

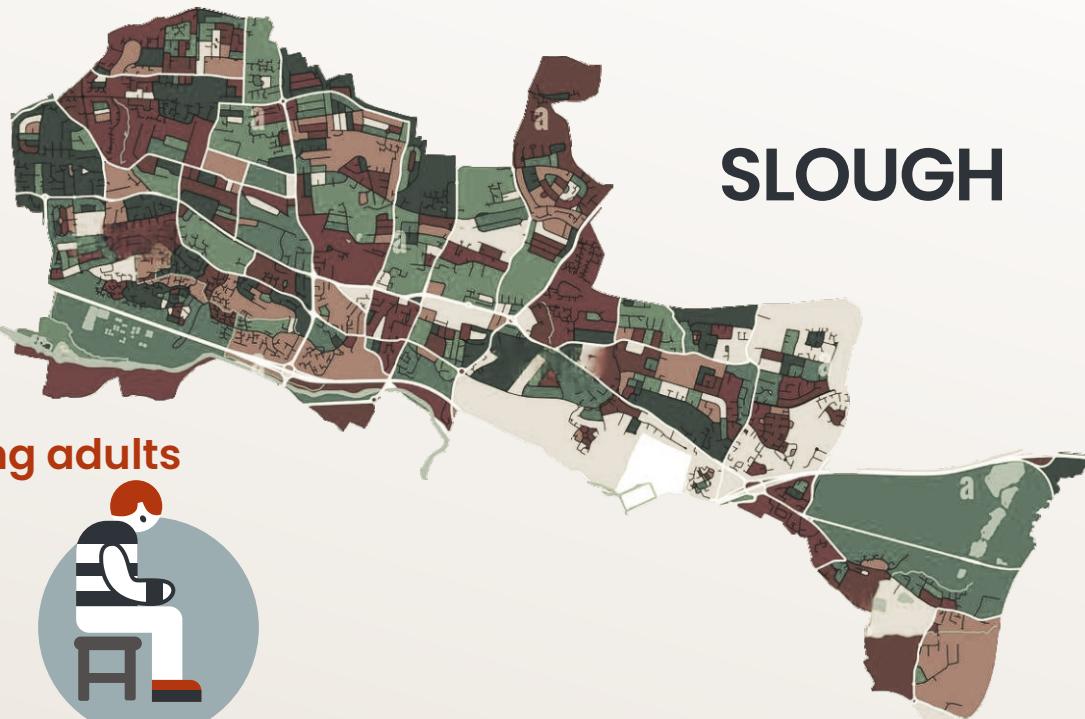
SLOUGH

PHYSICAL ACTIVITY NEEDS ASSESSMENT

(Infographic Edition)

A summary of physical activity levels, barriers, and recommendations for a healthier community.

