

# **Hammersmith and Fulham CSPAN Physical Activity Strategy 2011-2016**

# Introduction

*"Let's get going"*  
*Hammersmith & Fulham*

This strategy has been prepared by the Hammersmith and Fulham CSPAN, a strategic partnership committed to the development and improvement of sport and physical activity borough wide. CSPAN (see below) is one of 33 Community Sport and Physical Activity Networks in London. It shares a common purpose with many others across England – to increase participation in sport and physical activity and to encourage people to lead healthier lifestyles.

Taking part in sport and physical activity can bring communities together, promote health and wellbeing and inspire others to get moving. Public spaces can be made more colourful, vibrant and appealing through people playing sport, exercising and having fun together. Also, the sport and leisure sector plays a crucial role in the local economy and its facilities are important building blocks for regeneration and place shaping. We want to maximise the impact that sport and physical activity has in Hammersmith and Fulham by working collaboratively, ambitiously and determinedly towards clear, defined and inspiring goals.

We know that by working together to fulfil common goals and by taking collective responsibility for our actions, we can maximise the contribution of sport and physical activity to this 'borough of opportunity.'

Many stakeholder organisations and individuals are already playing a part. There may be others that want to be involved and we are keen to engage with you.

We hope that you'll join us in helping to make Hammersmith and Fulham the most active borough in London.

## **CSPAN Members**

- Community and Voluntary Sector Association (CaVSA)
- Disability Advocacy (MENCAP)
- Hammersmith and Fulham Action for Disabilities (HAFAD)
- Inner North West London PCT (INWLPCT)
- 2012 Representatives
- Pro-Active West London
- H&F Volunteer Centre
- Local Business
- MIND
- Refugee Organization
- Police
- School Games H&F
- Parks & Open Spaces
- Planning
- Transport
  
- Sports Development
- Children Services (inc. Youth Commissioning)
- Virgin Active
- Greenwich Leisure Ltd

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## “Let’s get going” – what’s in it for me?

We welcome your contribution to help deliver the Hammersmith and Fulham sport and physical activity strategy. But it’s not just about what we can do. There is something in it for residents, leisure organisations and sports clubs too.

### **The main benefits of being involved in the delivery of this strategy:**

- a greater understanding of the sport and physical activity needs of Hammersmith and Fulham residents
- access to expert knowledge and information on sport and physical activity to help you plan, develop and improve your services
- help with communicating your offer to a wider or more targeted audience
- greater efficiency and impact through increased opportunities to work with the CSPAN
- the opportunity to be a part of delivering a strategy which makes a difference.
- The opportunity to make your resources go further by working alongside other key partners who share your sport & physical activity goals

### **The main beneficiaries of the CSPAN strategy are Hammersmith and Fulham residents.**

#### **Some of the main benefits are:**

- opportunities to lead a healthier and more active lifestyle
- affordable and high quality facilities that are responsive to need
- information that is clear and easy to find about what is available
- more motivation to take part!

## Working together – we need one another!

The Hammersmith and Fulham CSPAN wants to work in partnership with individuals and groups who share similar objectives. By working together, we can use our collective energy, enthusiasm, investment, expertise, facilities and other resources to best effect. We are already doing this with many partners, but there may be others who want to get involved and can make a contribution.

H&F CSPAN already consists of key organisations in the borough, including Hammersmith and Fulham Council, Inner North West London PCT and a range of voluntary and community sector organisations. We can continue to build on our successes by identifying and partnering with more organisations, groups and individuals.

The CSPAN will provide leadership, helping to pull together the priorities of member organisations and coordinate the type of cost effective initiatives and projects that are delivered locally to increase levels of participation.

It will also be able to access external funding opportunities at a time when the financial climate is becoming even more challenging, but with a view to delivering a plan which will be refreshed on an annual basis.

## Community Strategy

This strategy is driven by and aligned with the H&F Community Strategy, as illustrated below.

What are H&F residents saying they need?

