of the whole population of Sutton, maximising the Council's offer within limited resources.

This year I've chosen physical activity as the focus for the Annual Public Health Report. Physical activity remains a key priority for Sutton, particularly in the context of an increasingly overburdened health and care system, a growing cost of living crisis and in the wake of the COVID-19 pandemic. Physical activity is one of the primary ways that we as a Council can support individuals to improve their health and wellbeing and build resilience.

Getting people active is a complex issue which involves a range of partners - from leisure providers, public health, regeneration and housing, parks, highways, health and care, education, the voluntary and community sector and others. Our approach will need to tackle the challenges that already exist in our system - including barriers to access, limited resources and lack of connectivity between different parts of the system. At the same time, we will also work to capitalise on the excellent resources that already exist in the borough, making sure that they're accessible and known to those who need them most. We will forge new partnerships to make this happen, drawing in new skills and assets.

By drawing these pieces of information together, we hope to create a new vision for Sutton, which is specifically designed to meet the needs of our communities and tackle the barriers preventing them from being active. This report prioritises three key themes: active individuals and communities, active places, and active organisations and businesses.

Context

**The benefits of physical activity, Chief Medical Officer
Guidelines and data**

The importance of physical activity in Sutton

Regular physical activity has significant benefits including:



For individuals: physical activity promotes good physical and mental health, and being active can help to prevent a range of long term conditions including some cancers, heart disease, type 2 diabetes and depression. Physical activity is also important for people living with long term conditions. It can help them to manage their illness and maintain their independence. Being active can ease feelings of loneliness and social isolation when people participate in clubs and groups that connect them with their community.



For communities: local clubs and organisations across the borough encourage people, regardless of age, ability or background, to engage in physical activity by being a participant, volunteer, coach or spectator. Busy active places can also make communities feel safer.



For the borough: regular physical activity can deliver cost savings for the local health and care system and increase productivity in the workplace. Also, when more people walk and cycle, rather than using a car, roads become safer and the negative impacts of air pollution on health and the environment are reduced.

“If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat!”



Source: UK Chief Medical Officers, 2019¹

UK Chief Medical Officers' Physical Activity Guidelines¹

To stay healthy, the Chief Medical Officer (CMO) for England recommends that adults (aged 19 and over) do at least 150 minutes of moderate intensity aerobic physical activity each week. For children aged 5 to 18, this increases to at least 60 minutes per day, and for children under the age of 5, it increases again to 180 minutes per day.

The guidelines also show the importance of regular physical activity for positive health outcomes for disabled children and adults, pregnant women and new mothers.

The CMO's guidelines suggest that building strength and improving balance are essential elements of well-rounded fitness for older adults. This aspect of the guidance is often overlooked - but it is important for older people to incorporate these exercises into daily routines to maintain independence and reduce the risk of falls and injury.

In recent years, there have been notable developments in the evidence base for the impact of sedentary time on health, with research suggesting that people who spend longer sitting have increased risk of poor health and worse recovery after treatment.

In general, the more time spent being physically active, the greater the health benefits. However, the gains are especially significant for those currently doing the lowest levels of activity (fewer than 30 minutes per week), as the improvements in health per additional minute of physical activity will be proportionately greater.

Physical activity for early years (birth – 5 years)

Active children are healthy, happy,
school ready and sleep better



Every movement counts



Get Strong. Move More. Break up inactivity

UK Chief Medical Officers' Physical Activity Guidelines, 2019

Source: UK Chief Medical Officers, 2019¹

Physical activity for children and young people (5–18 Years)

 BUILDS CONFIDENCE & SOCIAL SKILLS	 MAINTAINS HEALTHY WEIGHT
 DEVELOPS CO-ORDINATION	 STRENGTHENS MUSCLES & BONES
 IMPROVES CONCENTRATION & LEARNING	 IMPROVES HEALTH & FITNESS
	 IMPROVES SLEEP
	 MAKES YOU FEEL GOOD

Be physically active

Spread activity throughout the day

Aim for an average of at least **60** minutes per day across week

All activities should make you breathe faster & feel warmer

 PLAY	 RUN/WALK	 BIKE	 ACTIVE TRAVEL
 SWIM	 SKATE	 SPORT	 PE
 SKIP	 CLIMB	 WORKOUT	 DANCE

Activities to develop movement skills, and muscle and bone strength **ACROSS WEEK**

Get strong  **Move more**






INACTIVITY

Find ways to help all children and young people accumulate an average of at least 60 minutes physical activity per day across the week

UK Chief Medical Officers' Physical Activity Guidelines, 2019

Source: UK Chief Medical Officers, 2019¹

Physical activity for adults and older adults

 Benefits health	Reduces your chance of	Type II Diabetes -40%
 Improves sleep		Cardiovascular disease -35%
 Maintains healthy weight		Falls, depression etc. -30%
 Manages stress		Joint and back pain -25%
 Improves quality of life		Cancers (colon and breast) -20%

Some is good, more is better

Make a start today: it's never too late

Every minute counts

Be active

at least **150** minutes moderate intensity per week
increased breathing able to talk


OR

at least **75** minutes vigorous intensity per week
breathing fast difficulty talking

Build strength
to keep muscles, bones and joints strong
on at least **2** days a week

Minimise sedentary time
Break up periods of inactivity

Improve balance
For older adults, to reduce the chance of frailty and falls
2 days a week



UK Chief Medical Officers' Physical Activity Guidelines 2019

Source: UK Chief Medical Officers, 2019¹

About Sutton's population

About 209,517 people live in Sutton

Age

- 49,027 (23.4%) people are aged < 18 years
- 128,643 (61.4%) people are aged 18-64 years
- 31,847 (15.2%) people are aged 65+

Male and female

- 108,111 people (51.6%) are female
- 101,406 (48.4%) are male

Ethnicity

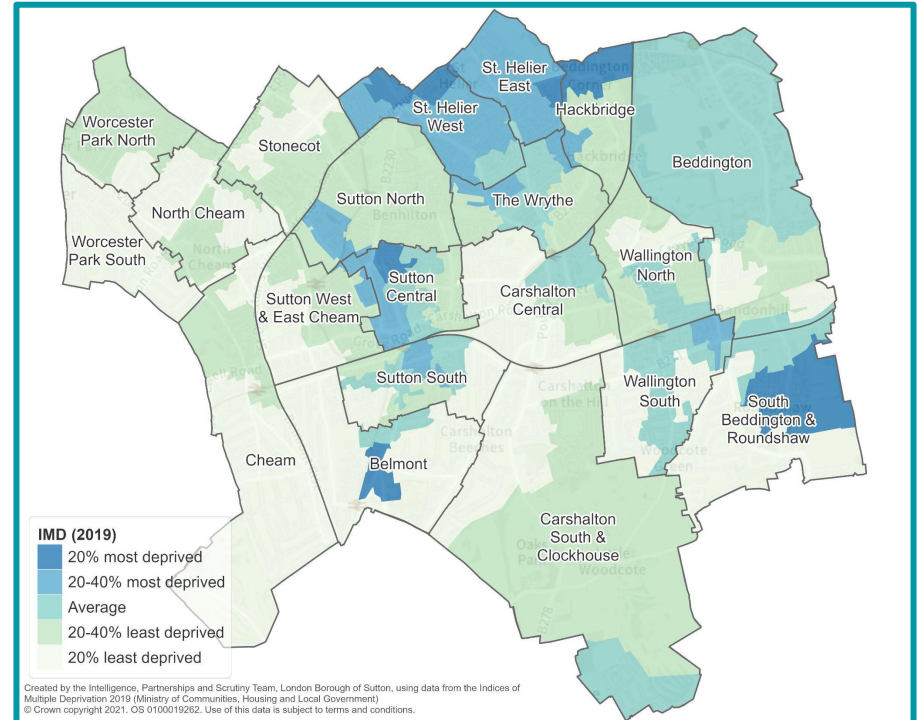
The population is increasingly diverse

- 119,425 (57%) people are white British
- 90,092 (43%) people are from other ethnic groups

Deprivation

- 6% of small areas (7 out of 121) in Sutton are in the 20% most deprived areas in the country.
- 35% of small areas (42 out of 121) are in the 20% least deprived areas in England.

