

	<p><b>London Borough of Hammersmith &amp; Fulham</b></p> <p><b>Community Safety, Environment and Residents Services Policy and Accountability Committee</b></p> <p>9 June 2015</p>
<p><b>Provision of Sport and Leisure Facilities</b></p>	
<p><b>Report of the Bi-Borough Head of Leisure and Parks</b></p>	
<p><b>Open Report</b></p>	
<p><b>Classification - For Policy &amp; Advisory Review and Comment</b></p>	
<p><b>Key Decision: No</b></p>	
<p><b>Wards Affected:</b> All</p>	
<p><b>Accountable Executive Director:</b></p>	
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## 1. Executive Summary

- 1.1 This report sets out the context for the encouragement of greater physical activity in the borough, with particular reference to younger people.

## 2. Community Sports and Physical Activity Strategy 2011 to 2016

- 2.1 The borough's community sports and physical activity strategy provides Hammersmith & Fulham with priorities areas when planning for the future. In Hammersmith & Fulham we recognise the important contribution sport and other structured physical activities can make to community life, be it physical health and mental wellbeing, community cohesion and providing diversionary activity for young people.
- 2.2 The strategy was the product of the strategic CSPAN (Community Sports and Physical Activity Network) group and outlines the co-ordinated approach to local sports planning and seeks to ensure that local resources are used in the most effective way possible. Key to the strategy is to enable people to develop sporting skills no matter what their current ability. Everyone should be able to participate in sport regardless of their age, disability, gender, ethnic background or current skill level.
- 2.3 The strategy is able to provide guidance for all organisations within the sector be it public, commercial and voluntary sectors and identifies areas where the

council can work in partnership with others to meet the needs of the community in the current difficult economic times.

2.4 Now in the fifth year of a six year strategy there have been some tangible successes connected to the six strategic themes of the current sports strategy during this Olympic legacy period.

### 3. Hammersmith and Fulham CSPAN – Developing a Strategic Network

3.1 The CSPAN (Community Sport and Physical Activity Network) has become a key meeting group which discusses and shares opportunities across the local area, and has allowed for the development of new opportunities through partnership working, including the inception of the projects H&F Active Communities, Change4Life Parks and Get Going.

3.2 Moving forward it will continue to operate as a key focus group continuing to engage with important partners including internal colleagues, the shared services public health team, the newly amalgamated London Sport (London’s strategic body for sport), the borough’s third sector organisations including the three football in the community trusts and Better our leisure contractor for three sites in the borough.

#### Attendees have included:

Pro-Active West London / London Sport QPR Football in the Community Trust Fulham FC Foundation LBHF Policy and Strategy LBHF Transport Planning LBHF Planning LBHF Communications GLL Leisure Contractor London Amateur Boxing Association	LBHF Sports and Leisure Tri-Borough Public Health Hammersmith Community Gardens Assc Sobus (formerly CAVSA) Phoenix School London Sports Trust Tri-borough Libraries Action on Disability London Youth
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## 4. Strategic Themes

### Reaching Those Who Need It

4.2 The development of targeted projects during this strategy have seen organisations work together to create many opportunities for those identified as hard to reach and inactive; young people, BME communities, women and girls and disabled people. The projects delivered include:

<b>Women and girls</b> Sep’ 2014 - present	‘Us Girls Starz’ is activity for girls aged 10-13 years old funded by Street Games (£4k). The project is committed to developing high quality, engaging activity for young females living in disadvantaged communities in London; supporting participants on a journey through sport so they remain active growing up. Currently delivering activity to 2 schools (60 participants) with another two being targeted in the summer term.
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<p>Sep' 2013 - Oct' 2014</p> <p>2011 - 2013</p>	<p>The 'Us Girls Alive' programme supported young female volunteers to assist in the development of well-being clubs that deliver and signpost to local physical activity opportunities across the local area. The project in Hammersmith &amp; Fulham has seen 200 new young women participants take part in activity, leadership programmes and nutrition workshops in White City and Sands End areas.</p> <p>Us Girls was the first project to target young women and to engage them in new and existing local activity. The project, funded by StreetGames (£20k), wanted to improve the health of young women (16-25yrs) in deprived areas across the country. Hammersmith &amp; Fulham had one of London's most successful projects seeing over 700 young women take part over the two years in activities including basketball, netball swimming &amp; zumba.</p>
<p><b>Disabled people</b></p> <p>June 2014 - present</p> <p>July 2014 - present</p> <p>Aug 2014</p> <p>2011 - present</p>	<p>'Sport for Life' project is led by Action on Disability and funded by Sport England to broaden participation in lifelong activity by disabled people in the borough. The project brings £120k of funding to enable greater access and participation amongst the disabled community of Hammersmith and Fulham. Leisure Services' Sports Development Team (SDT) is supporting ongoing sessions of archery, athletics and stretch &amp; tone, which have proved very successful.</p> <p>The SDT works with Bishop Creighton House to run tai chi sessions at Lillie Road Recreation Ground. The activity has been running for six months and averages ten participants per session, at least 50% of participants have a learning disability.</p> <p>A community disability sports day was run in partnership with Let Me Play, Action on Disability, Mencap and local sports clubs on the 15<sup>th</sup> August at Linford Christie Sports Centre. Over 55 people aged 12 – 25 years attended the day experiencing dance, goalball, archery and many other activities. This is set to become a regular annual event.</p> <p>The SDT works with Mencap, Action on Disability and Bishop Creighton House to arrange sports training and competition linked to the Special Olympics GB organisation. Regular training in sports and competition occurs for disabled people in athletics, boccia and football. Three athletes have competed for London at the National Games event.</p>
<p><b>Young people</b></p> <p>2010 to present</p>	<p>Sportivate is a Sport England Olympic Legacy project that provides funding to local authorities and sports organisations to develop community sport projects targeting new participants aged 11-25 years old with low participation levels. This year the programme has engaged 670 participants with 465 regular</p>

