

APPENDIX 1

ACTIVE WELLBEING STRATEGY 2026-2029 - YEAR 1 ACTION PLAN

Introduction

The aim of the Active Wellbeing strategy is to maintain and continuously increase activity levels amongst the currently active population (which are above the national average) while prioritising interventions that target population groups identified as being inactive. A core objective is to move people who are currently inactive to become at least minimally active, and continuously increase levels of activity, as this is demonstrated to have significant impact on health and wellbeing.

The Year 1 Action Plan for the Active Wellbeing Strategy reflects the need for Foundation Actions, which strengthen the evidence base and governance in order to develop more detailed actions for Years 2 and 3. Provision for the currently active population will continue through the Council's leisure providers, playing pitches and indoor facilities. Work is under way to produce new Playing Pitch and Indoor Leisure Facility strategies which will audit provision and establish potential future demand. This will assist with planning for any new or revised sites in future.

In addition to the Foundation Actions, the delivery plan is structured under three themes of Active People (who do we need to help to move more), Active Communities (how do we build capacity in the community to support people to move more) and Active Environments (making public realm more suited to active lifestyles).

The Council will be a key partner in delivery through its teams in Public Health, Education and Sports Development, in particular. However, the Active Wellbeing approach is system-wide. It looks to support people to move more in their daily lives. The action plan therefore includes work with the existing leisure providers and sports clubs alongside the wider voluntary sector, to create the conditions for a more active population.

Theme	Commitment	Action	Target Completion Date	Who	Resources	Success Measure
FOUNDATION ACTIONS <i>Required to build a stronger base for planning and delivery</i>	Create partnership governance	Work with the AWS development partners to establish Terms of Reference for a constituted delivery board	Q4 2025	Lead Sport and Active Wellbeing Manager	H&F Staff time	ToR agreed, Chair identified, meeting schedule in place
	Complete Playing Pitch and ILF strategy	Manage contract with provider	Q4 2025	Lead Sport and Active Wellbeing Manager	Historic funding	Delivery of PPS and ILFS
	Create more detailed insight into current patterns of participation and barriers to engagement	Analyse Active Lives, Moving Communities and leisure provider data to create insight	Q1 2026	GLL/VA/Sport England/Council Business Insight		Evidence base provides detail necessary to plan future provision
		Collect more granular data from community provision	Q1 2026	London Sport/Fulham and Chelsea Football Foundations/voluntary sector	H&F Staff Time	
MAINTAIN ACTIVITY LEVELS in ACTIVE POPULATION <i>Universal provision</i>	Continue partnership with leisure sites, LTA, Council run courts and pitches, support for voluntary infrastructure and existing private and public sector partner programmes	Review against data in Year 2	Ongoing (for duration of strategy)	All AWS partners	AWS partners	Maintain Active Lives participation at 74% or above.

Theme	Commitment	Action	Target Completion Date	Who	Resources	Impact Measure
ACTIVE PEOPLE Targeted localities and population groups where inactivity is high Queen Caroline & Townmead – people with disabilities	Removing barriers to participation in sport, exercise, and active recreation for disabled residents.	Audit specialist coaching capacity	Q1 2026	Sporting bodies to clarify appropriate qualifications AWS team to survey existing database of providers	Council AWS budget £10k	Review Active Lives baseline and agree target for improvement with Public Health
	Co-design programming that provides accessible facilities and activities that reflect needs of residents with disabilities.	Create sub-group and review data on disabled residents in the area and consult local groups to determine priorities.	Q1 2026	AWS Partnership		
		Commission activities to meet identified gaps	Q4 2025		H&F funding KCYF (young people) £75k	

