

LONDON BOROUGH OF HAMMERSMITH & FULHAM

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

Date: 19/11/2025

Subject: Active Wellbeing Strategy

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SUMMARY

This report provides the background and initial Action Plan for the Active Wellbeing Strategy. A previous report was brought to the Committee on 29 April 2025 setting out the rationale for a move towards a holistic approach to physical activity and wellbeing, recognising the role of movement, connection, and community engagement in improving health outcomes and reducing inequalities.

The Active Wellbeing Strategy supersedes the previous Sport & Physical Activity Strategy, aligning with the latest national policy direction from the Department for Culture, Media and Sport and the Office for Health Improvement and Disparities.

A one-year Action Plan has been developed, together with an indication of actions in Years 2 and 3 (attached Appendix), to maintain momentum in delivering the principles of the Active Wellbeing Strategy, which will not be finalised until the outcome of the Playing Pitch and Indoor Leisure strategies, currently under development, is known. These strategies map supply and demand for facilities and are a requirement of Sport England under the planning framework.

RECOMMENDATIONS

1. The Committee is recommended to review the report and provide comments.

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 strategy will play a crucial role in fostering social and economic benefits for all residents by supporting healthier

	lifestyles and reducing preventable pressure on our local and national public health services. As a result, residents will be more likely to be economically active and able to benefit from the opportunities set out in the Upstream London industrial strategy. Initiatives will tackle inequalities in access to active lifestyles.
Creating a compassionate and inclusive council	The Active Communities theme of the strategy will focus on how the grassroots sports sector and the wider voluntary sector can support residents to become more active and at the same time build community resilience and capacity and reducing social isolation.
Doing things with local residents, not to them	The strategy is being developed in conjunction with a range of partners including sports and community third sector operators. Residents have been consulted on the themes at the previous stage, and will be represented on the Active Wellbeing partnership steering the work. Delivery will include community programmes / wellbeing activities at a local level which will be planned together with residents to ensure they are relevant and effective.
Being ruthlessly financially efficient	By taking a systems-based approach with all partners involved in supporting active wellbeing, the strategy will aim to reduce long term costs for public health and social care services. At the same time, partners' activities will be better co-ordinated and aligned (resulting in less duplication and greater degree of targeting), within a more cost-effective model.
Taking pride in H&F	Working together with the community and across Council services and stakeholders will create a shared sense of purpose and pride in the resulting outcomes.
Rising to the challenge of the climate and ecological emergency	The proposals support Active Travel (Walking & Cycling) which aims to reduce carbon emissions. They include a focus on locally delivered activities which reduce the distances travelled to

	access opportunities. The Active Environment theme seeks to ensure accessible outdoor activities, fostering appreciation for nature and local ecosystems.
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Background Papers Used in Preparing This Report

None

DETAILED ANALYSIS

Background

1. The Active Wellbeing Strategy represents the next stage in the Borough's approach to improving health and wellbeing through physical activity. It supersedes the former Sport and Physical Activity Strategy, marking a shift towards a systems-based approach that is explicitly linked to improving public health outcomes. This broader, more inclusive strategy will help deliver a wider range of benefits for individuals and communities, aligning with the Council's commitment to fairness, inclusion, and preventative health.
2. Co-production and consultation have taken place through engagement with local community organisations, health partners and voluntary sector groups to shape the priorities of the strategy. A series of workshops and discussions with key partners and internal colleagues has considered the public health and sports participation data for the Borough, in order to refine priorities to tackle inequality. The development process included a detailed review of local needs and emerging opportunities, and the partnership has identified key areas and target groups in the context of a strategic alignment of overall resources.
3. These conversations have highlighted the need for more inclusive, locally accessible opportunities that respond to barriers experienced by specific groups, including older adults, disabled residents, women and girls, and those living in areas of higher deprivation.
4. The work undertaken has reinforced that achieving improved wellbeing outcomes requires a whole-system, cross-sector approach. Collaboration between Council services (such as Public Health, Environment, Housing, and Education) and with external partners including the NHS, local sports providers, and the voluntary and community sector, is essential. This approach supports the Council's commitment to tackling health inequalities, promoting fairness, and enabling every resident to lead an active, healthy.
5. The strategy is therefore closely aligned with the Health and Wellbeing Strategy for the Borough and will contribute to other key ambitions, including

supporting local employment, strengthening community infrastructure, and empowering residents to take the lead in designing interventions that meet their needs.

