

The Economy, Arts, Sports, and Public Realm Policy and Accountability Committee Agenda

Monday 22 July 2024 at 7.00 pm

145 King Street (Ground Floor), Hammersmith, W6 9XY

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MEMBERSHIP

Administration	Opposition
Councillor Rory Vaughan (Chair) Councillor Liz Collins Councillor Adam Peter Lang Councillor Ashok Patel	Councillor Jackie Borland

CONTACT OFFICER: Charles Francis
Governance and Scrutiny
Tel: 07776 672945
E-mail: Charles.Francis@lbhf.gov.uk
Web: www.lbhf.gov.uk/committees

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Date Issued: 12 July 2024

The Economy, Arts, Sports, and Public Realm Policy and Accountability Committee Agenda

22 July 2024

<u>Item</u>	<u>Pages</u>
1. APOLOGIES FOR ABSENCE	
2. DECLARATIONS OF INTEREST <p>If a Councillor has a disclosable pecuniary interest in a particular item, whether or not it is entered in the Authority's register of interests, or any other significant interest which they consider should be declared in the public interest, they should declare the existence and, unless it is a sensitive interest as defined in the Member Code of Conduct, the nature of the interest at the commencement of the consideration of that item or as soon as it becomes apparent.</p> <p>At meetings where members of the public are allowed to be in attendance and speak, any Councillor with a disclosable pecuniary interest or other significant interest may also make representations, give evidence or answer questions about the matter. The Councillor must then withdraw immediately from the meeting before the matter is discussed and any vote taken.</p> <p>Where Members of the public are not allowed to be in attendance and speak, then the Councillor with a disclosable pecuniary interest should withdraw from the meeting whilst the matter is under consideration. Councillors who have declared other significant interests should also withdraw from the meeting if they consider their continued participation in the matter would not be reasonable in the circumstances and may give rise to a perception of a conflict of interest.</p> <p>Councillors are not obliged to withdraw from the meeting where a dispensation to that effect has been obtained from the Standards Committee.</p>	
3. MINUTES <p>To approve the minutes of the previous meeting and note any outstanding actions.</p>	4 - 13

- 4. UPDATE ON WASTE AND RECYCLING SERVICE DEVELOPMENTS** 14 - 21
- This report sets out the progress made in our waste and recycling services through the roll-out of food waste recycling, introduction of wheeled bins and garden waste recycling and other service developments.
- 5. CAFÉ CULTURE, PLAY STREETS AND STREET PARTIES INITIATIVE** 22 - 30
- This report outlines the ongoing efforts in civic renewal to promote increased community activities, with a specific focus on play streets and community events across the borough.
- 6. UPDATE ON THE SPORT AND PHYSICAL ACTIVITY STRATEGY FOR HAMMERSMITH & FULHAM** 31 - 44
- This report provides an update to the Committee on progress in developing a new Sport & Physical Activity Strategy following public consultation via the council's 'Have your Say' platform. The report outlines the next steps towards bringing forward a new strategy and action plan to a future cycle of the Committee.

London Borough of Hammersmith & Fulham

The Economy, Arts, Sports, and Public Realm Policy and Accountability Committee Minutes



Monday 22 April 2024

PRESENT

Committee members: Councillors Rory Vaughan (Chair), Adam Peter Lang, Ashok Patel and Jackie Borland

Officers:

Bram Kainth, Strategic Director of Environment
Mark Raisbeck, Director of Public Realm
Ian Hawthorn, Assistant Director, Highways
Nicki Burgess, Head of Business & Enterprise
Sam Ridley, Place Shaping Officer
Matt Rumble, Strategic Head of Regeneration and Development
Matt Paterson, Assistant Director for Spatial Planning
Charles Francis, Committee Coordinator

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor Andrew Jones (Cabinet Member for the Economy), Councillor Sharon Holder (Cabinet member for Public Realm) and Councillor Liz Collins.

Apologies for lateness were provided by Councillor Ashok Patel.

2. DECLARATIONS OF INTEREST

There were no declarations of interest.

3. **MINUTES**

The Open and Exempt minutes of the Economy, Arts, Sports and Public Realm Policy and Accountability Committee meeting held on 5th February 2024 were agreed.

4. **HIGHWAYS CONTRACT REVIEW**

Ian Hawthorn, Assistant Director Highways gave a presentation on a review of the current Highways service delivery contract. This focused on contractor performance as well as highlighting future procurement requirements. The presentation drew attention to the following:

- Hammersmith and Fulham Highway Assets
- RBKC Framework and x6 contract areas
- The key principle of the contract
- Contract Performance Management and Service Manager Dashboards
- Risks
- Future Contract 2026
- Key findings on the current highway contract market in London

With reference to the contract performance indicators, Councillor Adam Peter Lang noted that *site health and safety inspection* was rated as only satisfactory, and he hoped that in the new contact this could be improved upon as a priority. He also noted that *respect for the environment* only had a satisfactory rating and hoped this could be improved. On a positive note, he highlighted that asphalt resurfacing, pot-hole repairs and winter gritting were rated as *good* and he commended the respective teams for their work.

In terms of the future, Councillor Adam Peter Lang noted that the Authority had ruled out partnerships with other neighbouring boroughs, such as Westminster and would be bringing grounds maintenance and horticulture back in house. He also commented that the Council needed to be mindful of the length of the contracts it entered into.

Councillor Adam Peter Lang commented that whichever partner the Council entered into a contract with, it was important to enquire about their staffing, as employment rates were critical in all industries at the moment. He noted that ten years was a long time and asked whether the company had sufficient staff to meet the demands of the contract. He explained that he had posed the question of staffing and recruitment to Viola recently and had been assured that they could meet these targets.

In response, Ian Hawthorn confirmed that it was some of the smaller sites and the minor works which was where the issues were. Whereas the planned works where there were schemed works were excellent. Members were reassured to learn that Conway was held to account by the Council when it missed its targets on the smaller sites. In terms of recruitment within the industry, Ian Hawthorn provided details of his specific interest in the area and the importance of encouraging women to join the

Highways Industry. In terms of pot-holes, Ian Hawthorn confirmed that Hammersmith and Fulham was second in London with the fewest number of pot-holes and he provided details of the monitoring work that was done to identify defects in road surfaces before they developed into pot-holes. He underlined the importance of the weather, its effect on roads and how a wet July 2023 had meant that pot-holes had begun to develop well before the usual 'pot hole season' of December and January. It was noted that the Council provided a 24/7 service from 1 October to the end of April, monitored the weather and despatched gritters as soon as low temperature thresholds were met.

With regards to long term contracts, Ian Hawthorn explained that the Council had surveyed all London Boroughs as well as some of adjacent counties, such as Essex, and long-term contracts were becoming the norm. He explained that inner London Boroughs suffered in terms of space for depots for contractors compared to outer London where there was more space and this also tended to shape the contract.

Councillor Jackie Borland asked for further details to be provided on why the Council had ruled out partnerships with another borough where there was an opportunity to save costs. In response, Ian Hawthorn confirmed that in the case of Westminster, it wanted to move faster than the Council did, as Hammersmith and Fulham wished to review how the works contract operated. He confirmed that as with all contracts, the devil was in the detail, and any decisions taken in haste could create a considerable amount of future work to recoup costs from contract specifications which were not robust enough. Ian Hawthorn confirmed that there were twenty thousand items in the new contract and this included a considerable amount of work in sustainability. Members noted that Council still worked closely with Westminster, but that in this instance, the Council had deliberately chosen to move more slowly so it could take more time to assess its options.

Councillor Jackie Borland highlighted the frustration felt by residents when highways and footways were repeatedly dug up on a regular basis. She enquired about what was being done to link utilities together so that multiple services could be repaired or laid at the same time to help minimise disruption. In response, Ian Hawthorn confirmed that one of his roles included leading the team for Network Management, so he co-ordinated those works. He explained that a considerable amount of collaboration was done (including monthly meetings), so that when the Council did its planned maintenance programme, utilities were encouraged to contact the Council so that any works could be dovetailed where possible. It was noted that current legislation did allow utilities to go into works which had been completed by the Council, if for example, there was a need for emergency access (a burst pipe) or a new connection was required.

Councillor Ashok Patel noted that under asset type (on page 14) there was a reference to Hammersmith Bridge and he asked why this was. In response, Ian Hawthorn confirmed that the bridge was one of the few large structures in the borough and that was why it was highlighted. Councillor Ashok Patel asked why all the contracts had been awarded to FM Conway with the exception of drainage repairs which was won by Kappa. He asked if it would be simpler if one contractor addressed all works. In response, Ian Hawthorn confirmed that FM Conways did not bid for the drainage repairs.

