



# bewell strategy

2018-2021

[www.livewellcampaign.co.uk](http://www.livewellcampaign.co.uk)

Prepared by Braintree District Council





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Everyone benefits from being active for their physical and mental wellbeing, that's why making regular activity part of our residents daily lives underpins the Bewell Strategy.

Active Essex has set a target to get 1 million Essex residents active by 2021, in the Braintree District If we want to contribute towards this target we need to encourage a further 4,624 people into an active lifestyle.

We know that most people (76%) in our district do not participate in enough physical activity to benefit their health and one in five deaths in Braintree's 40-79 year olds are preventable if residents followed the Governments guidelines for physical activity. In our District over half of our adult population (67%) are classed as being overweight or obese and 33% of children leaving junior school will be overweight. Physical activity has an important role to play in the prevention of much of this. Collectively working together with our partners focusing our efforts on the priorities contained in the strategy we can have the greatest impact on our residents health.

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## OUR STRATEGY FOCUSES ON FOUR PRIORITIES:

### 1. MOVE



Increase activity –more people in our district being active to improve their physical and mental wellbeing.

### 2. COMPETE



Increase sport engagement – develop a high quality sport infrastructure locally to enable individuals and teams to achieve their sporting ambitions.

### 3. PROVIDE & ENABLE



The built and natural environment – we will work to ensure we have the right facilities in the right places now and in the future when our population grows.

### 4 ENGAGE & ACTIVATE



Engage and change behaviour – inspire people to make the change from inactive to active and maintain that change by building physical activity and improving diet into their everyday lifestyle.

## IN THE BRAINTREE DISTRICT

Adult population

**150,360**

39,695 (26.4%) are  
classed as being inactive



## ACTIVE ESSEX TARGET

Get **1 million** Essex  
Residents active by 2021  
Our part of that target is  
to encourage a further 4,624  
residents to sustain an  
active lifestyle

## GOVERNMENT RECOMMENDATIONS

**Adults** - 30 minutes of moderate  
physical activity 5 times per week

**Children and young people  
(5-18 year olds)** - 1 hour per day

**Under 5's** - minimum 3 hours per day





# MOVE

Increase activity - more people in our district being active and participating in sport to improve their physical and mental wellbeing.

## WE WILL:

Work with our partners to increase the number of people taking part in physical activity and sport by:

- ♥ Ensuring that information on sports and activity is easy to find and promoted
- ♥ Promote the use of green open space and seek opportunities to run events to increase participation
- ♥ Helping all school aged children in our district enjoy a hours physical activity every day
- ♥ Provide a multi partner Livewell website to hold information on all that is available locally to improve health and wellbeing

## TO:

- ♥ Increase activity levels amongst our residents
- ♥ More people use our green open space for exercise and leisure activity improving their health and wellbeing
- ♥ Increase the number of children taking part in an hours activity a day
- ♥ Support the local health system by reducing the number of people suffering from ill health associated with inactivity



# COMPETE

Increase sport engagement – develop a quality sport infrastructure locally to enable individuals and teams to achieve their sporting ambitions.

## WE WILL:

- ♥ Ensure pathways exist to identify and nurture talented athletes, coaches and officials
- ♥ Encourage, support and reward volunteers
- ♥ Create an environment that supports the development and sustainable growth of clubs and groups who provide physical activity and sport opportunities

## TO:

- ♥ Enable athletes, coaches and officials to achieve their sporting goals
- ♥ Ensure volunteers feel valued and continue to play a vital role in delivering sport and activities in the local community
- ♥ Ensure clubs and groups continue to provide sporting opportunities and the district is home to a diverse range of sport and physical activity based programmes.



# PROVIDE & ENABLE

The built and natural environment - we will work to ensure we have the right facilities in the right places now and in the future when our population grows.

## WE WILL:

- ♥ Deliver facility provision in our District through innovative, strong, long term partnerships with providers
- ♥ Facilitate diverse and affordable activities for underrepresented groups
- ♥ Secure funding to provide a diverse and appealing range of local and affordable sporting and physical activity opportunities are available



## TO:

- ♥ Ensure residents have access to facilities to encourage more participation in physical activity and sport.
- ♥ Ensure more people use the facilities on offer to improve their health and wellbeing



# ENGAGE & ACTIVATE

Engage and change behaviour - inspire people to make the change from inactive to active and maintain that change by building physical activity into their everyday lifestyle.

