



**COMMUNITY SPORT AND
PHYSICAL ACTIVITY
STRATEGY
2017-2021**

**TO MAKE
HAMMERSMITH & FULHAM
LONDON'S MOST
PHYSICALLY
ACTIVE BOROUGH.**





Foreword

It is definitely the right time for us to be considering the future of sport and physical activity within Hammersmith & Fulham. The amazing success of Great Britain at the Olympics and Paralympics in Brazil this summer was exciting and inspiring for me and, I am sure, many others across the borough.

The aim of this strategy is to set out a path which we hope will allow our amazing community to support and inspire each other to assist in the vision to make Hammersmith & Fulham the most physically active borough in London.

We can be proud to have three professional football clubs, The Queen's Club Championship, and one of the world's most famous boat races that inspire the local community to be active, volunteer, or generally support sport.

At the heart of this vision will be helping a large number of people to enjoy physical activity that have sedentary lifestyles, or find they are limited in opportunities to be more active. In order to understand where these inequalities exist this document shares information on what is happening in the borough now, and prioritises areas that it hopes to improve over the next five years.

The way in which we will get more people moving every day will require a broad range of approaches, and help and support from all parts of the community; family members, neighbours, teachers - everyone.

The key is that we can create a cultural change where everyone recognises the benefit of physical activity, and can find support to move more every day.



Cllr. Wesley Harcourt

Cabinet Member for Environment, Transport and Resident Services

CONTENTS

1

1. Why do we need a sport and physical activity strategy?	2
2. Information about sport and physical activity in H&F.....	3
3. The local challenges that influence our strategy.....	5
4. Priority themes.....	8
5. How the development of this strategy has been influenced by other plans?	11
6. Communicating the strategy.....	12
7. The action plan for delivering improvement.....	13
8. Appendix.....	15

"IF A MEDICATION EXISTED WHICH HAD A SIMILAR EFFECT TO PHYSICAL ACTIVITY IT WOULD BE REGARDED AS A WONDER DRUG OR MEDICAL CURE."

Chief Medical Officer, March 2010

1. WHY DO WE NEED A SPORT AND PHYSICAL ACTIVITY STRATEGY?

2

- to provide Hammersmith & Fulham Council's priorities to all local / regional stakeholders so they can fully engage and contribute to the future of physical activity in the borough
- to help the council best focus its current resources (money, time, human, buildings) during this period of financial challenge
- to highlight important issues affecting our community which can be prevented or improved by physical activity
- to engage with as many residents and stakeholders as possible, in particular those outside of the usual health and social care services
- to influence and secure further investment from internal and external colleagues and partners, especially those presented by the Sport England funding cycle
- to promote the role that sport and physical activity can play in improving the health and wellbeing of local people, by providing helpful information, and improved opportunities
- to assist Hammersmith & Fulham with its aim to be the best council in the country.

2. INFORMATION ABOUT SPORT AND PHYSICAL ACTIVITY IN H&F

Hammersmith & Fulham currently has a number of dedicated sports and leisure venues across the borough. The range of facilities available are highlighted below:

LEISURE CENTRE	FACILITIES AVAILABLE
Phoenix Leisure Centre and Janet Adegoke Pool	Gym, studio, sports hall (small) 25m - five lane pool, teaching pool
Hammersmith Fitness and Squash Centre	Gym, studio, squash courts
Lillie Road Fitness Centre	Gym, studio
Fulham Pools	25m - eight lane pool, teaching pool Gym, café, tennis courts
SPORTS CENTRE	FACILITIES AVAILABLE
Linford Christie Outdoor Sports Centre	Athletics track, undercover warm-up track, full-size Astro turf pitch, 4 x five-a-side Astro turf pitches, changing rooms, full-size grass football pitch
PARK	BOOKABLE SPACES AVAILABLE
South Park	Grass pitches x 2, netball/hard courts x 3, tennis x 4
Hurlingham Park	Grass pitches x 4, synthetic turf pitch, netball/hard court x 2, tennis x 2
Ravenscourt Park	Grass spaces (multi-sport) x 4, synthetic turf pitch, basketball/netball courts, tennis x 7
Eel Brook Common	Synthetic turf pitch x 2, grass area
Wormwood Scrubs	Numerous grass pitches including: football x 13, baseball x 18, BMX track