The Chair, Councillor Rory Vaughan, asked in terms of looking forwards and the new contract (implemented in 2026), what the next steps and timings were. And what consultation activity and the budget implications were likely to be. In response, Ian Hawthorn confirmed that the contract process had started and an external consultant would be leading the procurement process, which would involve a considerable amount of engagement and consultation, as the contract needed to be examined piece by piece. It was noted that the Council would be testing the market (for costs) as it was a named body within the TfL framework. Ian Hawthorn confirmed that in the current marketplace, there would be higher prices, but these had been taken into account as the Council tailored its work. New materials and technologies were also examined as possible ways of reducing costs. It was noted that a survey of the whole borough had recently been completed which highlighted there were many challenges. These included winding roads, Victorian infrastructure, the historical planting of footways and contacting neighbouring boroughs (to the contract) which would begin in the next few months. Ian Hawthorn confirmed he was Chair of the London Technical Advisory Group, so he represented all the other Highways Officers in London and co-Chaired this with TfL so he had a strong overview of where other boroughs were with their procurement. So, in summary, the Council was currently doing the preparatory work for the procurement and there were many challenges given the impacts arising from climate change.

Action: That Ian Hawthorn come back to Committee and provide a schedule of the procurement works in the near future.

The Chair commented that there were a considerable number of strategies within the Council that would be interwoven into this work such as the tree and SUDS strategies. The Chair asked how individual streets within highways were prioritised for maintenance, what reviews had been done on high carriage ways and gullies and how these plans were put together.

In response, Ian Hawthorn confirmed that a condition survey was done on every road which took on board comments from members of the public and Councillors. It was a case of finding the sweet spot of doing maintenance just before a road deteriorated and costs exponentially escalated. It was noted that all planned maintenance was done on a risk-based approach (risk, who used the asset, whether there were vulnerable users, resident feedback and complaints data). Ian Hawthorn confirmed that a considerable amount of a roads' deterioration came from underneath the road. Details were provided on how roads were then assessed and graded for repair, as well as how the 'reserve list' of those roads awaiting repair also operated. Members noted that Highways were a dynamic asset as its condition was constantly changing and evolving over time.

The Chair highlighted that the condition of footway paving was an area of concern and asked what the timescale was to increase the percentage of these to a good standard (an 80% target). Adding a supplementary question, he asked what was being done to ensure temporary traffic lights (needed during the repair) were moved quickly on to the next job after the repair had been completed.

In response, Ian Hawthorn provided details of how complex footway repairs were, and how historically, the approach had changed over time. However, he confirmed that changes were underway to improve how these repairs were implemented. In terms of temporary traffic lights, he confirmed that these were monitored on a regular basis. If Councillors were aware these should have been moved, they were urged to contact Ian to expedite matters, as temporary lights needed to be moved as soon as possible. In terms of overall monitoring, it was noted that Council conducted 20,000 inspections a year on utilities work.

In relation to street lighting and electrical contracts, Councillor Ashok Patel asked why street lighting was described as only satisfactory – planned works not completed until March 2024. In response, Ian Hawthorn confirmed that this area was underperforming, the reasons why and the actions being taken to improve performance.

Concluding the item, the Chair confirmed that the Committee would like to revisit the topic in six months' time in terms of looking at the new contract and in particular, the strategy in the next 10 years. It was noted that there was going to be a considerable amount of evolution in terms of climate change and those overlapping strategies.

Action – That the Committee revisit the Highways Contract in six months' time to examine the new contract (as detailed above).

RESOLVED

1. For the Committee to note and comment on the paper and presentation.

5. PLACE SHAPING APPROACH AND PRIORITIES

Nicki Burgess, Head of Business & Enterprise gave a presentation which provided details of the Council's place shaping approach to transform key town centres and priority areas. It also outlined ongoing work to support vibrant secondary high streets

The presentation covered the following points:

- The Council's place shaping vision to transform three key regeneration priority areas:
 1. King Street and the opportunities the Civic Campus presents.
 2. Shepherds Bush and its connectivity with the White City Innovation District.
 3. North End Road and the section 106 opportunities Earls Court Development present.
- Place Shaping ambitions align with the Local Plan, Arts & Cultural Strategy, Hammersmith SPD, Civic Campus Board, White City Public Realm Study, and the overarching aims of the Industrial Strategy.
- The work also includes supporting secondary highstreets with the formation of the seven High Street Business Associations.

Councillor Adam Peter Lang commended the progress which had been made on the Civic Campus and highlighted that Olympia would be coming on track in the near future. In relation to subways and public safety, he confirmed that he agreed with the points that were raised in the officer presentation. He stated it was important the Council thought creatively and engaged with residents about how it could encourage them and visitors to the borough, to use the range of facilities in Hammersmith and Fulham (the Civic Campus, Olympia, King Street, the Thames Path and surrounding places of interest.). Further points of discussion included the importance of accessibility and provision for young people.

In response, Nicki Burgess, Head of Business & Enterprise confirmed that the Council was looking at joining up with the river as part of its wider vision for the borough. And it was also looking at other stakeholders and assets within the borough such as Olympia and Lyric Theatre to drive more footfall towards Hammersmith as a whole.

Councillor Jackie Borland commented on the decline of Fulham Broadway over the last 5 years in comparison to Hammersmith and the north of the borough and asked what support could be offered to help improve and rejuvenate the area. In response, Nicki Burgess confirmed that there had been a high turnover of businesses in the area. However, there were new businesses coming in, and highlighted that North End Road and Fulham Broadway to Lillie Road were the key town centres. It was noted that officers were working closely with Fulham Bid to encourage further investment into the area. Councillor Jackie Borland commented that it was important for high streets to work independently as well as collectively to provide the best services for the community.

Councillor Ashok Patel asked what the investments sums were for the regeneration projects in Shepherd's Bush and North End. While he agreed that more should be done to encourage the growth of new businesses, he highlighted the impact of business rates and also the enforcement of business rates. In response, Nicki Burgess confirmed that later items in the agenda would address investment for regeneration and she confirmed that in terms of North End Road, the Council was working with ECDC (Earls Court Development Company) who would be submitting their planning application in the near future, so the Council would be negotiating Section 106 monies to fund those improvements.

The Chair commented that the strategy was a good example of co-ordination and cross working across the Council. Councillor Rory Vaughan asked what resident involvement there was going to be in some of the strategies that had been outlined. And in terms of the strategies, he asked if there were some quick wins anticipated (such as on King Street) as well as what the longer-term ambitions were.

In terms of resident engagement, Nicki Burgess confirmed that projects like the Civic Campus had already heavily involved residents. The Council had its internal governance framework, and now it needed to construct its external governance framework and how the Council was going to engage and work with residents. Nicki Burgess explained that the Council ran a Business Network with brought business together on a bi-monthly basis and officers were planning on undertaking a business engagement event for King Street businesses in June 2024. This would underline

what the Civic Campus was, including what the benefits were. In terms of quick wins, Nicki Burgess highlighted the shop front programme, subway quality and improving the quality of streets projects. In North End Road, the Council was concentrating on the branding of the stalls, and in Shepherd's Bush there was the Comedy Festival in the near future. Shepherd's Bush Business Forum were also working hard to join up the attractions and create a visitor map to encourage new visitors and develop the night-time economy.

The Chair was encouraged by the large number of projects that were underway and commended the good cross-working across the council. The Committee supported the way in which Business Associations had been used to develop specific regions in the borough and increase footfall in these areas.

RESOLVED

For the Committee to note and comment on the report.

6. PLACE SHAPING THROUGH AFFORDABLE HOUSING DEVELOPMENT AND COMMUNITY INFRASTRUCTURE

Matt Rumble, Strategic Head of Area Regeneration gave a presentation which provided an update on the council's work to shape better places through the development of new, affordable housing and community infrastructure such as schools, community spaces, and commercial space. The presentation drew attention to the following:

- Background to the Development Programme.
- Placemaking in the Development Programme.
- Example Schemes (White City Central, Ed City, Old Laundry Yard, Avonmore School and Lillie Road).
- Other housing growth initiatives (Quayside Lodge Acquisition, Refugee Housing Programme and Housing and Corporate Asset Review).

The Chair thanked Matt Rumble for a clear and comprehensive update and for providing many examples of development projects.

Councillor Adam Peter Lang echoed the Chair's comments on the report. However, he thought there was scope to improve how this progress was communicated to residents. He explained that his case work illustrated that some residents only saw the negatives associated with development rather than the positive outcomes. Making a general point on development, it was his view that Housing Associations had become too large and it was good that the Council was working directly with developers to address housing need. It was also essential that with any form of development, that the Council explained what section 106 monies stemmed from the development and how this would be used to benefit the local community.

Matt Rumble explained in terms of lessons learnt, that having engaged with residents, the more that could be done to demystify the process, the better the engagement process was, and residents were more likely to feel they owned a project. He explained every scheme was different, and the Council had to think creatively about how it could engage the local community. With regards to communicating with residents, Matt Rumble underlined the Council needed to sell what it was doing and ensure it talked to its Tenant Residents Associations (TRAs) forums to illustrate where it had been successful and provide confidence that other projects in the future would be delivered in the same way. He explained it was necessary the Council demonstrated proof of concept first with a few smaller schemes before the Council increased this messaging with larger schemes.

