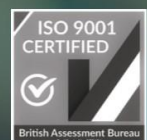




Sport & Physical Activity Strategy

Gedling Borough Council

2020 – 2025



DOCUMENT CONTROL

Amendment History

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Sign-off List

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David Rushton	Director	25/9/19	Approved

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1 INTRODUCTION AND BACKGROUND

1.1.1 Gedling Borough Council (GBC) is committed to ensuring our residents are given the opportunity to engage in sport and physical activity. We believe that increased participation in sport and physical activity will help the Council to achieve its vision and priorities in the Gedling Plan (2019 -2020) “Serving people Improving Lives” through:

- Strong and Dynamic Communities
- High Performing Council
- Vibrant Economy
- Sustainable Environment and
- Healthy Lifestyles.

1.1.2 Based upon the 2017/18 Active Lives survey, 63.7% of adults participate in sport and active recreation for 30 minutes three times per week, above the national average. Whilst this shows progress there is a significant agenda still to deliver with 24.1% of adults in Gedling inactive, undertaking less than 30 minutes of physical activity each week.

1.1.3 The Council has maintained investment in sport and leisure despite reductions in government grant to the Council over the past five years. It is looking at an investment plan to modernise its sport and leisure facilities to ensure that they are fit for purpose for the next generation.

1.1.4 Gedling has continued to invest in its award-winning parks including Arnot Hill Park with its play facilities bowling green, skate park and ball courts; and Gedling Country Park with 580 acres of open space, footpaths and wildlife.

1.1.5 Development activity is based on outreach programmes in local communities including the county’s obesity prevention and weight management service.

1.1.6 We have undertaken substantial consultation for this Strategy including:

- Residents survey
- Sport England
- Active Notts
- Core National Governing Bodies
- Local schools
- Nottingham County Council
- Public Health and Greater Nottingham Clinical Commissioning Partnership
- Adult Social Care and Children’s Services.

1.1.7 This new Sport and Physical Activity Strategy, covering the period 2020 to 2025, provides Gedling with a clear direction for the services the Council delivers directly and those delivered by its partners who have worked closely with us in its development.

2 WHY DOES GEDLING NEED A SPORT AND PHYSICAL ACTIVITY STRATEGY?

2.1 Introduction

2.1.1 The Council and its partners recognise that compared to most areas Gedling has good capacity to deliver physical activity opportunities through its sport and leisure facilities, open spaces, schools, and parishes.

2.1.2 However, in the face of increasingly scarce resources for public services, the Council and its partners want to ensure that services are focused in areas that will make the most difference to local people. Crucially the nation and the Borough face some significant public health challenges which physical activity can play a key role in addressing.

2.2 Key Health Issues for Gedling

2.2.1 There are a number of key health issues where increased physical activity can play a part in addressing as shown in Figure 1:

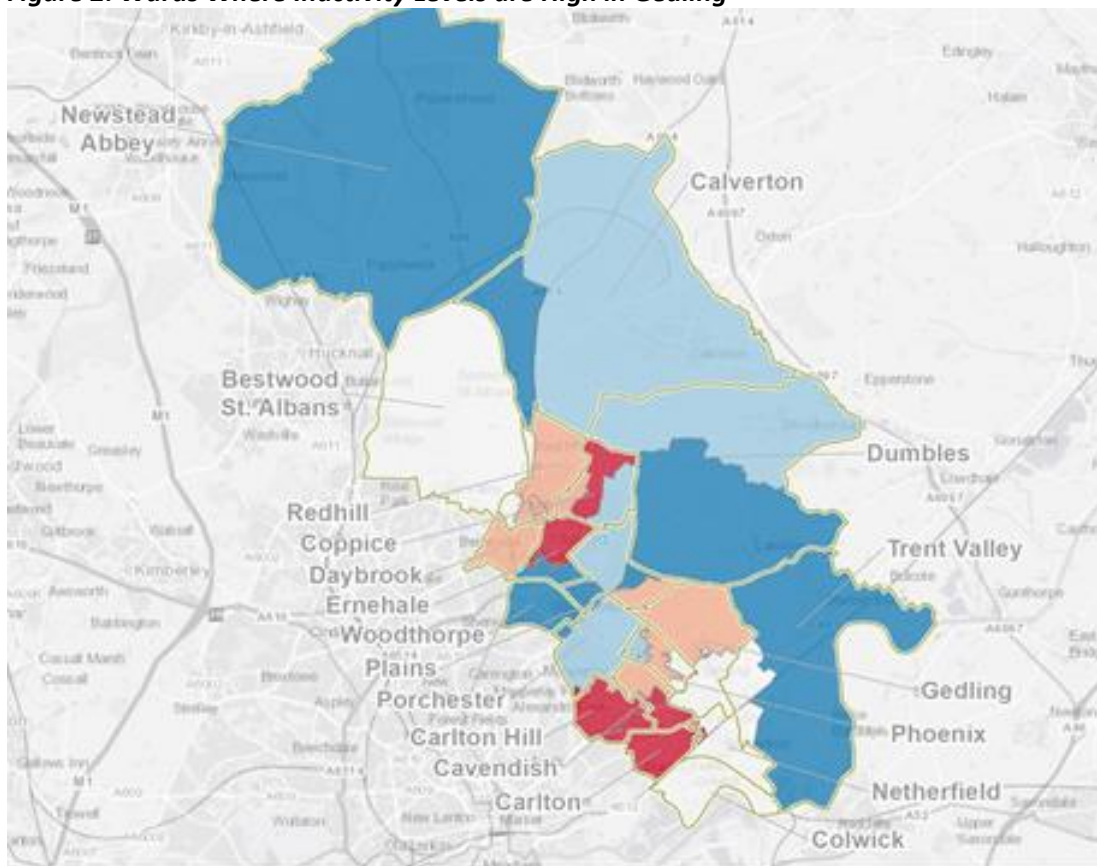
Figure 1: Health Issues in Gedling¹



2.2.2 There are particular wards within Gedling that have lower than average levels of physical activity. These are highlighted in the red/light red zones on Figure 2. In these areas 24.6% or more of residents are inactive (undertaking less than 30 minutes of moderate intensity physical activity each week).

¹ Sources: Health and Social Care Information Centre NCMP (2016). Notts JSNA. Sport England Active Lives Data.

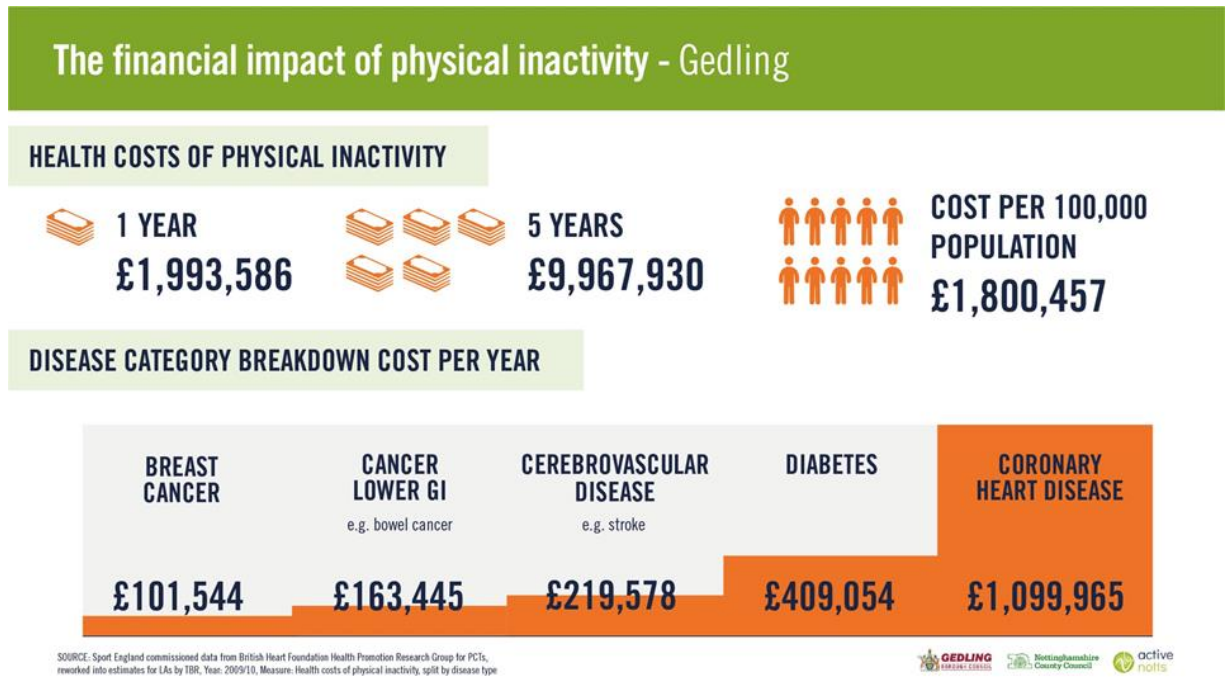
Figure 2: Wards Where Inactivity Levels are High in Gedling