Before writing the CSPAN strategy, we needed a clearer understanding of residents' needs and aspirations. We conducted research to identify the sport and physical activity opportunities currently available in the borough, and what might be needed in the future. This is what we found.

- A sustainable H&F that adapts to a growing population  
“CSPAN will support the development of a sustainable urban environment that meets the sport and physical activity needs of our growing population”
- A strong environment that includes everyone  
“CSPAN will support the local economy, including creating pathways into training and employment in the sport and physical activity industry”
- A connected H&F where people lead active, healthy lives  
“CSPAN will improve health and create a connected community by increasing participation in sport and physical activity”
- A safe H&F that is a vibrant part of London  
“CSPAN will use the opportunities presented through sport and physical strategy to create a safe H&F that is vibrant part of London”

## Participation

Based on the Community Strategy, Active People Surveys and a Leisure Needs Assessment, these findings demonstrate that generally the borough is highly active. However, the data also indicates that approximately half of people in the borough are not doing any sessions of 30 minutes physical activity.

- Only 27% of adults do the recommended level of physical activity and 16% are estimated to be obese (25,000 people).
- 35% of adults smoke (55,000 people) – the highest estimated percentage in the Capital.
- Of those in the LBHF who only recorded between one and three sessions of physical activity
- per week the most common activities were football (15.7%), jogging (34.3%), swimming (12.6%), tennis (11.9%) and yoga (14.8%).
- 40.8% of residents (16+ years) had not taken part in any moderate intensity activity of 30 minutes duration in the last 4 weeks when surveyed (2010) compared to Brent (56.5%), Ealing (49.6%), Hounslow (54.2%), Kensington and Chelsea (39.4%), West London (51.2%), London (49.5%) and nationally (50.6%). Within the LBHF this includes:
  - Other groups that have notably low participation levels for their demographic (and based on trends within the borough) are those aged 16-24 and 35-39 years old.
- 49.4% of people from BME groups
- 40.8% of women (c 35,500 people)
- Approximately 70,380 residents across the LBHF do not partake in at least 30 minutes of activity a week.
- 64.7% are satisfied with the provision of sport in Hammersmith and Fulham

- 46.1% attend organised sport activity on an annual basis
- Residents want to live longer, healthier lives, enjoying a better quality of life throughout adulthood.
- there is strong interest in different sports and physical activities, although two stand out; going to the gym and swimming
- a significant proportion of residents in the most deprived areas of the borough are interested in increasing their involvement in sport and physical activity. The biggest barriers to participation in these areas were 'too busy working' and 'cost involved'

Their low level of participation can be explained by:

- limited awareness of opportunities generally
- need for more opportunities for adult men to take part in team sports
- limited awareness of the availability of childcare facilities
- published information does not generally indicate whether services are accessible for disabled people, specifically for disabled people or mixed ability
- embarrassment,
- not being able to afford to be active (this is more a perceived barrier as physical activity can be free!)

The increase in life expectancy in Hammersmith & Fulham over the last decade has been much more substantial than in London and England, particularly among males. However, the biggest threats in terms of numbers of people affected and the burden on health and social care services arise from long-term conditions such as high blood pressure, diabetes, asthma, heart disease, stroke, chronic lung disease and cancer. All of these are influenced by lifestyle factors – particularly what people eat and drink, how physically active they are and whether or not they smoke.

### **Our aims are:**

- Working together we intend to build a healthier borough with a reduced incidence of disease, by improving health care and promoting healthier lifestyles across all sections of the community.
- Enable and support health, independence and well-being;
- Give people more control of their own health and the care and support that they receive;
- Offer timely and convenient access to quality, cost effective services;
- Proactively tackle health inequalities.
- Promoting Physical activity as part of everyday life.