Councillor Jackie Borland commended the level of ambition set out in the report and presentation. She noted that Housing Associations were focusing on maintaining the stocks they already had, but highlighted she regularly received reports from residents that were suffering from leaks, mould and other issues. Very large leaseholder bills was another issue that was highlighted. She commented that it was important when future homes were designed, leaseholders were not saddled with huge bills they would struggle to pay.

In response, Matt Rumble confirmed that in the very early stages of any development, officers did examine the lifecycle costs of Council assets to ensure they were building premises that were built to last and would not need substantial investment in the future. And in terms of the Council's housing stock, Matt Rumble confirmed officers were conducting a comprehensive stock condition survey (which had been ongoing for several years). This would inform the Council what the quality of all its homes were in the borough, and help the Council set the blue-print for where and how it invested in housing stock in the future in a data driven way.

Councillor Ashok Patel commented that the projects were meant to be self-financing and asked how long it would take for the Council to be reimbursed. In response, Matt Rumble provided details of how schemes worked. It was noted that if the Council were to solely rely on financing its schemes through sales receipts, the Council would build fewer affordable homes. By using the rental income to pay down the residual debt it meant that Council could build more affordable homes.

The Chair remarked that the Table in Annex 1 was particularly helpful as it gave a clear picture of the number of homes in each scheme, their tenure (affordable as opposed to market rent) and the completion dates. He noted that several schemes would be completed in the next two to three years. In terms of creating happy and diverse communities, the Chair explained that he went to the grand opening of the White City Youth Zone which was very well attended. In relation to sustainability and passive house / environmental benefits of the building, the Chair asked if these benefits could be articulated in terms of the carbon reduction and the reduction in energy bill costs. With regards to the Ed City Development, the Chair asked how much family accommodation had been built there, as three-bedroom properties were rarer than was ideal across the borough.

In response to housing sustainability, Matt Rumble explained that a presentation on this had recently been provided to the Housing and Homelessness PAC and he

offered to return to the Committee and provide a similar presentation. He provided details of how carbon reduction was calculated, and it was noted that Council was now reducing its carbon emissions substantially with the Hartopp and Lannoy scheme reducing emissions by 84% compared to the building standard in 2013 which meant that tenants saw a reduction of between 50 to 65% in their energy bills.

Matt Rumble confirmed that in relation to the Family Housing Strategy, this was being addressed through the development programme. Based on the Council's Housing Needs Data, the housing need in Hammersmith and Fulham was predominantly for one and two-bedroom properties, so schemes were developed with this in mind. However, the Council recognised there was also a need for some larger properties and so was trying to factor in more larger family sized homes into its new developments.

The Chair was pleased that new housing developments were coming into fruition over the next few years and commented that the committee would monitor developments closely.

RESOLVED

That the committee note and comment on the report and the presentation.

7. HAMMERSMITH TOWN CENTRE SPD and ITEM 8 - WHITE CITY PUBLIC REALM STRATEGY

Matt Paterson, Assistant Director for Spatial Planning provided a joint presentation on the Hammersmith Town Centre Supplementary Planning Document (SPD) and White City Public Realm Strategy. The presentations drew attention to the following:

- The Hammersmith SPD
- An Overview of the Vision, Opportunities, Developer Guidance and Delivery of the Town Centre SPD
- An overview of the White City Public Realm Strategy
- White City – Shortlisted Projects
- Details on the Shepherd's Bush Green project

Councillor Adam Peter Lang commended the plans for development on Shepherd's Bush Green. Making a general point, he stressed the importance of engaging with the community - businesses and residents - on any new developments.

Councillor Jackie Borland commented that public realm had so many knock-on effects, not just visually and aesthetically, but could also reduce crime, anti-social behaviour, and so, overall, its implementation was a positive influence for the borough. She explained it was positive to hear about the links which were being forged between established estates and newer areas and how spatial planning and public realm could help residents feel more grounded in their communities.

In response, Mike Patterson confirmed that the Council did not have a blank sheet for redevelopment, and what it was trying to do was enhance existing neighbourhoods and communities and ensure there was a cohesiveness to place.

Councillor Ashok Patel asked what the Council's vision was for the iconic BBC Television Centre, and if there had been any public consultation about the site. In response, Mike Patterson confirmed that the redevelopment of the BBC Centre had won several awards already and the feedback which had been received was broadly positive. In terms of the public realm for the site, it was extremely popular and was well used. The remaining question was whether it felt as public as it might do, as it still felt a bit private at times. However, the consensus was that residents would like this feel replicated up Wood Lane.

Concluding the item, the Chair confirmed that the Committee would be interested to examine how the King Street SPD developed (having taken on board the comments received during the consultation period). As well as how the six design concepts areas developed over time. The Chair asked what the timescales were for these projects. In response, Mike Patterson confirmed that the consultants had identified 28 interventions (physical improvements) within the White City area. It would be a long-term delivery project, as there was still all of Imperial College's Southern Campus, other sites still to come forward, as well as some other sites within the White City Innovation District.

The Chair underlined that the Committee were excited about the developments within the public realm and would like to revisit the six concept areas as they developed in due course.

RESOLVED

1. For the Committee to note and comment on the report.

Meeting started: 7.00 pm
Meeting ended: 9.47 pm

Chair

Contact officer: Charles Francis
Committee Co-ordinator
Governance and Scrutiny
☎: 07776 672945
E-mail: Charles.Francis@lbhf.gov.uk

Agenda Item 4

LONDON BOROUGH OF HAMMERSMITH & FULHAM

Report to: The Economy, Arts, Sports and Public Realm
Policy and Accountability Committee

Date: 22nd July 2024

Subject: Update on Waste and Recycling Service Developments

Report author: Annie Baker, Assistant Director, Street Environmental Services

Responsible Director: Mark Raisbeck, Director of Public Realm

SUMMARY

The report sets out the progress made in our waste and recycling services through the roll-out of food waste recycling, introduction of wheeled bins and garden waste recycling and other service developments.

RECOMMENDATIONS

1. That the Committee to note and comment on the report.

Wards Affected: All

Our Values	Summary of how this report aligns to the H&F Values
Building shared prosperity	The new services provide a modern waste collection service, meeting the demands of residents and providing the associated benefits of a cleaner environment where businesses want to invest and opportunities for local jobs.
Creating a compassionate council	The new services place great emphasis on engagement, compassion and providing a bespoke flexible service that accommodates needs of residents.
Doing things with local residents, not to them	Rather than using available legislative powers (s46 Environmental Protection Act 1990) to carry out a blanket imposition of containers on residents, we have designed the roll out of the service to ensure that we can work with residents to identify the bins that best

	suit their property type and waste requirements. We initially ran a prototype of the service to allow residents to experience and comment on how the new service operates.
Being ruthlessly financially efficient	The new services reduce the council's waste disposal costs, by reducing waste and diverting more material for recycling
Taking pride in H&F	The new services collect household waste and recycling in containers rather than bags where possible, reducing litter spillage and keeping our streets cleaner.
Rising to the challenge of the climate and ecological emergency	The new services enable residents to recycle more and reduce the amount of waste that is sent for waste disposal.

Background Papers Used in Preparing This Report

None

BACKGROUND

1. The single best thing we can do with our waste is to avoid producing it in the first place, and on this measure, LBHF is a very high performing borough, with only 227.6 kg of household waste per head collected each year. This is exceptional performance and places us 3rd best in the country.
2. In managing the waste that we do collect from households, the best thing we can do is to recycle that material. Looking at the materials we collect for recycling (paper, cardboard, metal tins and cans, glass bottles and jars, plastic bottles etc), we are the 9th best in London but for overall recycling, which includes food and garden waste, we are in the bottom quartile of performance across London, with a recycling rate that has been sitting at around 25-27% for several years.
3. As a result, we are introducing a number of service changes to help to boost our recycling rate. This is not just good for the environment, but also helps save money: a tonne of recycling costs on average over £100 less to process than a tonne of waste sent for disposal.
4. We ran a prototype service, delivering wheeled bins (where suitable) and food waste recycling to approximately 5,000 homes across the borough from the autumn of 2020. We reported on this work to PAC in November 2022 and a summary of the feedback we received from the prototype areas is set out in table 1 below:

<i>Statement</i>	<i>Answer</i>
<i>I am happy with the service</i>	<i>90% strongly agreed/agreed</i>
<i>I find the service easy to use</i>	<i>95% strongly agreed/agreed</i>
<i>I have enough space in my bins each week</i>	<i>88% strongly agreed/agreed</i>
<i>I recycle more</i>	<i>64% strongly agreed/agreed</i>
<i>My streets are cleaner</i>	<i>58% strongly agreed/agreed</i>
<i>How important are the following benefits of the prototype service?</i>	
<i>Being able to recycle more</i>	<i>87% strongly agreed/agreed</i>
<i>Having cleaner streets</i>	<i>92% strongly agreed/agreed</i>
<i>Being able to safely contain and store waste and recycling outside</i>	<i>90% strongly agreed/agreed</i>
<i>Reducing injuries to collection crews</i>	<i>86% strongly agreed/agreed</i>

Food waste recycling and introduction of wheeled bins

5. The borough wide roll-out of the food waste recycling service to street-based properties began in November 2023. A wide range of activities were undertaken to ensure that the implementation of the new service went smoothly, including:
 - Information was sent to all households to give advance notice of the upcoming changes.
 - Container deliveries operated over five phases, usually aligning to waste collection days. Homes included in each phase received a letter prior to the deliveries and ward councillors also received details of deliveries in their ward in advance of this.
 - We have engaged with resident associations and groups.
 - Local drop-in sessions were held for residents in the early part of each delivery phase to provide information face-to-face and respond to any queries.
 - At the time of deliveries, managers from both Veolia and the Council have been on hand to oversee the work and help resolve any issues.
 - Additional resources were put in place both by Veolia and the Council to help ensure the service has been very responsive to any queries or concerns received about the new bins.
 - The speed of the roll out has been determined by the amount of engagement needed in each area to ensure we have been able to be as responsive as possible while working within the resources available.

