

Active Harrow

Harrow Physical Activity and Sports Strategy 2016-20

More people more active, more often in a simple, affordable and fun way

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Foreword

Active people in an active environment

Inactivity costs lives and resources. Half of all adults in Harrow are not meeting minimum required level of physical activity guidelines set by Chief Medical Officer (CMO)ⁱ, and three in ten are inactive. Inactivity increases the risk of developing chronic illnesses such as heart disease, diabetes and shortens the lifespan by three to five yearsⁱⁱ. The cost of inactivity to health services is estimated as £4.0 millionⁱⁱⁱ and the cost to the London Borough of Harrow is estimated to be £16 million.^{iv} But we can turn the tide.

In Harrow, we want to provide the right environment, facilities and be active role models for our local community. We want to improve our environment, so we have open and green spaces, and leisure facilities that are accessible and conducive to being active no matter what your age. We want to ensure that our planning, transport and regeneration programmes promote and encourage active lives from the moment our residents step out of their front doors with pleasant and safe spaces for walking, cycling, exercise and social activities. We want to ensure that frontline staff is trained in skills to promote activity with their contacts.

We intend to focus particularly on increasing activity among those doing the least. People living in pockets of deprivation in south, east and central Harrow have less access to access to quality green space and facilities. Unemployed, people on low incomes, people with physical or learning disabilities, mental health problems, Long Term Conditions (LTC), Black Asian and Minority Ethnic (BAME) and refugee groups, women, older people, carers have multiple barriers which may prevent them being active. More intensive efforts are needed to bring about environmental and social changes that are conducive to the needs of these groups.

Let's take a small step to be active, make it simple, fun and part of our daily routine. Being active is good for our health, wellbeing and our economy. Even as little as 10 minutes of moderate activity can help people gain considerable improvements in their health and wellbeing. Our message is simple: We will make it easier for people to be active and empower residents to make the active choice, reduce sedentary periods, do few stretches, walk and use the stairs instead of lifts which can be an easy first step towards being more active.

Councillor Sachin Shah
Leader of Harrow Council

Executive summary

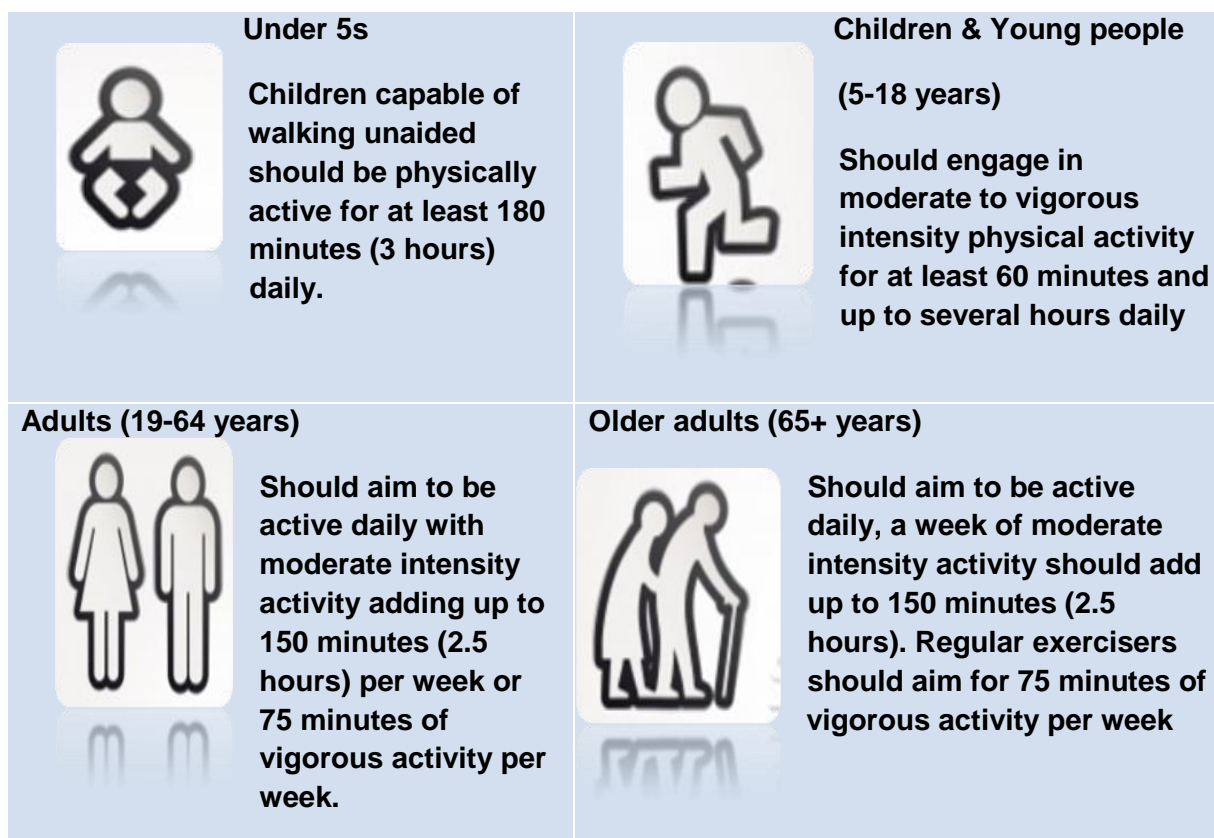
Aim	Support people who are not doing any activity into doing some and those doing some activity into doing more	
Objectives	<ol style="list-style-type: none"> 1. Reduce inactivity in priority groups by increasing awareness of the opportunities available and addressing the barriers to participation 2.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

Introduction

Physical activity includes all forms of activity, such as everyday walking or cycling to get from A to B, active play, work-related activity, active recreation (such as working out in a gym), dancing, gardening or playing active games, as well as organised and competitive sport^v.

We are getting less and less active. This is true globally, in the UK and in Harrow. Increasing car use for transport and desk based jobs make it harder to change this trend. Inactivity contributes to poor health outcomes and is increasingly a burden on public resources. We need to build a momentum with joined up effort to change this trend and make physical activity an integrated and habitual part of our daily lives. Local authorities are ideally placed to harness the potential of synergies with *sustainable transport plans*; *application of planning rules to benefit healthier lifestyles*; *use of green spaces and other opportunities for physical activity and sport*.

Figure 1 - Government guidelines for minimum amount of physical activity^{vi}



The government's recommendations for physical activity are based on the "life-course" approach, which reflects our different needs at different stages of life. The guidelines have also shown that a shorter session of activity, from as little as 10 minutes of moderate to vigorous activity a day, can reduce the risk of heart disease and type 2 diabetes.^{vii}

Why do we need a physical activity strategy for Harrow?

- *Physical activity is good for a healthy, happy life*

Evidence shows that *physical inactivity and being sedentary* is a significant, independent risk factor for a range of long-term health conditions such as heart disease, diabetes, musculoskeletal, poor mental health and overweight.^{viii} *Being active* has been shown to reduce the risk of an early death, heart disease, diabetes, high blood pressure, improve mental health. It can also contribute to educational achievement, support people being independent and contributes to environment through sustainable transport.

- *It is cost effective and good for the economy*

The cost of inactivity to LB Harrow is £16 million.^{ix} Health cost of inactivity in Harrow is estimated to be £4.0 million. Sports and active recreation adds an economic value of £121.4m in improved quality and length of life plus health care costs avoided. It brings in jobs and opportunities for volunteering.

- *Physical activity contributes to an active and healthy old age*

An increasing number of us will be affected by long term conditions as we age. Older people have greater health needs in Harrow due to lower levels of activity and social isolation. Physical activity programs incorporating the social connectivity can contribute to wellbeing by giving people community support and opportunities for socialising.

