

# LONDON BOROUGH OF HAMMERSMITH & FULHAM

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

**Date:** 24 July 2023

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

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## SUMMARY

This report updates the Committee on progress in developing a five-year Sport & Physical Activity Strategy. Following the recommendations of the borough's Community Sport & Physical Activity Network (CSPAN) presented in the last report to this Committee in January, there has been further extensive engagement and consultation with CSPAN members, sports organisations, and local stakeholders including education and disability forum representatives and the draft of the strategy and action plan are now close to completion and are summarised in this report for this Committee's further views and input.

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## RECOMMENDATIONS

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

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**Wards Affected:** All

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<b>Our Values</b>	<b>Summary of how this report aligns to the H&amp;F Values</b>
Building shared prosperity	The Sport & Physical Activity Strategy recognises the importance of schools, public sector and private sector organisations investing in facilities that the wider community can benefit from. This includes expanding opportunities for low-cost provision for hard-to-reach groups in the community.
Doing things with local residents, not to them	Disability & mental health programmes and events are delivered that include consultation with disability/dementia

	<p>specific stakeholder organisations (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>Being ruthlessly financially efficient</p>	<p>The strategy identifies the importance of our local sports clubs and grassroots organisations working towards sustainability and the need to support communities to deliver more grassroots activity. The Sports Development Team and CSPAN can provide advice, signposting, and networking opportunities for clubs to access greater resources for project delivery. As well staff training and club development that in the long term can help them keep fees charged to the public for their activities at an affordable rate. It is also reflected in the decisions the Council make about which sports initiatives they provide financial/logistical support to, base on the number of residents benefitting from the project outcomes.</p>
<p>Taking pride in H&amp;F</p>	<p>Theme 2 of the strategy addresses the need to provide opportunities for every child to have a positive attitude to sport &amp; physical activity. This priority includes the promotion and delivery of large-scale sports programmes like London Youth Games, which offers young people the chance to feel a sense of prestige and pride in representing their borough. One of sports developments aims is to achieve an increase in the number of state school pupils competing at Youth Games in more of the non-traditional sports i.e., Fencing and Aquathlon, so that there is a sense of greater opportunity and inclusivity with regards to sports opportunities in H&amp;F.</p>
<p>Rising to the challenge of the climate and ecological emergency</p>	<p>Theme 5 of the strategy identifies the need to improve our environment to encourage an increase in physical activity. This includes developing 'grey areas' that have the potential to be transformed into a community-based exercise facilities such as an outdoor gym or multi use games area (MUGA) which can create a boost in residents/young people's sense of</p>

	wellbeing, there is growing demand for various uses of park space. The priority for CSPAN is that our green spaces be preserved for the benefit of sports while also balancing the need for care/maintenance of the borough`s stock of football pitches and tennis courts.
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## Papers Used in Preparing This Report

- A) Sport & Physical Activity Strategy Action Plan:
- B) '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>
- C) A review of the successes and ongoing work from the last strategy
- D) Sport England's' Uniting the Movement Strategy 2022
- E) The latest active people`s strategy.
- F) H&F Public Health and Wellbeing priorities
- G) Comments from The Economy, Arts, Sports and Public Realm Policy and Accountability Committee in January 2023.

## Background

Since August 2022 the Council has been engaged in the development of a five-year sport & physical activity strategy for the borough that reflects our aspirations for community sport. These will be achieved by our local organisations increasing opportunities for participation amongst the least active in our most deprived areas of the community. There will also be a focus on creating partnerships between stakeholder groups that have direct engagement with the communities they work in, to utilise their local knowledge and relationships to deliver successful activities and programmes, that contribute to enhancing the health, and physical and mental wellbeing of our residents'.

Sport England, has the remit to set a national framework to improve participation in sport and physical activity and therefore their latest strategy, has been taken in consideration in formulating the borough`s strategy. Sport England`s strategy for is a 10-year plan that sets out priorities for transforming lives and communities and aims to address some of the inequalities that exist in sport & physical activity. The full strategy is outlined in Appendix 1.

The CSPAN has been the platform used to obtain input from sports organisations and activity groups that provide projects and programmes to deliver outcomes aligned to the priorities (themes) of the strategy. The CSPAN group meets quarterly, and its membership is outlined in Appendix 2

## **Stakeholder and resident engagement process**

It is proposed to consult stakeholders and residents and on the draft strategy before final sign off, to ensure there is community ownership. This will be in two distinct phases:

- Phase 1: Consulting with community sport providers and other stakeholder groups involved in sport/community projects including the CSPAN, to agree the strategy priorities and action plan. Timescale - August –early September 2023.
- Phase 2 – Public consultation (online) of the final draft, promoted through council, and stakeholder comms,- late September – October 2023.