Old Oak & White City – people over 66	Provide a range of programmes suited to older people, that enable them to undertake at least two different types of physical activity each week, in order to build core strength, balance and flexibility. This reflects the impact of physical activity on prevention of common conditions such as heart disease, stroke, arthritis, diabetes and dementia, and reduces the need for primary care.	<p>Create a localised network of stakeholders (homes, community centres, voluntary organisations etc) engaging older people and their families and carers</p> <p>Audit appropriately qualified providers</p> <p>Commission a series of activities in partnership with stakeholders</p> <p>Develop qualitative metrics for wellbeing of participants and establish baseline</p>	<p>Q1 2026</p> <p>Q4 2025</p> <p>Q4 2025</p> <p>Q3 2026</p>	<p>Adult Social Care, Communications team, Public Health Dementia Action Alliance, White City stakeholders group</p> <p>Use of LOOP or similar platform to understand return on social value of physical activity.</p>	<p>Our Lady of Fatima Parish Centre for 66+ Consultation events.</p> <p>£15k AWS budget</p>	<p>Involve at least 300 people over the age of 66 in the location (50%) in two forms of physical activity</p>
College Park & West Kensington – women and girls	<p>Provide safe and welcoming spaces and activities for women and girls to undertake a range of physical activities</p> <p>Deliver communications that stress the importance of physical activity to women's health</p>	<p>Create women and girls-led stakeholder group for the area, to develop clearer understanding of the barriers to activity, including differentiated barriers for people with protected characteristics</p>	<p>Q4 2025</p> <p>Q1 2026</p>	<p>Staff time</p> <p>Partners</p> <p>AWS team</p>	<p>£10k AWS</p>	<p>Increase in attendance at women-only sessions in leisure centres</p> <p>Growth in repeat participation: 15% increase in the number of participants sustaining their</p>

	Provide women-only activities at Council supported leisure facilities	Map & gap existing provision against identified barriers. Commission activities in partnership with stakeholder group	Q3 2026	GLL/VA/vol sector	H&F funding KCYF (girls) £75k	participation. (attending >50% of all sessions in a 6 month period).
YEAR 2	<p>Expansion & Deepening Impact:</p> <ul style="list-style-type: none"> - Strengthening Partnerships - Expand Programme Reach - Embed Inclusive Good Practice <p>Capacity Building:</p> <p>Monitoring & Evaluation:</p>	<p>- Develop partnerships with local schools, health services and community organisations to increase their programme reach and impact.</p> <p>- Develop toolkits for inclusive sports delivery tailored to each priority group.</p> <p>Implement feedback loops with participants to refine programmes. Begin collecting impact data (e.g. participation rates, wellbeing indicators).</p>	<p>Q2 2027</p> <p>Q4 2026</p> <p>Q3 2027</p>	<p>Primary Schools Sports Association NHS North West London ICB Partners H&F Comms Team</p> <p>Action on Disability, The London Buddy Scheme, Fulham Reach</p> <p>H&F Comms, H&F ICT</p>	To be determined by the AW Partnership	To be determined by the AW Partnership.
YEAR 3	Sustainability & Innovation:	-Support from local networks and subsidised training opportunities to help local organisations	Q3 2028	Vol sector, SOBUS Partners	To be determined by the AW Partnership	To be determined by the AW Partnership

		improve their sustainability.				
	Strategic focus on embedding long term sustainability, inclusivity & good practice:	Facilitate new partnerships & networks	Q3 2028			

Theme	Commitment	Action	Target completion date	Lead Partner/other partners	Resources	Impact Measure
<u>ACTIVE COMMUNITIES</u> Creating the conditions for increased physical and mental activity by empowering local communities and trusted individuals.	Increase community participation in physical activity across all ages and backgrounds	Key Measures: Deliver a borough-wide Move H&F campaign promoting free and low-cost activities in parks, leisure centres, and community hubs. Include targeted outreach in deprived wards.	Q4 2025	Lead: H&F Council (Public Health, Leisure Services) Partners: Local community centres, GLL, schools, NHS, voluntary sector	£15k AWS budget £8k (external Sport England grant funding) for training, materials, and volunteer coordination	10% increase in participation in community activities (via Active Lives Survey)- 5 new community-led activity groups formed
	Build local capacity for community-led activity: Support individuals and community providers who are trusted by target groups to deliver culturally relevant, accessible, and	Partnerships with Local Organisations: Collaborate with embedded community groups to reach under-served populations Identify & support “Neighbourhood capacity builders”	Q3 2026	Health and Wellbeing for All CIC Focus: Somali women and ethnic minority groups	Staff time and community engagement Touch point Consultations with TRA’s	<i>Trusted Individuals Activated:</i> 20 trained peer leaders delivering 10 new regular community-led sessions. <i>Retention rates:</i> How many continue to lead or support
			Q1 2026	Barons Court Project		