### **Spaces and Places for sport and physical activity**

- Swimming pools:  
There are enough pools to meet local demand; most residents do live within easy travel distance to their local pool. The Leisure Needs Assessment indicates that "There is a surplus of swimming provision and pools are currently not operating at full capacity despite the LBHF being an importer of demand".
- Sports halls:  
Although the borough has a small number of community sports halls based in schools, sports facilities and community centres, it currently lacks an event four badminton court sized gym, and this is something that the Resident Services Department looks to correct over the next three years.

- **Fitness gyms:**  
There are four public facilities and a large distribution of private health and fitness sites across LBHF which is significantly higher than any neighbouring borough. There is however, the desire to provide green gyms in parks and open spaces.
- **Grass pitches**  
The borough continues to increase the number of grass sports pitches and the Football Association recognise Wormwood Scrubs as the second largest green field facility providing a Hub site for club sports.
- **All-weather pitches:**  
There is generally good provision of smaller all-weather pitches, although they are not evenly distributed. Full size all-weather pitches are generally in short supply in London and LBHF will be well appointed following the current development at Hammersmith Park.

## Strategic Themes

The findings of the needs of the Leisure Needs Analysis formed an integral part of the strategy and have enabled us to identify five key themes. These themes have formed the foundations of our plans.

Further information about each of the themes can be found within the following sections.

- **H&F CSPAN Strategic Lead**
- **Reaching those who need it**
- **Addressing the participation barrier**
- **Space not place**
- **Public Health**
- **Addressing Leisure Needs in challenging financial times (self serve)**

## **Theme 1: H&F CSPAN Strategic Lead**

### **Our goals:**

- to align the strategy with the priorities and need for sport and physical activity in H&F
- to create the conditions for key groups and organisations to work together more effectively
- to develop a dynamic knowledge and information bank for sport and physical activity in the borough
- to promote opportunities for stakeholders to develop and deliver the strategy
- to regularly refresh and strengthen H&F CSPAN with energy and ideas from new sources.
- To bring additional resources into the borough to drive participation in sport & physical activity

### **What has the CSPAN done so far?**

- produced a partnership strategy for sport and physical activity for H&F and achieved buy-in from key partners
- undertaken a borough wide sports and physical activity needs analysis to inform future priorities and plans
- review of CSPAN members to identify resources, services, key relationships and further opportunities for developing sport and physical activity
- established an Annual Community Sports Awards Evening in recognition of borough based sports clubs.
- identified funding streams with a view to introducing new sports to the borough.
- supported the establishment of many new sports clubs
- improved the mapping of local sports and physical activity services
- Established a Sports Clubs Forum bringing to together leading representatives of sport in the borough
- Introduced a Street Games Forum (diversionary activity for young people)
- Established a Football in the Community Forum comprising of QPR, FFC and CFC representatives
- To have increased the number of voluntary sector sports clubs receiving sports related grants
- Established an Apprentice network providing sports clubs with professional administration support
- Brought in £80,000 of additional funding from Sport England to support 4 community sport projects in the borough



**What will H&F CSPAN do in the future?**

- establish an effective H&F Sport and Physical Activity Strategy for the next 5 years
- as part of the strategy to agree a proactive action plan that sets achievable targets for the coming year
- develop H&F listing in the Get Active London portal, which is a comprehensive online directory for sports and physical activity in London
- organise a sport and physical activity stakeholder engagement event in 2011 to raise awareness of the H&F CSPAN sport and physical activity strategy and how to get involved
- continue to review the performance of H&F CSPAN, learn from our experiences, build on achievements to date and change and improve our plans where necessary
- Strengthen H&F CSPAN and relationships with partners.
- Review the current provision of leisure facilities in the borough to ensure that the most resources are employed in the most efficient and effective way.

## Theme 2: Reaching those who need it?

### Our Goals

To specifically assist those who have been identified as not participating in enough sport or physical activity to benefit their health and wellbeing.

Our overriding strategy is to increase participation levels generally, but this action plan is focussed on increasing levels by these specific groups.