- *Good for the body good for the mind*

Being active and connecting with others is one of the five ways as recommended by the Department of Health improving people's mental well-being^x. Inactive individuals have three times the rate of moderate to severe depression of active people^{xi} Participating in physical activity enhances mental wellbeing and protects mental health. Increasing evidence suggests that walking, and physical activity more generally, can be an effective way to enhance positive moods.

- *It helps to deliver Harrow Health and Well Being Strategy*

The *Harrow Health and Wellbeing Strategy 2016-2020* recognises that only 20% of our health in Harrow is determined by health 'services', whilst factors including housing, education, employment, financial security and the built environment make the most difference. The Health and Wellbeing Strategy takes a life –course approach and advocates taking actions which will benefit everyone but with a greater emphasis and intensity on those who are more disadvantaged. The guiding principles for the H&WB Strategy are: *Start well, Develop well, Live well, Work well, Age well and work on social determinants to address the health divide between the rich and the poor.* The Strategy's emphasis is on joint working, integrated services, empowering the community to do more for each other and acting on local intelligence to improve mental health.

- *Without a focus on physical activity, obesity rates will continue to rise*

Harrow Obesity Needs Assessment recommends that staying active should be promoted across Harrow and with particular focus on those wards identified as having higher obesity and lower physical activity in the South and East. The link between inactivity and obesity is established and given that the proportion of 10 to 11 year olds in Harrow with excess weight is higher than the England average and the particular risks for the South Asian population, getting the population more regularly active is very important^{xii}.

- *We need to respond to national strategy*

At the heart of the most recent government strategy, *Sporting Future: A New Strategy for an Active Nation 2015*^{xiii} sit five outcomes: physical health, mental health, individual development, social and community development and economic development. These define the new sports and physical activity pathway and how it is going to be funded. It has a life course approach from 5 years and above. Funding will be targeting those people who tend not to take part in sport, including women and girls, disabled people, those in lower socio-economic groups and older people. The new *Sport England Strategy 'Towards an Active Nation' (2016-21)* has a key area of investment on 'Inactive people becoming active'.^{xiv}

- The Strategy will contribute to London Sport's Strategy and the strategy for London which has a target to get 1million people more physically active by 2020.
- Achieve Harrow Council ambition to *Build a Better Harrow, Support Businesses and be More Business –like, Protect the Most Vulnerable and Supporting Families*

A better built environment encourages physical activity; more participation in physical activity is good for local businesses, sports clubs as well as community development; and more importantly through prioritising communities in greatest need this strategy contributes to protecting the most vulnerable.

- *Our Physical Activity and Sports Strategy combines together other relevant local strategic documents around physical activity*

Harrow Open Spaces Strategy (2011) focuses on the maintenance of green spaces and the improvement of their quality. The Core Strategy also points to the need to manage the open space resource; to maximise its multifunctional use – as an amenity and recreational resource, a habitat and wildlife corridor; a transport link for cycling and walking; and to contribute to climate change adaptation.

Harrow Sustainable Transport Strategy's (2013) prime aim is to encourage increased walking and cycling particularly as a healthy mode of travel. This is done through training (Bikeability), lifestyle education and by addressing safety issues and concerns.

Harrow School Travel Plan Combined Strategies (2007) aims to support schools to develop travel plans to promote environmentally sustainable modes of transport (walking, cycling and using public transport) and thereby improving pupils' independent mobility and reducing car use. Strategy aims to remove deterrents to walking, cycling and using public transport and improve the safety and convenience of crossing facilities.

Harrow Road Safety Plan (2015) focuses on education through public information (campaigns and leafleting on road safety issues) and providing public information direct to

school age children. Targeted campaign in community languages, safety education workshops and cycle training is planned to increase accessibility by BEMA and refugee communities.

Harrow Transport Local Implementation Plan (2011-14) formulated key actions to promote active travel, walking and cycling; access to green areas; environmental improvement (to improve safety and make it attractive for active travel), regeneration programs with a view to improving physical activity (walking, cycling, using public transport etc.); Promotion campaigns and public education on active travel.

- *Physical activity promotes community development and cohesion*

Physical activity and sport brings people together and contributes to breaking down social/cultural barriers. It can foster civic and social pride as well as achieving community cohesion.^{xv} Sport and physical activity projects can make a significant contribution to the reduction in crime rates and anti-social behaviour.^{xvi}

Finally, Harrow and Barnet on the Move (2013-14), Annual Report of the Director of Public Health of the London Boroughs of Barnet and Harrow is a supporting document from which this strategy builds on.^{xvii}

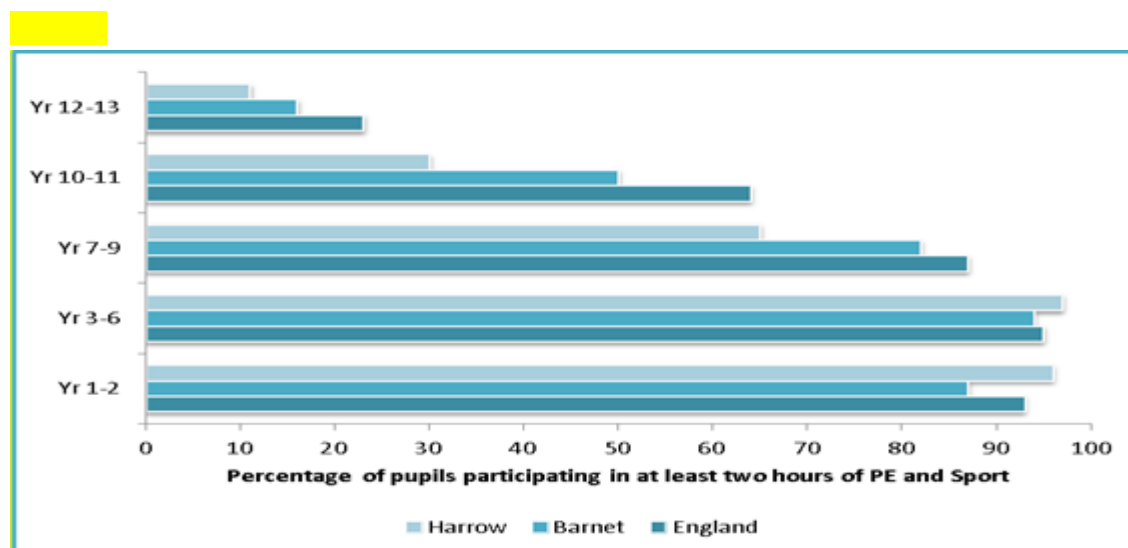
How active are we in Harrow?

Harrow has higher proportion of inactivity and performs low in required levels of physical activity (including active travel) compared to the national and London average. Areas of low activity coincide with areas of deprivation, low access to green space and those areas with high obesity levels.