Critical findings



Inactivity rates among adults

31%



Insulin Shot

Glucometer



Dr. Janet Ige

Inactivity rates among children

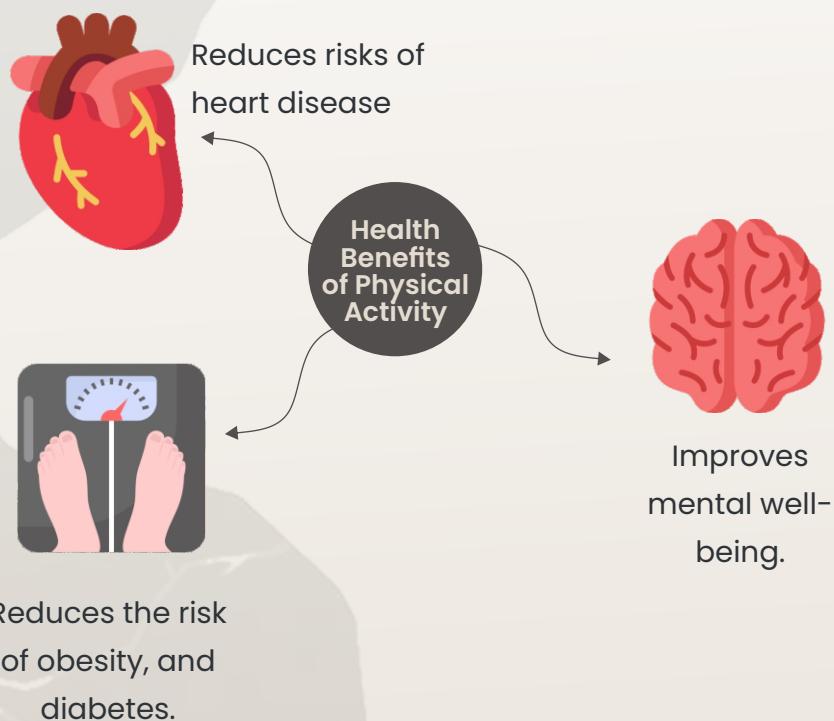
58%



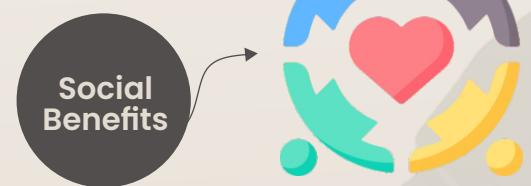
The report offers evidence-based recommendations for key stakeholders, including local authorities, schools, employers, voluntary organisations, and elected officials, to foster a healthier, more active community. For full details and additional insights, refer to the complete needs assessment report.

Why Physical Activity Matters?

Physical activity plays a crucial role in maintaining and improving health, reducing the risk of chronic diseases, and enhancing mental well-being. Yet, in Slough, a significant proportion of residents—both adults and children—fail to meet the recommended levels of physical activity. This has far-reaching consequences for public health, economic productivity, and community cohesion.



Inactivity costs the UK economy £7.4 billion annually.



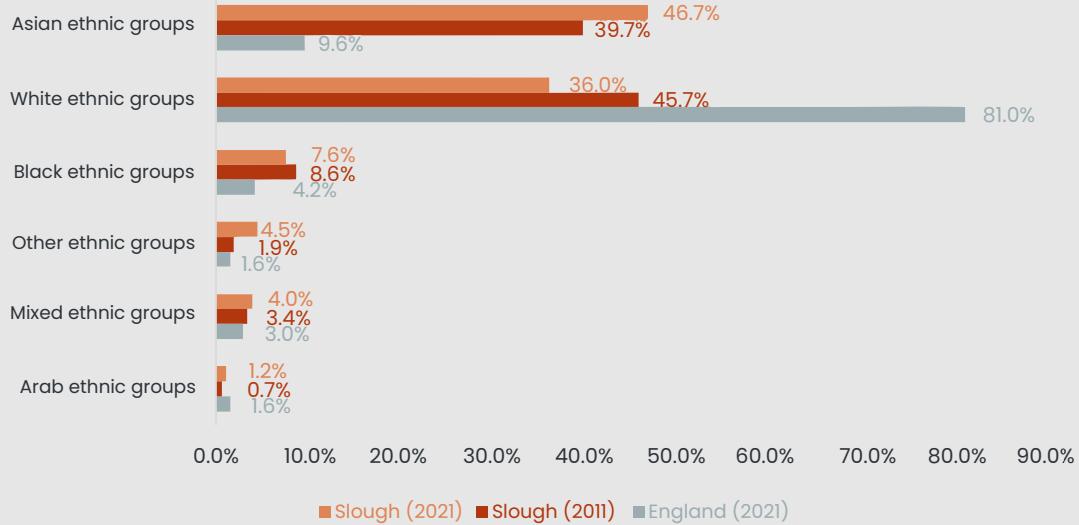
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Slough's Demographic & Health Challenges