Deprivation by neighbourhood in Sutton (IMD 2019)



Sutton headline statistics for sport and physical activity (Children aged 5-16 years)

CHILDHOOD OBESITY

Starting school (reception)

16.1%
of children aged 4-5 years are overweight or obese in Sutton

Compared to

22.3%
of children aged 4-5 years are overweight or obese in England

Leaving school (Year 6)

36.3%
of children aged 10-11 years are overweight or obese in Sutton

Compared to

37.8%
of children aged 10-11 years are overweight or obese in England

NHS Digital, National Child Measurement Programme 2021-22⁴

The percentage of children in Sutton that are meeting the CMOs recommendations of 30 minutes of their daily physical activity through the school day and 30 minutes outside of school.

(Active Lives Survey CYP 4, 2020/21)⁵



SPORTS AND PHYSICAL ACTIVITY LEVELS

At school

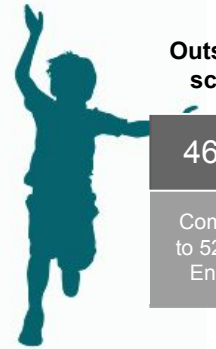
44.4%

Compared to 42.6% in England

Outside of school

46.0%

Compared to 52.0% in England



SCREEN TIME

In Sutton the amount of time children and young people spend viewing screens (TVs, DVDs, computer, smart phone, tablet etc.) ranges from less than an hour to 7-8 hours a day. The most frequent response was 3-4 hours a day for both boys (35%) and girls (33%).



Sutton Healthwatch survey 2019)⁶

43.7%
13,900

children and young people in Sutton are meeting the CMO recommendations of doing an average of 60 minutes activity every day

Similar to England (44.6%)

36.9%
11,800

children and young people in Sutton are less active and doing an average of less than 30 minutes of activity every day

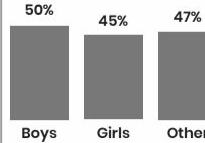
compared to 32.4% in England

(Active Lives Survey CYP 4, 2020/21)⁵

INEQUALITIES IN PARTICIPATION - LESS ACTIVE EVERY DAY

Gender

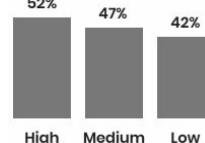
Boys are more likely to be active than girls



(Statistics for England, Active Lives Survey CYP 5, 2021/22)⁷

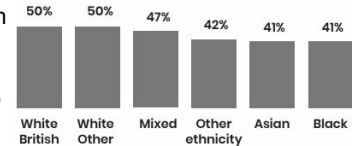
Family Affluence

Those from less affluent families are less likely to be active



Ethnicity

Black children and young people are least likely to be active



Disability

Activity levels amongst children and young people with a disability or long-term health condition are the same as for those without.

Summary statistics for sport and physical activity in Sutton (Adults)

61.0% of adults in Sutton are **active** = **96,653** people (aged 19+)

Worse compared to England (65.9%)⁸ but similar to the London average (65.2%)⁸

28.6% of adults in Sutton are **inactive** = **45,316** people (aged 19+)

Worse compared to England (23.4%)⁸ and worse compared to London (65.2%)⁸ (see appendix for CIPFA neighbours)

24.1% of adults in Sutton aged 18+ are **obese**

similar to England (25.3%) but worse than London (19.5%)⁹

1 in 3 people registered with a Sutton GP **have 1 or more long term conditions**²



18.2% of people in Sutton **walk for work** at least 3 days a week compared to 15.1% in England⁸



1.7% of people in Sutton **cycle for work** at least 3 days a week compared to 2.3% in England⁸

1 in 6 deaths in the UK are associated with **physical inactivity**¹⁰

1 in 6 people will experience a mental health problem this year **26,393 Sutton residents**^{2,11}



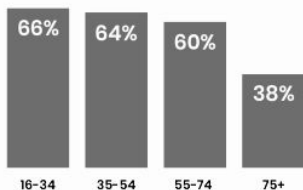
Every year, nearly **1,000** Sutton residents aged 65 and over have an emergency hospital admission because of a fall¹²

1,502 People, aged 65 years and over, registered with a Sutton GP, are estimated to have diagnosis of dementia¹³

INEQUALITIES IN PARTICIPATION (Data for England, Active Lives Adult Survey 2020/21)¹⁴

Age and gender

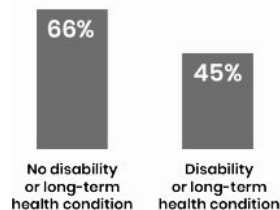
Women are generally less active than men. For both groups, activity levels tend to decrease with age, with the sharpest decrease coming at age 75+.



Disability and LTCs

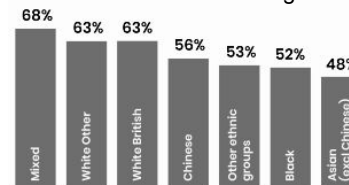
Activity levels amongst disabled people or those with a long-term health condition (45%) are lower than those without (66%). Unpaid carers are also less likely to be active.

Carers UK (2021)¹⁵



Ethnicity

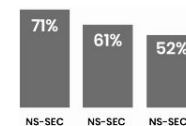
There are differences in activity levels based on ethnic background.



Active Lives Adult Survey 2020/21¹⁴

Socio-economic groups

Those in routine jobs, who are long-term unemployed or never worked are the least likely to be active (52%).



Active Lives Adult Survey 2020/21¹⁴

Strategy overview

The 3 key priorities

Overview of priorities

The Annual Public Health Report covers three key priorities:

- Active People and Communities,
- Active Places,
- Active Organisations and Businesses.

These reflect the areas that we believe should be prioritised to reduce levels of physical inactivity and increase levels of physical activity in the borough. The following sections of this report consider each priority in more detail and set out our commitments to promote healthy active lives in Sutton.

1. Active People and Communities	2. Active Places	3. Active Organisations and Businesses
Everyone can be supported to lead healthy active lives- to start well, live well and age well.	Streets, housing, open spaces and sports facilities have a role to play in helping people to lead active lives. This priority includes opportunities to improve access to community facilities and spaces, and ensuring that new developments maximise opportunities to promote physical activity.	This priority considers the role that organisations such as Local Authority, the NHS, schools, health and care providers, voluntary and community sector, Housing Associations and businesses play in encouraging people to be active.