National surveys suggest that physical activity declines with age to the extent that by 75 years only 1 in 10 men and 1 in 20 women are sufficiently active for good health. Disabled people are half as likely as non-disabled people to be active. Only 11% / 26% of Bangladeshi women and men are sufficiently active for good health, compared with 25% / 37% of the general population. Men are more active than women in virtually every age group. Over a third of lesbian, gay, bisexual and transgender youth do not feel they can be open about their gender identity in a sports club.^{xviii}

- *We need to put a stop to the drop in activity in Year 3-6:* Figure 2 shows PE and sport participation in Harrow, almost a third of pupils stopped participating in PE and sport when they started secondary school followed by a further third stopping by Years 10 and 11. Only one in ten continues in Years 12 and 13. It is important to invest between school, community and sports clubs to maintain activity levels in year 3-6 beyond primary school years. Higher levels of activity in childhood generally lead to sustained participation in physical activity in later years.^{xix}

Figure 2: Children and young people in school based PE & sporting opportunities



Source: PE and Sport Survey 2009/10

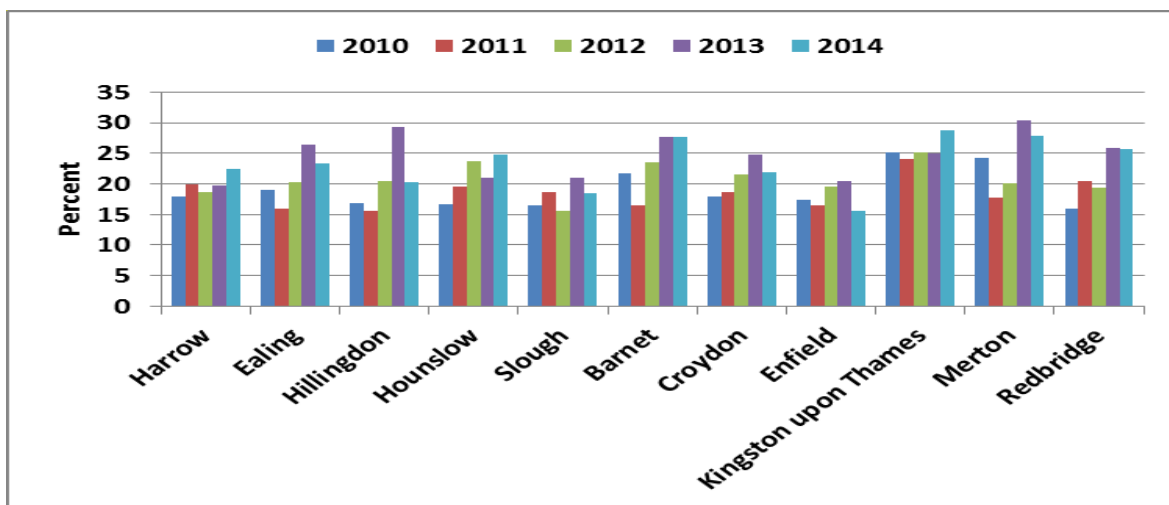
- *Harrow is less active and more inactive than the London and the nation:* Nearly one in three (31%) of the adult population in Harrow is classed as physically inactive falling into the Chief Medical Officer’s (CMO) “high risk” health category^{xx}. This is higher than the London (27%) and the national (27.7%) level of inactivity. This means that 31% of the adult population in Harrow do less than 30 minutes of moderate intensity physical activity per week. Only 51.4% of adults (16+) report undertaking 150 minutes of moderate intensity physical activity compared to the national average of 57% and the London average of 57.8%.^{xxi} Women are less active than men therefore they are a risk group for developing health conditions related to the high levels of inactivity.^{xxii}
- *Harrow performs poorly for Walking and Cycling:* The percentage of walking trips in the borough has dropped from an average of 30% between 2006/7 to 2008/9 to an average of 28% between 2009/10 to 2011/12 and the percentage of cycling trips has dropped from an average of 0.8% to an average of 0.6% over the same time period. Both walking and cycling rates are lower than the Greater London average, Inner London and even Outer London for cycling.^{xxiii}

Figure 3 – Adults walking and cycling rates between 2009/10 to 2011/12^{xxiv}

	Harrow	Outer London	Inner London	Greater London
Cycle	1%	2%	3%	2%
Walking	28%	28%	38%	32%

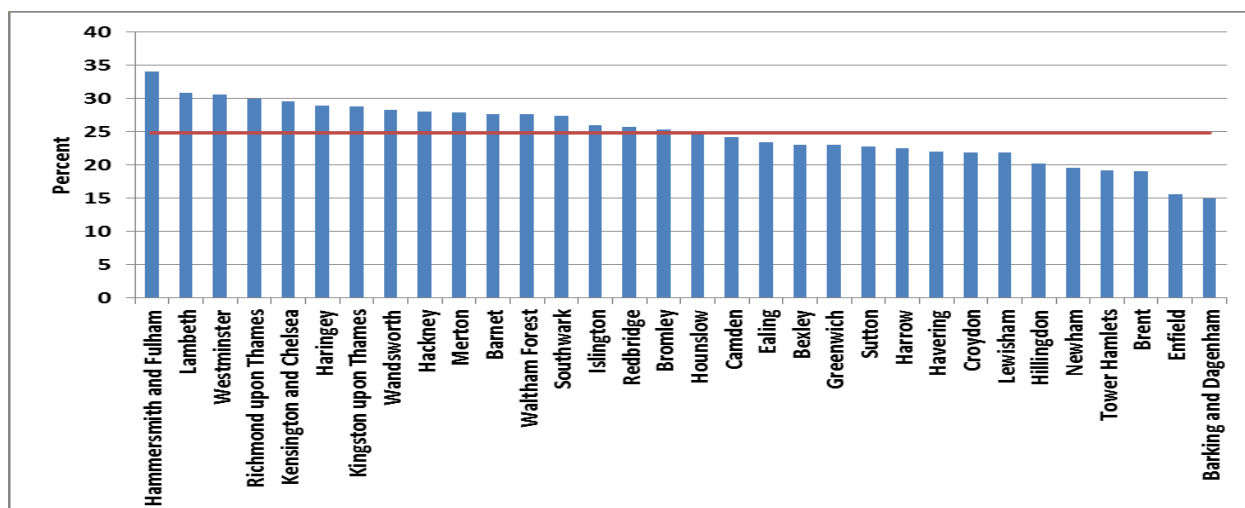
- *Harrow is below average in sports and active recreation compared to its statistical neighbours and other boroughs of London:* The higher levels of participation in 2013 and 2014 may reflect what is known as the Olympic effect – generally these big sporting events are good for economic growth of a country but they also have a positive social impact which governments often seek to capitalise upon when building a legacy which seeks to encourage the take up of sports in the general public.

Figure 4: Sports and active recreation (3x30) Harrow and statistical neighbours, 2010-2014



Source: Sport England

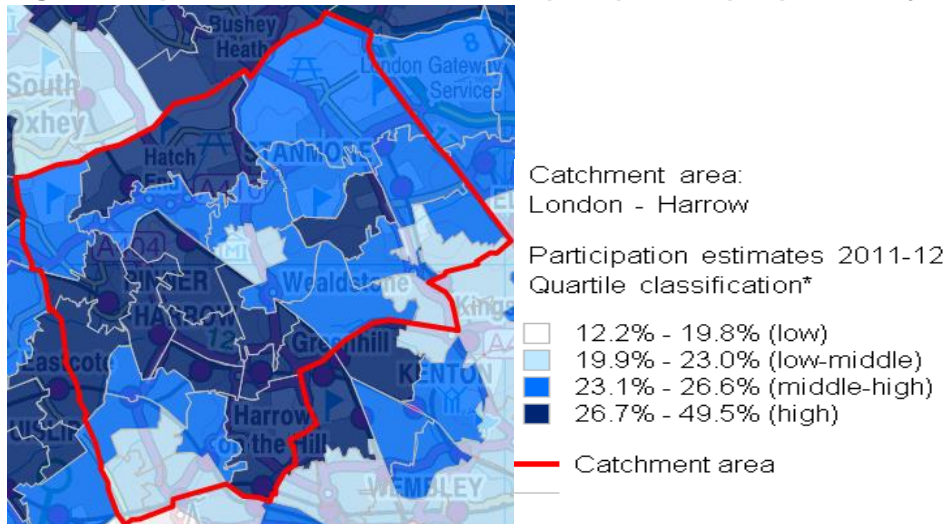
Figure 5: Adult participation in sports (3x30) in all London boroughs (excluding the City of London), 2014



Source: Sport England

- The areas with low levels of activity coincide with areas of higher deprivation in Harrow and areas with high obesity.^{xxv} The map in figure 6 shows the percentage of the adult population (age 16 and over) who participate in sport and active recreation, at moderate intensity, for at least 30 minutes on three or more days a week.