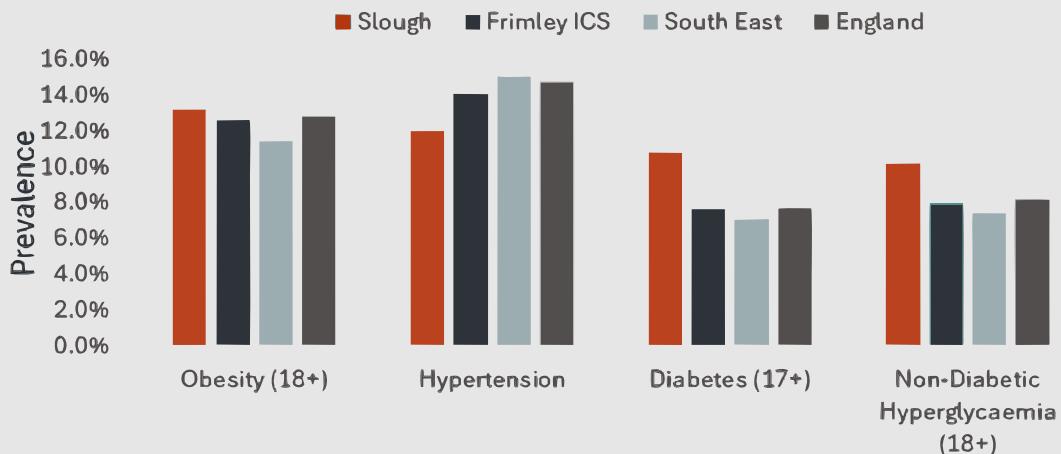


Slough population diversity



- Population: 158,500+ residents, 60% from ethnic minority groups.

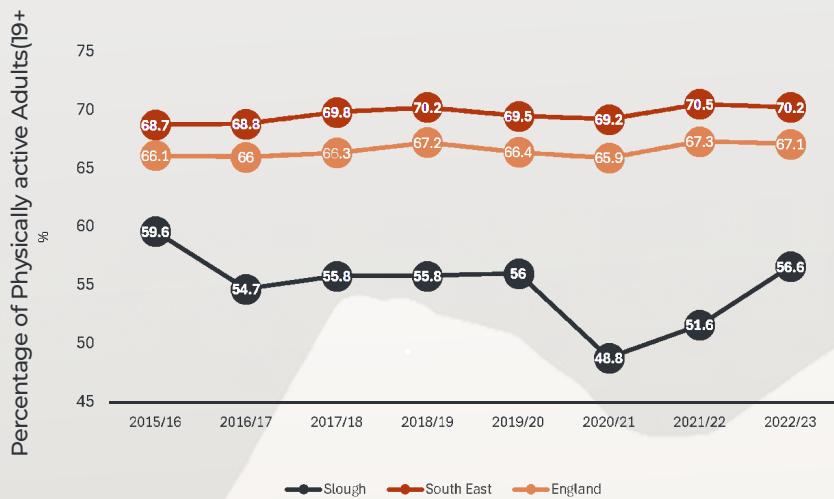
Demographics and Health Profile of Slough



- 58% of adults classified as overweight/obese.
- 43% of Y6 classified as overweight/obese. 11% of adults diagnosed with diabetes (one of the highest rates in England). Life expectancy lower than the national average.
- Diabetes: 10.8% of adults diagnosed vs. 7.7% national average.

Current Physical Activity Levels

(Adults & children)



Only 57% of adults meet recommended Physical Activity guidelines. 31% of adults classed inactive, women & older adults are less likely to engage.

Low activity levels among residents in most deprived areas



- Higher risk of CVD
- Higher risk of diabetes
- Higher risk of hypertension
- And other forms of CVD.



- Only 42% of children meet Physical Activity recommendation.
- Children from more deprived areas and ethnic minority groups are less likely to meet guidelines for physical activity.

Barriers to Physical Activity in Slough



Slough residents face significant barriers to engaging in physical activity.

FINANCIAL BARRIER

The high cost of gym memberships, fitness classes, and sports facilities is a major deterrent for many residents, particularly those from low-income households.



Gyms are too expensive, and most people can't afford regular classes.

SAFETY CONCERN

Fear of crime, poorly lit parks, and vandalised outdoor spaces discourage residents from using public areas for exercise.



Salt Hill Park doesn't feel safe, especially after dark.

LACK OF AWARENESS

Many residents are unaware of local opportunities for physical activity or available programs such as Active Slough. Poor communication and outreach limit participation.



I didn't know about these programs—if I had, I would have joined!

CULTURAL & LANGUAGE BARRIERS

Cultural norms and language differences can prevent some groups, particularly ethnic minorities, from participating in mainstream activities.



The programs don't consider our cultural preferences or account for language barriers.

ACCESSIBILITY ISSUES



Limited transport options and the distance to leisure facilities make it difficult for residents without cars to access activities.



Public transport isn't reliable, and most gyms are far away.

Who faces the greatest barriers?



Time constraints, care-giving responsibilities, and lack of age-appropriate options.



Financial challenges and safety concerns in public spaces.



Cultural sensitivities and language barriers.

Existing Resources and Gaps in Slough.

Resources



Leisure Centre



Active Slough Program



Parks and Green Spaces

Gaps

Cost barriers: unaffordable for those with the highest need.