6. Nearly all kerbside properties will have had space to receive the new food waste recycling service. To use this service, residents present their food waste each week in a small, pest-proof 23 litre caddy. Homes eligible for a wheeled bin have received one 140 litre general refuse bin and one 240 litre recycling bin as standard, with different sizes of bins available for those who need it.

Some properties may find they require a larger or smaller bin as the scheme develops, and we will continue to work with residents to accommodate their needs as far as possible. Some homes have preferred to share bins with neighbours, particularly when houses are split into flats with limited outdoor space at the front of the property.

7. At the time of writing the roll-out is in its final stages. To date, including the initial prototype work, we have delivered approximately 43,000 23litre food waste caddies and we estimate a further 4,000 homes are sharing an out-door food caddie.
8. Of the 43,000 locations with the food waste service, approximately 20,000 now also have wheeled bins. As above, in many places, especially those living in houses that are split into flats, two or three households may be sharing bins depending on the amount of space and resident preference.
9. As well as making different sizes of bins available, we have also offered a free collection service if residents would like to recycle any old bins which will no longer be used. In total, around 3,000 residents asked to swap bin sizes and over 6,000 took up the old bin collection offer.
10. Throughout the roll-out, we have asked people to try the containers wherever they have suitable space but where residents have not been willing to do this we have not insisted that they use the bins. Approximately 300 homes across the whole borough have refused to use the bins so far. The vast majority of engagement we have had with residents on street during the delivery work has been positive and we have had some really great feedback from residents, including:

“The new bins have been absolutely brilliant! Congratulations on this initiative.”

“I wanted to arrange collection of my old bins for recycling and get a reference number. It was straightforward and simple. No problems at all”

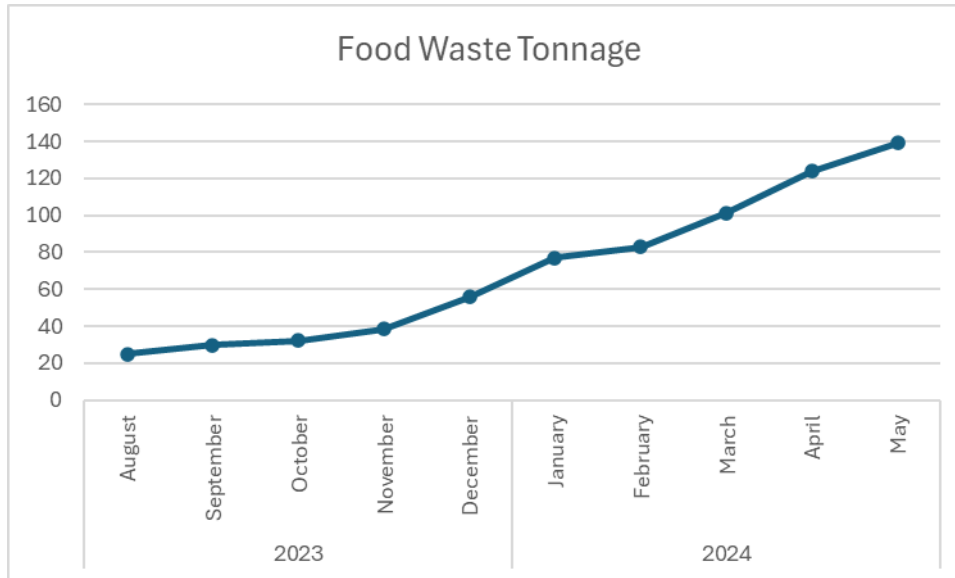
“We are so happy with the bins! You guys are amazing! Many thanks for the bins! 😊”

“Thanks for the food waste bin, I love it and it is reducing how much waste is going into the black bin. I am really supportive of this move to these new bins and really believe that they will reduce waste and stop rubbish being spread across the road”

“I would like to take this opportunity to compliment the team who attended a recent advisory meeting at the Community Centre... as well as the distributors of the new bins last Thursday. Their polite professionalism was most impressive.”

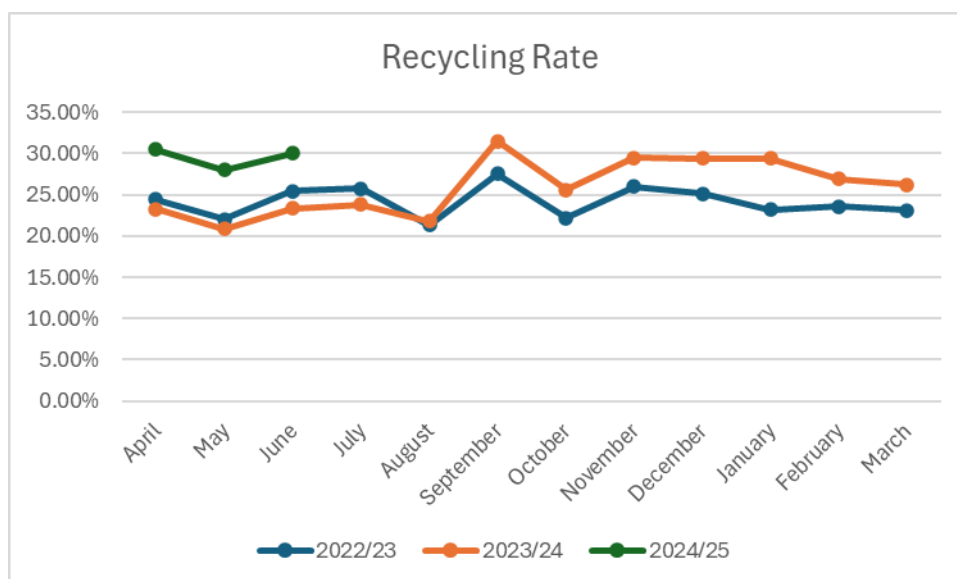
Impact on recycling performance to date

11. Figure 1 below shows the impact of the roll-out on food waste tonnage (noting that the service roll-out began in November 2023):



The increase in food waste tonnage collected for recycling over this period shows an increase of around 120 tonnes per month of waste which is now removed from the general waste stream and being recycled instead. We expect this to continue to grow into the summer as the full effect of the roll-out becomes evident. There is likely to be some reduction in tonnage when people are away on holiday over the summer and we know that separating food waste and seeing its quantity will lead some people to adjust their food purchases, minimising the food waste they produce. While these two factors will lead to a reduction in food waste, this is through reduction of waste rather than food waste being sent for disposal and may also be counter balanced in the overall figures as even more residents begin to use the service over time.

12. Figure 2 below shows the impact on our recycling rate to date:



The most recent recycling figures are provisional (as some tonnage data is yet to be received from third parties) but the positive impact of the new services is already very clear. The increased recycling rate as a result of the new waste collection service rollout is expected to add between 5-7 percentage points to our recycling rate.

Further improvements – next steps

13. Improving recycling service use and uptake

As the new services bed-in, we will be revisiting each area and checking how the bins are being used and the level of participation in the recycling schemes including checking for contamination and working with residents to drive up participation and quality of recycling.

14. Food waste collections for homes with communal bin stores

The current roll-out has delivered food waste recycling services to street-based properties, and once this is complete, we will begin to offer the service to homes with communal bin stores starting later in 2024. As properties with communal bin stores are unlikely to be able to accommodate a 23-litre outdoor food waste caddy for each household, officers are developing proposals for an alternative storage and collection methodology which will enable residents to participate and are already consulting colleagues in Housing on how this might be achieved.

15. Flats above shops

We are running a pilot in Askew Road to test how we can offer food waste collections to those living in flats above shops, with no outdoor space to leave a collection caddy. So far, the collections are working well operationally and not creating any issues on street although the amount of material we are collecting is still quite low.

16. Food waste recycling for schools and businesses

Now that food waste is collected from households across the borough, we are working with schools to introduce food waste collections here too. So far 16 schools are recycling their food waste and we have plans to extend this across the borough. We will also be introducing food recycling collections for businesses this year.