6. As reported previously to the Committee, the Borough's average participation levels are good, with 73% of the Borough population achieving the recommended minimum of 150 mins per week of physical activity (4-6% higher than the average physical activity levels across Inner London and 9-11% higher than those for Greater London). The average, however, masks the concentrations of groups in the community which are persistently inactive, contributing to wider health inequalities.
7. The strategy therefore aims to maintain levels of activity amongst the active (including continuing to provide high quality facilities) while focussing interventions by the Council and its partners on the challenge of increasing activity levels among residents who are currently inactive or minimally active.
8. Delivery will be structured around three themes:
 - Active People – supporting individuals to build confidence and motivation to move more.
 - Active Communities – developing the local networks, groups and activities required to reach people in our community who are inactive, and to create accessible and welcoming entry points to a more active lifestyle; and
 - Active Environment – creating spaces and neighbourhoods that make it easier and more appealing to be active.
9. A key component of the Active Wellbeing approach is connectivity; by understanding who is already working with the target groups and identifying community activators who can engage and motivate residents within their localities, the Active Wellbeing Partnership aims to strengthen coordination, reduce duplication, and maximise the impact of collective resources.
10. To deepen understanding of the specific barriers faced by each of the priority groups, the strategy will also emphasise continuous learning and insight gathering. This will include ongoing consultation with community organisations, collection of case studies, and targeted data analysis to refine programmes and ensure that interventions remain relevant, equitable, and effective.
11. The resulting dynamic and responsive Action Plan, which will be continuously updated on a rolling basis throughout the lifespan of the overall strategy, will allow the Council and its partners to respond flexibly to new evidence, evolving community needs, and opportunities for partnership delivery.

Analysis

12. The analysis of multiple sources of information ensures that the strategy is grounded in current evidence about who faces the greatest barriers to

physical activity and where targeted intervention can have the greatest impact.

13. The identification of priority groups within the population has been informed by a robust evidence base and community insight. The data draws on multiple sources including Active Lives 2024, local Public Health data, the Corporate Plan, and the collective knowledge of local organisations and delivery partners. It highlights the complex interplay between social, economic, environmental and health factors that influence residents' ability to lead active and healthy lives.
14. East Acton, Old Oak, White City, College Park, West Kensington, Queen Caroline and Townmead are identified as neighbourhoods where higher levels of deprivation limit access to affordable and accessible opportunities for physical activity. These neighbourhoods also have a higher prevalence of complex needs and multiple long-term health conditions, increasing the importance of targeted, joined-up support across health, social care and community sectors.
15. The physical environment often compounds these challenges, high-density housing with limited access to private gardens or green spaces for recreation and informal activity. Data indicates higher rates of childhood obesity, particularly in parts of the Borough where access to affordable healthy food and outdoor play spaces is more constrained.
16. Girls and women, disabled and older people are at greater risk of being inactive. These groups form the focus of the Year One Action Plan as they represent the greatest potential for initial action to make a difference to participation levels.

The Active Wellbeing Strategy 2026 – 2029 Action Plan Year 1 Summary

17. The aim of the Active Wellbeing strategy is to maintain and continue to increase activity levels amongst the currently active population (which are above the national and London average) while prioritising interventions that target population groups identified as being inactive. The core objective is to move people who are currently inactive to become at least minimally active, as this is demonstrated to have significant impact on health and wellbeing.
18. The Year 1 Action Plan for the Active Wellbeing Strategy reflects the need for Foundation Actions, which build the capacity of the Active Wellbeing Partnership, develop the governance and resources and strengthen the evidence base to develop the more detailed actions for Years 2 and 3.
19. Provision for the currently active population will continue through the Council's leisure providers, playing pitches and indoor facilities. The Playing Pitch and Indoor Leisure Facility strategies will audit provision and establish potential future demand and assist with planning for any new or revised sites in future.
20. The actions will be funded from service budgets already approved for this purpose, historic grant funding and funding approved for public realm and

parks improvements.

21. 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.

Appendix – Active Wellbeing Strategy Action Plan

Appendix 1