

Let's talk  
**Active  
for Life**



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[www.brighton-hove.gov.uk/active-for-life](http://www.brighton-hove.gov.uk/active-for-life)



## Sport & Physical Activity in Brighton & Hove

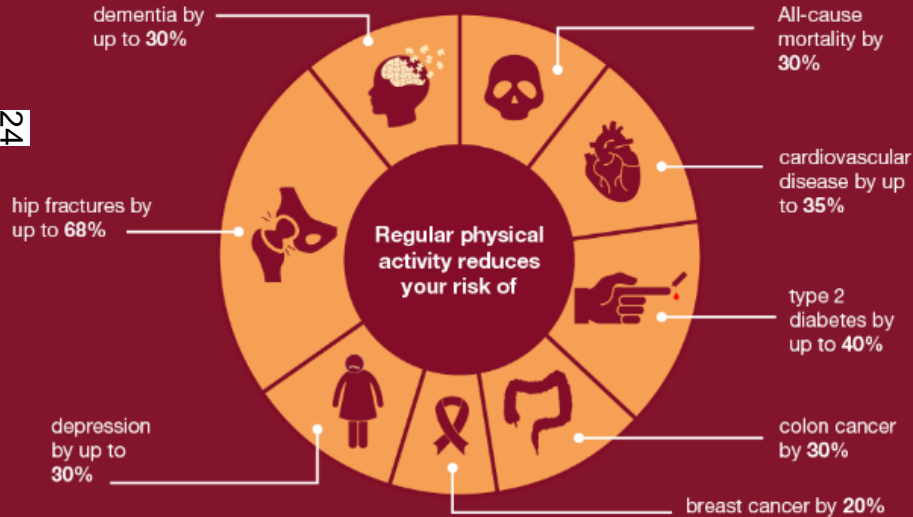
Katie Cuming, Julie Stacey, Ryan Edwards



# The Wonder Drug

## What are the health benefits of physical activity?

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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.”.....” CMO 2019

# The whole city

**Health and wellbeing Strategy - not just health / healthy lifestyles / sports facilities**

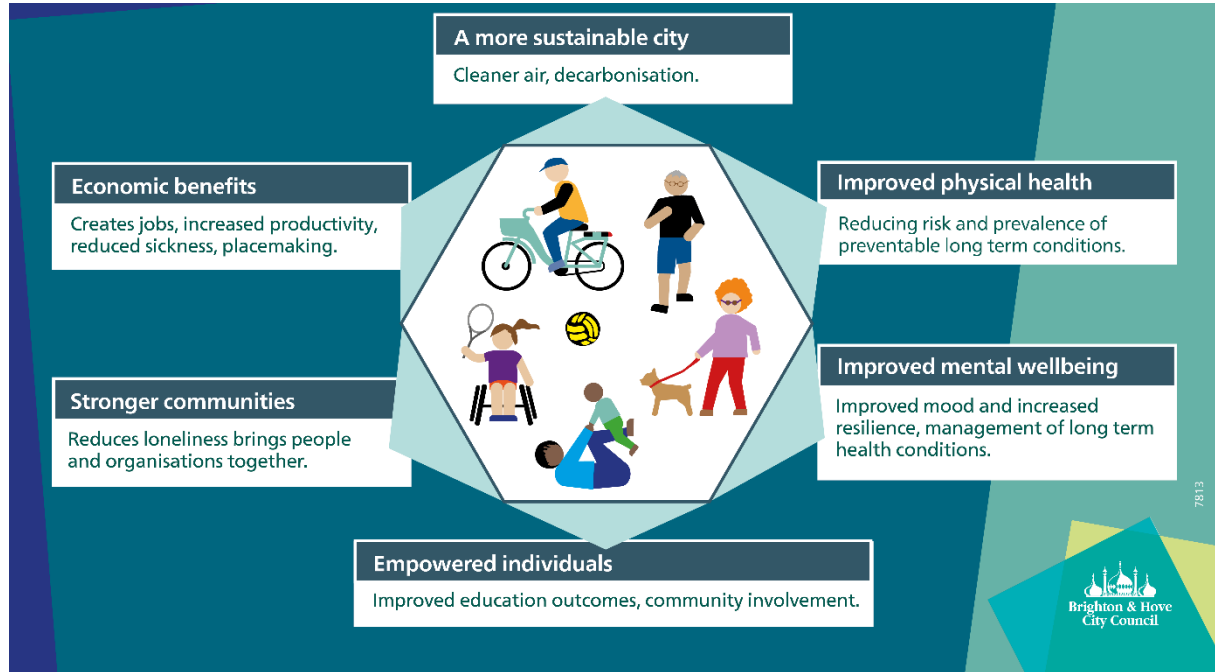
**Being an active city is everyone's business**