Uneven Distribution of Facilities: Most deprived areas of facilities have fewer options.



Lack of culturally diverse programs or facilities to meet diverse needs.

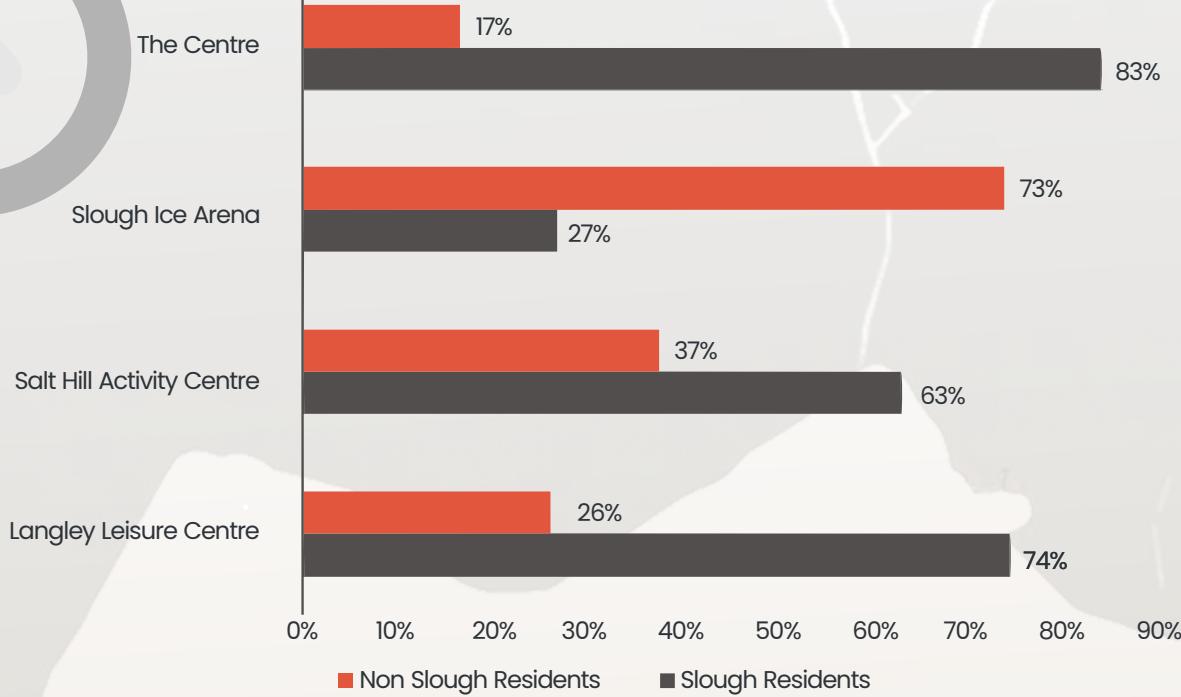


Underutilisation: due to safety concerns, poor maintenance, & lack of facilities.



Transport Barrier: Inadequate public transport links to leisure centers and parks.