Continued

Case study 1

St Mungo's Health and Homelessness Project partnered up with the council sports team and Better Gyms to offer two 12 week 'Get Fit Get Active' introduction to exercise programmes to homeless and vulnerably housed individuals. Over 50 signed up and took part in the programme. The programme targets individuals with a variety of support needs ranging from substance dependency to homelessness.



The pilot project successfully facilitated two 12 week programmes and is being considered as a model to roll out across London.

There are many more council and community spaces such as parks, community centres, and outdoor gyms which are available and host regular physical activities that are not dedicated sites, or staffed, nor require paying for. It is the ability of the individual to understand how much activity they need to do, and the intensity required which is more important – any space can facilitate heart raising activity.

The borough has a high number of private sports and leisure facilities per head of population compared to London. This might contribute to the recorded 'club membership' measure being almost 50 per cent higher than the London average (22.5 per cent)*.

H&F has one of the largest number of swimming pools per head in London when compared to other boroughs, though the majority are not publicly accessible.

It is worth noting that there are a number of ways that people can increase their physical activity that do not require any dedicated space – cycling to work, playing in a playground, walking to the shops. This is important to bear in mind when supporting individuals with planning ways of increasing physical activity and will be considered when planning to improve overall physical activity levels over the next five years.

Parkrun is a free weekly running event, supported by Thames Valley Harriers and volunteers, which takes place at Bishops Park and Wormwood Scrubs providing a flexible opportunity for people to be active.

*Active People survey



3. THE LOCAL CHALLENGES THAT INFLUENCE OUR STRATEGY

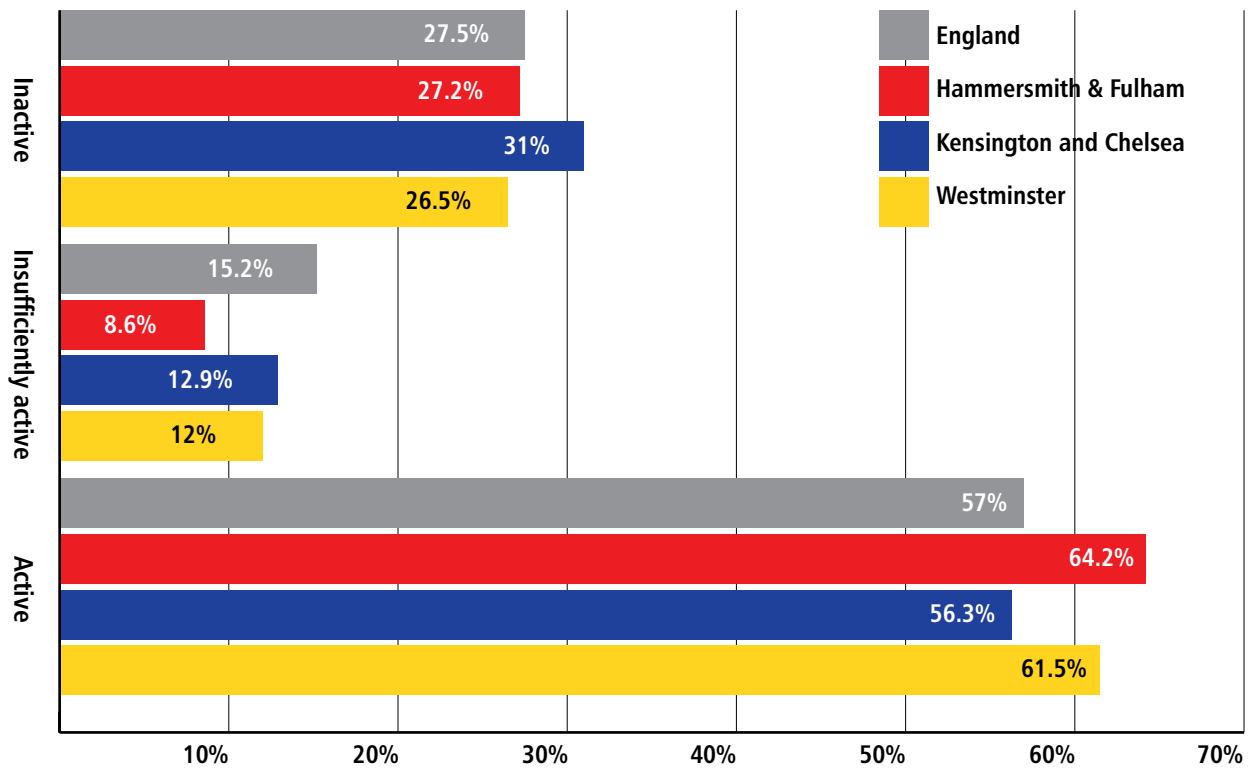
There is a trend towards increasing inactivity across all ages with Hammersmith & Fulham being in line with the national average of 27 per cent inactive adults aged 16 years and over. The rising cost to support people for conditions deemed preventable by leading physically active lives is unsustainable.