Priority 1

Active People and Communities

Priority 1: Active People and Communities

Sutton's population is changing and we want to make sure that the opportunities to be active, and participate in sport, reflect the needs of individuals and local communities, and that these opportunities remain relevant across the lifecourse.

The information in this section highlights some of the challenges that can make it harder for people to be physically active. While it is important to appreciate that our individual identities are a complex mix of characteristics (and nobody is defined solely by their gender, ethnicity, or income), for too long there have been clear patterns in the characteristics of people who feel less able to be active.

This section also celebrates some of the great work happening in the borough that is led by residents who use their skills and knowledge to create social networks and community groups that are inspiring and supporting others to lead healthy active lives.



Priority 1: What are the challenges?

Physical inactivity is a significant health risk that can increase the chance of developing a life limiting illness, diabetes, heart disease and cancer. Physical inactivity is a particular risk for some groups in our community.

- **Nationally and locally, the proportion of school aged children seeking help for mental health problems has increased².** Evidence suggests that prolonged screen time and insufficient physical activity are increasing the risk of poor mental wellbeing amongst this age group. It is increasingly important that families, and anybody working with children and young people, understand the importance of promoting physical activity and equipping children and young people with strategies for decreasing screen time¹⁶.
- **Many adults are spending more time working from home** because advances in IT have made it possible to work remotely. This work pattern, which was accelerated by the pandemic, can reduce opportunities to build physical activity into daily routines and increase levels of inactivity. Recent estimates suggest that many adults can spend up to 9 hours a day sitting (watching television, using a computer, reading or travelling by car, bus or train). There are 133,934 working age adults in Sutton². Supporting them to be more physically active has positive benefits for individuals and employers by improving health and wellbeing, boosting productivity and reducing absenteeism¹⁷.

Let's play football!



Drawn by a pupil from Wood Field Primary, Sutton

Priority 1: What are the challenges?

- **Women and girls tend to be less active than boys and men** and these inequalities emerge early in life¹⁸. Research suggests that a mixture of practical and emotional pressures can stop women from being as active as they'd like. Encouraging more women in Sutton to be physically active, by understanding more about the challenges they face, would have benefits that go beyond improving individual health and wellbeing because women have strong influencing roles within their families. Campaigns like 'This Girl Can', are great opportunities to promote activity to women and girls and show how fear of judgement, time, money and energy are all barriers that can be overcome.
- **Socioeconomic differences can have a significant impact on the take-up of sport and physical activity** and people from more affluent circumstances tend to be more active than those from more disadvantaged communities^{7,20}. Although the reasons for this are difficult to define, time and costs are common challenges for those living on a low income. In addition, this trend is reflected in other lifestyle behaviours too - for example in Sutton there are socioeconomic differences in the prevalence of smoking and the risk of childhood obesity².
- **The Active Lives Survey (2020-2021) suggested that in England, people of Black and Asian ethnicity were least likely to be physically active**^{7,20,21}. Locally, more information and insights are needed to help to understand how cultural perceptions and expectations might impact upon people's activity levels.



Nationally, 2.8 million women aged 14-40 were more active (e.g. tried a new type of exercise, or spent more time exercising) as a result of seeing the 'This Girl Can' campaign^{18,19}.

Priority 1: What are the challenges?

- **Sutton's population is ageing and one of the consequences of longer lives is that people are more likely to develop long-term conditions, particularly if they have less healthy lifestyles.** Recent estimates suggest that about 62% of adults aged 75+ are not meeting the CMO's guidelines for physical activity, equivalent to 9,317 Sutton residents^{2,20}. Barriers to physical activity are not always directly connected to age, physical ability and caring responsibilities, social attitudes and cost can be factors too. Evidence suggests that older people are more likely to keep active through structured group activities than exercising on their own at home. The social aspect of exercise and activity are particularly important.
- **The pandemic and cost of living crisis have impacted mental health and wellbeing²³.** Physical activity can help people to maintain positive mental health, either alone, or in combination with other treatments²³. However, feeling low or unwell can make it more difficult for people to be physically active. In England, it is estimated that 1 in 6 adults experience a common mental health problem (like anxiety and depression) in any given week, equivalent to 26,393 Sutton residents^{2,11}.
- The Census 2021, identified that there were approximately [15,999 unpaid carers](#) (aged five years and over) in Sutton². **Research regularly highlights the impact that caring can have on the physical and mental health of carers.** A recent report from Carers UK (2021), found that unpaid carers (aged over 55 years) are less likely to take part in physical activity, than those without a caring role. The barriers to activity include a lack of time, not being motivated, costs and not having anybody to go with¹⁵.



The Sutton Health and Care Plan priorities (including population health management and social prescribing) and the Sutton Mental Health Strategy priorities are both opportunities to tackle inequalities and increase levels of physical activity.



Priority 1: Community Clubs and Groups

Sutton has lots of community sports clubs including football, athletics, rugby, tennis, cricket, baseball, softball, basketball, judo, swimming, running, triathlon, boxing, martial arts, cheerleading, cycling, Gaelic football and badminton. These all play an important role in helping people to be physically active but often it is the social side of the club that helps keep members engaged.

Many clubs are run by local volunteers who deliver the sport and manage all aspects of club administration from planning fixtures, to finances, grounds maintenance, safeguarding and social events.

Over time, the diversity of team sports in Sutton has increased with more womens teams and teams for people with disabilities being set up by organisations like the Sutton United Foundation. However, diversity in sport remains an area for growth and a priority for National Governing Bodies.

The next slides include examples of other local clubs and groups that are supporting residents to be active and meet others.



Sutton United Foundation has received external funding to provide:

- football opportunities for 40 adults with a disability
- football for women and girls.

They have set up four disability teams and run a girls development centre with teams for under 8s to under 16s. They have a ladies development team and a ladies first team.



Several initiatives to improve physical activity have demonstrated real benefits. This includes a programme delivered in football clubs for overweight men using peer support, coaching and goal-setting to achieve diet and activity changes, with participants staying active over time²⁴.

Priority 1: Community Clubs and Groups

In Sutton, the assets that exist within our communities, such as skills and knowledge, social networks, local groups and community organisations, are all building blocks for good health. We know that many people in the borough contribute to community life through volunteering and community leadership, helping others to lead healthy active lives.

Nonsuch parkrun: every Saturday, 40-50 local parkrun volunteers gather in Nonsuch Park to organise a 5-kilometre parkrun event for more than 600 runners and walkers. Nonsuch parkrun is consistently amongst the top five most popular parkruns in the country.



Nonsuch 5k Your Way is a support group with a difference, that encourages those living with and after cancer to walk, jog, run, cheer or volunteer at Nonsuch parkrun. The group is run by a team of local volunteer Ambassadors, who all know the physical and psychological benefits of keeping active during and after cancer treatment.

Nonsuch 5k Your Way meets on the last Saturday of every month, near the start of Nonsuch parkrun and afterwards for coffee, cake and a natter! The group supports and empowers those affected by cancer to live an active life despite their diagnosis. Nonsuch is part of a growing network of 5k Your Way support groups (www.5kyourway.org) established by Move charity.