Figure 6: Sports and active recreation (3x30) active people survey 2011/2012



Source: Sport England

Addressing barriers to physical activity and local consultation

Barriers to Physical Activity

- *Inequities around social class, gender, ethnicity, age and disability impacts on how active we are, whether we have access to well-maintained green space, environment that is conducive to physical activity and affordable leisure services.*
- *Nationally, people living in the least prosperous areas are twice as likely to be physically inactive as those living in more prosperous areas. Locally, pockets of deprivation in south, east and central parts of Harrow are also least active areas (see figure 6 on page 13).*
- *National surveys show that physical activity levels are lower amongst black and minority ethnic communities; low-income households; adults with mental illness, learning difficulties and physical disability, carers, women, middle aged or elderly, and overweight or obese.^{xxvi}*
- *Data from the Health Survey for England suggest that the most cited practical barriers were work commitments, lack of leisure time, caring responsibilities for children or older people and not having enough money.^{xxvii}*
- *Barriers to physical activity among BME individuals are influenced by four main concepts: perceptions; cultural expectations; personal barriers; and factors limiting access to facilities.^{xxviii}*
- *Among South Asians the barriers to exercise includes a lack of understanding, it not being culturally appropriate to exercise and a somewhat fatalistic attitude.^{xxix}*

Harrow is one of the most ethnically diverse boroughs in the country and 43% are from Asian/Asian British ethnic background. South Asian populations are at higher risk of type 2 diabetes at lower BMI.^{xxx} There is some evidence that levels of physical activity are lower among South Asian groups than the general population which may contribute to increased risk of diabetes and coronary heart disease.^{xxxi}

When promoting physical activity in the elderly, special attention needs to be paid to the health benefits of physical activity, to the subject's fears, individual preferences and social support, and to constraints related to the physical environment.^{xxxii}

- *Nationally, people living in the most deprived areas are less likely to live in the greenest areas, and will therefore have less opportunity to gain the health benefits of green space compared with people living in the least deprived areas.^{xxxiii}*

Harrow has large green areas but this is unevenly distributed with less access from the deprived areas of Harrow in the south and east of the borough. As a result people living in these areas have less access to environments that support physical activity such as well maintained parks, open spaces or safe areas for play, and are more likely to have transport

environments less amenable to active travel. This is likely to influence the amount of physical activity that households living in these areas undertake.

Local consultation

Local consultation was carried out with older people, parents of school children and women in Harrow in March/ April 2016 to identify barriers to physical activity, how to address them and effective ways of communicating existing services. We have added to these the results of the workshop with the public health team, Harrow Carers' survey on physical activity and an earlier focus group discussion with people on Long Term Conditions (LTC) on the same topic. Following themes emerged:

- *The common barriers identified across all groups were:* time, cost, accessibility
- For people with LTC, cost, health problems (e.g. back and joint pain and injuries), lack of energy/motivation to exercise, lack of access to and awareness of physical activity facilities and lack of group activities seemed to be the main barriers to physical activity.
- For older people's group (Age UK Harrow) health problems, cost and lack of group based activities (e.g. yoga, swimming, gym sessions) were the main barriers.
- Parents of a primary school children indicated issues around stress due to other commitments and caring responsibilities, time and cost. Health issues and watching TV also came up as barriers with parents and a women's group.
- The results of survey done by Harrow Carers on carers' accessibility to sports and recreation showed that nearly 60 percent of carers didn't have the time and/or money to participate in sports and fitness due to their caring role
- Common themes for the public health staff: time, cost, accessibility, work commitments, distance, safety issues, childcare, distance

How does experience and intelligence suggest we address barriers to physical activity in Harrow?

The Marmot Review^{xxxiv} recommends actions to improve the built environment which supports active travel, improves good quality open and green space, develops regeneration programs that leads to active social life, reduce isolation and fully integrates the planning, transport, housing, environmental and health systems to address the social determinants of health in each locality.

- *Teach every child to enjoy, value and have the skills to be active every day*

Promote physical activity, active play and sport for pre-school and school-age children and young people in family, pre-school, school and community settings: having a workforce skilled in promoting physical activity; providing facilities and opportunities in school buildings

for physical activity; strategic planning to include activity; encouraging participation; involving children and young people in decisions; action on sedentary behaviour.

- *Make activity easy, affordable and part of everyday life*

Being active every day needs to be embedded across every community in every aspect of life and throughout the life course - not something where cost, access or cultural barriers are at issue. We need to intensify our efforts according to the need and prioritise population groups and geographical areas with greatest need to reduce inequalities.

- *Build environments that are age friendly, safe for cyclists and make walking easier. Provide and maintain open/green space with multi function play facilities accessible by all and prioritise targeted communities.*

Green, open spaces should be well maintained, safe with multi activity functions and made accessible on foot by the targeted communities. The health of older people increases where there is more space for walking near home, with parks and tree-lined streets nearby. Children become more active when they live closer to parks, playgrounds, and recreation areas.^{xxxv}

- *Make physical activity an integral part of policy, planning and commissioning across departments and cross sector.*

We need to develop co-ordinated cross sector programmes; inclusion in local transport plans; inclusion in travel planning, walking and cycling programmes. Planning applications for new developments should prioritise the need for people to be physically active as a routine part of their daily life; pedestrians and cyclists are given a high priority when developing or maintaining streets and roads;

- *Build on what works- promote walking, cycling*

Walking is ideal as a gentle start up for the sedentary, including the inactive, immobile elderly and can be built into people's every day lives.^{xxxvi} It improves physical, mental health and improves community spirit and safety.^{xxxvii} The return on investing every £1 for walking is £6 - £7.

- *Make every contact count and lead by example in every public sector workspace by promoting physical activity among staff*

Ensure that staff is trained in skills and knowledge on activating people and promote what is out there to be active. Every public sector workspace should promote physical activity through flexible work patterns, manageable workload, cycle parking, use of stairs, exercise space, showers etc.

- *Promote accessible sports and leisure services*

Provide cost neutral and accessible leisure services and facilities with priority given to people on low income, older people, women, people with disabilities and mental health problems

- *Intensify efforts in accordance with the needs of the population, prioritise level of deprivation and support needs*

People on low income, unemployed and living in deprived areas should be prioritised when planning and implementing our programs. Population specific initiatives for South Asian communities and gender specific tailor made sessions for women can address some of the barriers for these groups. People with support needs, disabled, people with mental health problems with Long Term Conditions (LTC), older people and carers need tailor made sessions with consideration to their support needs.

Which model of behaviour change are we going to use?

It is our view that a combination of different tested models will be used to bring about a mode of behaviour change in our local communities to become more physically active. This will be developed and tested through empowering local community members, through training, to become agents of change in activating their communities.

Community-based social marketing^{xxxviii}: Our physical activity program will set in motion a process of ongoing listening, testing, monitoring and adapting our plan and structure of promotion, activities and trainings accordingly.

Defra's 4 Es model^{xxxix}: We will be focusing on enabling individuals and communities through information, skills/ capacity training and facilities/environment conducive to physical activity. We will encourage and engage them to become champions, facilitators and leaders in activating their communities.

Cultural Capital Framework^{xl}: We will be focusing on tested population wide programs such as walks program that is simple, can be implemented easily across sectors, communities and repeated on an ongoing basis to become a new cultural norm.