Garden waste recycling service

17. From this month (July 2024) we are implementing a new garden waste recycling service. This will be an easy-to-use weekly subscription service, costing £90 for 12 months. This will mean that the costs will not be met by the many residents who live in the borough but do not have a garden or who already compost their garden waste at home (which is free and the most environmentally friendly option for garden waste).

18. The service will be a convenient, good value (at approximately £1.84 per collection) service that makes it easy to recycle, without disincentivising home composting, and reduces the amount of waste we have to send for disposal. It will help residents with garden waste to recycle more and prevent as much waste from our borough having to be incinerated.
19. The following points outline how the service will work:
 - Garden waste will be a subscription service, costing £90 a year (to cover a rolling 12-month period from date of first collection).
 - Each subscribing household will receive two re-usable 90 litre garden waste bags. Garden waste will be collected every week (with a short break around the Christmas period)
 - Households who want more capacity will be able to subscribe more than once, 2 bags will be provided per subscription.
 - Garden waste will no longer be accepted as part of the general waste collection.
 - Payment will be taken as a single annual payment. Collections will be provided for a year from the anniversary of each resident's first collection.

Green fleet

20. Alongside the work set out above to improve the recycling rate, we are exploring several ways to make the service as green as possible. This includes using electric vehicles where we already can, for example, the vans used in running the service are now electric and we have introduced electric bikes for our street cleaning services. Refuse Collection Vehicles are heavy vehicles and also need extra energy to compact the waste they collect as they travel, so moving to electric-powered vehicles presents a significant challenge as we need sufficient space and time (many vehicles work a double or even triple shift) to charge them. We have begun in depth feasibility work to look at what we can deliver at our depot including the potential to invest in a new or upgraded substation.

Community engagement and social value

21. Doing things with residents and not to them is at the heart of all our services and this has been exemplified in our recent service change work. We are also committed to achieving high levels of social value with our waste and cleansing contractor, Veolia. So far, the following outcomes have been achieved:
 - 25 FTE local employees hired.
 - 2 armed forces veteran FTE hired
 - 2 homeless FTE hired.
 - 1 NEET FTE hired.
 - 1 ex-offender FTE hired.

- 82 hours of career support in prisons.
- 2 apprentices hired.
- 294 hours of career support in education settings.
- 11 weeks of meaningful work experience placements.
- 63 hours of school assemblies delivered.
- EDI training delivered to all contract staff.
- 32 hours of mental health first aider training undertaken.
- £15,000 donated to local community projects via Sustainability Fund
- 2500l compost provided free to community garden project.
- 121 staff volunteering hours for H&F projects.

22. These outcomes have been achieved by the groundwork laid down in the first year of the contract, through forming partnerships and developing tailored events for target groups to support employment and engagement. These partnerships include:

- Employment support agencies such as H&F Works, Shaw Trust, Job Centre Plus.
- Homeless charity St Mungos West London.
- HMP Wandsworth, and prison charities including A Fairer Chance, Stand Out, and Bounce Back.
- Resurgo, a local youth employment partner.
- Hammersmith Community Gardens Association
- Schools and education providers across the borough.

Partnerships such as these will enable Veolia to continue to consistently and continually deliver social value through the length of the contract.

23. We are really pleased with the strong start on social value that Veolia have made. To date, at less than 18 months into our new contract, the proxy value of this work is well over £1million.

LIST OF APPENDICES

None

Agenda Item 5

LONDON BOROUGH OF HAMMERSMITH & FULHAM

Report to: The Economy, Arts, Sports, and Public Realm
Policy and Accountability Committee

Date: 22nd July 2024

Subject: Café Culture, Play Streets and Street Parties Initiative

Report author: Ian Hawthorn, Assistant Director Highways

Responsible Director: Mark Raisbeck, Director of Environment

SUMMARY

This report outlines the ongoing efforts in civic renewal to promote increased community activities, with a specific focus on play streets and community events across the borough. It serves as a crucial component in achieving the Council's vision for cleaner, safer, and more sustainable environments under the Better Places initiative.

RECOMMENDATIONS

1. For the Committee to note and comment on the paper and presentation.

Wards Affected: All

Our Values	Summary of how this report aligns to the H&F Values
Building shared prosperity	Bringing people together to celebrate the borough and encouraging visitors. Promote businesses and the borough as a place to be and encourage commercial activities.
Creating a compassionate council	Allow the 3 rd sector to highlight and bring awareness for several social and health issues

Doing things with residents, not to them	All schemes will be developed, designed, and delivered with residents in mind. Residents are key to any successful and their feedback plays apart in how planned events and activities are developed.
Being ruthlessly financially efficient	Encouraging our contractors and consultants to be part of the delivery process as part of their social value offer and encouraging businesses to do the same.
Taking pride in H&F	This is a fundamental of all initiatives and the activities that form part of the schedule of events.
Rising to the challenge of the climate and ecological emergency	The events provide a platform to increase awareness of these issues.

Background Papers Used in Preparing This Report

BACKGROUND ON BETTER PLACES

1. The Council's vision for achieving better places revolves around creating a healthy, green, safe, and sustainable public realm. Our goal is to enable communities to use streets, environments, and public spaces in ways that align with their preferences.
2. To achieve this vision, we focus our services on the following areas:
 - a. Community Spaces and Culture
 - b. Green Spaces and Urban Planning
 - c. Streetscape Enhancements
 - d. Transport and Mobility
2. Our aims centre on creating thriving and vibrant communities, promoting biodiversity, ensuring safe and clean streets, and providing more space for walking and cycling. Play streets and street parties play a crucial role in realizing this vision. For more information, please visit our dedicated web pages on [Better Places](#).

DETAIL ON PLAY STREETS AND STREET PARTIES

3. As part of the civic renewal agenda led by Councillor Kwon, there has been a concerted effort to increase community activities across the borough.

4. Hammersmith and Fulham Council (H&F) has a history of street parties within the borough, as well as a small number of play streets. We currently have 85 established organisers across the borough who have hosted events in recent years.
5. Most street events require road closures for a specified period. These closures involve several requirements, including:
 - Issuing traffic orders
 - Implementing physical barriers and deploying personnel to manage traffic.
 - Engaging and obtaining agreement from the local community
 - Securing necessary approvals based on event size and services provided.
 - Displaying signage to inform residents of alternative traffic arrangements.
6. Previously, organisers were primarily responsible for meeting these requirements. However, our new initiative aims to encourage more community and business events across the borough by supporting these requirements. By doing so, we open our streets and public spaces to community activities, celebrating our borough's vibrancy.
7. A working group, comprising officers from various Council services, has been established to deliver this initiative. Their goal is to make community events and activities easier to organise by providing increased support through:
 - Community Engagement: Organisers, with the Council's support, engage with the local community to secure agreement for hosting events on the street.
 - Public Awareness: Once an agreement is reached for an event, we provide support to publicise it. This ensures that the public is aware of the event and any associated road closures.
 - Signage and Bulletins: Local signage informs people about alternative routes during road closures. Furthermore, events are prominently featured in the council's roadworks and events bulletin.
 - Delivery: With the support of our contractors and consultants the closures are implemented, and their volunteers help to organise and deliver the activities.
8. While the Council will host several events, the driving force behind this initiative lies with the community and local businesses. We build upon the success of North End Road and King Street Market days. Notable activities include:
 - School play streets
 - Street parties to raise awareness of dementia and support AgeUK
 - TRA Community Events
 - Theatre in the Street
 - Public health initiatives promoting physical activity through sports, dance, yoga, and games.
 - Market events
 - Celebrations of local history
 - Involvement of Chelsea and Fulham football clubs in community activities
 - Art exhibitions, music events, and theatre productions integrated into street life.
 - Synergy between existing events and new community initiatives.

9. Agreements have been reached with several Council contractors and consultants to provide volunteers, materials, and logistical support for community events across the borough.
10. Our collaboration extends to football clubs such as Chelsea and Fulham, as well as local businesses. They actively contribute to making activities easier and organise their own community events.
11. Since June, 12 events have now been held and a further 50+ are confirmed or in planning as shown In Appendix 1. This active events schedule is shared with contractors and consultants, enabling them to offer support for individual events.
12. Attached to this report, in Appendix 2, are examples from a recent play streets we have already been successfully delivered in recent weeks.

Social Value

13. Social value plays a crucial role in engaging our contractors and consultants. It encourages them to contribute not only to the contract itself but also to the broader social value initiatives of their organisations.

Environmental Sustainability

14. Our contractors and consultants are obligated by the Council to adhere to good environmental practices. This includes compliance with relevant statutes, codes of practice, and industry guidelines. Additionally, they actively support the Council's Climate Change Agenda, which often aligns with the events they participate in.