2.3 The Cost of Inactivity

- 2.3.1 The cost of inactivity to public services in Gedling is substantial. Physical activity is proven to be beneficial to the prevention of cancer, cerebrovascular disease, diabetes and coronary heart disease. There are also substantial benefits of physical activity on mental health and wellbeing.
- 2.3.2 Figure 3 provides an estimate of the cost of physical inactivity in Gedling undertaken by Sport England and The British Heart Foundation (2010/11).

Figure 3: Financial Impact of Inactivity in Gedling



3 WHAT ARE RESIDENTS AND OTHER STAKEHOLDERS TELLING US?

3.1 Introduction

3.1.1 The Council has undertaken consultation with a variety of stakeholders which has directly informed the development of this Sport and Physical Activity Strategy.

3.1.2 Key external stakeholders were as follows: Sport England, Active Notts (County Sports Partnership), core National Governing Bodies, Nottingham County Council (NCC), NCC Public Health and local Schools. Key internal stakeholders were GBC planning department, GBC parks and open spaces department and Gedling Homes.

3.1.3 Consultation via focus groups was undertaken by GBC. Three group sessions were held: A Senior Council, Newstead Youth Club and a joint Juniors and Seniors Council The key areas for discussion at these focus groups were:

- Participants' understanding of "sport" and "physical activity"
- Their current and desired levels of activity, perceptions of healthy levels of physical activity
- Barriers to being more physically active
- Motivations for being physical active
- Enablers and opportunities to encourage physical activity.

3.1.4 The Council hosted and distributed an online survey through their communications network asking local residents contribute their insight and views to the development of a sport and physical activity strategy. The aim of the survey was to seek feedback from residents on their own levels of physical activity, the barriers that may prevent local people from being more physically active and their perceptions of GBC's existing facilities and service provision.

3.1.5 Engagement was also undertaken with local sports clubs via an online questionnaire to seek their views on current opportunities for sport and physical activity in the local area and how any challenges can be overcome in the future.

3.2 Consultation Findings

3.2.1 Key highlights from the consultation are shown in Figure 4.

Figure 4 Consultation Highlights



3.2.2 The Sport and Physical Activity Strategy is informed by the findings from consultation.

4 WHAT ARE THE PRIORITIES FOR GEDLING?

4.1 Strategic Framework

4.1.1 The Sport and Physical Strategy links into the Council’s strategic framework and Gedling Plan (2019 – 2020) as shown in Figure 5.

Figure 5: Strategic Framework



4.2 Strategic Priorities

4.2.1 The Strategic priorities for Health and Wellbeing in the Gedling Plan are:

1. Improve health and wellbeing to reduce health inequalities.
2. Support physically active lifestyles.
3. Increase recreational activities and users to parks and open spaces.
4. Reduce loneliness and isolation.