8-12 people meet regularly to take part in Nonsuch 5k Your Way

Priority 1: Community Clubs and Groups

Sutton Befrienders, part of the Volunteer Centre Sutton, coordinate a programme of sociable walking groups which help people in the community to get active and enjoy the benefits of walking.

There are three weekly walks which take place in Beddington Park, The Grove and Nonsuch Park, led by six volunteer walk leaders. A special monthly walk takes place on the last Saturday of each month, where the walkers choose a new location to visit, such as: the Southbank, London Bridge, Wimbledon Common and the Horniman Museum.

Each week, across the three regular walks, more than 80 older people and people with disabilities attend and exercise together. Many of the walkers have been attending since the walks began in January 2018. The programme has enabled them to form a support network and real friendships which exist outside of the walks.



Evidence has shown that older people are more likely to keep active through structured group activities than exercising on their own at home. The social aspect of exercise and activity are particularly important. Successful approaches include walking programmes tailored to older people showing sustained increases in a large trial²⁴.

Priority 1 - Active People: what we'll do

We need to continue to increase and promote opportunities for our residents to become more active, especially those who are less likely to take part in physical activity due to their personal circumstances. To reduce health inequalities and help people live healthier, active lives we will:

1. Promote the benefits of physical activity using national campaigns (e.g. 'This Girl Can') and apps (e.g. Couch to 5k) which are popular with women and girls.
2. Commission a survey to find out why so many Sutton residents are inactive and improve our understanding of the key issues and barriers to participation.
3. Provide one-off seed funding (total £100k) to community groups to develop activities that increase physical activity levels amongst inactive residents.
4. Work with local sports clubs and National Governing Bodies (NGBs) to explore opportunities and funding to increase membership and participation in sport by less active residents.
5. Commission a Sport England Playing Pitch Strategy and a Facilities Strategy for Sutton to help grass root clubs and organisations bid for external investment to improve their facilities.
6. Encourage community groups and sports clubs to promote local activities on the [Sutton Information Hub](#).
7. Celebrate residents who have raised the profile of physical activity, through their sporting achievements or their commitment to a club or community group, by establishing a new award as part of the Sutton Community Awards.

Priority 2

Active Places

Priority 2: Active Places

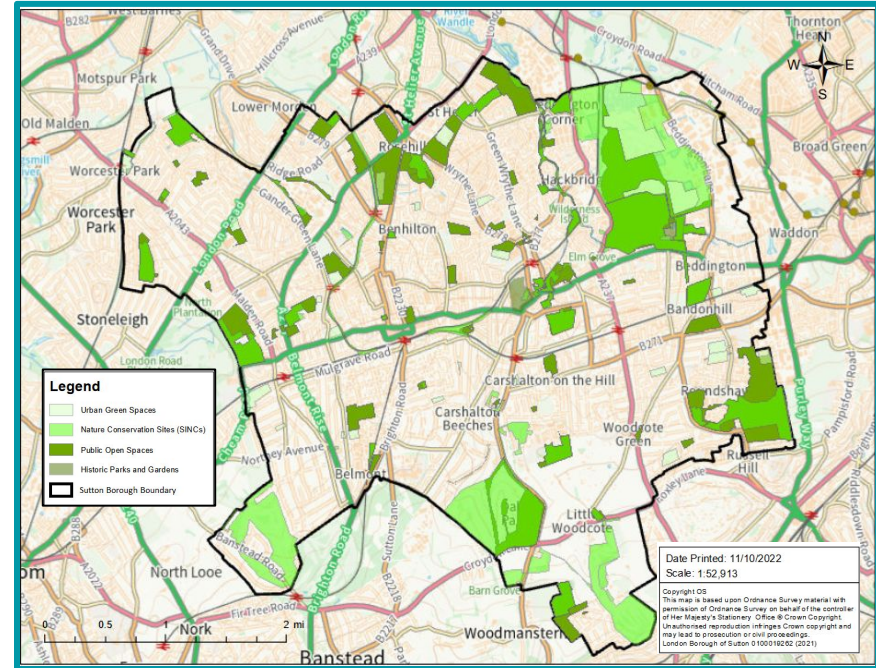
Sutton has a wealth of places where people can be active and incorporate physical activity into their daily lives. These include parks, green spaces, allotments, sports facilities and the natural and built environment.

Residents living in the borough can enjoy more than 464 hectares of parks and open space, (including formal parks, wildlife areas, lakes and waterways) and many do, with almost 90% of Sutton residents saying that they visit parks each year, and 51% of families saying they go to local playgrounds with their children²⁵.

24 hour gyms have entered the leisure market in Sutton and the use of green spaces has been revolutionised by events like parkrun. Health apps, digital fitness programmes and gamification (e.g. [Geocaching](#)) have also helped to broaden the appeal of outdoor activities.

However, with increasingly constrained resources there are challenges. This section explores these issues and showcases some of local assets that are encouraging more people to play sport and be physically active in Sutton.

Map to show parks and open spaces in Sutton



Priority 2: What are the challenges?

- **Limited resources:** with increasingly limited resources, and some aging leisure facilities we need to ensure that we make best use of the great spaces and places that we have in Sutton to increase levels of physical activity. This could mean finding new opportunities to collaborate with partners like schools, businesses and health, which may have convenient facilities at the centre of communities, or can help improve access to existing spaces to ensure that they remain well used and sustainable.
- **Sutton has the highest number of potential trips by foot or bike of any London borough.** However, a range of factors including high levels of car ownership mean that more Sutton residents choose to use their car for short trips (under 3 km) than anywhere else in London²⁶. With exciting plans in place to regenerate parts of the borough, including Sutton's town centre, we need to ensure that planning and design work prioritises tackling inequalities and physical activity for all. This includes the built environment and transport infrastructure so that more journeys can be made by walking and cycling.
- **Sutton is a relatively affluent borough but there are pockets of deprivation.** Locally, seven out of 121 (6%) lower super output areas (LSOAs) are in the 20% most deprived areas in the country. These small areas are found in: Belmont, Hackbridge, South Beddington & Roundshaw, St Helier East, St Helier West and Sutton Central². Understanding barriers to physical activity in these communities should be a priority for partners.
- **Parks and open spaces provide great opportunities for residents to be active and improve their mental health and wellbeing.** However, a recent survey (2022) by the Sutton Parent Carer Forum highlighted a need for more accessible playground equipment for children and young people with disabilities²⁷.

Sutton schools have a range of great facilities, some these are open to the public



Priority 2: Active Places



A pump track is a circuit of rollers, banked turns and features that is ridden by 'pumping' instead of pedaling.

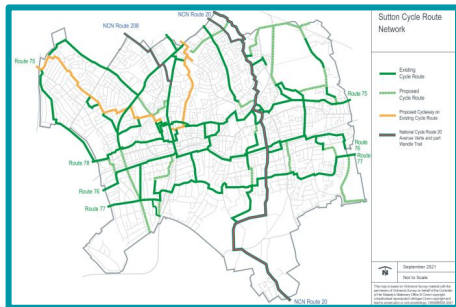


New investment is providing opportunities for residents living in less affluent parts of Sutton to be physically active:

- **A new pump track at Rosehill Park West**, will open early in 2023. It will create a space in the park where young people can have fun and ride their bikes safe from traffic.
- **The skatepark at St Helier Open Space** has just been refurbished meaning that young people can continue to enjoy this popular asset.
- **The Places to Ride scheme** (part funded by British Cycling) is providing equipment and resources to increase participation.