Model of Community Empowerment^{xli}: Through capacity building and skills development on public health issues with a focus on physical activity our local communities will be empowered with active participation in local democracy.

Chapman's 'System Failure'^{xlii}: We will neither be prescriptive nor controlling but will set the general direction to be more physically active, provide examples of tested programs, activities and learn from the local communities as to their preferences and provide support accordingly. We will be risk taking and open to failures in order to improve.

Motivational skills will be developed and diffused into the community to generate peer and community support for people going through the *cycle of change^{xliii}* to become more active.

Current physical activity opportunities in Harrow

Following is a brief summary of physical activity and sports opportunities in Harrow. More detailed information would be found in the appendix section.

Parks and outdoor gyms: Harrow has many parks and green areas. Maintaining and expanding community, sports and leisure facilities would greatly enhance public use to be more active. Nineteen parks in Harrow have outdoor gym equipment offering a lot of the same equipment you would find in an indoor gym, but in the great outdoors. Best of all, they're completely free!

Leisure Centres^{xliv}: Harrow Leisure Centre, Roger Banister Sports Centre and Hatch End Swimming Pool provide a range of sports and physical activity opportunities and supported sessions for people with disabilities, older people and women. Aspire works with people with spinal cord injuries to help them achieve more choice and independence. The Aspire national training center is a fully integrated leisure facility for both disabled and non-disabled people.

Schools: Salvatorian College, Nower Hill High School, Harrow High School and Bentley Wood High School provide various facilities and space for sports and physical activity.

Harrow Health Walks^{xlv}: Harrow Health Walks is a well established program with around 250 walkers taking part in organised walks every week. We have 22 trained volunteer Health Walk Leaders and 7 volunteer data administrators supporting the program helping it run each week.

Harrow Community Dance: Over 200 people from the target communities benefited from the tailor made dance classes. Plan is in progress to train front line staff in Exercise to Music Skills to sustain the dance and exercise program.

Harrow Park Run: This is a new initiative run by Harrow Athletic Club every Saturday morning at the Harrow Recreation Ground. Volunteers help run the program. Each week over 100 people take part.

London Youth Games: 300 young people from across borough aged 7 - 18 represent Harrow annually in the Balfour Beatty London Youth Games held at Crystal Palace National Sports Centre

School Games [formerly known as the Sainsbury's School Games]: The School Games is a unique opportunity to motivate and inspire millions of young people across the country to take part in more competitive school sport.

Other sports and physical activity programs would include: Our Parks^{xlvi}, Outdoor adventurous activity in schools, Schools Travel Plan program, Walk to school week, Bikeability (free cycle training program for school children), Exercise on Referral, Health Checks, Sportivate (The Sportivate programme gives 11-25 year-olds access to six-to-eight weeks' of free or subsidised coaching in a range of sports). Satellite Clubs, Get Active Harrow, Change4Life Clubs, Harrow Primary Schools Athletics Championships and clubs providing a range of activity sessions for different age groups.

Aims and Objectives of Harrow's Physical Activity Strategy

Our overarching aim is: *To support people who are not doing any activity into doing some and those doing some activity into doing more.*

Priority will be given to the communities in greatest need for a true and longer term impact.

To achieve this we have set ourselves the following objectives:

- 1. Reduce inactivity in priority groups by increasing awareness of the opportunities available and addressing the barriers to participation*
- 2. Increase participation in sport in priority groups by improving the accessibility, range and quality opportunities for sport*
- 3. Increase opportunities and awareness for Harrow Council staff to be active*
- 4. Improve the degree to which Harrow as a place supports residents to be active as a routine part of daily life*
- 5. Work in partnership with stakeholders to make the best use of resources and attract new funding into the borough*

We will be working towards the following key outcomes:

- o More people will take up active travel, walk and cycle more*
- o More people access leisure services that are affordable*
- o More people will access parks, green spaces and growing areas*
- o More people from priority communities take up sport*
- o Harrow council to achieve London Healthy Workplace Charter level excellence by March 2017*

All aspirations will need to address proportionately those communities in greatest need.

Communities in greatest need includes pocket geographical areas in south, east and central Harrow, unemployed, people on low income, people with physical or learning disabilities, people with mental health problems, BME and refugee groups, women, older people, carers, people with long term conditions. There are clear and significant health inequalities in relation to physical inactivity according to income, gender, age, ethnicity and disability.^{xlvii}

Our key partners

We will be joining efforts with our partners and act on evidence to ensure success.

- **London Sport.** London Sport works with a huge range of partners and its purpose is one of offering support, insight, knowledge and expertise, to work together to increase participation in sport and physical activity in London. It support sport clubs, provides funds - Sportivate, support to schools around Schools PE and Sports

Premium and satellite clubs when pupils leave school. London Sport is working closer with each LA/Leisure provider to move further in using digital technology - re Get Active London and the improved version.

- **Sport England:** Sport England works across the regions to develop sports on a local level. One way of support is through funding: Community Sports Activation Fund, Get Healthy Get Active etc. It provides data, expertise, networking opportunities as well as support for strategic approach. It provides opportunities for your young people through Sportivate, School Games; and working with HE and FE sectors.
- **Schools and colleges and early years settings:** The foundations for being physically active are laid in the early years and this is a time when families are open to behaviour change and modifying their lifestyles. As key educational settings schools bring together children, families, clubs and the community. As potential community hubs they can provide after school facilities for the local community and club use. As such they can be as transmission levers to school leaving age and through adulthood. Accessing funding and resources will benefit all ages in the community to get more active. Colleges are key for partnership work to train young people among NEET (Not in employment, education and training) on coaching, fitness etc..
- **Harrow Community Sport and Physical Activity Network (CSPAN):** The Harrow CSPAN is made up of individuals from key organisations involved in the provision of sport and physical activity across Harrow. It provides the critical linkage between sub-regional co-ordination and local planning and delivery.
- **Everyone Active:** Our key delivery partner for providing leisure services for Harrow residents. There is potential work with Everyone Active to explore ways of developing services for the targeted communities in greatest need.
- **Local sport clubs:** With good links to coaches, volunteers and other professional staff in area of sports, clubs has the basic structure in place for activities after school hours and weekends for school children. They are ideally placed as providing structured sports and physical activity beyond the school age and to adulthood. Often, they would benefit from resources/funding and from good links with schools and local communities.

All primary schools have received a copy of the sports directory put together by Harvi Singh [CSPAN] and have been encouraged to upload it on to their school websites making it available to children and parents. Schools are also encouraged to signpost children to community clubs.

At competitions run through HSIP/SGO programme the children competing receive a certificate and on the back is a directory of local community clubs linked to the sport the child has been taking part in.

- **Voluntary and Community Sector:** Voluntary and community sector has the potential to tap into resources and funding and develop tailor made physical activity programs to target communities in greater need.

- ***Transport for London***: Provides funding to make improvements to the transport network and to encourage more sustainable travel.
- **The Physical Activity Implementation Group** will be responsible for developing an implementation plan in wide consultation with stakeholders and a smaller **steering group** will oversee this quarterly and be accountable to the Harrow Health and Wellbeing Board

PHYSICAL ACTIVITY AND SPORTS STRATEGY 2016-20 ACTION PLAN

This strategy applies a one council approach and the following teams all contribute to the deliverables and are represented in the Physical Activity Implementation Group - Public Health, Sport and Leisure, Traffic and Highways, Community Engagement.

The Physical Activity Implementation Group will be responsible for developing an implementation plan in wide consultation with stakeholders and a smaller steering group will oversee this quarterly and be accountable to the Harrow Health and Wellbeing Board. The Implementation group will ensure engagement with community and voluntary sector groups and also the CSPAN group to develop plans that meet everyone's needs.