4.2.2 The Council and its partners have developed a clear vision for Sport and Physical Activity in Gedling:

“Everyone to be more active, more often”

4.2.3 This vision is consistent with national policy and can encompass all aspects of physical activity including sport, health and fitness, walking and cycling etc.

4.2.4 Based on the insight and consultation the Council has developed strategic objectives for sport and physical activity. Table 1 sets out these objectives and why they are important.

Table 1: Strategic Objectives – Sport and Physical Activity Strategy

Strategic Objective	Why this is important
<p>1) More People, More Active, More Often</p>	<ul style="list-style-type: none"> • Obesity and related illnesses such as diabetes and heart disease are now affecting more people in the Country and Borough than ever • Diabetes and heart disease are major causes of premature death • The cost to the NHS of treating these illnesses is significant • Regular exercise as part of a healthy lifestyle is proven to reduce the risk of obesity and its associated illnesses.
<p>2) Increasing participation amongst target groups and localities</p> <p>Target groups:</p> <p>a. Those aged 55+</p> <p>b. Those with a limiting illness/disability</p> <p>c. Children and young people.</p> <p>Localities identified in Figure 2.</p>	<ul style="list-style-type: none"> • There are a number of local communities that do not have access to, or engage with physical activity opportunities such as leisure facilities • The Council and its partners need to consider all residents including the harder to reach groups • There are groups where exercise participation is comparatively low and the Council and its partners need to take a targeted approach. • Young people in the country and Borough are more obese than ever and this trend is set to get worse • Young people face a potentially sedentary lifestyle as they are unlikely to have physically active jobs and leisure time revolves more around information technology related pass times such as social media and electronic games • Obesity at an early age is likely to bring forward related illnesses • Gedling has an ageing population • Accidents due to falls amongst older people can be reduced through specific physical activity • It is important to ensure that older people have the best possible quality life and physical activity will sustain and improve their health and has social and wellbeing benefits.
<p>3) Improving access / signposting to Sport and physical Activity Opportunities</p>	<ul style="list-style-type: none"> • Gedling benefits from a good physical activity infrastructure that includes indoor and outdoor provision which has capacity for more users • Consultation revealed a need for better signposting is needed towards activity opportunities • More efficient use of current infrastructure • Modern expectations are for better electronically

Strategic Objective	Why this is important
	sourced information for services <ul style="list-style-type: none"> • Access to services is a barrier to participation.
4) Contributing to community cohesion through sport and physical activity	<ul style="list-style-type: none"> • Sport and physical activity can be a fun and a way for meeting friends • Clubs and societies that are local and sustainable are formed on the back of sport and physical activity • Community safety and anti-social behaviour can be addressed through diversionary activities, particularly for young people • Sport and physical activity groups can be beneficial for mental health and reducing isolation.

4.3 Measuring our Progress

4.3.1 A new set of performance indicators has been developed to measure the effectiveness of interventions against the new Strategy. These are detailed in Appendix 1.

5 ACTION PLANS THEMES

5.1.1 In order to achieve the strategic objectives, the Council and partners are developing a detailed action plan which will cover the following themed areas:

- Active People
- Active Partnerships
- Active Environments
- Active Places.

5.1.2 Table 2 provides example actions against the key themes for the action plan.

Table 2: Action Plan Themes

Active People Objectives	Example actions
1. To increase physical activity levels amongst people living in the least active areas of the Borough.	<ul style="list-style-type: none"> • Collate/ gather further insight on inactive and less active residents and geographical (ward level) areas where health inequalities exist. • Identify and agree a set of baseline health and physical activity indicators.
2. To increase physical activity levels amongst groups of people where inactivity inequalities are the greatest e.g. those with a disability, older people and women and girls.	<ul style="list-style-type: none"> • Collate /gather continuous insight on inactive and less active residents and where specific inequalities exist for certain demographic profiles of residents. • Ensure this insight is used to identify target audiences where resources and interventions should be focused the most.
3. To adopt a resident-led and insight-led approach to developing, delivering and monitoring the impact of the strategy.	<ul style="list-style-type: none"> • Adopt co-design principles when developing new interventions and ensure this is resident led • Create a monitoring and evaluation framework and consider partnerships with academic institutions to support the delivery of this framework.
4. To advocate a greater use of innovation and technology in interventions that are designed to increase physical activity.	<ul style="list-style-type: none"> • Review strengths and opportunities of UK and world-wide exemplars of innovate ways to engage people and create lifelong behaviour change. • A specific focus of research will be on identifying successful uses of technology to increase physical activity.
5. To develop new and sustainable local community programmes to encourage more people to adopt healthier lifestyles.	<ul style="list-style-type: none"> • Utilising insight gathered for objectives 1 and 2, work with community stakeholders and leaders to develop a range of community programmes designed by local people. • Produce and deliver a marketing and communications plan for the new Strategy that effectively engages people at a local level.