- ✓ **Parks and green spaces, our beautiful blue spaces**
- ✓ **Transport systems and urban design with safe and welcoming walking or cycling spaces... affordable public transport**
- ✓ **Buildings, workspaces, and businesses... design and policies**
- ✓ **Schools, preschools and universities**

**And so much more....**



# Why moving matters...



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✓ *We know that the greatest benefits of physical activity are experienced by those who are the least active but simply start moving more throughout the day*

# How much?

✓ *The key message is that simply moving more and spending less time being inactive has huge benefits to our health and wellbeing*

✓ *Moving more every day in any way we can is recommended for all of us; all movement counts*

## Early Years (birth to 5 years)

180  
minutes  
daily



Aim for at least  
180 minutes per day

Try to include activities that  
strengthen bones and muscles

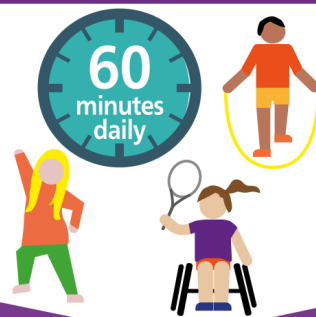
**Under 1s** should have at least  
30 minutes of tummy time  
across the day



Get strong reduce inactivity, move more

## Children & Young People (5-8 years)

60  
minutes  
daily



Try to do at least 60 minutes of  
moderate to vigorous intensity  
activity every day

Spread activity throughout  
the day

Include activities to develop  
movement skills, and muscle and  
bone strength across the week

## Adults (19+) & Older Adults

150  
minutes  
weekly



Try to do at least 150 minutes of  
moderate intensity activity every week  
or 75 minutes of vigorous activity

Try to include activities that improve  
muscle strength at least twice weekly

Minimise sedentary time  
and break up periods  
of inactivity

**Older people** should also try to  
include regular activities that improve  
balance and coordination

Some is good, more is better. Every minute counts



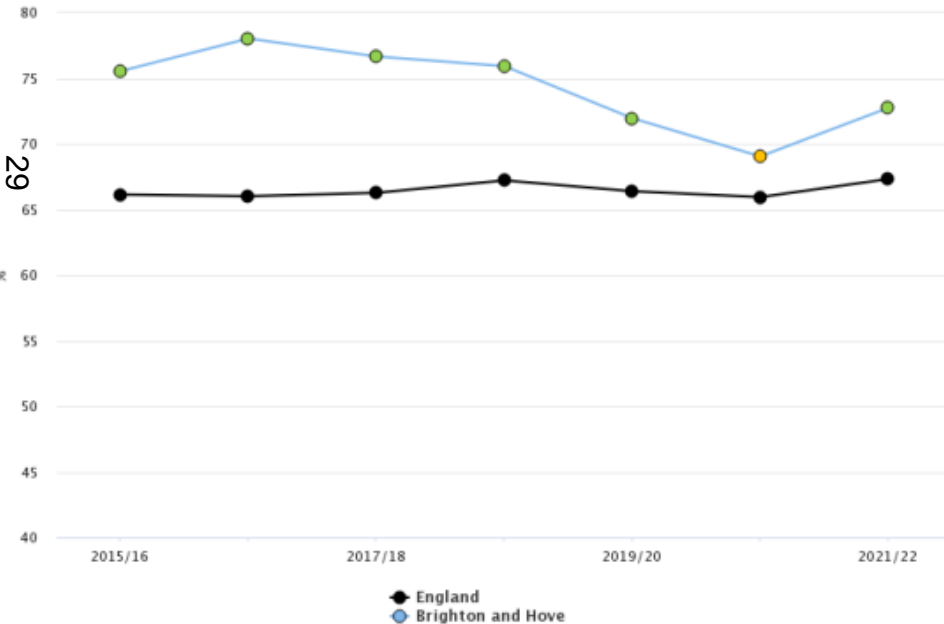
# Brighton & Hove; an active city

- *A city rich in green blue spaces*
- *City wide events – Marathon, TakePart, Dance Active plus many more*
- *Brighton & Hove Albion, Sussex Cricket, South East Dance*
- 28 • *Vibrant community & voluntary sector*
- *A culturally diverse & vibrant city*
- *Committed stakeholders working with Public health team/BHCC*



# But how active are we?

Percentage of physically active adults for Brighton and Hove



- 72.7 % of adults in the city are classified as **physically active** (150 mins)
- 18.8% are **physically inactive** (less than 30 mins)
- **Less than half of children** in the city are active enough (U16s doing 60 minutes daily)

Source: Office for Health Improvement and Disparities (based on the Active Lives Adult Survey Nov 21-22 Sport England)