Parks and playgrounds: Sutton's parks provide opportunities for social interaction, relaxation and contact with nature, and a range of amenities that cater for different interests including outdoor gyms, roll and ramp parks and football and rugby pitches. [7 local parks have won prestigious green flag awards](#) which recognises well managed parks and the hard work of managers, staff and volunteers. Sutton has more than 30 playgrounds, with a range of play equipment for children of different ages and abilities to enjoy.

Active travel: Research suggests that our neighbourhoods and transport links can affect how active we are. Paths connecting areas can increase active travel by walking and cycling. Sutton has an [extensive network of signed cycle routes](#) following quieter roads and traffic-free paths through parks and along the river [Wandle](#). There are plans to develop the cycle network, by joining up more of the existing network.



Priority 2: Active places



Sutton has a wide range of leisure facilities including budget gyms, private leisure centres and four Council run leisure centres. This gives residents the opportunity to choose a local service that's right for them.



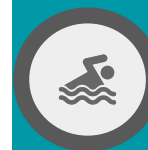
The Council's four leisure centres: **Cheam Leisure Centre, David Weir Leisure Centre, Phoenix Leisure Centre and Westcroft Leisure Centre** offer a range of facilities including swimming pools, sports halls, fitness studios and gyms and an athletics track. The centres are used regularly by local schools for swimming lessons (a statutory element of the national curriculum for physical education in England), Sutton sports clubs and voluntary and community groups. They:



- have over 9,000 members, (similar to pre-pandemic levels)
- have gyms that are [Inclusive Fitness Initiative \(IFI\) accredited](#) and a range of gym equipment that can be used by disabled and non-disabled people. (Three of these sites also have accessible changing facilities)
- offer over 5,000 concessionary memberships to people on low income, adults aged 60+, people with a disability, and 135 free memberships to looked after children and their carers
- offer junior rates for under 16s and free swimming for under 5s



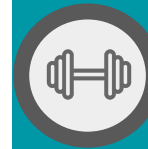
Monthly attendance at Council leisure centres



Swim scheme
= 3,500
attendances
>60s free swim
= 400
attendances



Group exercise
= 10,000
attendances

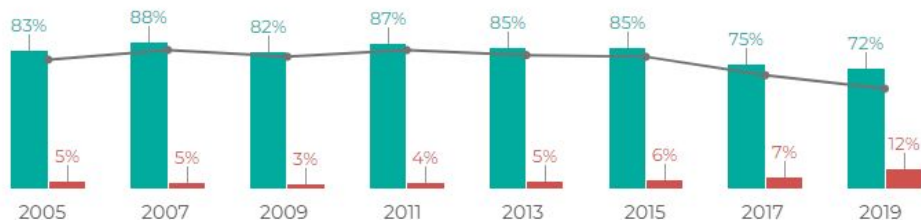


Gym
= 18,000
attendances

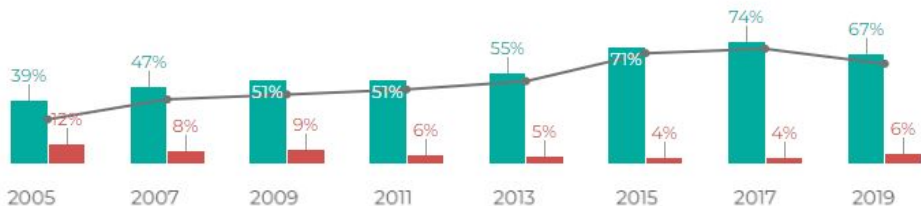
Priority 2: what residents have told us

Responses from Sutton Council's Resident Surveys showing satisfaction with services over time

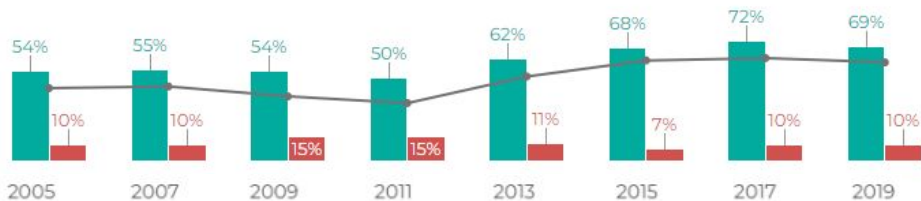
Parks and open spaces



Playgrounds



Sports and swimming facilities



■ Satisfied
— Net satisfied
■ Dissatisfied

Source: [Sutton Data](#)

In 2019, the proportion of residents who responded to the Resident Survey to say that they, or other members of their household, used or benefited from:

- parks and open spaces was 90%
- playgrounds was 51%
- sports and swimming facilities was 67%

Source: [Sutton Data](#)²⁵

Priority 2: A summary of active places in Sutton

Facility Type	Commercial	Community Organisation	Education	Local Authority	Others	Sports Club	Grand Total
Artificial Grass Pitch	6		7	2			15
Athletics			1	2			3
Golf	1			3		3	7
Grass Pitches	6		36	27	1	13	83
Health and Fitness Gym	10		13	4		1	28
Indoor Bowls						1	1
Indoor Tennis Centre	2						2
Outdoor Tennis Courts	4		2	11		17	34
Sports Hall		5	32	8	1		46
Squash Courts	2			1	1	3	7
Studio	9		11	4		1	25
Swimming Pool	4		5	3			12
Grand Total	44	5	107	65	3	39	263

Priority 2 - Active Places: Our commitments

We need to continue to increase and promote opportunities for all residents to be more active, reduce health inequalities and help people live healthier, active lives we commit to:

1. Commission a Sutton Playing Pitch Strategy and Facility Strategy to better understand the condition of the borough's pitches and facilities and determine how effectively these assets meet current and future needs.
2. Explore opportunities to work with schools and others to increase access to local facilities, particularly for those who are less active.
3. Improve opportunities for more young people with disabilities to be physically active in local playgrounds.
4. Work with local communities to increase activation of St Helier Open Space and Roundshaw Open Space.
5. Explore the opportunities for co-locating health and leisure provision.



Priority 3

Active Organisations and Businesses

Priority 3: Active Organisations and Businesses

Organisations and businesses in Sutton have a role to play in tackling inequalities in physical activity and supporting residents to lead healthy active lives.

Many organisations in Sutton are large employers and most are well placed to have a wider influence in their local community. Some organisations, like schools, have specific funding to promote physical activity while the Council's role includes the management of parks and open spaces, commissioning leisure centres and promoting active travel.

The NHS is another 'anchor organisation' with a key role to play. Investment in CORE20, population health management and new roles, like health coaches and social prescribers, are all evidence of the organisation's commitment to promote healthy active lifestyles, reduce health inequalities and address pressure on health and care services.

This section includes examples from some of these organisations. It also covers the importance of better connecting the different elements of our strategy - the people, places and organisations - so that residents can take advantage of the wealth of assets available in Sutton.



Priority 3: What are the challenges?