LIST OF APPENDICES

- Appendix 1 – Play Streets and Street Parties Events Schedule**
- Appendix 2 - Melcombe Primary School, Play Street**

Café Culture, Play Streets and Street Parties Programme 2024/25

Location	Activity	Confirmed	Date
Hammersmith Grove Community Event	Street Party	Yes	14/07/2024
Tunis Road Community Events	Street Party	Yes	21/07/2024
Beryl Road Residents	Play Street	Yes	21/07/2024
Stevenage Road Craven Cottage Fulham FC	Dementia Street Party	Awaiting confirmation of the date	Wc 29/7/2024
St Thomas Canterbury Primary School	Play Street	Yes	14/07/2024
St Pauls CE School	Play Street	in progress	July - August
St Peters CE School	Play Street	in progress	July - August
White City Estate, Bridge Joyce Square	Play Street	Yes	13/08/2024
Sullivan Court, Peterborough Road TRA	TRA Community Event	Yes	14/08/2024
Aspen Gardens Space/Roads	Play Street	in progress	July - August
Edward Woodward Estate Space/Road TBC	Play Street	in progress	July - August
Clement Attlee Space/Road TBC	Play Street	in progress	July - August
Ashcroft Square, King Street TRA	TRA Community Event	Yes	04/09/2024
Linacre Court TRA	TRA Community Event	in progress	July - September
Fulham Court, Fulham Road TRA	TRA Community Event	Yes	17/07/2024
Charecroft Estate Rockley Road	TRA Community Event	Yes	21/08/2024
Queen Caroline TRA	TRA Community Event	in progress	July - September
Wormholt, Various Roads	TRA Community Event	Yes	31/07/2024
Woodmen Mews TRA	TRA Community Event	in progress	July - September
South Park Community 'Play street in a park'	TRA Community/ Play Street	Yes	27/08/2024
Normand Park 'Play street in a park'	Play Street	Yes	14/09/2024
Queensmill Rd Community Event	Street Party	Yes	15/09/2024

Chelsea FC Stamford Bridge and surrounding streets multiple events	x2 events in local streets with a focus on SEND children. Ellie Bright (England Footballer is keen to be at the event) want to do a session under the flyover of sensory football. Joint work on STEM Ambassadors in Schools with Chelsea/LBHF initiative	in progress	August
Fulham FC/Foundation surrounding streets multiple events	Multiple Events discussion on Girls football tournament on street around the stadium and on street coaching sessions	in progress	July - September
Askew Road Fayre and Art (footway Only)	Art Trail/Community Festival	Confirmed	21/09/2024
Askew Road Art Fayre (Road)	Art Trail/Community Festival	In progress	August/September 25
Hammersmith Grove Scrum Theatre	Art on the street	in progress	Mar-24
Shepherd Bush Green Reading on the green	Book Fayre and reading event	in progress	Aug-24
Events Lead H&F CommUNITY Ravenscourt Park			20/07/2024
CommUNITY multiple	Community on street events		July - September
Aldensley Road (Residents/Andover Arms/Burnt Orange Theatre	Theatre in the street 'Midsummer Nights Dream	Yes	03/08/2024
Summer Fun under the Flyover adj St Paul's Green (Will be dressed for each event)	Black History - Mural creation	Yes	22/07/2024
	Mindfulness and Art workshop	Yes	23/07/2024
	Mindfulness Classes Am/Pm	Yes	23/07/2024
	Mindfulness Classes Am	Yes	24/07/2024
	Poetry Workshop PM	Yes	24/07/2024

	Versatile Graffiti - Fashion and music	Yes	25/07/2024
	Out Line - Art class looking at local skylines	Yes	26/07/2024
	All ages. YOGA – introduction to Yoga. Accessible for everyone.	Yes	29/07/2024
	YOGA – Wake up and energise	Yes	30/07/2024
	YOGA – Flow and Balance	Yes	31/07/2024
	YOGA – Grounding and Connecting.	Yes	01/08/2024
	YOGA – Release and Let Go (all ages)	Yes	02/08/2024
	YOGA - Power Flow	Yes	06/08/2024
	YOGA - Strengthening and flexibility	Yes	08/08/2024
	Silent Disco	Yes	12/08/2024
	Beatboxing / Music Production Workshop	Yes	13/08/2024
	DJ Workshop	Yes	14/08/2024
	DJ Workshop / Create album artwork cover	Yes	15/08/2024
	Chelsea - Sporting Activities	Yes	20/08/2024
	Chelsea - Sporting Activities	Yes	22/08/2024
	Chelsea - Sensory Football	Yes	Awaiting date

COMPLETED

Location	Activity	Confirmed	Date
Melcombe Primary School, Colwith Road (Timings)	Play Street	COMPLETED	28/06/2024
Eprius Road Community Event	Street Party	COMPLETED	22/06/2024
Ethelden Road Community Event	Street Party	COMPLETED	22/06/2024
Marco Road Community Events	Street Party	COMPLETED	22/06/2024
Popular Grove Community Events	Street Party	COMPLETED	22/06/2024
Bayonne Road Community Event	Street Party	COMPLETED	23/06/2024
Palgrave Road Community Event	Street Party	COMPLETED	23/06/2024
Wendell Park Primary and Friends of Wendell Park	Play Street	COMPLETED	28/06/2024
Inglethorpe Street Community Event	Street Party	COMPLETED	30/06/2024
Braybrook Street Dementia/AgeUK Charity Event	Street Party	COMPLETED	30/06/2024
St Stephens School Summer Fayre	Play Street	COMPLETED	06/07/2024
Kenmont Gardens Community Event	Street Party	COMPLETED	07/07/2024

APPENDIX 2

Melcombe Primary School Play Street

The school came forward with a request to do a play street which the council facilitated with support from staff and our contractor FM Conway

The council with the support of our contractors contributed the barriers to close the road, signs and volunteers to act as marshals and general support.

The Team support team



Activities on the day



Report to: The Economy, Arts, Sports and Public Realm
Policy and Accountability Committee

Date: 22nd July 2024

Subject: Update on the Sport and Physical Activity Strategy for Hammersmith & Fulham

Report author: Simon Ingyon, Assistant Director, Parks, and Leisure

Responsible Director: Bram Kainth, Executive Director Place

SUMMARY

This report is for information and provides an update to the Committee on progress in developing a new Sport & Physical Activity Strategy following public consultation via the council's 'Have your Say' platform. The report outlines the next steps towards bringing forward a new strategy and action plan to a future cycle of the Committee.

RECOMMENDATIONS

1. For the Committee to note and comment on the report.

Wards Affected: All

Our Values	Summary of how this report aligns to the H&F Corporate Plan and the H&F Values
Building shared prosperity	The Sport & Physical Activity Strategy recognises the importance of all sports organisations and facilities that provide a positive impact in the borough to the local economy and the wider community whether it is private sector, professional sports organisations, events, or local grassroots sports organisations everyone contributes to make Hammersmith and Fulham a more prosperous borough.
Creating a compassionate and inclusive council	Current Sports development programmes are targeted to ensure all residents have access to sport and

	<p>physical activities. Officers support disability and mental health programmes and events are delivered that include engagement with disability/dementia specific stakeholder organisations (for example Bishop Creighton House, Dementia Action Alliance) and ensuring the needs of the users are given consideration when planning provision for them by taking a Co-production approach.</p>
<p>Doing things with residents, not to them</p>	<p>The strategy and the key themes and action plan will be produced with residents, Community Sport and Physical activity network and key stakeholders and sports clubs and organisations to ensure it is representative of the residents needs and coproduced with those who will benefit most from the actions contained within the strategy.</p>
<p>Being ruthlessly financially efficient</p>	<p>The strategy will help direct resources to the most efficient and high impact facility improvements and opportunities as well as providing a framework to attract external grant funding from local, regional, and national organisations as well as pulling the public, private and third sector together as the strategy will only be successful with the pooling of everyone's resources together and the council is the facilitator and enabler through the new strategy.</p>
<p>Taking pride in H&F</p>	<p>Sport and physical activity generates a sense of community whether an individual activity or team activities particularly through connection with a club or organisation. Improving opportunities to participate in sport and physical activity through the actions of the strategy will help individual to feel a sense of camaraderie and pride in their club, organisation sport and Hammersmith & Fulham</p>
<p>Rising to the challenge of the climate and ecological emergency</p>	<p>One of the strategic themes of the strategy identifies the need to improve our environment to encourage an increase in physical activity aligning with the boroughs walking and cycling strategies. The strategy also identifies the need for leisure and sport facilities</p>

	to work towards the borough target of net zero by 2030. The priority for the strategy is to protect green spaces and sports pitches for informal play, formal sport, and physical activity alongside ecological and biodiversity benefits.
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Background Papers Used in Preparing This Report

EASPR Reports on a new Sport and Physical Activity Strategy January 2023 and July 2023

DETAILED ANALYSIS

1. The previous report to the Committee in July 2023 presented the vision, mission and strategic themes for the proposed new Sport and Physical Activity strategy for information and Committee comments. A few minor changes were made to the key themes and the next steps were to consult with residents on the strategies key themes, public satisfaction with sport and leisure facilities in the borough and improvements to contribute to the strategy action plan.