Physical Activity and Sports Strategy objective	Overarching action	Outcomes 2020 (unless otherwise stated)	Indicator	Progress
<i>Reduce inactivity in priority groups by increasing awareness of the opportunities available and addressing the barriers to participation</i>	Public Health: <ul style="list-style-type: none"> To promote walks, cycling programme, outdoor gyms, active travel, parks and open spaces and exercise opportunities through existing networks, CSPAN, local papers etc. To maintain and expand programme and attendance on Harrow Health Walks programme To maintain and expand Harrow Park Run events and attendance Develop tailor made activities for priority groups (e.g. dance) To work with schools and children centres to promote and implement active travel, active travel plans, Change4Life, Golden Mile (walk/run), safe cycling and swimming training (year 4 and above), achieve accreditation with Healthy Schools London 	<i>More people will take up active travel, walk and cycle more</i>	<ul style="list-style-type: none"> Number of people taking part in walks program Number of targeted walk programs for priority groups and areas Number of people from priority communities accessing physical activity opportunities that are available Number of schools and children taking part in 'Golden Mile' 	
	Travel Planning: <ul style="list-style-type: none"> To support schools to promote active and healthier journeys To promote walking and cycling to schools, businesses and residents (campaigns across the year) Introduction of Bicycle Loan Scheme To work with school communities to reduce barriers to using sustainable transport To encourage School communities and the wider public to use active travel options as a means of travelling in the borough, improving health and wellbeing. 	<i>More people will take up active travel, walk and cycle more</i>	<ul style="list-style-type: none"> Increase the amount of pupils travelling to school by sustainable means Increase the uptake of sustainable journeys to people, living working and visiting the borough Reduce the amount of car journeys in the borough Number of active travel plans in operation Number of active travel maps for schools To achieve 1% drop each year of the overall proportion of children travelling to school by car (annual survey-schools/travel planning) 	
	Sports Development and leisure: <ul style="list-style-type: none"> To implement promotion via existing networks for library services, health and sports clubs – To work with the Council's leisure provider, Everyone Active, to deliver targeted programmes – i.e. 60+, disabilities, females To work with local clubs and organisations to deliver Sportivate programmes for young people. To work with the Council's leisure provider, Everyone Active, to promote free swimming, 	<i>More people access leisure services that are affordable</i>	<ul style="list-style-type: none"> Numbers of people accessing council subsidised leisure facilities - percentages including post codes are based upon data from Everyone Active card holders. Targets for 16/17 have yet to be confirmed 	

	for those aged 60+			
<i>Increase participation in sport and physical activity in priority groups by improving the accessibility, range and quality opportunities for sport and physical activity</i>	Sports Development and Leisure: <ul style="list-style-type: none"> To deliver of the Council's Outdoor Sports Pitch Strategy using S106 funding from the redevelopment of Harrow View West– improvements to be made to grass playing pitches, changing facilities, and also potentially the installation of artificial grass pitches. To support the development of local clubs – i.e. develop coaching and volunteering resource, and support clubs to recruit new members. To ensure the engagement with community sector groups including those representing priority groups in implementation of the strategy 	<i>More people from priority communities take up sport</i>	<ul style="list-style-type: none"> TBC Targets will be set up for 'On Your Marks' program re: participation from people with mental health problems and people with disabilities Number of local clubs supported to develop coaching and volunteering resource, and support clubs to recruit new members. To deliver Council's Outdoor Sports Pitch Strategy (improvements to pitches, changing facilities, and installation of artificial grass pitches). 	
	Open Spaces: <ul style="list-style-type: none"> To work towards providing better quality sports pitches to encourage higher levels of participation in pitch sports. 	<i>More people from priority communities take up sport</i>	<ul style="list-style-type: none"> To deliver Council's Outdoor Sports Pitch Strategy (improvements to pitches, changing facilities, and installation of 3G grass pitches). 	
<i>Increase opportunities and awareness for Harrow Council staff to be active</i>	Travel Planning: <ul style="list-style-type: none"> To develop a Staff Travel plan for the Civic Centre site with actions for staff based on the outcomes of a survey 	<i>Harrow council to achieve London Healthy Workplace Charter level excellence by March 2017</i>	<ul style="list-style-type: none"> To decrease the amount of car journeys to and from the civic centre To implement a programme of behaviour change to encourage the uptake of sustainable transport 	
	Public Health: <ul style="list-style-type: none"> To develop activity program for staff: Mini workouts, lunch time walks, stairs challenge etc. 	<i>Harrow council to achieve London Healthy Workplace Charter level excellence by March 2017</i>	<ul style="list-style-type: none"> Number of Harrow Council staff taking part in activities 	
<i>Improve the degree to which Harrow as a place supports residents to be active as a routine part of daily life</i>	Public Health: <ul style="list-style-type: none"> To make Health Impact Assessments (HIA) integral to any planning, policy, strategy and commissioning to improve environmental opportunities for being active To promote 'Walking for Health' to increase physical activity in parks and open spaces 	<i>More people will access parks, green spaces and growing areas</i>	<ul style="list-style-type: none"> Number of Health Impact Assessments carried out Increased use of parks and open spaces through people taking part in walks, park run, outdoor gym use and recreational activities 	
	Travel Planning: <ul style="list-style-type: none"> To implement the Sustainable Travel Strategy (2013) measures to reduce reliance on non sustainable forms of transport. To continue SMOTS (in development) Sustainable Modes of Travel to School Strategy – focusing on increasing sustainable and active journeys to school. 	<i>More people will take up active travel, walk and cycle more</i>	<ul style="list-style-type: none"> To develop a strategy that focus on Smarter Travel to school and has clear achievable objectives and targets More people will use active transport 	

	<p>Sports Development and Leisure:</p> <ul style="list-style-type: none"> To deliver the 'Fitness in Our Parks' programme 	<p><i>More people will access parks, green spaces and growing areas</i></p>	<p>Engage minimum of 80 females in the 10 week programme across 4 parks.</p>	
	<p>Open Spaces:</p> <ul style="list-style-type: none"> To maintain and improve open/green spaces To promote campaign to attract more visitors to open spaces (all). To promote the use of parks and open spaces as places for informal recreation particularly walking and running (all) To expand MUGA's (Multi Use Games Activity) To continue expansion of green/outdoor gym to new open space areas to increase participation from priority communities Support and expand park user groups 	<p><i>More people will access parks, green spaces and growing areas</i></p>	<ul style="list-style-type: none"> Maintenance issues with local parks and open spaces resolved in time to residents' satisfaction – number logged as a complaint decreased Number of newly developed MUGA's Number of newly developed Green/Outdoor Gyms Number of new park user groups and expansion of existing ones with new users 	
<p><i>Work in partnership with stakeholders to make the best use of resources and attract new funding into the borough</i></p>	<p>All partners work together:</p> <ul style="list-style-type: none"> To develop a joint promotion and social marketing campaign to attract priority communities to opportunities and facilities to be more active To attract new funding into the borough in order to: <ul style="list-style-type: none"> ➤ Develop tailor made physical activity opportunities targeted towards priority communities and areas ➤ Expand MUGAs to priority areas ➤ Maintain support for sport clubs ➤ Expand active travel educational workshops for targeted communities 	<p><i>More people will access parks, green spaces and growing areas</i></p> <p><i>More people will take up active travel, walk and cycle more</i></p>	<ul style="list-style-type: none"> A joint communication plan and brand developed by Physical Activity Implementation Group with oversight by Physical Activity Strategy Steering Group Number of joint promotional events run Number of funding applications made 	

Appendix 1: Physical activity/ Sports facilities in Harrow

Outdoor gyms^{xlviii}: 19 Parks in Harrow have outdoor gym equipment. Harrow Council's outdoor gyms are a new way to look at health and fitness offering a lot of the same equipment you would find in an indoor gym, but in the great outdoors. Best of all, they're completely free!

