

## Executive summary

<b>Aim</b>	Support people who are not doing any activity into doing some and those doing some activity into doing more	
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1. Reduce inactivity in priority groups by increasing awareness of the opportunities available and addressing the barriers to participation</li> <li>2. Increase participation in sport and physical activity in priority groups by improving the accessibility, range and quality opportunities for sport and physical activity.</li> <li>3. Increase opportunities and awareness for Harrow Council staff to be active</li> <li>4. Improve the degree to which Harrow as a place supports residents to be active as a routine part of daily life</li> <li>5. Work in partnership with stakeholders to make the best use of resources and attract new funding into the borough</li> </ol>	
<b>The public health importance of physical activity</b>	<ul style="list-style-type: none"> <li>• Physical activity is a significant risk factor for heart disease, diabetes and MSK conditions</li> <li>• Inactive individuals have three times the rate of moderate to severe depression of active people</li> <li>• Without a focus on physical activity, obesity rates will continue to rise</li> <li>• As little as 10 minutes moderate to vigorous activity a day can reduce the risk of heart disease and diabetes</li> <li>• Inactivity is responsible for 1 in 6 deaths in the UK which makes it as dangerous as smoking</li> <li>• There are considerable inequalities with older people, women, certain BME groups, those with disabilities and those on low income/living in more deprived areas of Harrow much more likely to suffer the consequences of inactivity.</li> <li>• Cost effective interventions are available – e.g. walk programs £6-7 return for every £1 invested</li> </ul>	
<b>The issue in Harrow</b>	<ul style="list-style-type: none"> <li>• Harrow has higher rates of inactivity than London and England average</li> <li>• Harrow has lower rates of sport and active recreation than other London boroughs</li> <li>• 1 in 3 adults in Harrow are inactive (less than 30 mins activity per week)</li> <li>• 1 in 2 adults are not meeting minimum required level of physical activity guidelines set by Chief Medical Officer (less than 150 mins per week moderate activity or 75 mins vigorous)</li> <li>• Two thirds of adults are obese</li> <li>• Almost a third of pupils stop participating in PE and sport when they start secondary school. A further third stop by year 10 and 11.</li> <li>• Six out of ten people who are inactive wants to do more activity</li> <li>• Inactivity costs health sector £4m and the local authority £16m.</li> </ul>	
<b>Risk factors</b>	<ul style="list-style-type: none"> <li>• Deprivation, Low income and unemployment</li> <li>• Lack of access to green and open spaces</li> <li>• Safety issues</li> <li>• Barriers regarding age, gender and ethnicity</li> <li>• Barriers for people with mental health problems, disabilities and Long Term Conditions</li> <li>• Obesity</li> <li>• Workplace related barriers – flexibility issues, facilities, workload, sedentary work</li> </ul>	
<b>Protective factors</b>	<ul style="list-style-type: none"> <li>• Well maintained, multi functional and safe open and green space</li> <li>• Conducive environment and infrastructure for active travel</li> <li>• Affordable leisure services</li> <li>• Targeted physical activity programs for priority groups</li> <li>• Healthy workplaces promoting physically activity</li> <li>• Living wage</li> </ul>	
<b>Groups disproportionately affected by physical inactivity - our priority groups</b>	<ul style="list-style-type: none"> <li>• Low income and unemployed</li> <li>• People living in deprived areas</li> <li>• Women</li> <li>• Older people</li> <li>• Carers</li> </ul>	<ul style="list-style-type: none"> <li>• People with mental health problems</li> <li>• People with disabilities</li> <li>• People with Long Term Conditions</li> <li>• BEMA and refugee communities</li> </ul>
<b>What impact will our action (outlined on p.22) have on Harrow residents?</b>	<ul style="list-style-type: none"> <li>• More people will take up active travel, walk and cycle more, particularly those from priority groups and Harrow Council staff</li> <li>• More people access leisure services</li> <li>• More people from priority communities will take up sport</li> <li>• More people will access parks, green spaces and growing areas</li> </ul>	