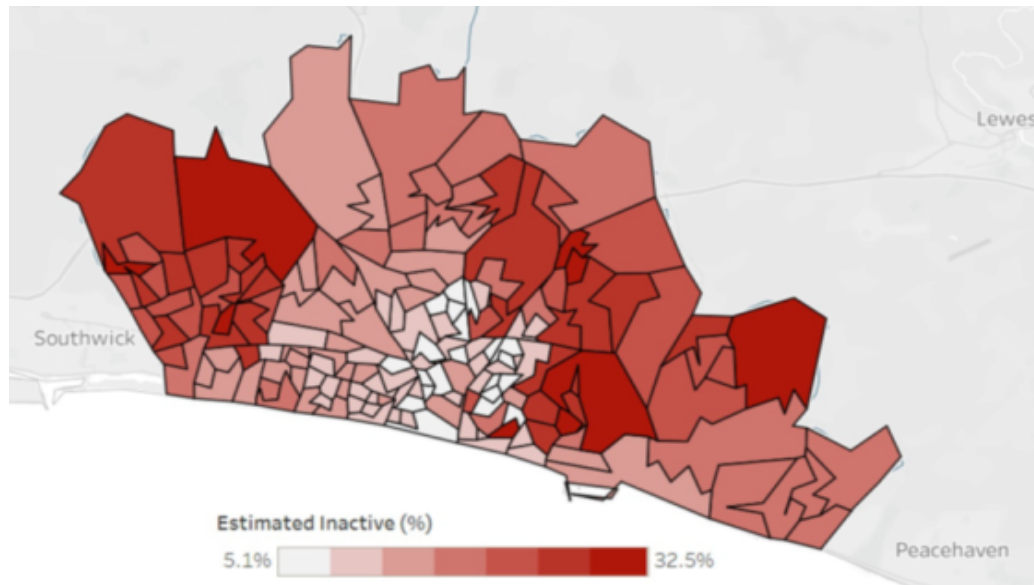


## Inequalities; those for whom activity is more challenging

- **Unemployed** only 60% are active against 72% who work
- **Older adults** – only 55% active aged 75-84 and only 32% aged 85 plus
- **Females** – only 65% are active against 70% male
- **Disability of impairment** - only 53% of those with disability active against 72% without
- **Ethnicity** – only 57% Asian, 56% black, 63% Chinese are active compared with white british/white other 69% & mixed 69%



# Inactivity levels by neighbourhood



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**Physical inactivity varies across the city:**

- **Less than 12% of adults in central Brighton are inactive**
- **However, over 25% of adults in MSOAs of Whitehawk, Bevendean and Hangleton are inactive**

# Sport & Physical Activity Strategy (timeline)

2021	<b>Physical Activity Working Group formed</b>
May/July 2022	<b>Let's Talk Active for Life Consultation:</b> 437 adults online survey, 314 at pop up events, 98 older people survey, 6 focus groups, 35 in stakeholder workshops, 1252 visits to portal, 21,208 social media activity, 884 shared their views
September 2022	<b>Data Analysis following consultation</b>
2022/23	<b>PAWG work formulating strategy using insight, data, WHO recommendations</b>
Autumn 2023	<b>Strategy to be presented to the Health &amp; Wellbeing board</b>

**Physical activity is important to people in Brighton & Hove.** 57% felt there were lots of opportunities in the city. However only 47% agreed that opportunities were easy to access.

Some groups felt this more than others; **those with long-term health conditions/disabilities, carers and those from the LGBTQ+ community**

## Key issues identified:

- **The ongoing impact of covid 19, cost of living**
- **The accessibility of local opportunities**
- **The quality and availability of facilities**
- **Making the city safe for walking and cycling**



## What would help?

### Most common responses from the least active



- **Lower activity costs**
- **Increasing my motivation**
- **Activities that cater for my needs (age, ability, health needs)**
- **Knowing what is available**
- **More opportunities near to where I live**

## City Sport & Physical Activity Strategy 23-33

35 **Our mission:** *To make Brighton & Hove one of the nation's most active cities with each of us having the chance to move more in a way that we enjoy*

**Our vision:** *Brighton & Hove; a city where everyone has the opportunity, the encouragement, and the environment to move more, live well and be healthy*



# Five Areas of focus

<b>1. Active culture</b>	To ensure that everyone moving more for healthy living is a central part of the culture of Brighton & Hove
<b>2. Active People</b>	To develop opportunities that help people to move more and remain active throughout their lives
<b>3. Active communities</b>	To empower local communities to influence and develop opportunities that help people lead active lifestyles in the city
<b>4. Active Environments</b>	To ensure facilities, parks, open spaces and built environments offer safe, accessible spaces that encourage people to be more active.
<b>5. Active System</b>	To improve knowledge, understanding and collaboration across the city to have the greatest impact on activity levels

