

**Merton**

Health and Care

Together

# Actively Merton

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# Actively Merton

An initiative to promote physical activity and social activity for all people in Merton creating a movement and culture change to improve the health and wellbeing of Merton residents



## Expansion

Clear and expanded menu of services, bringing together the existing offer with some new highly visible targeted evidence based initiatives.  
Aim for the menu to evolve, self generate and innovate

- Beat the Street
- Living Longer Better



## Connection

Build connection : use of networks/enable key allies and develop distributed leaders/movement building; use of digital, build on/scale up existing connectors such as social prescribing, link workers.

- Sir Muir Gray as expert consultant to lead and be a figurehead to drive forward networks



## Awareness

Create an identity to join, connect and bring together partners (individuals, organisations and settings) to support movement building, increase utilisation of existing services and support.

- Specific communications and engagement activities, potentially new identity, micro site

## What kind of different will it make?

- **Sustainable health and wellbeing improvement:** Small changes for lots of people and big changes for a few people (blending universal and targeted interventions)
- **A platform to tackle health inequalities:** development or formation of sustainable partnerships and networks rooted in the community that will have greater impact to offer information, advice and access to health and wellbeing services
- **Forge Merton as a health place;** greater awareness, access and use existing assets (green spaces, voluntary and community sector services and resources)



# Why?



**Our Merton Health and Care Plan directs us to work collaboratively, focus on prevention and develop integrate approaches and services to improve the health and wellbeing of Merton community.**

- Increasing high prevalence of obesity in Merton
- Population Health data for Merton shows that the most important public health threats in Merton are heart disease, stroke, cancer and diabetes and all exacerbated or caused by obesity.
- Opportunity to shift from treatment to wellness via patient engagement and empowerment
- Making it easier to make healthy choices, in a non stigmatising, inclusive way
- Community led and driven – developing a long term partnership

# Beat the Street Merton

- Mass community 'game' promoting physical activity
- Evidence base that proves it leads to long term behaviour change at scale
- Empowers people to make small changes to their lives and so transforms the health and wellbeing of their communities
- 22,457 residents took part in the 6 week game (which is around 10% of the Merton population)
- 239,000 miles travelled together
- 46 Schools engaged
- 33 community teams
- 27% players are from the 40% most deprived areas
- 38% of players registered as physically inactive
- 48% of players aged between 19 and 55 years old



# Actively Merton

What	How	When
<b>Promoting existing initiatives</b>	<ul style="list-style-type: none"> <li>- Communication channels</li> <li>- Creating dedicated space on all main Website</li> <li>- Newsletter to BTS participants &amp; wider network</li> <li>- Actively Merton Print leaflet</li> </ul>	June (launching at the event in June)
<b>Creating networks and connections</b>	<ul style="list-style-type: none"> <li>- Event in June (sharing BTS intelligence and working together to co-create the next steps)</li> <li>- Link and align with Borough of Sport</li> <li>- Physical activity through talking therapies (MECC Link, Moving Medicine)</li> <li>- Train frontline workers (PC, Social prescriber, adult social care staff, health visitor, youth clubs, VCSE rep.</li> </ul>	June (Date TBC)
<b>Specific BTS legacy activities</b>	<ul style="list-style-type: none"> <li>- Inviting BTS participants to set up Park Run in Morden &amp; Mitcham</li> <li>- Scale up of Walk and Talk</li> <li>- Continue to signpost to local activities, events, places or services.</li> <li>- Regular content on social media, including case studies, stories</li> <li>- Extend befriending scheme</li> <li>- Merton Borough sports – join campaign and behaviour change work</li> </ul>	May onwards



# Merton Borough of Sport

- The emerging action plan



# What is Borough of Sport

- One of Merton's top three priorities
- A three year action plan
- Sport and physical activity
- Encouraging residents to do one, or one more, physical activity each week
- Driving health, social and economic benefits
- Led by the Council but delivered in partnership with residents and the groups they trust

# High Level Ambition

More Merton residents, in particular those aged 4-16 and over 65 from less affluent communities, taking part in physical activity and or sport and therefore gaining the health, social and economic benefits from being active  
(Measured by Active Lives)

## Delivered through a partnership of:

**Residents and Stakeholders**

**Health and Wellbeing**

**Sport and Leisure**

**Children and Education**

**Active Travel**

## Four Workstreams (combining effort and a mix of new and existing opps):

### Menu of Opportunities

Mapping and gathering free and paid for activities from groups and providers

### Messaging and Forum

Promoting what's on offer. Why being active matters in a way which is right for residents

Supporting and utilising community assets

### Exemplars

Higher profile interventions which capture attention and offer free activities

### Sporting Pride

Showcasing and driving residents pride in Merton's sporting heritage. While also driving activity levels

## Underpinned by:

**Funding** – From LBM, sponsorship and inward investment  
**Workforce** – Upskilling the paid and unpaid workforce





# The First 12-18 Months

- **Dedicated officer capacity**
  - Two dedicated council posts
  - Two activators for 4-16s and 65+ in the community
- **Council Operational Group** to combine effort and develop detailed plan with partners
- **'Borough of Sport' badge**
- **Promote what is on offer** and encourage residents
  - Get Active Bespoke Offer
  - Pledges





POWERED BY



## A platform to maximise active opportunities

Postcode finder

Online work outs and thousands of resources



London, UK

All activities

Q

Hide map

Hide filters

Within 5 km

Date

£5 or less

Time of day


Age

Level

Accessibility

Gender


Clear all





Free

2.5km away

**Community Club Southwark**

 The Castle Centre, 2 St. Gabriel Walk, London, SE1 6FG


 Sat 14th Jan at 14:00pm





£2.60

2.4km away

**Cardio Junior**

 Vauxhall Leisure Centre, 50 South Lambeth Road, Vauxhall, London, SW8 1DY


 Sat 14th Jan at 13:15pm





£2.60

2.4km away

**Strength and Conditioning Junior**

 Vauxhall Leisure Centre, 50 South Lambeth Road, Vauxhall, London, SW8 1DY


 Fri 13th Jan at 16:15pm





Free


2.6km away

**HIIT**

 Spa Fields, London, 91 Skinner Street, EC1R 0WX

 Wed 18th Jan at 17:00pm





Add activity

**Borough of Sport**

Discover activities near you.

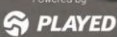
Merton, London

Session

All activities

Q

Powered by





# The First 12-18 Months

- **Utilise and support community assets**
  - Forum and Advisory Group
  - Exemplars
  - Small grants fund
- **Unlocking Council and inward investment**



# Impact – the difference we will see

- **Activity Levels** – measured by Active Lives surveys
- **Volunteering** – measured by the Active Lives surveys
- **Number of Opportunities** – measured by the Get Active Portal
- **Investment** – measured by funding coming into sport and physical activity in Merton from other funders
- **Sports Sector** – measured by feedback to the Council