We are not seeing growth in adults being active locally, physical activity and sport participation in the borough is higher than the London average but in the main has remained static since 2005 whilst other areas of London are rising.

“THE BIGGEST GAINS AND THE BEST VALUE FOR PUBLIC INVESTMENT IS FOUND IN ADDRESSING THE PEOPLE WHO ARE LEAST ACTIVE”

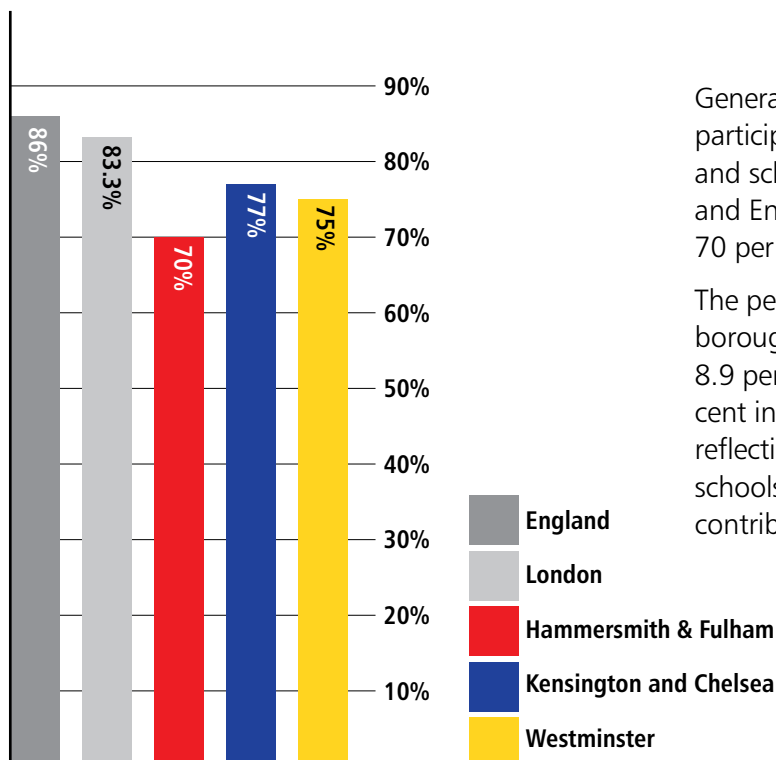
**Sport England,
*Towards an Active Nation***





The percentage of adults (aged 16+) in the three boroughs classed as Active, Insufficiently active and Inactive, compared with England.

Active people's survey 2014/15



Generally, children in H&F have lower participation rates in high quality PE and school sport compared with London and England averages. For H&F this is 70 per cent (See table left).

The percentage of children in the borough measured obese rises from 8.9 per cent in Reception to 22.4 per cent in Year 6. Although not a direct reflection of low physical activity in schools, this might be a significant contributor.