- **Strategic commitment and leadership:** with so many partners having a role to play in increasing physical activity levels in Sutton, it will be crucial to have strong strategic commitment, leadership and partnership working to achieve it.
- **Making effective links between the priorities described in this document (people, places, organisations) will help to tackle inequalities and increase physical activity levels in Sutton:** Achieving this will involve staff training, making every contact count (MECC), social prescribing, GP referral schemes, health coaches, physical activity champions, effective health check programmes, population health management approaches (including data searches to prioritise individuals at risk) and planned communications (including websites, social media and newsletters).
- **Children often spend a lot of time sat down - or in front of a screen - at school:** Although schools offer great opportunities to increase physical activity, they are also places where children are often encouraged to sit for long periods of time. In Sutton, just 43.7% of children achieve the Government's recommendation of being active for 60 minutes every day⁵. Increasing physical activity during the school day can include encouraging children to be more active travelling to school, in the classroom, during breaks, and outside school.
- **Physical activity needs to be embedded into health and care pathways:** In Sutton there are **25,918** people living with one or more long term health conditions (LTC)². LTCs can impact on every aspect of people's lives making work, relationships, hobbies and family life difficult. Greater opportunities for physical activity could help people manage their symptoms - so we need to make sure that such opportunities are easily and obviously available both through healthcare and through the wider community.
- **Workplaces:** many adults who work in desk jobs could benefit from increasing their levels of physical in paid work time, however more employers and employees will need to alter their workplace culture for the changes required to become commonplace.

Priority 3: Active organisations and businesses

The time that children and young people spend in education has the potential to shape lifelong behaviours and establish healthy habits. In Sutton, we want all children and young people to have the opportunity to enjoy activity in a way that supports their education, their social, emotional and physical development and their health.

The Daily Mile™: The Daily Mile™ is a simple and free initiative for schools and nurseries. Children run or jog at their own pace, for just 15 minutes every day. Research suggests that The Daily Mile™ has benefits for children's physical and mental health and for learning. The [iMprOVE study](#), led by Imperial College, aims to add to the existing evidence base.

In Sutton, children at Wallington Primary Academy enjoy taking part in the Daily Mile™. To encourage more primary schools to participate, a joint initiative between Public Health and the Children's Mental Health Group, will launch in 2023. This will include a Daily Mile inspired art competition.

STARS – Sustainable Travel: Active, Responsible, Safe: the Transport for London (TfL) STARS programme, promotes safe, active, responsible and sustainable travel to schools, nurseries and colleges. [Schools with Silver and Gold STARS accreditation](#) typically see a 6% -12% reduction in the number of trips made to school by car. In Sutton 25 schools have registered with the STARS scheme of which: 8 settings are rated gold, 4 silver, 7 bronze and 6 are working towards accreditation.



Cadets

Sutton also has a range of Cadets operating within the borough including:

- Police cadets
- St Johns
- Sea cadets
- Army cadets
- Air training corp

This QR code has a link to a short film about the sea cadets²⁴.



In 2021, the University of Northampton published an [independent report into the social impact of the cadet forces](#). The report, commissioned by the Ministry of Defence, found a particularly strong positive effect for cadets that suffer economic and other disadvantages. For these young people, the report suggested that being a cadet could be a key factor in enabling them to achieve positive life outcomes²⁹.

The study found that benefits from being a cadet included:

- better mental and physical wellbeing
- improved school attendance and educational outcomes
- reduced vulnerability—for example, to bullying and criminal or extremist organisations
- increased social mobility
- enhanced employability

Considering wider benefits, the study said that cadet forces can promote inclusive community links across ethnic, religious and socio-economic dimensions.

Priority 3: Health and Care

Social prescribing: Sutton Primary Care Networks employ social prescribing link workers. These are new roles which prioritise taking time to understand 'what matters' to people and referring them to non medical sources of support to improve their health and wellbeing. This can include community-based physical activity and exercise opportunities.

Health and Wellbeing Coaches: each Primary Care Network in Sutton has recruited a health and wellbeing coach. These new roles can be an effective intervention for people experiencing a range of long term conditions and stress or low mood. They support people with weight management, diet, increasing activity levels and connect them to local sources of support.

Evaluation will be an important way to learn how these new roles are helping to increase physical activity levels in Sutton.



Research suggests that one in four people would be more active if they were advised to be by a healthcare professional³⁰.

In Sutton, a GP Referral scheme, delivered by Everyone Active, helps people with a range of conditions to be more active. The 12 week course is led by a Level 4 gym instructor, who has advanced training to work with people with certain health conditions. The scheme is popular and approximately 20 people attend each week. The scheme has a good record of helping people to transition to self-management with over 300 participants becoming leisure centre members. But there are issues too. Some GPs are not aware of the service and others think the referral process is difficult to use.



What are other areas doing?

In Buckinghamshire, the Public Health team, NHS Place team and Healthcare Trust (oncology, falls and cardiac health teams) have created a Health Instructors Network to improve opportunities for people with long-term conditions to be active. The network, which has 20 instructors, runs regular events to connect members and promote referrals from health and care pathways to programmes led by Level 4 gym instructors. There are also training bursaries to support instructors who want to achieve Level 4 cancer rehabilitation, cardiac rehabilitation or falls prevention qualifications.

Priority 3: Health and Care

New care pathways are being developed in Sutton to support individuals to transition from hospital outpatient appointments to supported self-management in local leisure centres



Good Boost supports people to manage a range of musculoskeletal conditions, through individually-tailored exercises delivered on tablets in community venues.

In Sutton the programme is delivered at two leisure centres (David Weir and Westcroft) and is a partnership between the Physiotherapy Department at St Helier Hospital, Sutton Council, Everyone Active and Good Boost.

The rehabilitation programmes, which are delivered on land and in water, are designed to be beneficial and fun for people with a wide range of musculoskeletal conditions. Participants have their first four sessions funded by the NHS in the leisure centre delivered by an NHS physiotherapist. Attendees can then continue into self-funded sessions led by Everyone Active staff.

The key benefit of the physio led sessions is that people see a friendly, familiar face and can gain the confidence they need to transition seamlessly from having their care provided in hospital, by the physiotherapy team, to a self-managed approach delivered by staff at the leisure centre.

For more information about Good Boost watch this film!



Priority 3: Active organisations and businesses

From advocacy, to signposting and delivery, Sutton's thriving voluntary sector plays an important role in supporting local residents to be physically active.

The Sutton Sports Inclusion Group, which was founded more than 5 years ago, brings together local charities, sports providers, council teams and others with an interest in promoting the involvement of disabled people in physical activity and sport. The group, which is coordinated by **Sutton Mencap**, has two key priorities:

- sharing information on sports and physical activities for disabled people
- identifying and overcoming barriers to participation

Over time, the group has identified opportunities to increase the number of inclusive classes and sessions that run in Sutton, including at the [Council's leisure centres](#).

EcoLocal runs inclusive cycling sessions at David Weir Leisure Centre for anybody who wants to develop their cycling skills with the help of friendly instructors. The sessions are ideal for those who: are new to cycling, have a disability, are nervous about cycling on public roads or just out of practice and need a refresher. Each session has on average 44 people attending.