	<p>inclusive wellbeing services.</p> <p>Those tasked with building “Neighbourhood capacity” will lead local walking, cycling, and fitness sessions in estates and community spaces.</p> <p>Create inclusive opportunities for underrepresented groups:</p> <p>[Linked to priority groups & targeted communities.]</p> <p>Integrate active wellbeing into local health and care pathways</p>	<p>Focus Groups:</p> <ul style="list-style-type: none"> - Inspirational champion leaders - Volunteers - Cultural leaders - Community Champions <p>Establish new partnerships with local organisations to deliver physical activity projects for women, older adults, people with disabilities & global majority communities.</p> <p>Develop an Active Wellbeing Referral Pathway so GPs, social prescribers, and health professionals can refer residents to community activity programmes.</p>	<p>Ongoing</p> <p>Q3 2026</p> <p>March 2026</p>	<p>Focus: Mental health and wellbeing</p> <p>SOBUS, Tenants and Residents</p> <p>Lead: H&F Council (Public Health) Partners: Local charities, Equalities Forum, Disability Network H&F</p> <p>Lead: NHS North West London ICB & H&F Council (Public Health) Partners: Primary Care Networks, Better Leisure, voluntary sector</p>	<p>£10k AWS budget for funding of system integration, training, and promotion. Learning & Data from GLL Healthwise referral programme.</p>	<p>activities over time.</p> <p><i>Reach:</i> Number of residents engaged through peer-led initiatives.</p> <p>15 projects funded – Minimum 500 residents engaged from priority groups.</p> <p>250 referrals to community activity schemes – Improved self-reported wellbeing among participants (Warwick-Edinburgh scale).</p>
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YEAR 2:	Programme Expansion:	- Train local volunteers and peer leaders to support delivery.	Q3 2027	Partners	To be determined by the AW Partnership	To be determined by the AW Partnership
	Partnership Development:	- Co-design programmes with community champions from priority groups	Q1 2027	VA & GLL Partners – Action on Disability Co Production Steering Group, Open Age,		
YEAR 3:	Sustainability Planning:	- Secure multi-year funding or sponsorships for priority programmes. Establish community-led steering groups for each priority area.	Q3 2028	AWS Partnership	To be determined by the AW Partnership	To be determined by the AW Partnership
	Innovation in Delivery:	- Introduce digital or hybrid activity formats (e.g. virtual fitness for older adults). Trial new sports or activities based on community feedback.	Q3 2028	H&F Comms London Sport		
	Policy Influence:	- Share learnings with borough-wide networks and contribute to local strategy. Advocate for inclusive sport in borough planning and funding decisions	Ongoing	H&F Senior Management/Cabinet Members		
	Impact Reporting:	- Publish a 3-year impact report	Q3 2028			

		showcasing outcomes and stories. Use data to inform future priorities and funding bids.		Partners School Games Organiser, Young Hammersmith & Fulham Foundation, London Sport,		
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Theme ACTIVE ENVIRONMENTS Making public realm more suited to active lifestyles	Sustainable Impact Embed sustainability and climate resilience across the active environment	Council Leisure Centres included within the Council's plan to be carbon neutral by 2030 Installation of Ground source heat pumps	Q4 2025	H&F Facilities Greenwich Leisure Head of Sport and Active Wellbeing	£2.5million (approved)	Complete removal of use of Gas across the sites
	Improving our Parks and Recreational spaces	To invest into a three-year programme of improvement works to deliver an enhanced high-quality playground offer across LBHF, including developing exemplar	2028	Highways and parks teams	£8.3million (approved)	Increase in children and families reporting regular activity through play

	<p>To provide a better and safer place for play</p>	<p>playgrounds in our major parks of Ravenscourt Park and Bishops Park.</p> <p>The replacement of our Parks lighting and introducing new designated pathways</p>	2027	Highways and Parks Teams	£1.1million (approved)	To improve the baseline of residents (58% to 80%) travelling safely in dark hours by 2027
	Promote active and sustainable travel choices	<p>Deliver a Choose Active Travel campaign targeting residents and local employers to reduce car use and promote cycling/walking. Include business recognition awards.</p>	Q4 2026	<p>Lead: H&F Active travel Team</p> <p>Partners: Local businesses, TfL</p>	£20,000 for campaign and materials (approved)	25 businesses signed up- 15% increase in active travel to work