

## LONDON BOROUGH OF HAMMERSMITH & FULHAM

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

**Date:** Monday 30<sup>th</sup> January 2023.

**Subject:** Update on the development of the borough's new five-year Sport and Physical Activity Strategy.

**Report of:** Debbie Peters-Mill, Sports Development Manager

**Responsible Director:** Steve Hollingworth, Assistant Director Leisure, Sport and Culture

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### Summary

The new Sport and Physical Activity Strategy will provide a clear statement of the Council's aims, objectives, and priorities for the next five years to allow every resident who wants to become active the chance to do so. It is being led by Sports Development in collaboration the Community Sport and Physical Activity Network (CSPAN). It will build on the successes and ongoing work of the previous strategy whilst taking account the priorities of key partners, including Sport England and Public Health.

### Recommendations

For the Committee both note and comment on the report.

**Wards Affected:** All

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### H&F Priorities

H&F Priorities	How this report aligns to the H&F Priorities
Building shared prosperity	The strategy promotes health and wellbeing for all residents, so they can continue to live productive lives and contribute to the wider community.
Doing things with residents, not to them	Work on the strategy has been in collaboration with Community Sport and Physical activity Network (CSPAN), who represent key stakeholders in sport and physical activity.
Being ruthlessly financially efficient	The strategy seeks to target activity in areas of deprivation and of most need, to provide an opportunity for all residents to participate in sport and physical activity. Activity will also be delivered by the sector, often through volunteers to provide access to grass root sport.
Taking pride in H&F	The strategy will encourage participation to improve self-esteem, make a difference, reduce

	social isolation, and continue to contribute to the wider community.
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## Resources used to prepare this report

1. 'Rising to the challenges of our time, together'. Labour Manifesto 2022: <http://democracy.lbhf.gov.uk/documents/s120330/Appendix%201%20-%20HF%20Labour%20Manifesto%202022.pdf>
2. A review of the successes and ongoing work from the last strategy;
3. Sport England's 'Uniting the Movement Strategy 2022';
4. H&F Public Health and Wellbeing priorities;
5. Emerging Cultural Strategy and Parks Strategy;

## Background

### Previous strategy

The council's last strategy focussed on several key areas which can be summarised as focussing on tackling inactivity, particularly in children, keeping people active, supporting grassroot sport, creating and maintaining sporting environments and using data to inform where best to invest to achieve the desired outcomes.

#### Notable successes include: -

The delivery of leisure centre GP Referral programmes for those residents affected by cardiovascular disease;

Active Minds programmes, Silver Sunday, DAA (Dementia Alliance) and DanceWest Tea Dances;

Coach education courses annually organised by Sports Development including Safeguarding Children & Emergency First Aid courses;

Community Health Champion Team were recruited to support Public Health led community events (Live Well Health Fayres – Summer 2023) and coordination of wellbeing programmes such as Warm Hubs;

Refurbishments of the council's leisure facilities;

### Areas of work which are ongoing: -

Building collaborative links with Adult Social Care and specialist Dementia services;

Better Interventions with preschool & primary's schools to establish healthy eating and sporting habits for life;

The development of the 2023 Obesity Pathway to provide greater awareness and clarity of all the interventions available between different organisations;

Collaboration, with leisure providers to deliver affordable access to facilities and programmes;

Developing a Playing Pitch Strategy and Indoor Leisure Facility Strategy that will inform future needs for supply and demand and improvement;

Expanding the membership and reach of CSPAN to ensure greater collaboration and networking;

Strengthening the relationship between the three professional football clubs to ensure synergy of programmes and outcomes. E.g., working with refugees.

### **Sport England**

Sport England's' Uniting the Movement Strategy 2022 is a 10-year vision that sets out priorities for transforming lives and communities and aims to address some of the inequalities that exist in sport and physical activity. Sports England's three main objectives are - Advocating for movement, sport, and physical activity: Joining forces and creating a catalyst for change. They have identified five big issues:-

Recover and reinvent.

Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant, and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people

Connecting communities.

Focusing on sport and physical activity's ability to make better places to live and bring people together.

Positive experiences for children and young people.

Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.

Connecting with health and wellbeing.

Strengthening the connections between sport, physical activity, health, and wellbeing, so more people can feel the benefits of, and advocate for, an active life.

Active environments.

Creating and protecting the places and spaces that make it easier for people to be active.

These priorities and issues will be reflected in the new Sport and Physical Activity Strategy and action plan.

## **H&F Priorities - Public Health and Wellbeing**

The council's own priorities for public health and wellbeing are also being considered, as sport and physical activity can contribute significantly on delivering these outcomes. These include:-

**Better and Balanced Lifestyle** - Sustaining a balanced diet, alongside personal fitness, can help improve and stabilise overall health and wellbeing.

**Tackle Obesity** - To enable adults to have access to services and support to help them to lose weight and maintain a healthier weight and lifestyle.

**Increased Healthy Life Expectancy** - Reduced numbers of people living with preventable ill health and dying prematurely. Reduced differences in life expectancy and healthy life expectancy between communities.

**Reduce Stress and Depression** - Being regularly active is shown to have a beneficial impact on alleviating stress. It can help manage stressful lifestyles and can help us make better decisions when under pressure.

**Reduce Health Inequalities** - Improvements against wider factors which affect health and wellbeing and health inequalities – e.g., social exclusion, people living with underlying health conditions.

**Improve Mood** - Studies show that physical activity has a positive impact on our mood.

**Increase Self-Esteem** - People with improved self-esteem can cope better with stress and improves relationships with others.

## **Process**

### **CSPAN: Community Sport and Physical Activity Network**

The Community Sport and Physical Activity Network is a working group comprised of local authority representatives, key delivery partners, voluntary sector groups and other local stakeholders, that meet on a quarterly basis to discuss and address local sporting priorities, provide support to delivery partners and grassroots initiatives, while supporting models of good practice for physical activity in the borough. The H&F CSPAN started in 2012 and currently has 8-10 regular attendees and have provided a platform to develop the priorities and targets of the last Community Sport and Physical Activity Strategy (2016-2021). They are now keen to contribute to the progress of the new strategy.

Once the strategy's priorities have been agreed, there will be an action plan to support the implementation, that will include measures and interventions that

CSPAN partners and other local deliverers will commit to leading and supporting on alongside the council.

With the framework of the new strategy, it will allow the CSPAN and its partners to access funding opportunities for grassroots sport and physical activity projects in the borough.

## **Progress**

The CSPAN at their last two meetings have reviewed progress against the last strategy and considered their ongoing work. They have also considered how this relates to Sport England`s and Public Health`s priorities and concluded that the themes are largely ongoing for the next five years and have therefore proposed the following five themes for consideration: -

### **Proposed draft Themes for New Strategy;**

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

## **Next Steps**

To receive feedback on this report, including proposed themes.

To engage with sports clubs, community organisations and residents and continue to work with the CSPAN to develop the themes, programmes, and action plans.

To bring back a full draft strategy for further consideration at a future meeting.

## **Equality Implications**

The report is for information. There are no recommendations so there are no equality implications arising from this report.

## **Legal Implications**

The report is for information and there are no legal implications arising from this report.

## **Financial Implications**

H&F will consider and make decisions around the level of investment that is required to deliver the recommendations within the new Sport and Physical Activity Strategy. This will have an impact on budgets within H&F.

### **Implications for Local Businesses**

The report is for information. There are no recommendations so there are no implications for local business arising from this report.

### **Commercial Implications**

The report is for information. There are no recommendations so there are no commercial implications arising from this report.

### **IT Implications**

The report is for information. There are no recommendations so there are no ICT implications arising from this report.

### **Risk Management**

The report is for information. There are no recommendations so there are no Risk Management implications arising from this report.