The percentage of state school children in Years 1-11 participating in at least two hours of high quality PE or School sport per week (Annual survey of school sport partnerships 2009/2010).

Case study 2

0-10 Community started a **Sport England satellite club session** in January 2015, with help and support from the council sports team. The aim was to introduce the game of basketball to girls aged 11-16 years at Fulham Cross Girls School. A surprising number of participants attended and, unlike most sessions where numbers drop after the first week, the numbers grew week by week. Many of the girls had never played basketball before or attended a coached session, so, the sight of nearly 20 girls a week amazed everyone.



Due to the success of the Fulham Cross satellite club, a second satellite club at Hammersmith Academy Secondary School was set up.

This December (2016) everyone was excited to see one of the clubs win a competition and selected to represent the borough at a regional event.

There are important inequalities in the amount of physical activity achieved between different communities which are likely to impact future health and wellbeing.

Gender inequality amongst adults appears to be very low which is positive in terms of female participation, but might suggest lower than average male participation.

The inequality in participation between White and BAME groups is considerable with 7 per cent fewer taking part in sports at least once per week.

People born in a mixed heritage family and those from Chinese backgrounds have higher physical activity levels than white groups.

The borough is the sixth most densely populated in London and has limited green space. The pressure on our parks and dedicated sports and leisure facilities suggests that a focus should be on activities that are not dependent on formal sites such as cycling, running and walking.

The percentage of residents using outdoor space for exercise or health reasons dramatically declined from 20 per cent in 2013/14 to 13 per cent in 2014/15, putting it just above the London average.

8.6 per cent of borough residents cycle. This is over 1 per cent higher than the London average. Despite the borough having one of the highest cycling rates in London at 4 per cent of all journeys compared to the 2 per cent London average, the Cycling Strategy aims to increase this to 8 per cent by 2030/31.

Participation in organised sport has dropped from 45 per cent in 2013/14 to 38 per cent in 2014/15. This contrasts an average increase that has been achieved across London.

The self-reported wellbeing is lower than the London average. The low happiness rate is over 50 per cent higher in the borough, and could point to mental wellbeing as a local issue. The borough is consistently ranked as the 6th lowest borough. This includes illnesses such as neurotic disorder, depression, anxiety, OCD and panic disorders.

The number of cardiovascular deaths in under 75s is above the London average, with 61 per cent of recorded cases considered preventable.

There are continued pressures on local authority budgets and wider public funding, which is likely to continue for the foreseeable future. Planning with existing and future resources will need to be done carefully to ensure it will provide excellent value and greatest impact.

4. PRIORITY THEMES

8



GOALS OF THEME 1: **Greater focus on tackling inactivity**

- Keep people independent and active as they age
- Promote physical activity as part of everyday life eg. daily play and active travel
- Reduce the participation gap between BAME and other communities
- Reduce the cases of people with preventable deaths caused by cardiovascular disease
- Increase activity for inactive individuals in areas with lowest measured activity
- Reduce the participation gap between people with mental health / disabilities and those without
- Reduce the travel barriers associated with inactive adults
- Reduce the financial barriers associated with inactive adults
- Support the local physical activity workforce to improve the support for inactive adults

GOALS OF THEME 2: **Ensuring every child grows up with positive attitudes to sport and physical activity**

- Extend the opportunities for families to be active together across the community
- Educate parents on the importance of, and amount of daily physical activity recommended for good health
- Reduce the drop-off in participation at the school transition (Years 6 to 7), and between boys and girls in secondary schools
- Promote increased active travel to and from school
- Deliver an excellent school games programme to engage more pupils in activity opportunities
- Increase the inclusive opportunities for disabled children
- Ensure that safeguarding children is a responsibility of everyone leading or supporting youth sport or physical activity

Case study 3

In the last few years **QPR in the Community Trust** has increased delivery from 200 to over 300 sessions per week and the team has increased from 16 to 28 members.