Adults 16 – 24years  
Adults 35 – 39 years  
BME Groups  
Women and Girls  
Disabled People

### What has H&F CSPAN done so far?

- Improved our knowledge of the extent, quality and accessibility of existing provision
- Established funding opportunities for specifically targeted organisations
- Identified training opportunities for leaders and coordinators of local organisations
- Have supported application for Quality Standard or Clubmark recognition for the voluntary sector organisations
- Provided guidance and training opportunities for all clubs
- Delivering on the following programmes and projects;
  - 'Us Girls' StreetGames Project
  - Delivery of Sports Unlimited / Sportivate
  - Expansion of Disabled Sports Opportunities
  - Delivery of Agewell / Rambles to over 50s
  - Delivery of Kickz to hard to reach groups
  - Delivery of Aspire2Move for young people

### What will H&F CSPAN do in the future?

- develop pathways into appropriate physical activity, either bespoke or mainstream services as needs and resources determine
- consolidate or develop provision according to need, demand and effectiveness, reviewing outcomes and taking learning forward to shape future provision
- consult with priority groups to check provision is meeting their needs
- identify champions and ambassadors for sport and physical activity from our priority groups
- maximise any new and emerging opportunities to enhance the offer and develop further targeted marketing and communications.

- Review the current Lifestyle Plus Card provision to ensure that concessionary access is provided to those that need it most.
- Work with the Councils Sports Development Team and Interactive, to sign up to Inclusive and Active 2
- Support Street Games and Notting Hill Housing, to roll out their GLA funded Housing Association sports project, in the borough

## **Theme 3: Addressing the participation barriers**

We will work to reduce barriers to participation in sport and physical activity and increase the use of services and facilities in the borough. Our Leisure Analysis (PMP 2009 available on request) identified that whilst there is a higher than average participation rate of physical activity in H&F, 40.5% are not active enough for a health benefit. It also identified the most common barriers preventing people from being more active as:

- high work commitments
- financial constraints
- lack of motivation
- need for more family activities.

### **What has H&F CSPAN done so far?**

- In partnership with voluntary sector we have directed funding opportunities to concentrate on non and low participants to encourage them to become active
- We have developed the improved mapping of provision within the community to reduce transport as a barrier and enhance the likelihood of sustained participation
- CSPAN have identified funding opportunities and supported the application process
- increased our understanding of what works in getting low income groups active, learning from past experience
- Supported the development of activity programmes that reflect the needs of H&F's diverse communities offering both inclusive and specific opportunities
- Promote and disseminate best practice on club structure, policies and procedures to increase the provision of high quality, sustainable sports clubs and community groups

### **What will CSPAN do in the future?**

- To further increase awareness of opportunities available by maintaining a comprehensive web-based directory of sport and physical activity offered by local providers
- Seek to increase awareness of sports volunteering and workforce development (such as Apprenticeships and employment) opportunities in H&F and to increase the number of people volunteering in sport and physical activity.

- Develop more opportunities for people to gain leadership, coaching , officiating and other sports qualifications.
- Review the current Lifestyle Plus Card provision to develop a new offer to residents, in light of current budgetary constraints
- Work with PRO-Active London to ensure H&F residents are trained and deployed through Sportmakers, one of the Governments 2012 legacy programmes

## **Theme 4:     Space not a place**

### **Our goals**

To help create an environment, which encourages people to be more active in every aspect of their day-to-day lives. Ensuring that physical activity is a key consideration in relevant policy development will support this goal.

Physical activity is often seen as people playing organised sport or going to the gym. In fact, it is much broader than this. We know that the urban environment and its design can influence how physically active we are, whether it be using stairs, walking to the shops or cycling to work. Creating an active environment is about ensuring that the urban and built environment is designed to encourage people to be active in their everyday lives.

