

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 the Sport and Physical Activity Strategy for Hammersmith & Fulham

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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