

COMMUNITY SPORT AND PHYSICAL ACTIVITY STRATEGY 2017-2021

Vision – To make Hammersmith and Fulham London’s most physically active Borough.

Foreword – It is definitely the right time for us to be considering the future of sport and physical activity within Hammersmith and Fulham. The amazing success of Great Britain at the Olympics and Paralympics in Brazil this summer was exciting to watch, and inspiring for me and I am sure many others across the Borough.

The aim of this strategy is to set out a path which we hope will allow our amazing community to support and inspire each other to assist in the vision to make Hammersmith and Fulham the most physically active Borough in London. We can be proud to have three professional football clubs, the Queens Club Championship, and one of the World’s most famous boat races that inspire the local community to be active, volunteer, or generally support sport.

At the heart of this vision will be helping a large number of people to enjoy physical activity that have sedentary lifestyles, or find they are limited in opportunities to be more active. In order to understand where these inequalities exist this document shares information on what is happening in the Borough now, and prioritises areas that it hopes to improve over the next 5 years.

The way in which we will get more people moving every day will require a broad range of approaches, and help and support from all parts of the community; family members, neighbours, teachers– everyone. The key is that we can create a cultural change where everyone recognises the benefit of physical activity, and can find support to move more every day.

“If a medication existed which had a similar effect to physical activity it would be regarded as a wonder drug or medical cure.” Chief Medical Officer, March 2010

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1. Why do we need a physical activity strategy?

- ✓ To provide Hammersmith and Fulham Councils priorities to all local / regional stakeholders so they can fully engage and contribute to the future of physical activity in the Borough.
- ✓ To help the council to best focus its current resources (money, time, human, buildings) during this period of financial challenge.
- ✓ To highlight important issues that affects our community but can be prevented or improved by physical activity.
- ✓ To engage with as many residents and stakeholders as possible, in particular those outside of the usual health and social care services
- ✓ To influence and secure further investment from internal and external colleagues and partners, especially those presented by the Sport England funding cycle.
- ✓ To promote the role that sport and physical activity can play in improving the health and wellbeing of local people, by providing helpful information, and improved opportunities
- ✓ To assist Hammersmith and Fulham with its aim to be the best Council in the country.

2. Information about physical activity and sport in H&F

Hammersmith and Fulham currently has a number of dedicated sports and leisure venues across the Borough. The range of facilities available are highlighted in the table below:

LEISURE CENTRE	FACILITIES AVAILABLE
Phoenix Leisure Centre & JA Pool	25m - 5 Lane Pool, Teaching pool Gym, Studio, Sports hall (small)
Hammersmith Fitness and Squash Centre	Gym, Studio, Squash courts
Lillie Road Fitness Centre	Gym, Studio
Fulham Pools	25m - 8 Lane Pool, Teaching pool Gym, Café, Tennis courts

SPORTS CENTRE	FACILITIES AVAILABLE
Linford Christie Outdoor Sports Centre	Athletics track, Undercover warm up track, Full size Astroturf pitch, 4x 5-a-side Astroturf pitches, Changing rooms, Full size grass football pitch,

PARK	BOOKABLE SPACES AVAILABLE
South Park	Grass pitches x2, Netball/Hard courts x3, Tennis x4

Hurlingham Park	Grass pitches x4, Synthetic turf pitch, Netball/Hard court x2, Tennis x2
Ravenscourt Park	Grass spaces (multi-sport) x4, Synthetic turf pitch, Basketball/Netball courts, Tennis x7
Eel Brook Common	Synthetic turf pitch x2, Grass area
Wormwood Scrubs	Numerous Grass pitches including: Football x13, Baseball x18, BMX track

There are many more council and community spaces such as parks, community centres, and outdoor gyms which are available and host regular physical activities that are not dedicated sites, or staffed, nor require paying for. It is the ability of the individual to understand how much activity they need to do, and the intensity required which is more important – any space can facilitate heart raising activity.

The borough has a high number of private sports and leisure facilities per head of population compared to London. This might contribute to the recorded ‘club membership’ measure being almost 50% higher than the London average (22.5%).

H&F has one of the largest number of swimming pools per head in London when compared to other boroughs, though the majority are not publicly accessible.

It is worth noting that there are a number of ways that people can increase their physical activity that do not require any dedicated space – cycling to work, playing in a playground, walking to the shops. This is important to bear in mind when supporting individuals with planning ways of increasing physical activity and will be considered when planning to improve overall physical activity levels over the next 5 years.