Active People Objectives	Example actions
<p>6. To facilitate long term behaviour change through improving awareness of the benefits and local opportunities to be active.</p>	<ul style="list-style-type: none"> • Identify and agree a method of ensuring insight regarding what works and what doesn't work in terms of behaviour change is gathered. • Ensure learning through the delivery of the strategy is recorded and used in future planning and design of activity interventions.

Active Partnerships Objectives	Example actions
<p>1. To improve the reach and impact of Leisure Centres and Community Facilities on increasing physical activity through a whole system approach</p>	<ul style="list-style-type: none"> • Undertake leisure investment and transformation strategy • Using available insight, identify potential new places where new associated networks should be explored and established.
<p>2. To encourage residents to take an active role in their communities to promote the benefits of physical activity and create opportunities for physical activity</p>	<ul style="list-style-type: none"> • Consider models of delivery such as Distributed Leadership, Asset-based Community Development and place-based approaches to designing and delivering programmes. • Identify and support trusted community champions or individuals who can more effectively engage with hard to reach community groups.
<p>3. To tackle inactivity using effective local networks which engage with and empower local people to increase their activity levels</p>	<ul style="list-style-type: none"> • Identify good practice examples of community empowerment in the context of increasing physical activity such as the Birmingham Active Wellbeing Project where the use of 'Crowds' (groups of local citizens who want to see positive changes in their community) that feel confident enough to tell their stories and ideas to make their communities healthier and happier places to live.
<p>4. Increase capacity for GBC to work in partnership and enable communities.</p>	<ul style="list-style-type: none"> • Develop and expand outreach and community enablement resources within GBC.

Active Environment Objectives	Example actions
<p>1. To design and implement a sustainable travel plan for all schools</p>	<ul style="list-style-type: none"> • Identify examples of successful sustainability travel plans already in place at some schools and collate evidence of their impact in order to successfully engage schools in target locations in the Borough.
<p>2. To increase physical activity in all parks and open spaces</p>	<ul style="list-style-type: none"> • Establish a clear vision for each of the different parks and open spaces in terms of their purpose, use and role in providing

Active Environment Objectives	Example actions
	<p>opportunities to be physically active.</p> <ul style="list-style-type: none"> Identify key 'Active Partners for Parks' and support the coordination of interventions and programmes at a local level linking with friends and community groups. Support capacity building of community groups to take greater ownership of their Parks and local interventions and programmes.
3. To positively influence planning developments to support increased physical activity	<ul style="list-style-type: none"> Liaise with Sport England to identify best practice design principles for confident, active travel and communicate this to strategic leaders, planners and developers.
4. To provide safer places to ride bikes for pleasure.	<ul style="list-style-type: none"> Increase awareness, through a marketing campaign, of the top 5 safe cycling routes for residents to ride their bikes for pleasure.
5. To improve the quality and safety of streets and neighbourhood 'grey spaces' for healthy physical activity and play	<ul style="list-style-type: none"> In target locations where activity is lowest, identify opportunities where streets and grey spaces could be better utilised for physical activity. Explore and test the use of initiatives such as doorstep sports and free bootcamp activities in local streets