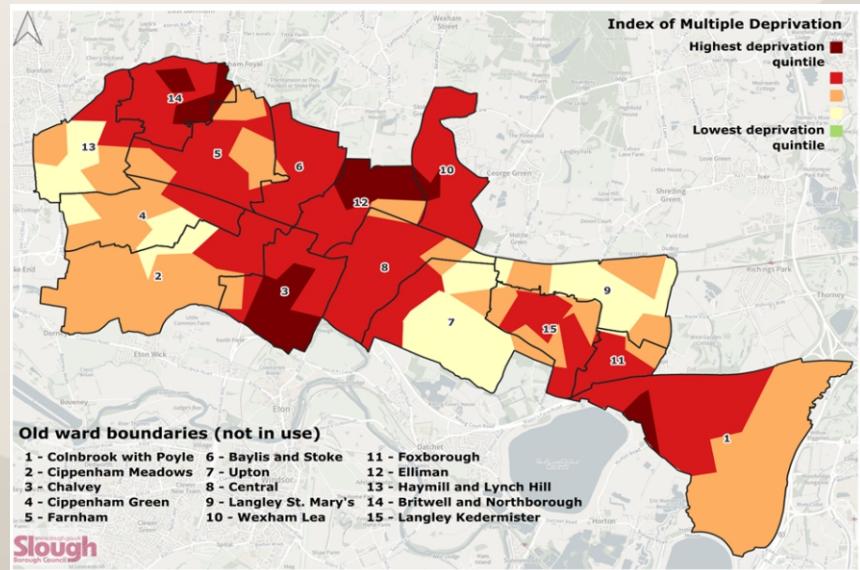
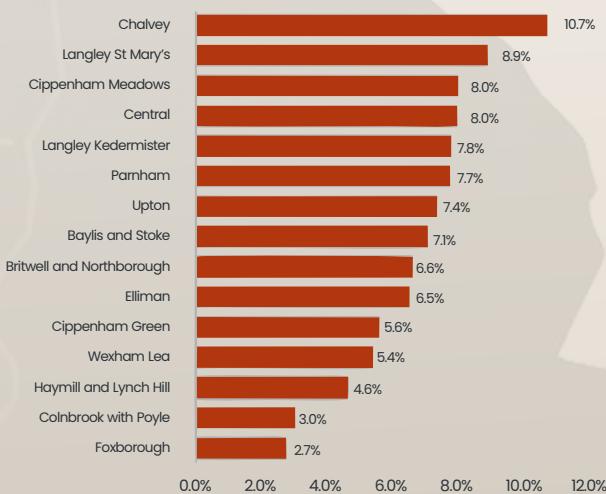




Use of facilities by residency status

- Leisure facilities in Slough draw users from both inside and outside the borough, with The Centre Slough attracting mostly local residents .
- Salt Hill Ice Arena sees a high proportion of non-Slough visitors, highlighting its status as a regional destination rather than a strictly local resource.

User Activity by Slough Wards, 2023/24



Recommendations for Local Authorities

Empowering Local Authorities to Lead Change



Local authorities can create environments that encourage physical activity through planning, investment, and community engagement.

Key Recommendations



Improve walking and cycling routes, prioritising safety and accessibility in deprived areas.



Increase the number, quality, and accessibility of parks and outdoor areas.



Install lighting, CCTV, and ensure regular maintenance in parks and open spaces.



Promote physical activity benefits using culturally sensitive, multilingual campaigns.



Prioritise active neighborhoods and include physical activity goals in urban development.

Recommendations for Educational Settings

The Role of Schools in Promoting Physical Activity



Schools can instill lifelong active habits and support family and community participation.

Key Recommendations



Embed Physical Activity in the Curriculum

Introduce daily activity sessions and inclusive PE lessons.



Promote Active Travel

Develop safe walking and cycling routes to schools.



Expand Extracurricular Activities

Offer diverse and affordable after-school sports and active play programs.



Engage Families and Communities

Organize family fitness days and collaborate with community groups.



Create Activity-Friendly Environments

Invest in well-maintained play areas and active design principles in school grounds.

Recommendations for Employers and Businesses

Promoting Physical Activity in the Workplace



Employers can foster a healthier workforce by integrating physical activity into workplace culture.

Key Recommendations



Offer fitness challenges, walking meetings, and on-site classes.



Provide bike storage, shower facilities, and incentives for walking or cycling.



Allow time for physical activity during the workday.



Promote team-building through active events like charity runs or group sports.



Subsidise gym memberships and reward participation in fitness initiatives.

Recommendations for Voluntary Sector

Empowering Community Organizations to Drive Change



Voluntary organizations can bridge gaps in access and engagement for under-served populations.

Key Recommendations



Develop Inclusive Programs

Design affordable, culturally tailored activities for diverse groups.



Train Volunteers as Champions

Equip volunteers with skills to promote physical activity within communities.



Collaborate Across Sectors

Partner with local authorities, schools, and the NHS on coordinated initiatives.



Enhance Outreach

Use multilingual, culturally relevant materials to promote programs effectively.



Support Active Travel

Encourage walking and cycling for travel through resources and incentives.

Recommendations for Elected Officials

Driving Policy and Advocacy for Physical Activity

Elected officials can champion policies and funding to promote equitable access to physical activity.



Key Recommendations



Prioritise resources for parks, leisure facilities, and active travel.



Embed physical activity goals in urban planning, transport, and public health policies.



Host forums and town halls to gather resident input and co-design initiatives.



Participate in campaigns and events to promote active lifestyles.



Push for enhanced safety in parks and better transport links to facilities.