Parks: Harrow has many parks and green areas. Maintaining and expanding community, sports and leisure facilities would greatly enhance public use to be more active. Work is under way to develop and engage park user groups. 5 of Harrow parks have Green Flag status. Roxeth Recreation Ground, Canons Park, Harrow Recreation Ground, Pinner Memorial Park, Kenton Recreation Ground. Green Flag status is the benchmark national standard for parks and green spaces in the UK. It recognizes and rewards the best green and open spaces in the country.

Following outdoor sports facilities provides public with opportunities to be active. All but 2 (Hatch End and Chandos) have accessibility facilities for the disabled.

- Byron Recreation Ground: Bowling green (6 rink green), tennis (3 hard courts - free), football pitches (1 senior, 2 junior, 1 soccer 7s only), basketball target goal, outdoor gym
- Chandos Recreation Ground: cricket Table, tennis (3 hard courts - free), football pitches (1 senior pitch, changing facilities for 2 games at once), basketball target goal, outdoor gym
- Harrow Recreation: Playing fields (2 soccer 7s), cricket tables (2 junior, 2 senior), bowling green (1), outdoor gym
- Harrow Weald Recreation Ground: Bowling green (6 rink green), cricket table, tennis (4 hard courts), football pitches (1 senior, 2 junior), basketball target goal, outdoor gym
- Hatch End Playing Field: Playing fields (3 senior, 1 junior), cricket tables (2)
- Roxbourne Park: Cricket table (1), football pitches (1 senior, 2 soccer 7s), basketball target goal, outdoor gym
- Roxeth Recreation Ground: Tennis 2 hard courts – free, football pitches (2 senior), basketball target goal, outdoor gym
- Shaftesbury Playing Field: Cricket table (exclusive use), 2 rugby pitches, basketball target goal, cricket table, outdoor gym
- Stanmore Recreation Ground: Bowling green (6 rink green), football pitch 1 senior, outdoor gym
- More parks with outdoor gyms: Alexandra Park, Centenary Park, Headstone Manor Recreation Ground, Kenton Recreation Ground, Lowlands Recreation Ground, Pinner

Memorial Park, Queensbury Recreation Ground, Saddlers Mead, Thackeray Drive Open Space, The Croft, West Harrow Recreation Ground

Leisure Centres^{xlix}

- Harrow Leisure Centre: Offers a range of sports, leisure and recreational facilities including free swimming sessions for 60+ and Exercise on Referrals sessions
- Aspire: Aspire works with people with spinal cord injuries to help them achieve more choice and independence. The Aspire national training center is a fully integrated leisure facility for both disabled and non-disabled people.
- Roger Banister Sports Centre: The club has modern changing rooms, communal area, a warm up room with weights and athletic equipment such as hurdles and javelins. You can hire the facility for an upcoming function or to play rugby and football on the maintained pitches.
- Hatch End Swimming Pool: Hatch End Swimming Pool, situated about 10 minutes walk from Hatch End station, offers a wide range of sports, leisure and recreation facilities.

Schools: Schools provide facilities available for use after school hours and during weekends

- Salvatorian College offers gym facilities.
- Nower Hill High School offers gym, sports hall, sport fields and hard court.
- Harrow High School offers cricket, football and dance facilities
- Bentley Wood High School offers a gym, sports hall, games area and sports fields.

Current physical activity opportunities in Harrow

Leisure Centre activities: Harrow Leisure Centre provide free swimming classes for 60+. Over 2,000 people access free swimming every month. They offer a series of after school clubs. There is a Community liaison officer who works with schools and community groups to promote activities. Harrow has a large swim school and some schools use the leisure centre gym as part of their curriculum. The centre offers exercise on referral, health checks and cardiac rehab (commissioned by Public Health) which could encourage children's use of the facilities by default through their families.

Outdoor Gym Activators: Harrow has volunteer *Outdoor Gym Activators*^l who can provide support to groups on demand. Last year (2014/15) we have trained 12 volunteer activators, helping them access level 2 fitness instructors training, providing volunteering opportunities at outdoor gym sites. Through events and activities over 500 people were supported through guidance on how to use outdoor gyms and healthy lifestyle. Children centres and schools were key partners.

Harrow Health Walks^{ll}: Harrow Health Walks is a well established exercise program with around 250 walkers taking part in organised walks every week. We have 22 trained volunteer Health Walk Leaders and 7 volunteer data administrators supporting the program

helping it run each week. Total reach over a year exceeds 500 people. Many people with Long Term Conditions (LTC), disabilities and older people greatly benefits from the program.

Harrow Park Run: This is a new initiative run by Harrow Athletic Club every Saturday morning at the Harrow Recreation Ground. Volunteers help run the program. Each week over 100 people take part. The program kick started with a small pot of public health money and now running with the help of volunteers.

Healthy Schools London: An awards scheme where schools can achieve bronze, silver or gold based on health and wellbeing criteria. Bronze schools will have embedded physical activity into school life. For example they will have a dedicated member of the senior leadership team as a physical activity lead and will ensure a minimum of 90mins-2hrs of physical activity is included in the curriculum. The silver and gold awards are more focused and if physical activity is identified as an area for improvement then schools may want to focus on that. Harrow has 22 schools with bronze and 5 with silver.

Our Parksⁱⁱⁱ run weekly group exercise program (Social Netball) at Centenary Park through London Sport funding. It promotes park use for group exercise through qualified instructors. 85 Percent out of the total 69 were inactive before coming to the sessions. They were all women aged between 25-40yrs.

Harrow Community Dance was developed last year to provide fun based, tailor made dance activity to priority groups such as unemployed, people on low income, people with physical or learning disabilities, people with mental health problems, BME and refugee groups, women, older people, people with long term conditions. Over 200 people benefited from weekly hour long dance classes. Plan is in progress to train front line staff in Exercise to Music Skills to sustain the dance and exercise program.

Outdoor adventurous activity: In schools teachers have the opportunity to attend Outdoor Adventurous Activity CPD where they learn about developing children's skills through team challenges. Teachers are encouraged to share this information with parents for them to do at home. There will be OAA CPD for primary schools in February 2016. The idea of engaging parents is one that could be explored by HSIP and shared with teachers.

Park user groups: Increasing numbers of Park User Groups and consequent events and improvements to the park which will encourage greater use and appeal. Harrow Council have just established a Borough Parks Forum to spread best practice and support. There is also a programme of pavilion refurbishments in parks to enable potential use by nurseries.

Schools Travel Plan program: Harrow has an extensive school travel plan. 33 out of 62 schools have a plan in place which is set to increase. However a larger number of schools have initiatives in place to increase active travel. Schools take part in walk to school week/month and bike week. Harrow Council supports schools regarding parking and congestion issues. This includes helping them to increase active travel. Some schools have park and stride initiatives where parents park further away and walk to the school. All maintained schools will have access to active travel maps with information on walking/cycling journey times and routes. *Bikeability* maps are being refreshed and will be available for the whole of the borough. There is an audit being completed to assess cycling

permeability through the borough at present. This will help plan future cycling infrastructure. Walking and cycling are part of all regeneration work.

Walk to school week: Most schools participate in walk to school week/month and bike week which helps families to incorporate active travel into their every day commute.

Bikeability: Harrow Council runs cycle clubs for women and school children and organises guided tours to promote cycling within a safer environment. *Bikeability* is available to children and free cycle training is available to anyone who works and lives in the borough. 68% of schools are engaged with *Bikeability*. In addition the council offer balance bike training. Schools are engaging with children regarding scooters and providing safe places to store them.