The beneficiaries are at the heart of what the Trust does; promoting access for all, which means ensuring projects provide for the most vulnerable in our local communities, as well as everyone else. Examples of successes over the last year include; reaching NEETs, unemployed young adults, toddlers,



ex-offenders, ex-service personnel, older residents, families and young people with disabilities in Hammersmith & Fulham.

GOALS OF THEME 3:

Help active people to remain so at a lower cost to the public purse

- Support the existing community sports clubs in accessing support which helps their sustainability
- Optimise opportunities within our leisure contract and through our community facilities
- Develop improved and sustainable sports and recreation facilities in the community
- Use new technology to reduce cost of services: whilst keeping them accessible for all
- Help the sector to develop new revenue streams that replace public funding (eg. crowd funding / sponsorship)

GOALS OF THEME 4:

Support residents and the community to create more grassroots physical activity

- Develop the skills in the community to help create new and more sustainable physical activity
- Increase the amount of active volunteering within the community
- Expand the numbers of people championing physical activity across the community
- Invite more people to engage with the CSPAN and hold other meetings / events to promote and discuss physical activity
- Increase the number of local people with coaching skills and finding work in the leisure industry

Case study 4

The inclusion sports project at **Action on disability** was created to engage more disabled young people in sports and physical activities, as well as promoting inclusion among local sports providers. The project has been well received by the community and has developed partnerships with many local organisations.

The work of the project shows an increase in participation by disabled young people, especially young females. One of the most successful examples of



developing new activity was the creation of an inclusive archery club which started in January 2015 and ran for over a year and included disabled and non-disabled young people attending together.

GOALS OF THEME 5:

Creating improved physical environments that encourage increased activity

- Develop park spaces to be safe and welcoming places that encourage physical activity
- Develop new opportunities for housing areas to engage residents in activity
- Improve highways and street environments to support increased active travel by walking or cycling
- Support schools to maximise the amount of physical activity on site within the curriculum and for their surrounding communities
- Review and develop sports and leisure facilities to meet the needs of the community now and into the future
- Increase physical activity opportunities within workplaces, especially for people with sedentary jobs

GOALS OF THEME 6:

Develop an evidence-based approach to inform policy decisions to make best use of resources

- Increase access to information recorded and produced by the public health team to support ongoing developments
- Utilise the insight and data produced by Sport England and the national surveys that they commission
- Work with London Sport to monitor the success of key regional projects, including school games
- Review outcomes annually to ensure lessons are learned

The list of goals is not exhaustive and may be added to across five years



5.

HOW THE DEVELOPMENT OF THIS STRATEGY HAS BEEN INFLUENCED BY OTHER PLANS

The new strategy is ambitious and reflects the council determination to be the best in the country. It will support the delivery of the council Local Plan, not only for the policies linked to community facilities and leisure services, but other aims including improving traffic and air quality, social inclusion, development of skills, economic development and regeneration.

The council is also refreshing the Health and Wellbeing Strategy which will run for the next five years, 2017-2021. This will take a life course approach – start well, stay well and age well and will seek to reinforce ‘health prevention is better than cure’.

The four broad priority areas are:

- Good mental health for all
- Giving children, young people and families the best possible start in life
- Addressing the rising tide of long-term conditions
- Delivering a high quality and sustainable health and social care system

Information has been used from the *Shared Services Annual Public Health Report 2015/16*, ‘*Sitting is the New Smoking*’, which focused on physical activity, and a borough insight report prepared by London Sport. The evidence has helped to identify the priority themes by highlighting some of the inequalities.

Other important documents have influenced the creation of the strategy, this is to ensure it is informed by current national policy, and important sector developments including *Everyone Active Every Day* (Public Health England), *Towards an Active Nation* (Sport England), *Sporting Future: A New Strategy for an Active Nation* (Government) and *Childhood Obesity: A Plan for Action* (Government).

Aligning this strategy to Sport England’s priorities will help to secure future investment as they invest £1 billion in facility, training and revenue projects across the country over the next five years. Hammersmith & Fulham will be proactive and innovative in its approach to securing funding from this and other opportunities.