3. The local challenges that influence our strategy

There is a trend towards increasing inactivity across all ages with Hammersmith & Fulham being in line with the national average of 27% inactive adults aged 16 years and over. The rising cost to support people for conditions deemed preventable by leading physically active lives is unsustainable. ‘The biggest gains and the best value for public investment is found in addressing the people who are least active’, Sport England, Towards an Active Nation (p18).

We are not seeing growth in adults being active locally, physical activity and sport participation in the borough is higher than the London average but in the main has remained static since 2005 whilst other areas of London are rising.

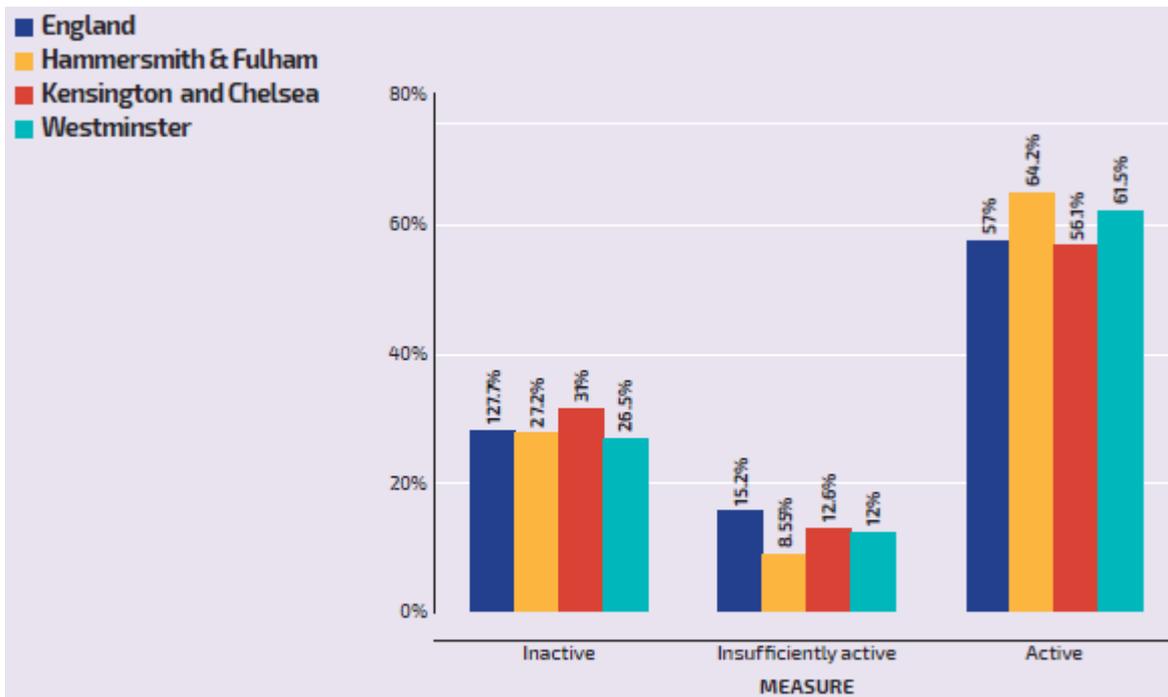
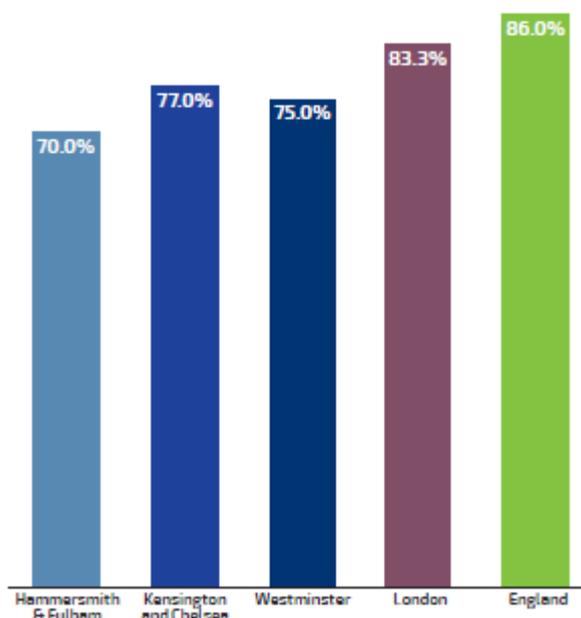


Figure 2: The percentage of adults (aged 16+) in the three Boroughs classed as Active, Insufficiently Active, and Inactive, compared with England (Source: Active People's Survey 2014/15)

Generally, children in H&F have lower participation rates in high quality PE and school sport compared with London and England averages. For H&F this is 70%. (See table)

The percentage of children in the borough measured obese rises from 8.9% in Reception to 22.4% in Year 6, although not a direct reflection of low physical activity in schools this might be a significant contributor.