Exercise on Referral: Exercise on referral is a program of tailored exercise sessions offered to meet a person's need. The program introduces people to the benefits of physical activity. Individuals are referred onto the program by their health professional (GP, practice nurse, physiotherapist etc.). The program is open to adults aged 16 years and over who have an existing health condition, meeting the referral criteria and are considered inactive (not currently participating in at least 30 minutes of moderate intensity activity on three or more days a week).

Health Checks: NHS Health Checks are for 40-74 year olds who presently do not have an existing cardiovascular risk factor. Follow-up programs have been put in place to support those who have been identified as needing to increase their physical activity levels. These include HealthWise (gym based exercise program), weight management program (gym and dietary advice), Let's Get Moving (motivational interviewing and signposting program) and resources highlighting local opportunities.

Sportivate: The Sportivate programme gives 11-25 year-olds access to six-to-eight weeks' of free or subsidised coaching in a range of sports. During the six-to-eight weeks those taking part can work towards an event or personal challenge and when the free or low-cost coaching has finished they will be supported to continue playing sport. Sportivate launched in June 2011 as a four-year programme aimed at 14-25 year-olds but, due to its success, additional funding of £10m per year has been invested allowing the programme to run until March 2017. Sportivate is inclusive and targets a variety of young people including those who have a disability and people from black and minority ethnic groups. In 2014/15 approximately 942 14-25 year old to access sport and physical activity, with 598 of those people retained in the programme through participating in a minimum of 6 hours of coaching. A minimum of 168 coaching hours have been delivered across the Borough.

London Youth Games: 300 young people from across borough aged 7 - 18 represent Harrow annually in the Balfour Beatty London Youth Games held at Crystal Palace National Sports Centre, with a further 250 young people taking part in pre – squad trials, training and selection for the borough representative squads. In Harrow, the games is used to support the work of local voluntary sports clubs, many of whom use the games as a means of recruiting new members. Teams representing Harrow can be classed into three categories, the first being young people who come directly from a local sports club, are regularly playing at a high level and are keen to represent the Borough at the London Youth Games. The second category is from an open trial system, where young people from all over the Borough

that are encouraged to turn up for a trial and a team are then picked based on qualified sports coaches' recommendations. The 3rd is from a school representative team, and are generally supported by schoolteachers and the school sport system.

School Games [formerly known as the Sainsbury's School Games]: The School Games is a unique opportunity to motivate and inspire millions of young people across the country to take part in more competitive school sport. The Games are made up of four levels of activity: competition in schools, between schools, at county/area level and a national event for the most talented school age athletes. Intra-school competition - sporting competition for all students held within their school, culminating in a School Games Day. Inter-school competition - individuals and teams are selected to represent their schools against other local schools in competitions run by School Games Organisers, with the winning teams progressing to a School Games Festival. Sainsbury's School Games Festival - regional or countywide festivals and competitions are usually held twice a year to find the best performers in the area as a culmination of school sport competition. National multi-sport event - the 2015 School Games saw the most talented young people in the UK selected to compete in high-performance venues.

Satellite Clubs: Satellite Club funding has been invested into 10 schools in Harrow. Over 340 11-18 year old are expected to access sport and physical activity.

Get Active Harrow: All sport & physical activity opportunities in Harrow are promoted via the Get Active London page –www.getactivelondon/getactiveharrow - one stop shop for everyone to access. We successfully engaged with all partners and in 2014/2015 Harrow had 244 page views. There are currently 88 clubs, 141 venues and activities in Harrow promoted to Londoners via the website.

Change4Life Clubs: The national Change4Life School Sport Clubs program launched in March 2012. One member of staff per school runs before school, lunch time or after school clubs which encourage young people to have fun while being physically active and learn about how to eat healthily and live a healthy life-style. The hours of activity are recorded on wrist bands and in log books which encourage parents to get involved in their child's progress. Nearly two-thirds (61%) of primary schools run C4L clubs based on increasing physical activity amongst those most in need. HSIP are currently working with schools to encourage them to put links to C4L on their websites for families to access.

Harrow Primary Schools Athletics Championships: [aka Borough Sports] was in 2015 an inclusive competition. Categories taken from the Paralympics were included with wheelchair races, visually and hearing disabled, statemented children. A Paralympian attended as guest of honor and Aspire also supported the event with a wheelchair basketballer. This will be repeated in 2016 with particular reference to the Olympics in Rio. A Mini Olympics will also be held for KS1. A number of competitions are held in the borough targeting those children who may not make the elite team to represent their school.

Clubs providing a range of activity sessions for different age groups: *The Cedars Youth and Community Centre; Harrow leisure centre; Beacon Centre*

Appendix 2 - Glossary of terms:

Moderate-intensity physical activity leads to faster breathing, increased heart rate and feeling warmer. Moderate-intensity physical activity could include walking at 3–4 mph, and household tasks such as vacuum cleaning or mowing the lawn.

As a rough estimate, most people experience moderate intensity activity when they walk at 3mph, or walking uphill, or when they are carrying a lot of shopping. This also applies to cycling at 10mph or cycling uphill. However, the fitter you are, the more activity you have to do for it to be of moderate intensity. Fit individuals may want to engage in more vigorous activity as it brings extra health benefit and also allows the benefit to come from shorter sessions.

Vigorous-intensity physical activity leads to very hard breathing, shortness of breath, rapid heartbeat and should leave a person unable to maintain a conversation comfortably. Vigorous-intensity activity could include running at 6–8 mph, cycling at 12–14 mph or swimming slow front crawl (50 yards per minute).

Mode Share: This indicator will measure the proportion of personal travel made by each mode by the borough of origin of the trip. This gives a broad indication of the general travel behaviour of households within a given borough. If a trip is made by more than one mode then the main mode is the one which is used to cover the greatest distance.

National recommendations for being physically active: The CMOs' current recommendations for physical activity (see UK physical activity guidelines) state that:

Under 5s: Children capable of walking unaided should be physically active for at least 180 minutes (3hours) daily.

Children & Young people (5-18 years): Should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours daily.

Adults (19-64 years): Should aim to be active daily with moderate intensity activity adding up to 150 minutes (2.5 hours) per week or 75 minutes of vigorous activity per week.

Older adults (65+ years): Should aim to be active daily, a week of moderate intensity activity should add up to 150 minutes (2.5 hours). Regular exercisers should aim for 75 minutes of vigorous activity per week

Physically inactive: The Chief Medical Officer defines physical inactivity as participation in less than 30 minutes of moderate intensity physical activity per week within a 28-day period^{liii}.

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^{xxxviii} http://www.peecworks.org/PEEC/PEEC_Gen/01796129-001D0211.0/Darnton%202008%20Overview%20of%20behavior%20change%20models%20and%20uses.pdf

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^{xiv} http://www.harrow.gov.uk/info/200192/fitness_clubs

^{xv} <http://www.harrowhealthwalks.org/when-and-where.php>

^{xvi} <http://ourparks.tranquildigital.com/borough/harrow>

^{xvii} https://www.sportengland.org/media/388152/dh_128210.pdf (p. 8)

^{xviii} http://www.harrow.gov.uk/info/100010/health_and_social_care/911/outdoor_gyms_in_harrow

^{xix} http://www.harrow.gov.uk/info/200192/fitness_clubs

ⁱ http://www.harrow.gov.uk/info/100010/health_and_social_care/911/outdoor_gyms_in_harrow

ⁱⁱ <http://www.harrowhealthwalks.org/when-and-where.php>

ⁱⁱⁱ <http://ourparks.tranquildigital.com/borough/harrow>

ⁱⁱⁱⁱ <http://www.ukactive.com/turningthetide/pdf/Turning%20the%20tide%20of%20inactivity.pdf>