Active Place Objectives	Example actions
1. To transform Gedling's leisure facility stock to provide a modern service that is sustainable.	<ul style="list-style-type: none"> Identify community need to design and deliver a leisure facility portfolio for the borough which can sustainably meet residents' sport and physical activity needs
2. To maximise use of community assets, particularly in target locations by target audiences.	<ul style="list-style-type: none"> Identify key community assets which exist in target geographical locations through an asset-mapping exercise. Identify ways which these assets could be improved (access, programming, awareness etc.) to be better utilised for physical activity.
3. To ensure leisure facilities are sustainable, efficient and effective at increasing participation by inactive people in the least active areas of the Borough	<ul style="list-style-type: none"> Through the forthcoming leisure transformation, maximise the opportunity to improve leisure centres as a core place where inactive people go to start building more exercise into their daily lives Ensure that Gedling's leisure portfolio has the most efficient and effective management model.

Active Place Objectives	Example actions
<p>4. To create active places and active communities through active design</p>	<ul style="list-style-type: none"> • Invite Sport England to run a briefing session relating to active design principles and examples of where this has worked well elsewhere in increasing physical activity.

APPENDICES

6 APPENDIX 1: PERFORMANCE INDICATORS

Strategic Objective	Performance Indicators
Core Indicators	<ul style="list-style-type: none"> • Overall throughput at venues • Active Lives Data
<p>1) More People, More Active, More Often</p>	<ul style="list-style-type: none"> a. Number of Gedling residents (aged 16+) participating in leisure centres and outreach programmes once per week as a percentage of the total in the Local Authority Area (inactive) b. Number of Gedling residents (aged 16+) participating in leisure centres and outreach programmes twice per week as a percentage of the total in the Local Authority Area (fairly active) c. Number of Gedling residents (aged 16+) participating in leisure centres and outreach programmes three times per week as a percentage of the total in the Local Authority Area (active) d. Percentage residents captured through data moving from inactive to fairly active e. Percentage residents captured through data moving from fairly active to active
<p>2) Increasing participation amongst target groups and localities</p> <p>Priority groups:</p> <ul style="list-style-type: none"> • Those aged 55+ • Those with a limiting illness/disability • Children and young people • BME background. 	<ul style="list-style-type: none"> a) Percentage of priority group who are residents taking part in formal sport and physical activity once per week: <ul style="list-style-type: none"> • Those aged 55+ • Those with a limiting illness/disability • Children and young people • BME background • Priority Wards. b) Percentage of priority group who are residents

Strategic Objective	Performance Indicators
<p>Localities/Wards identified in Figure 2.</p>	<p>taking part in formal sport and physical activity twice per week:</p> <ul style="list-style-type: none"> • Those aged 55+ • Those with a limiting illness/disability • Children and young people • BME background • Priority Wards. <p>c) Percentage of priority group who are residents taking part in formal sport and physical activity three times per week:</p> <ul style="list-style-type: none"> • Those aged 55+ • Those with a limiting illness/disability • Children and young people • BME background • Priority Wards. <p>d) Numbers of residents attending specific physical activity intervention programmes</p> <p>e) Residents taking out the concessionary pricing scheme as a percentage of those eligible in the Borough.</p>
<p>3) Improving access / signposting to Sport and physical Activity Opportunities</p>	<ul style="list-style-type: none"> a) Number of exercise referrals in the Borough b) Number of residents attending physical activity programmes in community facilities and halls c) Community based interventions set up or enabled through GBC

Strategic Objective	Performance Indicators
	<ul style="list-style-type: none"> d) Physical activity website hits and enquiries e) Number of physical activity partners included on S&PA website
<p>4) Contributing to community cohesion through sport and physical activity</p>	<ul style="list-style-type: none"> a) Increase in the number of people volunteering in sport at least twice in the last year b) Club membership levels in Gedling c) % of adults utilising outdoor space for exercise/health d) Swimming attainment levels e) Incidents of anti-social behaviour.



This report has been written by The Sport, Leisure and Culture Consultancy (SLC). SLC was established in 2009 and advises organisations by developing effective strategies, planning sustainable facilities and procuring successful operational partnerships.

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