# Our approach

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- ✓ **Working together**
- ✓ **A “whole system” approach**
- ✓ **Empowering our communities**
- ✓ **People focused**
- ✓ **Championing equality, inclusion and diversity**
- ✓ **Driven by insight**

## **Governance:**

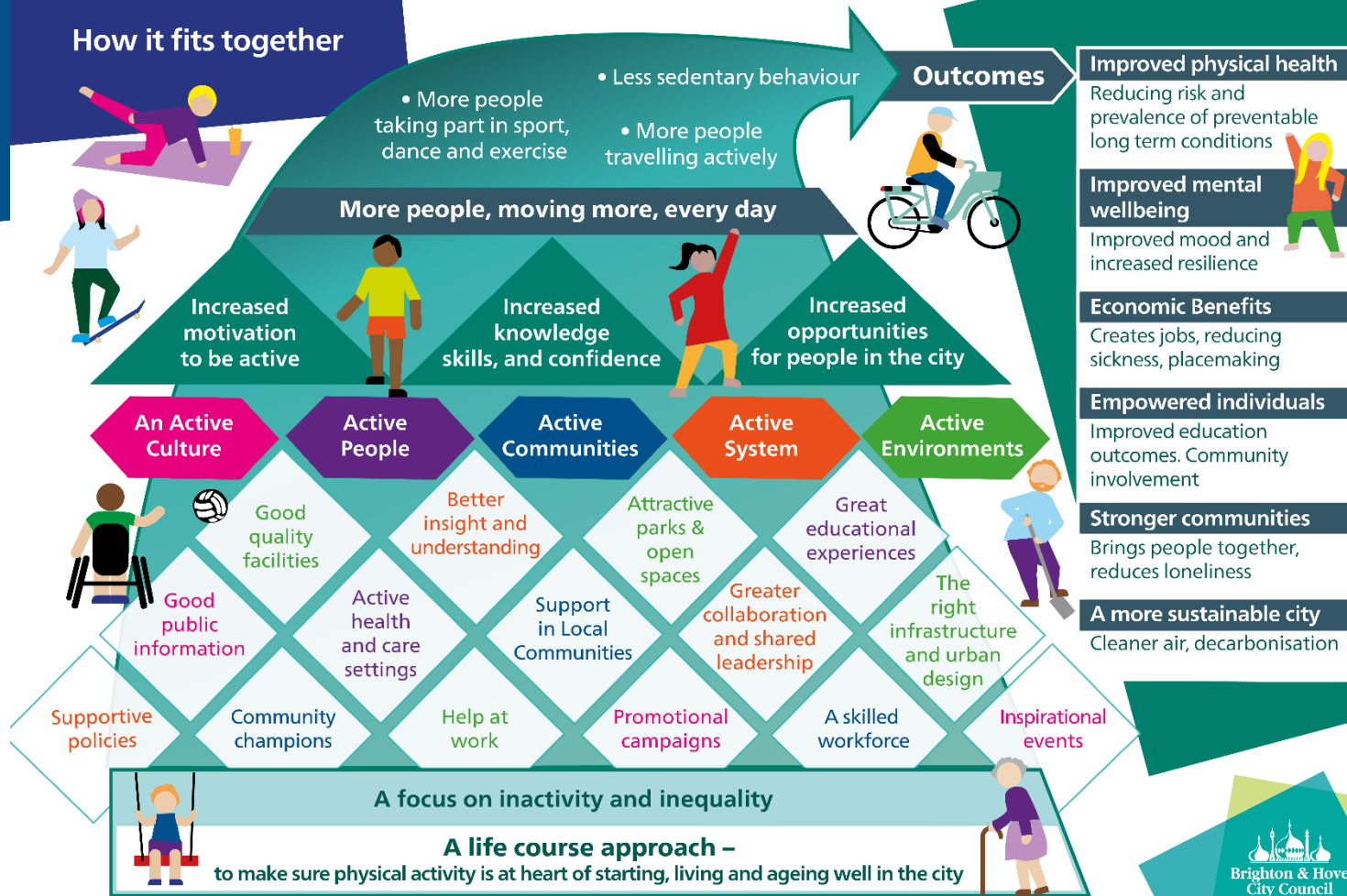
Strategic leadership group driving forward change supported by Activity Alliances to support life course approach and address inequalities





# Let's talk Active for Life

## How it fits together



What opportunities do you believe there are in the city to increase activity levels and decrease inactivity?

How can we support those who experience barriers to participation to move more?



## Find out more....

Have a look at the Physical Activity Needs Assessment to find out more about who is active in the city, where and how....

Document available at: [www.brighton-hove.gov.uk/active-for-life](http://www.brighton-hove.gov.uk/active-for-life)

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