2. To recap a summary of the draft Sport and Physical Activity Strategy is outlined below: -

Vision –To become the most active borough in the UK.

3. This will be achieved by providing targeted interventions for the least active in our most deprived communities, to improve health, wellbeing, and community cohesion. Interventions coordinated by Sport Development will be designed to create sustained moderate to vigorous activity, improving health outcomes by reducing the chances of suffering from cardiovascular disease, diabetes, certain cancers, mental health issues and other illnesses.

Mission -To promote, support and to make sport accessible to all.

4. We will promote healthy lifestyles through targeted education to encourage our residents to live healthier and happier lives.

5. The strategy consists of five strategic themes, each supported by objectives and an action plan to achieve the desired outcomes. These are intended to be delivered as a shared endeavour by all partners and stakeholders involved in the strategy’s implementation, with specific responsibilities set out in a detailed action plan which will be developed and agreed through stakeholder engagement. These strategic themes are the fundamental goals that the strategy seeks to achieve, and they provide clear direction during the implementation phase.

6. The five priority themes are as follows: -

- Priority 1** - Promoting accessible physical activity for those less active in the community.
- Priority 2** - Provide opportunities for every child to have a positive experience to sport & physical activity.
- Priority 3** - Maintaining provision for those already active to remain so.
- Priority 4** - Supporting communities to deliver more grassroots physical activity.
- Priority 5** - Improving our environment to encourage an increase in physical activity.

Consultation

7. Since the last report officers have continued to engage with community sport providers and other stakeholder groups involved in sport/community projects including the Community Sport and Physical activity Network (CSPAN), to review the strategy priorities and details for the action plan. In addition, officers committed to engage residents through a public consultation of the strategy and a satisfaction survey of sports and leisure provision in the borough.
8. The Hammersmith and Fulham Sports and Physical Activity Strategy satisfaction questionnaire was designed and approved and placed on the council's 'Have your Say' portal for public consultation. The questionnaire included questions on the five strategic themes, general satisfaction with leisure and sports provision and facilities in the borough, what people would like to see improved, how accessible facilities were and general demographic information to substantiate the responses.
9. The questionnaire was available for 5 weeks between April and June 2024 and promoted through the council's Enews and social media channels as well as direct emails to key stakeholders and sports organisations.

Consultation Responses

10. We had 180 interested visitors to the Sports and Physical Activity consultation page to review the documentation, with 21 completing the questionnaire fully. Whilst this limited response will be investigated, other recent related studies mentioned in paragraph 20 will be used to support the consultation responses alongside ongoing stakeholder engagement on the strategy, there were some very useful comments and insights gained from the feedback. The full consultation results can be found at Appendix 1.
11. With regards to the five proposed strategic themes for the strategy, most respondents strongly supported three of the five themes, Priority 1,4 and 5. With two respondents suggesting two other potential priority areas for actions about improving facilities; providing free public spaces for adult physical activities and increase the area of sporting land in the borough. Considering the comments, we will review the five strategic themes and potentially look to make a recommendation to the Cabinet Member to remove Strategic Theme / Priority 3 about maintain participation, whilst important is less aspirational than the other remaining four themes.

12. 81% rated their satisfaction of sports provision in the borough as fair to good with the remaining 19% rating their overall satisfaction for sport and physical activity in the borough as poor.
13. In terms of the participation rates of the consultees approximately 65% of them were active in line with the Chief Medical Officer's recommendation of at least sport/activity at least 3 times a week, with over 55% of them being active for at least 1 hour each time. However, there were several opportunities for improvements suggested which would help them to be more active, which will be considered as part of the relevant actions plans, included,
 - Activities suitable for working adults in the evenings and weekends.
 - More regular, open, accessible beginner friendly clubs for adults
 - Outdoor classes – walking, swimming
 - Free time. Easily accessible outdoor spaces/gym. Tenant halls to hold classes for residents.
 - Access to sports facilities that are close to my home and to children's schools
 - Less pollution, safer streets, and parks.
 - Even more green spaces, separate & clearly marked bicycle lanes
 - More opportunities for free physical activities
14. Further improvements suggested by consultees for sport and leisure opportunities across the borough to help increase participation which will be considered by Officers and the CSPAN as the action plans are developed included;
 - Need more low cost/free access to sporting facilities in the borough.
 - Wild open spaces for increased mental wellness.
 - More activities in parks for inactive people.
 - More activities and projects for young people.
 - More free floodlit Tennis facilities.
 - The borough needs another multi-purpose leisure centre. Fulham Pools is overcrowded.
 - Get all children swimming and running as part of the school curriculum.
15. Specific facility improvements in the borough mentioned in the consultation responses, which will be considered by Officers and the CSPAN as the action plans are developed included the following:
 - Shepherds Bush Green, *(no specific leisure sport facility mentioned, but in other conversations with stakeholders and outdoor gym has been suggested for the green)*
 - Wormwood Scrubs, Linford Christie Stadium - needs upgrading, *(plans are coming together for semi-permanent replacement of the changing rooms, athletics track refurbishment and reprovision of the outdoor artificial sports pitches – further details to follow)*
 - Lillie Road Rec - Re-do the courts/promote free tennis, *(Hammersmith two free tennis are due to be resurfaced shortly with Eel Brook Common two tennis courts as the next priority, Lille Road single tennis court is the third priority)*

- Osram Court Basketball court, *(A couple of other Basketball courts are currently considered higher priorities following the consultation undertaken by Young Hammersmith and Fulham as part of the Play zones consultation, but this site will be considered)*
 - Fulham Pools - needs investment, issues w. cleanliness, air quality, extreme heat, *(The council monitors the performance of Fulham Pools under the 50-year agreement)*
 - Ravenscourt Park, Hurlingham Park & Eel Brook Common artificial grass pitches *(a capital project review of artificial pitches has prioritised Eel brook Common for resurfacing in the next 12 months and there is currently a petition for enhance artificial grass pitches at Hurlingham Park which is considered the second priority)*
 - Wormwood Scrubs Park Gym – more equipment and repairs completed *(Officers working for the Wormwood Scrubs Charitable trust will consider this suggestion and ensure all equipment is in working order)*
16. There was limited awareness from the responses of the Borough's leisure card, although currently approximately 1,000 cards are in circulation at the borough leisure facilities offering two tiers of discounts on activities. The card is operated and promoted and managed by Greenwich Leisure Limited/Better on behalf of the Council.
17. The consultation feedback suggested there needs to be improved facilities for residents with disabilities, better communication of activities available for people with disabilities with improvements suggested as follows:
- No accessible gym with equipment for wheelchair users *(the three GLL/Better gyms do provide accessible equipment so there needs to be improved publicity and communication)*
 - No accessible cycling club with adapted bicycles *(this could be considered at Linford Christie Stadium once the track improvement works have been completed)*
 - Better information & low-cost activities *(Sports development officers will work with the co-production group to improve this suggestion)*
18. With regards to improving activity participation for both older residents and children and young people cost is the biggest factor with free or reduced activities receiving 40% of support from the consultees, with improved communication and information and localised activities the second answers for older residents and children and young people, respectively.
19. Finally in the open question at the end of the questionnaire inviting any additional comments on what the strategy should achieve and what actions should be included there were some helpful suggestions from the following responses:
- Low-cost gym classes in non-working hours.
 - Free climbing walls, outdoor Lido
 - Make this about health as without activity people experience serious illness.
 - Increase promotion and awareness of free/low-cost activities.
 - More free activities for children in local parks. Our parks are too commercialised.

- More support for competitive programmes. Our club is constantly facing massive rising costs and competition for facilities with public and adult focused clubs. As the boroughs sole representative for our sport (Swimming) the Council could do a little more to ensure our position is secure at Fulham Pools.
 - Please provide something a disabled teenager can do without having to drive miles.
 - You have to enable people of all ages to get the habit of exercise. Sport/exercise opportunities need to be more visible & accessible in the borough for all ages.
20. Whilst the response rate was lower than expected, there have also been a couple of other similar consultations earlier this year that can be used to inform the strategy. This includes the 'Beat the Streets' programme successfully run by Public Health and Climate Change team between February and April. Separately in April this year detailed community consultation, predominately with young people, took place about local community sport facility improvements under a scheme called Play zones, managed by the Football Foundation. Young Hammersmith and Fulham led this work specifically focussed on improving local Multi-use Games Area provision for young people. These both received greater number of responses, so these will be used to review and substantiate activities and facilities that people would like to see improved and added to the actions plans for the strategies strategic themes accordingly.