The percentage of state school children in Yr. 1-11 participating in at least two hours of high quality PE or School sport per week (Annual survey of school sport partnerships 2009/2010)

There are important inequalities in the amount of physical activity done between different communities which are likely to impact future health and wellbeing. Gender inequality amongst adults appears to be very low which is positive in terms of female participation, but might suggest lower than average male participation.

The inequality in participation between White and BAME groups is considerable with 7% fewer taking part in sports at least once per week.

People born in a mixed heritage family and those from Chinese backgrounds have higher physical activity levels than white groups.

The borough is the 6th most densely populated in London and has limited green space. The pressure on our parks and dedicated sports and leisure facilities suggests that a focus should be on activities that are not dependent on formal sites such as cycling, running and walking.

The percentage of residents using outdoor space for exercise or health reasons dramatically declined from 20% in 2013/14 to 13% in 2014/15, putting it just above the London average.

8.6% of borough resident's cycle, this is over 1% higher than the London average. Despite the Borough having one of the highest cycling rates in London at 4% of all journeys compared to the 2% London average, the Cycling Strategy aims to increase this to 8% by 2030/31.

Participation in organised sport has dropped from 45% in 2013/14 to 38% in 2014/15. This contrasts an average increase that has been achieved across London.

The self-reported wellbeing is lower than the London average. The low happiness rate is over 50% higher in the borough, and could point to mental wellbeing as a local issue. The borough is consistently ranked as the 6th lowest borough. This includes illnesses such as neurotic disorder, depression, anxiety, OCD and panic disorders.

The number of cardiovascular deaths in under 75's is above the London average, with 61% of recorded cases considered preventable.

There are continued pressures on local authority budgets and wider public funding, which is likely to continue for the foreseeable future. Planning with existing and future resources will need to be done carefully to ensure it will provide excellent value and greatest impact.

4. Priority themes

Theme 1	Goals
Greater focus on tackling inactivity	<ul style="list-style-type: none"> -Keeping people independent and active as they age -Reduce the participation gap between BAME and other communities -Reduce the cases of people with preventable cardiovascular disease deaths -Increase activity for inactive individuals in areas with lowest measured activity levels -Reduce the participation gap between people with Mental health / Disabilities and those without -Reduce the travel barriers associated with inactive adults -Reduce the financial barriers associated with inactive adults -Support the local physical activity workforce to improve the support for inactive adults

Theme 2	Goals
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<p>Ensuring every child and young person grows up enjoying being active on a regular basis</p>	<ul style="list-style-type: none"> -Extend the opportunities for families to be active together across the community -Educate parents on the importance of, and amount of daily physical activity recommended for good health -Reduce the drop off in participation at the School transition (Yr. 6 to 7), and between boys and girls in Secondary Schools -Promote increased active travel to and from school -Deliver an excellent School Games programme to engage more pupils in activity opportunities -Increase the inclusive opportunities for Disabled children
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Theme 3	Goals
<p>Help active people to remain so at a lower cost to the public purse</p>	<ul style="list-style-type: none"> -Optimise opportunities within our leisure contract and through our community facilities. -Develop improved and sustainable sports and recreation facilities in the community -Use new technology to reduce cost of services: whilst keeping them accessible for all -Help the sector to develop new revenue streams that replace public funding (E.g. crowd funding / sponsorship)

Theme 4	Goals
<p>Support residents and the community to create more grassroots physical activity</p>	<ul style="list-style-type: none"> -Develop the skills in the community to help create new and more sustainable physical activity -Increase the amount of active volunteering within the community -Expand the numbers of people championing physical activity across the community -Invite more people to engage with the CSPAN and hold other meetings / events to promote and discuss physical activity -Increase the number of local people with coaching skills and finding work in the leisure industry

Theme 5	Goals
<p>Creating improved physical environments that encourage increased activity</p>	<ul style="list-style-type: none"> -Develop Park spaces to be safe and welcoming places that encourage physical activity -Develop new opportunities for Housing areas to engage residents in activity -Improve Highways and street environments to support increased active travel by walking or cycling -Support Schools to maximise the amount of physical activity on site within the curriculum and