## **The Draft strategy**

A summary of the draft strategy is outlined below:-

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

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 .**

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

## **Themes and outcomes**

The strategy consists of five strategic priorities, each supported by an action plan to achieve the desired outcomes.

These are intended to be delivered as a shared endeavour by all partners involved in the strategy's implementation, with specific responsibilities set out in a detailed action plan which be developed and agreed through the stakeholder engagement. These priorities are the fundamental goals that the strategy seeks to achieve, and they provide clear direction during the implementation phase.

The priority themes are as follows:-

### Priority 1

**Promoting accessible physical activity for those less active in the community.**

#### Supporting actions

- Promote good practice amongst H&F leisure contract providers, e.g., targeted free swimming for children by Virgin Active (Fulham Pools) & GLL (Janet Adegoke).
- H&F leisure contractors i.e. (GLL & Virgin Active) will support local health & wellbeing initiatives developed by Public Health such as Live Well Summer Health Fayres, Play Streets. Etc
- Supporting Mental Health. We will support activities & events that are targeted to the dementia community through our local partners such as Dementia Action Alliance, DanceWest, Open Age and Sands End Arts & Community Centre who are key stakeholders in engaging with this community.

### Priority 2

**Provide opportunities for every child to have a positive attitude to sport & physical activity.**

#### Supporting actions

- Reducing barriers to participation '***give every school child the opportunity to row***' will be delivered by Fulham Reach Boat Club. Their Learn to Row, State Schools Rowing programme and Junior Bursary programme will both contribute to this commitment.
- Fulham Reach will also be supporting junior rowing in H&F by managing the borough's London Youth Games indoor rowing and regatta squads for the 8<sup>th</sup> consecutive year.
- Continue to promote School Games & London Youth Games opportunities to our schools so every child has the opportunity to compete and excel.
- Establish and maintain partnerships with local coaches, clubs, and youth clubs.

### **Priority 3**

**Maintaining provision for those already active to remain so.**

#### **Supporting actions**

- Promote & signpost community sports clubs and physical activity groups to residents that require specific needs.
- Establish and maintain local networks such as the CSPAN and Hammersmith Park/Power League Community Advisory Board to ensure residents continue to enjoy affordable and sustainable sport & physical activity programmes.
- Facility Investment: Identify opportunities for new and refurbishment community provision & hubs for physical activity. E.g., Hurlingham Park, and Linford Christie Stadium.
- Maintain sustainable use for schools to use H&F sports facilities for curriculum sessions, after school clubs, school sports days and club linked sessions.
- Support that are delivering socially prescribed outcomes to provide access and concessions for these activities.

### **Priority 4**

**Supporting communities to deliver more grassroots physical activity.**

#### **Supporting actions**

- Identify training needs and affordable CPD opportunities that provide for the upskilling of local coaches and support of fledging sports groups/clubs to ensure their programmes are safe spaces for the participation by children and vulnerable adults.
- Support community engagement projects delivered by the three professional football clubs to ensure a coordinated and consistent offer across the borough.

### **Priority 5**

**Improving our environment to encourage an increase in physical activity.**

#### **Supporting actions**

- Work with national governing bodies of sport to explore opportunities

for investment in our sports facilities in parks.

- The refurbishment of facilities at Hurlingham Park and the refurbishment/redevelopment works at Linford Christie Stadium, through match fund investment from National Governing Bodies.
- Refurbishment of disused parks building to support sport and physical activity.
- Address the need for improved access to data, to help target activity where it is most needed.

## Monitoring of the Action Plan

The CSPAN will monitor the delivery of the action plan which will include:-

- Assessing the viability and prioritisation of new projects/programmes, taking into consideration resources required.
- Setting targets, measures, and key performance indicators to assess and maintain progress.
- Sharing intelligence, encouraging cooperation, and joining things up to reduce duplication of effort.
- Taking remedial action when required.
- Reporting on progress, both to the Council and the wider community.

## Next Steps

Produce the draft strategy for consultation with the CSPAN and develop an action plan.

Consultation with residents.

Cabinet for approval.

Publish strategy.

## LIST OF APPENDICES

Appendix 1

Sport England Strategy

[Uniting the Movement | Sport England](#)



CSPAN members PAC  
report appendix 2.doc

CSPAN membership  
Appendix 2