Co-production

21. The Committee asked that the Strategy be coproduced in line with the council's new policy, to ensure those less able and most unlikely to be activities are actively engaged in contributing to developing the strategy and the vision and ensuring accessibility of provision and facilities.
22. Officers are currently collaborating with disability sports organisations active in the borough, engaging with athletes with disabilities, sports organisations, and other stakeholders to design, implement, and evaluate sports programs and physical activity initiatives. This approach ensures that sports opportunities in the borough are inclusive and accessible, but we can always improve as the consultation results demonstrated.
23. Officers have been working under the following framework which demonstrates what has been done and what will be done to successfully coproduce and finalise the new Sport and Physical activity Strategy;
- a) Building Relationships:
- Develop trust and mutual respect between sports organizations, athletes with disabilities, coaches, and other stakeholders. Engage in ongoing dialogue to understand the needs, goals, and challenges faced by athletes with disabilities, create a CSPAN sub-group set up with Action on Disability, MENCAP, DANCEWEST and other stakeholders.
- b) Needs Assessment:

- Conduct comprehensive needs assessments to identify the specific requirements and preferences of athletes with disabilities including user surveys, focus groups, and interviews to gather their views and ideas.
- c) Inclusive Planning:
- Involve people with disabilities in all stages of planning and decision-making processes, ensure that meetings and communication methods are accessible and inclusive.
- d) Resource Allocation
- Allocate resources, providing necessary support such as adaptive equipment, coaching, and accessible facilities, seeking funding and partnerships to support the development of inclusive sports programs.
- e) Program Design and Implementation:
- Co-develop sports programs and initiatives that are inclusive and cater to a wide range of abilities.
- f) Training and Development
- Provide training for coaches, staff, and volunteers on disability awareness and inclusive practices, develop leadership programs for athletes with disabilities to take active roles in program development and management.
- g) Evaluation and Feedback
- Use participatory evaluation methods to assess the effectiveness and impact of sports programs, collect feedback from athletes with disabilities and other stakeholders to make continuous improvements.
- h) Sustainability:
- Plan for the long-term sustainability of co-produced sports programs.
 - Continue to involve athletes with disabilities in ongoing program evaluation and adaptation.

Next steps

24. Whilst some progress has been made this year, we are still a few months away from getting a detailed action plan under the proposed key strategic themes. Therefore, the focus of the officers in the next couple of months to finish off the new strategy is:

25. Action Timetable

Action required:	
Review consultation results with Public Health beat the Streets research and young Hammersmith & Fulham Play zones research.	July - August 2024
CSPAN Quarterly meeting and Annual Review with sport and physical activity stakeholders to finalise strategic themes and action plan	September - October 2024
Coproduction with Subgroup to review and to finalise strategic themes and action plan	September - November 2024
EASPR PAC final strategy Review	January – February 2025
Cabinet Member Approval	February 2025
Produce final strategy and action plan in web, hard copy, and accessible formats	March 2025

26. Resource is now in place to move these actions forward to produce a final Sports and Physical Activity Strategy and action plan. We welcome the Committee's comments and observations on progress to date and the consultation responses. The final strategy will be presented to a future Policy and Accountability Committee for comment before approval by the Cabinet Member.

LIST OF APPENDICES

- Appendix 1** - Hammersmith & Fulham Sports & Physical Activity Strategy
Have Your Say Consultation Survey Results

Hammersmith & Fulham Sports & Physical Activity Strategy

Have Your Say Consultation Survey Results

DEMOGRAPHIC DATA:
Gender: 58% of respondents were Female 26% male, 16% prefer not to say
Age: 50% of respondents were aged 35-54 years old 28% aged 55-74 years old, 22% aged 19-34 years old
Ethnicity: 44% of respondents were White-British 17% Other White Background, 11% White Irish Traveller & 11% Black British
Residence: 80% of respondents were residents of H&F
Locale (Postcode): 33% of respondents live in the W12 postcode area, 24% live in W6, 14% live in SW6, 5% live in W14, 10% of the respondents live out of borough.

Consultation Feedback

Q1.	Do you agree with all these priorities?
	90.5% of respondents agreed with the priorities of the strategy
	Providing free public spaces for adult physical activities Increase the area of sporting land in the borough
Q2.	Please tell us which priorities you agree with?
	1.Tackling Inactivity, 4. Support residents to create grassroots activity, 5. Improve our environment to encourage an increase in physical activity
Q3.	Rate your overall satisfaction with the state of physical activity in the borough?
	38% of respondents are fairly satisfied with the state of physical activity in H&F, 24% of respondents rated it good, 19% rated it as satisfactory, 19% rated it as poor.
Q4.	In the past 7 days how many days did you do a sport, fitness activity or dance?
	19% of respondents participated in one of those activities on 1 day, 19% 3 days 19% 4 days

	<p>19% 5 days 14% 0 days 5% 2 days 5% 7 days</p>
Q5.	<p>On average how much time per day do you spend doing sport or fitness activities?</p>
	<p>33% do less than 30mins per day 33% do 1 hour per day 24% do 1-2 hours per day</p>
Q6.	<p>If you are doing less than 2.5 hrs a week of physical activity what would help you to become more active?</p>
	<ul style="list-style-type: none"> • Activities suitable for working adults in the evenings and weekends. • More regular, open, accessible beginner friendly clubs for adults • Outdoor classes – walking, swimming • Free time. Easily accessible outdoor spaces/gym. Tenant halls hold classes for residents. • Access to sports facilities that are close to my home and to childrens schools • Less pollution, safer streets & parks. • Even more green spaces, separate & clearly marked bicycle lanes • More opportunities for free physical activities
Q7./Q8	<p>What aspect of community sport do you feel is most in need of improvement? Specific improvements on the above that you would like to provide more details for...</p>
	<ul style="list-style-type: none"> • Need more low cost/free access to sporting facilities in the borough • Wild open spaces for increased mental wellness • More activities in parks for inactive people • More activities & projects for youths • More free floodlit Tennis facilities • The borough needs another multi purpose leisure centre. Fulham Pools is overcrowded • Get all children swimming & running as part of the school curriculum
Q9.	<p>If you identified a specific facility in need of improvement what is the name of the leisure centre, park or open space and what improvements would you like to see?</p>
	<p>Shepherds Bush Green, Wormwood Scrubs, Linford Christie Stadium - needs upgrading Lillie Road Rec - Re-do the courts/promote free tennis Osram Court Basketball court Fulham Pools - needs investment, issues w. cleanliness, air quality, extreme heat Ravenscourt Pk, Hurlingham Pk & Eelbrook Common Wormwood Scrubs Park Gym – more equipment & repairs</p>

Q10.	Do you own an H&F Leisure Card?
	62% of respondents are not aware of the leisure card scheme 38% of respondents do not own a leisure card.
Q11.	Do you consider yourself to be a disabled person?
	75% of respondents answered 'No' 15% answered 'Yes' 10% answered 'Prefer not to say'

Q12.	Do you consider the leisure facilities you use to be accessible?
	79% of respondents answered 'Yes' 21% of respondents answered 'No'
Q13.	If 'No' what improvements do you think can be made to improve accessibility?
	No accessible gym with equipment for wheelchair users No accessible cycling club with adapted bicycles Better information & low cost
Q14.	Do you feel there is adequate provision of physical activity for residents with disabilities?
	52% of respondents answered 'Don't know' 38 % answered 'No' 10% answered 'Yes'
Q15.	Do you feel that the awareness and communication of the sport & physical activity programmes for disabled residents is promoted broadly enough across the community?
	55% of respondents answered 'Don't know' 40% answered 'No' 5% answered 'Yes'
Q16.	What would be the most effective way to improve provision of physical activities for older residents in the borough?
	38% of respondents answered - reduced/subsidised charges for senior citizens 24% answered - improve promotion of activities available for older people 19% answered - better inclusiveness of activities 9.5% answered – don't know 4.8% answered – promotional events from stakeholder groups working w. older people
Q17.	If you have children in your household, what are their ages?
	23% of respondents have children aged 11-15 years old 19% have children aged 6-10 years old 19% have children aged 16-18 years old 14% have children aged 0-5 years old
Q18.	What would be the most effective way to increase the number of young people that take at least 1 hour of exercise per day?
	43% of respondents answered – more free/low cost activities for children 33% answered – more activities within 5-10 min walking distance of their home 5% answered – improved after school programme offer from their school 5% answered – less emphasis on competitive sport in schools 5% answered – improve the promotion & profile of London Youth Games for YP. 5% answered – enough is being done already

Q19.	<p>If there is anything else you feel the new sport & physical activity strategy should cover and have not had the opportunity to mention it in the questions asked please let us know?</p>
	<ul style="list-style-type: none"> • What are the targets that are going to be in place to get the borough more healthy, more active and generally moving more often. Will the borough engage w. stakeholders. • Low cost gym classes in non working hours. • Free climbing walls, outdoor Lido • Make this about health as without activity people experience serious illness. • Increase promotion and awareness of free/low cost activities. • More free activities for children in local parks. Our parks are too commercialised. • More support for competitive programmes. Our club is constantly facing massive rising costs and competition for facilities with public and adult focused clubs. As the boroughs sole representative for our sport (Swimming) the Council could do a little more to ensure our position is secure at Fulham Pools. • Please provide something a disabled teen can do without having to drive miles • You have to enable people of all ages to get the habit of exercise. Sport/exercise opportunities need to be more visible & accessible in the borough for all ages.