## WE WILL:

- ♥ Promote the benefits of being active and encourage people and families to take responsibility for their own health and wellbeing by leading active lifestyles
- ♥ Break down barriers or resistance to physical activity
- ♥ Educate in the positive effects of physical activity to improve health and wellbeing
- ♥ Run 'behaviour change' campaigns linked to increasing activity

## TO:

- ♥ Influence positive behaviour change which leads to activity becoming part of residents everyday lives
- ♥ Residents are easily able to access information and act on the advice provided
- ♥ More informed residents who take responsibility for their own health & wellbeing

# FACILITIES IN THE DISTRICT



**18**  
SWIMMING POOLS



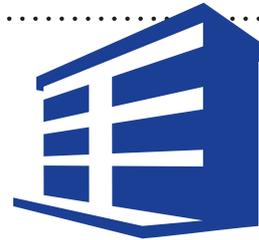
**11**  
ARTIFICIAL PITCHES



**26**  
TENNIS COURTS



**214**  
GRASS PITCHES



**27**  
SPORTS HALLS

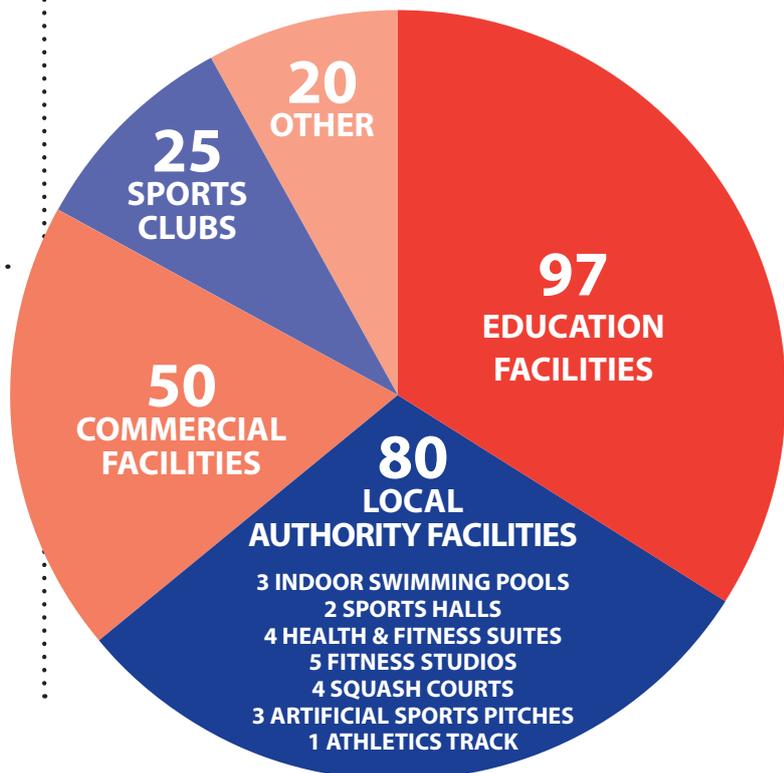


**31**  
PARKS AND OPEN SPACES



**20**  
PLAY AREAS/  
YOUTH FACILITIES

## FACILITY OWNERSHIP:



# HOW WE WILL DELIVER THE STRATEGY

The Bewell Strategy is a four year plan which will be delivered together with our partners: Active Braintree, Active Essex, MECCG, Essex County Council Public Health & Education and Fusion Lifestyle, through the production and implementation of an annual action plan. Responsibility for shaping the strategy, delivering its objectives and monitoring its impact will rest with a steering group made up of the Braintree District Health & Wellbeing Panel. Annual delivery plans will be produced each year and these will also be monitored by the steering group.

A further review of this strategy will take place in 2019/20 for the next 4 year period 2021/25.

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## MEASURING SUCCESS

### BY 2021 WE WILL:

- ♥ Achieve at least 2.5% increase in adults being active for 150 minutes per week  
Baseline 57% - Target 60.5 %
- ♥ Achieve at least 3.1% decrease in adults not being active for at least 30 minutes per week  
Baseline 26.4% Target 23.3%  
This roughly equates to 4,624 more residents taking part in sport or physical activity for 30 minutes per month.
- ♥ Increase the number of children and young people who take part in physical activity for more than 1 hour per day by 5%  
Baseline 28% Target 33%
- ♥ Increase the number of children under 5 who exercise 5 times or more per week  
Baseline 37% Target 42%

2018 - 2021





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