Age UK Sutton offers a range of opportunities for people to make new friends, learn new skills, and increase their fitness. Local activities include: nordic walking and social walking groups. These sociable, low cost sessions can help improve flexibility, posture, balance and strength.



EcoLocal



Age UK Sutton

Priority 3: Active Communities - business

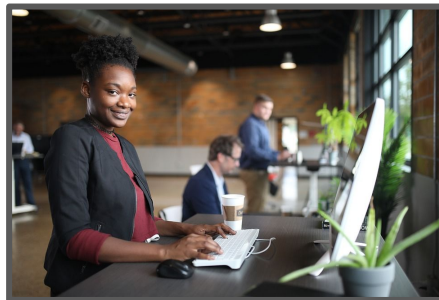
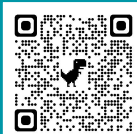
The workplace can be a key setting for improving people's health and wellbeing. Many common diseases are directly linked to lifestyle factors, but these are generally not the conditions that keep people out of work. Common mental health problems and musculoskeletal disorders are the major causes of sickness absence and worklessness due to ill-health.

To encourage staff to be more active Sutton Council has:

- developed a Wellbeing Plan and uses events like Wellbeing Wednesday to promote physical activity.
- introduced some standing desks
- a subsidised gym membership offered by our local leisure provider. 149 Council staff currently take advantage of this offer.



This QR code includes a link to an innovative campaign to promote healthy lifestyles and physical activity to staff working for a large pharmaceutical company.



Research suggests that while workplaces and many urban areas may not be suitable for vigorous physical activity, it may be relatively straightforward to replace sedentary behaviours such as sitting with standing or light activity. For example, many people could benefit if buildings were designed to encourage movement, people were encouraged to stand on public transport, and standing desks were available in offices. These changes would make few demands on individuals and could shift population activity patterns from being sedentary. This may bring its own health benefits, and may make any later transition to moderate or vigorous physical activity more likely to be successful^{17,24}.

Priority 3 - Active Organisations and Businesses: Our commitments

We need to continue to increase and promote opportunities for our residents to become more active, especially those who are less likely to take part in physical activity. To reduce health inequalities and help people live healthier, active lives we commit to:

1. Integrate physical activity within the Sutton Health and Care Plan priorities to reduce inequalities by:
 - a. Maximising social prescribing opportunities
 - b. Making clear links to physical activity from health and care pathways and reviewing the GP referral scheme
 - c. Establishing a Sutton physical activity network
 - d. Encouraging community development (see priority 1)
2. Connect local work around physical activity, mental health and obesity to engage organisations in a shared vision for reducing inequalities and improving health and wellbeing.
3. Continue work in partnership with primary schools to promote the Daily Mile and TfL Stars programme
4. Promote the benefits of an active workforce to local businesses

What works elsewhere?

Case studies

Amsterdam

Increasing levels of physical activity and reducing levels of physical inactivity requires commitment from a wide range of partners. In 2013, Amsterdam adopted a whole systems approach prioritising 3 important issues: healthy eating, physical activity and a good night's sleep³¹.

The 'Jump in' programme was set up to increase physical activity and participation in sports. Subsequently it was expanded to focus on healthy diets. Over half of primary schools in Amsterdam participate and there are eight requirements to take part:

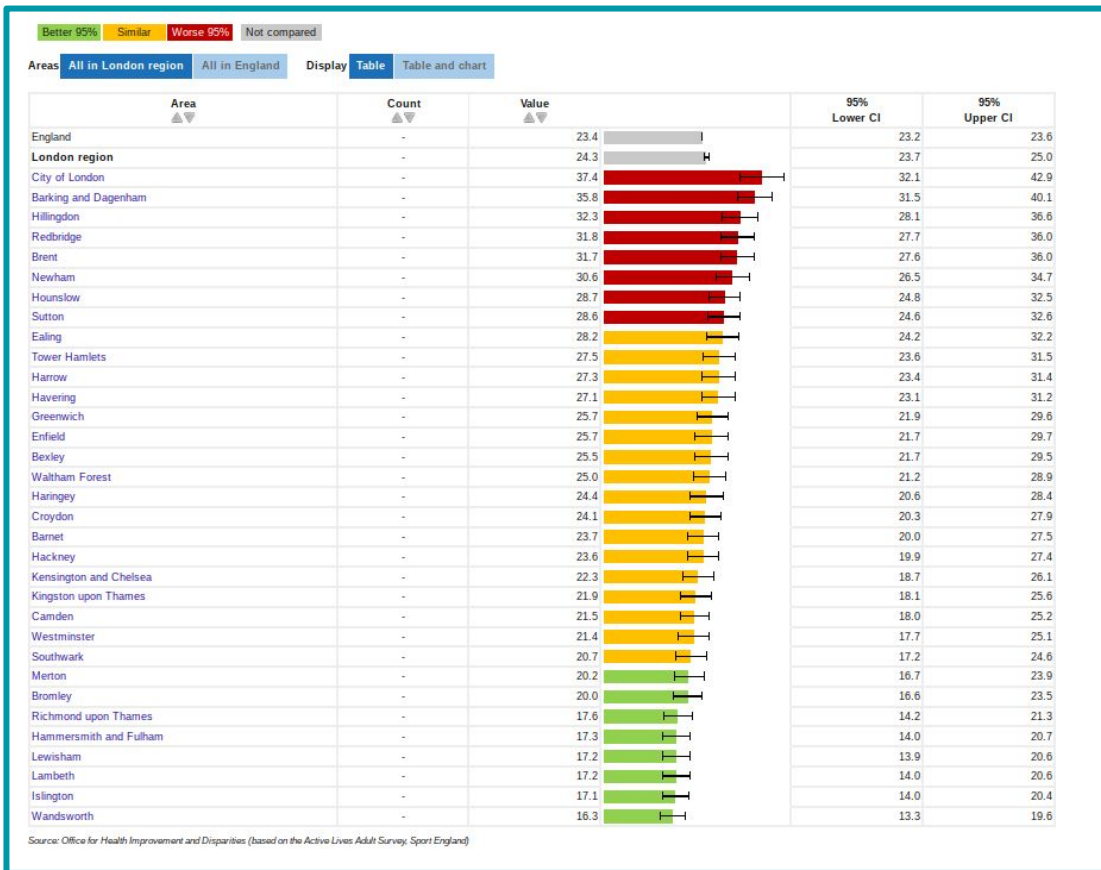
1. Health is a permanent priority.
2. Children learn about healthy eating and drinking in the class.
3. Birthday treats are healthy (when celebrating birthdays, Jump-In schools ask pupils to bring healthy treats instead of sharing sweets, chocolates or cake with the class. They have developed booklets for parents with ideas for these healthy treats.)
4. Children are only allowed fruit as their morning break snack and lunchtime sandwiches must be healthy. Only water or milk can be drunk at Jump-In schools.
5. Information about healthy lifestyle is shared with parents during meetings organised by Jump-In schools.
6. Jump-In schools have extra physical education classes given by trained teachers paying extra attention to children's motor skills and development.
7. Children are encouraged to be active when playing outside.
8. Jump-In schools offer an extra appointment to measure height and weight in addition to the two regular ones. If something unusual is discovered, more appointments follow.



Learn more about this programme by using the link in this QR code.