2013 to present	<p>attendees, across the project it has engaged 2540 with 1670 having a very regular attendance.</p> <p>Satellite clubs programme is a four year Sport England funded initiative that aims to establish partnerships between schools and community sports clubs to set up activity on secondary school sites. Across the first two years of the project seven of the boroughs schools and colleges have established new activities.</p>
Annually	<p>The London Youth Games is Europe's largest sports festival. The SDT supported 20 teams to represent the borough in multiple sports across 2014. 288 young people participated in trials and competitions in 2014 and has seen new teams in BMX, handball and triathlon.</p>
Annually	<p>The SDT organise a trial each year for the London Mini Marathon event and in 2015 72 participants from eight schools ran. As a result of this event in April 40 young people aged between 11 and 17 years took part in the most prestigious road run in the country.</p>

### Addressing the Participation Barriers

- 4.3 There are a range of factors which prevent people from participating in more activity. There has been work done to try and assist people to overcome these barriers including:

<b>Cost/Poverty</b> Spring 2014	<p>The SDT worked with Access Sport to build a £50k BMX track, at no cost to the council, providing a free to use recreation space for aspiring racers with a developing community club with coaches.</p>
Spring 2014	<p>Leisure and Parks Services commissioned and managed the project to build an outdoor gym at no cost to the council, next to Old Oak Community Centre providing free gym based activity in an area where there are few recreation facilities. Sessions to encourage residents to use it confidently ran through the summer.</p>
Summer 2014	<p>Free children's family and adult activities ran across the borough's parks, as part of an externally funded Change4Life Parks summer programme. This engaged with over 384 people, 12% were disabled, 52% were female and 46% from BME groups.</p>
All year	<p>The SDT continue to support Parkrun at Wormwood Scrubs (average attendance of 40) and Bishops Park (100) which are free 5k runs held weekly on Saturday mornings.</p>
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<p>All year</p> <p>2011 - Present</p>	<p>H&amp;F Active Communities, a three year Sport England funded sports development project has delivered free and low cost activities to four estates with significant poverty in the borough (Old Oak, White City, West Kensington and Edward Woods). The project has engaged with 523 people this year, with an additional 145 engaged in one off activity.</p> <p>The SDT has an accredited local walking programme called Walkwell. This enables the lead officer to run walk leader training to develop volunteer walk leaders and develop regular short walks. There are five weekly walks and ten mapped routes that people can use themselves. The most successful new walk has been an inclusive Wednesday walk, average attendance is 14 people.</p> <p>The Linford Christie Young Athlete Grant is awarded to young residents who are making good progress up the sports competition ladder. Over the strategy cycle it has been distributed 128 times and to athletes competing in a range of sports including taekwondo, athletics, swimming, fencing, boxing, tennis and more. Currently it is supporting a GB boxing number 1 and a GB taekwondo squad member travelling to this year's European Championships.</p>
<p><b>Awareness of Activity</b></p>	<p>The local promotion of Get Active London as the principal web based source of information on sports, physical activities and venues across the capital has helped the borough reach the third highest number of listings of any borough in London.</p> <p>New work done on the borough's website in 2014 has made navigating to find information easier for customers. In addition, the SDT has been working with the Communications team to promote opportunities at facilities and within projects.</p>
<p><b>Developing the Workforce</b></p>	<p>The SDT organise training opportunities for current and aspiring local coaches to increase skills and opportunities to develop a new income stream. This includes subsidised coach education courses in First Aid, Safeguarding Children and Level 2 Gym Instructor qualifications. four courses were hosted this year with in excess of 50 people attending.</p>
<p><b>Time</b></p>	<p>People have busy schedules and for many people making time for activity is a low priority. There has been a new focus on engaging parents and children in play together, thus both gaining valuable active time to improve physical and mental health together. This has been delivered in Children's Centres and other community settings such as nurseries and parks.</p>

## Space Not A Place

- 4.4 Changing people's perception of sport and gyms as being the panacea for achieving good health is a challenge as this image turns many people off activity. Developing more opportunities in different places and in different ways can help people become more active.