Links to the documents mentioned above can be found on the website:

www.lbhf.gov.uk/cspanstrategy



6. COMMUNICATING THE STRATEGY

Case study 5

Open Age offers a one-to-one Link-up programme for those over 50 who need a little extra help in accessing activities, groups and local services. The Link-up coordinator helps to identify individual interests and matches the appropriate activity or service to them.

In addition to this the coordinator provides support, encouragement and can accompany people to activity sessions; helps identify alternative

transport sources where public transport use is not possible and problem solves to remove or reduce individual barriers.

In the last year, Open Age's Link-up has supported a great deal of older adults who are socially isolated into activities, 67 per cent of these older adults have been supported in to physical activities, most having not been physically active for years and a few having not ever been physically active.

12

- Strategy available via the council website, promoted by council communications and community partners
- Annual reports written on the progress made in delivering against the strategy, these will be made available to the public via council media
- Stakeholder meetings (via CSPAN/PAC) to invite people to contribute to the ongoing discussion, development and evaluation of opportunities
- Consultation opportunities for contributions to this and future strategies and development ensuring we work with residents



7. THE ACTION PLAN FOR DELIVERING IMPROVEMENT

The local Community Sport and Physical Activity Network (CSPAN) will engage with local stakeholders to develop an action plan around each theme. The aim will be to understand and help local groups to use their skills in a way which best meets their own and the boroughs priorities.

An action plan will be created each year of the strategy which shows the intended outcomes that will be achieved by the CSPAN partners. This will form the basis of the CSPAN meetings and reporting of progress to council members on the progress of the strategy.

	2017	2018	2019	2020	2021
Theme 1	Focus areas	Focus areas	Focus areas	Focus areas	Focus areas
Greater focus on tackling inactivity	Actions	Actions	Actions	Actions	Actions
	Measures	Measures	Measures	Measures	Measures
	Partners	Partners	Partners	Partners	Partners



APPENDIX

The supporting borough insight report and other documents and information that support the strategy can be viewed by visiting:

www.lbhf.gov.uk/cspanstrategy

STRATEGY DOCUMENTS

(Draft) ***Local Plan***

Hammersmith & Fulham Council

(Draft) ***H&F Joint Health and Wellbeing Strategy 2016-21***

Hammersmith & Fulham Council

***Shared Services Annual Public Health Report 2015-16
'Sitting is the New Smoking'***

Hammersmith & Fulham Council

Cycling Strategy

Hammersmith & Fulham Council

Blueprint for a Physically Active Sporting City

London Sport

Towards an Active Nation 2016-21

Sport England

Everybody active, every day:

a framework to embed physical activity into daily life

Public Health England (Oct 2014)

Sporting Future: A new strategy for an active nation

H.M. Government

Shared Services Physical Activity JSNA (2014) - Physical Activity: A Needs Assessment for Hammersmith & Fulham, Kensington and Chelsea and Westminster

Case study 6

Bishop Creighton House's **Mentoring Plus** helps adults with learning disabilities to enrich their lives. Over the last 12-18 months we have worked hard to increase people's health and wellbeing, removing barriers to more active lives. The project has worked closely with the Hammersmith & Fulham Special Olympics Network and other local partners to run a number of physical activities, and



access them. This included: archery, walking sessions, tai chi, qi gong, boxing, tennis, athletics and BMX.





PARTNERS INVOLVED IN THE DEVELOPMENT OF THIS STRATEGY:

Action on Disability

www.actionondisability.org.uk

Open Age UK

www.openage.org.uk/activities

QPR FC Trust

www.qprcommunitytrust.co.uk

Greenwich Leisure Ltd

www.better.org.uk

London Sports Trust

www.londonsportstrust.org

Burlington Danes Academy (School Games Lead)

www.burlingtondanes.org

MyTime Active

www.mytimeactive.co.uk/health

H&F MIND

www.hfmind.org.uk

London Sport

www.londonsport.org

Shared Services Public Health

Hammersmith & Fulham Council: Transport, Housing