Appendix

Physical Activity levels based on Sutton's CIPFA nearest neighbours



Graph to show the percentage of physically active adults for Sutton and its CIPFA nearest neighbours, 2020-2021³²

Physical activity for pregnant women

- Helps to control weight gain
- Helps reduce high blood pressure problems
- Helps to prevent diabetes of pregnancy
- Improves fitness
- Improves sleep
- Improves mood



UK Chief Medical Officers' Physical Activity Guidelines, 2019

Source: UK Chief Medical Officers, 2019¹

Physical activity for women after childbirth (birth to 12 months)

- Time for yourself - reduces worries and depression
- Helps to control weight and return to pre-pregnancy weight
- Improves tummy muscle tone and strength
- Improves fitness
- Improves mood
- Improves sleep



UK Chief Medical Officers' Physical Activity Guidelines, 2019

Source: UK Chief Medical Officers, 2019¹

Physical Activity for Disabled Children and Disabled Young People

Getting and staying active is about



Equality



Inclusivity



Finding what's fun



Exploring what activities make you feel good

Benefits of physical activity



How much physical activity should I do?

When starting build up slowly
Ask: Can you do this today?

Do bite-size chunks of physical activity throughout the day

For good health benefits do
20 mins
of physical activity per day

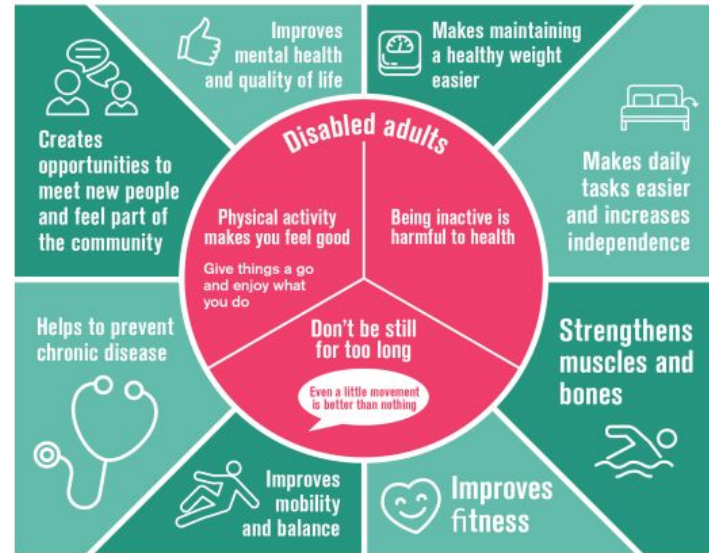
Do challenging but manageable strength and balance activities 3 times per week
Small amounts of physical activity are good for you as well

UK Chief Medical Officers' Physical Activity Guidelines for Disabled Children and Disabled Young People 2022.
This infographic was co-produced with disabled children, disabled young people, parents and carers.

Source: UK Chief Medical Officers, 2019¹

Physical Activity for Disabled Adults

Make it a daily habit



Do strength and balance activities on at least two days per week

For substantial health gains aim for at least 150 minutes each week of moderate intensity activity

Remember the talk test:



Can talk, but not sing = moderate intensity activity

Difficulty talking without pausing = vigorous intensity activity



UK Chief Medical Officers' Physical Activity Guidelines, 2019

Source: UK Chief Medical Officers, 2019¹

Summary of commitments

No.	<u>Priority 1</u>
1	Promote the benefits of physical activity using national campaigns (e.g. 'This Girl Can') and apps (e.g. Couch to 5k) which are popular with women and girls.
2	Commission a survey to find out why so many Sutton residents are inactive and improve our understanding of the key issues and barriers to participation.
3	Provide one-off seed funding (total £100k) to community groups to develop activities that increase physical activity levels amongst inactive residents.
4	Work with local sports clubs and National Governing Bodies (NGBs) to explore opportunities and funding to increase membership and participation in sport by less active residents.
5 (and 8)	Commission a Sport England Playing Pitch Strategy and a Facilities Strategy for Sutton to help grass root clubs and organisations bid for external investment to improve their facilities.
6	Encourage community groups and sports clubs to promote local activities on the Sutton Information Hub .
7	Celebrate residents who have raised the profile of physical activity, through their sporting achievements or their commitment to a club or community group, by establishing a new award as part of the Sutton Community Awards.

Summary of commitments

No.	<u>Priority 2</u>
8 (and 2)	Commission a Sutton Playing Pitch Strategy and Facility Strategy to better understand the condition of the borough's pitches and facilities and determine how effectively these assets meet current and future needs.
9	Explore opportunities to work with schools and others to increase access to local facilities, particularly for those who are less active.
10	Improve opportunities for more young people with disabilities to be physically active in local playgrounds.
11	Work with local communities to increase activation of St Helier Open Space and Roundshaw Open Space.
12	Explore the opportunities for co-locating health and leisure provision.
	<u>Priority 3</u>
13	Integrate physical activity within the Sutton Health and Care Plan priorities to reduce inequalities by: <ul style="list-style-type: none"><li data-bbox="349 831 987 860">a. Maximising social prescribing opportunities<li data-bbox="349 871 1818 900">b. Making clear links to physical activity from health and care pathways and reviewing the GP referral scheme<li data-bbox="349 911 1025 941">c. Establishing a Sutton physical activity network<li data-bbox="349 952 1112 981">d. Encouraging community development (see priority 1)

Summary of commitments

No.	<u>Priority 3 continued</u>
14	Connect local work around physical activity, mental health and obesity to engage organisations in a shared vision for reducing inequalities and improving health and wellbeing.
15	Continue work in partnership with primary schools to promote the Daily Mile and TfL Stars programme
16	Promote the benefits of an active workforce to local businesses

Indicator	Time Period	Value	
Percentage of physically active adults	2020/21	61%	Significantly worse than England
Percentage of physically inactive adults	2020/21	28.6%	Significantly worse than England
Percentage of physically active children and young people	2020/21	43.7%	Similar to England
Percentage of adults walking for travel at least three days per week	2019/20	18.2%	Similar to England
Percentage of adults cycling for travel at least three days per week	2019/20	1.7%	Similar to England
Percentage of adults (aged 18+) classified as obese	2020/21	24.1%	Similar to England
Percentage of adults (aged 18+) classified as overweight or obese	2020/21	62.8%	Similar to England
Reception: Prevalence of overweight (including obesity)	2019/20	14.9%	Significantly better than England
Year 6: Prevalence of overweight (including obesity)	2019/20	34.4%	Similar to England
Under 75 mortality rate from colorectal cancer	2017 - 19	11.1	Similar to England
Under 75 mortality rate from breast cancer	2017 - 19	22.7	Similar to England
Diabetes: QOF prevalence (17+)	2020/21	6.9%	Increasing
Hypertension: QOF prevalence (all ages)	2020/21	13%	Lower than England
CHD: QOF prevalence (all ages)	2020/21	2.5%	Lower than England
Stroke: QOF prevalence (all ages)	2020/21	1.4%	Lower than England
Depression: Recorded prevalence (aged 18+)	2020/21	11.2%	Lower than England

Summary indicators from OHID³³

■ Significantly better than England
 ■ Similar to England
 ■ Significantly worse than England
 ■ Lower than England
 ■ Increasing

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