### **What has CSPAN done so far?**

- promoted the use of parks for informal physical activity
- have worked towards making our parks and open spaces more accessible and attractive to those wanting to be physically active
- has ensured that physical activity is built into public spaces
- has supported the development of a borough cycle strategy

### **What will H&F CSPAN do in the future?**

- work on maximising the use of parks and open spaces, through engaging with local schools, businesses and community groups to promote their use
- manage arrangements and business models for new facilities maximise the use of sports facilities during and outside of school hours
- feed the results of the supply and demand analysis for sports facilities into the development of multi-use games areas in parks and open spaces
- work to ensure that the findings of the sports and physical activity assessment are taken into account in key plans and policies, including the Local Development Framework
- work on reducing barriers to walking and cycling to influence the number of trips made by these means

- establish stronger links with projects such as green gyms and food growing to increase the number of people undertaking this type of activity
- Ensure that any new facility developments recognise the diversity of the borough's Communities

## **Theme 5: Public Health**

The Government is radically shifting power to local communities, enabling them to improve health throughout people's lives, reduce inequalities and focus on the needs of the local population.

This will enable local communities to reduce inequalities and improve health at key stages in people's lives, including:

- empowering local government and communities, who will have new resources, rights and powers to shape their environments and tackle local problems;
- taking a coherent approach to different stages of life and key transitions, instead of tackling individual risk factors in isolation.
- giving every child in every community the best start in life.
- making it pay to work
- designing communities for active ageing and sustainability.
- working collaboratively with business and the voluntary sector through the Public Health Responsibility Deal

### **Our goals**

- Enable and support health, independence and well-being
- Give people more control of their own health through choice and opportunity
- Offer timely and convenient access to quality, cost effective services
- Proactively tackle health inequalities through improved mapping and increased choice
- Maximising public health expertise and partnerships and the use of any devolved public health funding to achieve the above

## **Theme 6      Addressing Leisure Needs in challenging financial times (self serve)**

The key challenge facing the department is to continue developing opportunities at a time when councils have fewer resources. We will respond to the £65m pressure on LBH&F by radically reviewing how we operate and developing;

- Concept of self serve and big society
- A different relationship with our residents
- New service delivery models

The following examples provide a way forward and in many cases can offer improved delivery of services. However, we cannot rule out having to cease some provision where all other options have been exhausted and the service does not provide value for money.

### **What has CSPAN done so far?**

- Outsourcing of sport facilities:
  - Bishops Park Tennis Centre
  - Four Satellite Tennis Parks
- To outsource Hammersmith Park Sports facility and establishing a commercially viable centre
- Externally funded parks based developments;
  - Ravenscourt Park Basketball / Netball Arena joint funded by NGB's
  - Adezone / Addidas sites in smaller parks venues
- Following agreement to sell the Sands End Community Centre, we had to consider the best ways to offer current sport and physical activities that were running from the centre in new ways, and with new venues. Community Sport Officers were able to agree a deal with a private gym provider within the same ward to create a new competitive gym membership providing a local alternative service that is in many ways enhanced including weekend opening). Added to the current GLL leisure provision already offered at Lillie Road in Fulham, change has taken place yet services can still be offered with flexibility in price and provision. Sports clubs that have been hiring space at Sands End Community Centre have been assisted in finding new venues, including a local school and a private members sports and social club.
- Community Sport continues to look at how services are being delivered and trying to find ways in which they can be offered with better value for money. The Leisure Contracts with providers GLL are one example currently being explored to find ways of running the service in a different way. Meetings are being held with members of CSPAN and other community providers in terms of running services from Phoenix Leisure Centre instead of GLL, which could make a saving to the overall cost of the contract.

### **Our Goals**

- Delivering a cost neutral leisure service by 2014/15.

- Maximising the potential benefits of a tri-borough leisure offer.
- Working more closely with 3<sup>rd</sup> Sector organisations to establish successful joint applications to deliver sport and leisure services borough wide
- Continue to review the methods of delivering services and continue to seek partnership opportunities
- Redevelop Linford Christie Stadium through S106 /external funding opportunities
- Outsource South Park as a Multi Sports Facility
- To further establish the Apprenticeship scheme across both the Sports section and sports clubs