<p><b>Facilities</b></p>	<p>In recent years there have been a number of capital projects particularly in our parks which have enhanced the offer for children and young people to take part in sport and physical activity.</p> <p>Some examples are, a new BMX track and outdoor gym at Wormwood Scrubs and improvements to tennis courts at Bishops Park, Brook Green and South Park. In addition, at Bishops Park there are now table tennis tables and a basketball hoop/shooting area, while at South Park there is a new cricket practice area and a huge improvement to the multi-use games area.</p> <p>Finally, our younger residents can now enjoy much improved play grounds at Bishops Park, William Parnell Park, Hurlingham Park, Shepherds Bush Green, Brook Green and Wendell Park.</p> <p>Community projects and sessions have deliberately made use of local venues that are accessible to targeted communities including schools, resident / community halls, parks, and estate games courts.</p>
<p><b>Active Travel</b> Summer 2014</p> <p>All year</p>	<p>A short term cycling project in partnership with Hammersmith Community Gardens Association trained eight local volunteers and organised five local events and rides. The project targeted beginners and cyclists low on confidence with the intention that they will become more regular riders. More rides are planned for 2015.</p> <p>Walkwell is a local walking scheme set up 10 years ago. It encourages walking using pre-assessed routes as a means of improving health amongst local people with an inclusive ethos. Volunteers are critical to the success of this scheme and walk leader training has trained 25 volunteers to support walking groups in their local area.</p> <p>We currently have 5 regular walks in the borough with an average of 45 people attending each week.</p>

## Public Health

- 4.5 The movement of public health responsibilities and professionals into councils has brought about some new thinking and opportunities. This will continue to influence the plans for targeting those with most to gain from physical activity. Successful projects influenced by the Tri-borough public health team include:

<p><b>Developing projects using evidence</b></p>	<p>A Tri-borough physical activity JSNA was developed and utilised a range of evidence from across the country to produce a document that provided facts about the benefits to long term health. This is currently being used to develop a local action plan.</p> <p>Two physical activity initiatives have been developed to increase awareness of the benefits of physical activity and to engage people in fun activity.</p> <p>The 'Change4Life Parks' project engaged over 350 people in fun activities in local green spaces, areas proven to impact mental health, during the summer of 2014. This spring saw the launch of the 'Get Going' initiative which follows on to re-enforce physical activity key messages. It will also have associated free activities for targeted groups in the community including gym activities for sufferers of mental health illness, physical activities for disabled people and activities for children and older people. An event was co-delivered with the Park View Community Champions in White City at the Medical Centre and engaged 150 people. Similar events ran in West Kensington and Ravenscourt Park in April 2015.</p>
<p><b>Public Health Funding</b></p>	<p>The transfer of public health from the NHS to local government is one of the most significant extensions of local government powers and duties in recent times. For Leisure Services and others it represents a unique opportunity to change the focus from treating sickness to actively promoting health and wellbeing.</p> <p>In 2014 £300k of capital investment from Public Health colleagues was allocated to improve the community offer at Phoenix Fitness Centre and Janet Adegoke Swimming Pool (PFC&amp;JASP) through an improved site, and will seek to increase usage from targeted groups.</p>

## 5. Addressing Leisure Needs In Challenging Financial Times

- 5.1 The current financial challenges have meant a change in thinking and strategy for all parts of Leisure and Parks Services.
- 5.2 Important projects to date include:

- Improvements to the leisure contract for the borough, which means aligning PFC&JASP with the other GLL contracted centres (to agree an extension from summer 2015 to early 2019) and increased monitoring of Fulham Pools run by Virgin Active to improve services to the community
- Outsourcing sports facilities and continuing to monitor sites already in contracts including Bishops Park Tennis, Brook Green Tennis and Hammersmith Park's sports facilities
- Improving the current sports facilities and looking at increasing bookings and income; including development of Linford Christie OSC, South Park and Ravenscourt Park facilities, addressing the under provision of sports halls, renovation of current facilities in need
- A review of Leisure Services has to date moved the outdoor sports bookings operation to the parks' contractor Quadron Services Limited from an in-house undertaking.