	<p>for their surrounding communities</p> <ul style="list-style-type: none"> -Review and develop Sports and Leisure facilities to meet the needs of the community now and into the future -Increase physical activity opportunities within workplaces, especially for people with sedentary jobs
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Theme 6	Goals
Develop and evidence based approach to inform policy decisions to make best use of resources	<ul style="list-style-type: none"> -Increase access to information recorded and produced by the Public Health team to support ongoing developments -Utilise the insight and data produced by Sport England and the national surveys that they commission -Work with London Sport to monitor the success of key regional projects, including School Games

5. How the development of this strategy has been influenced?

The new strategy is ambitious and reflects the council determination to be the best in the country. It will support the delivery of the council Local Plan, not only for the policies linked to community facilities and leisure services, but other aims including improving traffic and air quality, social inclusion, development of skills, economic development and regeneration.

The council is also refreshing the Health and Wellbeing Strategy which will run for the next 5 years, 2016-2021. This will take a life course approach – start well, stay well and age well and will seek to reinforce ‘health prevention is better than cure’.

The four broad priority areas are:

- Good mental health for all
- Giving children, young people and families the best possible start in life
- Addressing the rising tide of long-term conditions
- Delivering a high quality and sustainable health and social care system

Information has been used from the 2015/16 Shared Services Public Health report which focused on physical activity, and a borough insight report prepared by London Sport. The evidence has helped to identify the priority themes by highlighting some of the inequalities.

Other important documents have influenced the creation of the strategy, this is to ensure it is informed by current national policy, and important sector developments including Everyone Active Every Day (Public Health England), Towards an Active Nation (Sport England), and Sporting Future: A New Strategy for an Active Nation (Government).

Aligning this strategy to Sport England’s priorities will help to secure future investment as they invest £1 billion in facility, training and revenue projects across the country over the next 5 years. Hammersmith and Fulham will be proactive and innovative in its approach to securing funding from this and other opportunities.

Links to the documents mentioned above can be found in the appendix.

6. Communicating the strategy

- Strategy available via the council website, promoted by council communications and community partners
- Annual reports written on the progress made in delivering against the strategy, these will be made available to the public via council media.
- Stakeholder meetings (via CSPAN/PAC) to invite people to contribute to the ongoing discussion, development and evaluation of opportunities.
- Consultation opportunities for contributions to this and future strategies and development ensuring we work with residents.

7. The action plan for delivering improvement

The local Community Sport and Physical Activity Network will engage with local stakeholders to develop an action plan around each theme. The aim will be to understand and help local groups to use their skills in a way which best meets their own and the boroughs priorities.

An action plan will be created each year of the strategy which shows the intended outcomes that will be achieved by the CSPAN partners. This will form the basis of the CSPAN meetings and reporting of progress to Council Members on the progress of the strategy.

	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
Theme 1	Focus areas				
Greater focus on tackling inactivity	Actions	Actions	Actions	Actions	Actions
	Measures	Measures	Measures	Measures	Measures
	Partners	Partners	Partners	Partners	Partners

Appendix

Borough Profile – produced by London Sport (11/10/2016)



Borough Profile -
Hammersmith and F

Links to strategy documents.

(Draft) [Local Plan](#), L.B. Hammersmith and Fulham

(Draft) [H&F Joint Health and Wellbeing Strategy 2016-21](#), L.B. Hammersmith and Fulham

[Public Health Report 2015-16 \(4.4MB pdf\)](#), L.B. Hammersmith and Fulham

[Cycling Strategy](#), L.B Hammersmith and Fulham

[Cycling Strategy](#), L.B Hammersmith and Fulham

[Towards an Active Nation 2016-21](#), Sport England

[Everybody active, every day: a framework to embed physical activity into daily life](#), Public Health England (Oct 2014)

[Sporting Future: A new strategy for an active nation](#), H.M. Government

Partners involved in the development of this strategy:

Action on Disability – www.actionondisability.org.uk
Open Age UK – www.openage.org.uk/activities
QPR FC Trust – www.qprcommunitytrust.co.uk
Greenwich Leisure Ltd – www.better.org.uk
London Sports Trust – www.londonsportstrust.org
Burlington Danes Academy (School Games Lead) – www.burlingtondanes.org
MyTime Active – www.mytimeactive.co.uk/health
H&F MIND – www.hfmind.org.uk
London Sport – www.londonsport.org
Shared Services Public Health
Council Depts.: Transport, Housing, Parks