



Sport & Physical Activity Strategy

Gedling Borough Council

2022 – 2025

CONTENTS

1	ABOUT GEDLING BOROUGH	3
2	WHY DOES GEDLING BOROUGH NEED A SPORT AND PHYSICAL ACTIVITY STRATEGY?	5
2.1	Introduction	5
2.2	Key Health Issues for Gedling	5
2.3	The Cost of Inactivity	6
2.4	Impact of Covid-19.....	6
2.5	Uniting the Movement	7
2.6	Gedling Health and Wellbeing Partnership	9
3	WHAT ARE RESIDENTS AND OTHER STAKEHOLDERS TELLING US?	10
3.1	Sport and Physical Activity Consultation	10
3.2	Gedling Borough Young People Survey	10
3.3	Leisure Centre Covid-19 Survey.....	11
3.4	Consultation Findings	11
4	WHAT ARE THE PRIORITIES FOR GEDLING BOROUGH?	13
4.1	Strategic Framework.....	13
4.2	Strategic Priorities	13
5	ACTION PLAN THEMES	18
5.1	Delivering the Strategy	18

1 ABOUT GEDLING BOROUGH

- 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 supporting our communities in the Borough to get more active is fundamental to the Council's ambition of "Serving people Improving Lives" set out in the Gedling Plan (2020-2023). The Plan is built on the following themes:
- Cohesive, Diverse and Safe Communities
 - High Performing Council
 - Vibrant Economy
 - Sustainable Environment and
 - Healthy Lifestyles.
- 1.1.2 Our Borough is home to 118,200 residents with a mixture of affluent suburbs and former industrial towns and villages where the deprivation levels are high and opportunities are infrequent. It is a mix of urban and rural areas with around 80% of our residents living in the Greater Nottingham suburbs of Arnold, Carlton and Netherfield. The remaining residents live in a number of villages including Burton Joyce, Calverton and Ravenshead.
- 1.1.3 Gedling has a rich cultural heritage based in industry, literature, the arts, nature and agriculture. Newstead Village, Bestwood Village, Linby, Calverton and Gedling Village are all former mining communities. The Netherfield and Colwick area is famous for its former railway heritage, Arnold for the Home Brewery and Mapperley and Carlton for its Brickmaking.
- 1.1.4 However, the proud past of Gedling is also part of the story facing today's Borough; inequalities have emerged out of the demise of key industries. Pockets of deprivation have existed in the communities of Newstead, Bestwood, Calverton, Gedling Village and Arnold following the closure of coal mining sites and Netherfield also suffered economic disadvantage when its railways depots closed.
- 1.1.5 The Borough does has some of the most beautiful and accessible countryside in Nottinghamshire with the Dumbles, Netherfield Lagoons, Stoke Bardolph estate and four country parks. The Council manages a range parks play areas; these are accessible to our residents and provide free opportunities to be active. We have a broad range of venues acting as community hubs for local people. The Council has four local leisure centres offering health and fitness and swimming and a further centre is provided by Ravenshead Parish Council.
- 1.1.6 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. However, 24.1% of adults in Gedling are inactive, undertaking less than 30 minutes of physical activity each week.
- 1.1.7 The Council has maintained investment in sport and leisure despite reductions in government grant to the Council over the recent 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.

- 1.1.8 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.
- 1.1.9 Development activity is based on outreach programmes in local communities by the Council co-producing targeted health and wellbeing support for residents alongside its partners and community stakeholders.
- 1.1.10 We have undertaken substantial consultation for this Strategy including:
- Residents survey
 - Sport England
 - Active Notts
 - Core National Governing Bodies
 - Local schools
 - Nottinghamshire County Council Public Health, Adult Social Care and Children's Services
 - Greater Nottingham Clinical Commissioning Partnership
- 1.1.11 This new Sport and Physical Activity Strategy, covering the period 2022 to 2025, provides a clear direction for the Council to work in partnership to support healthy lifestyles in the community by reducing levels of inactivity amongst its residents.

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

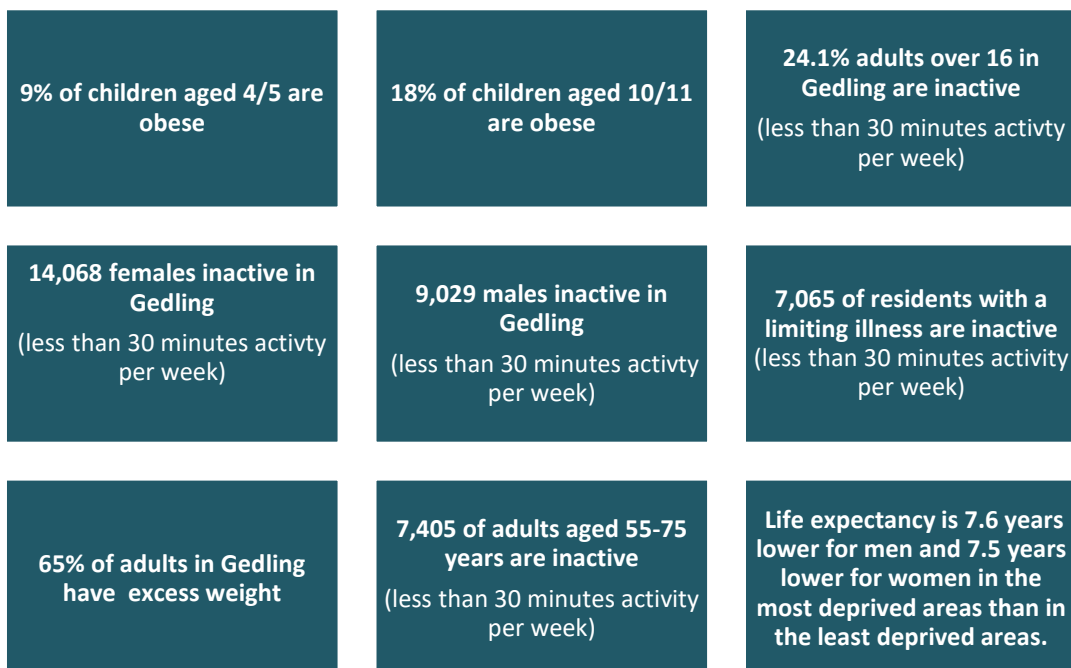
2.1 Introduction

- 2.1.1 The Council and its partners recognise that the Borough has good capacity to deliver physical activity opportunities through its sport and leisure facilities, open spaces, schools, and parishes. However, a sustainable approach to maintaining and developing these physical community assets is required as the local area faces a challenging economic climate in the coming years.
- 2.1.2 The Borough also faces significant health inequalities highlighted by the life expectancy gap between its deprived and more affluent neighbourhoods, the proportion of residents with a disability and social isolation due to either age, social connectivity or mental health conditions. 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

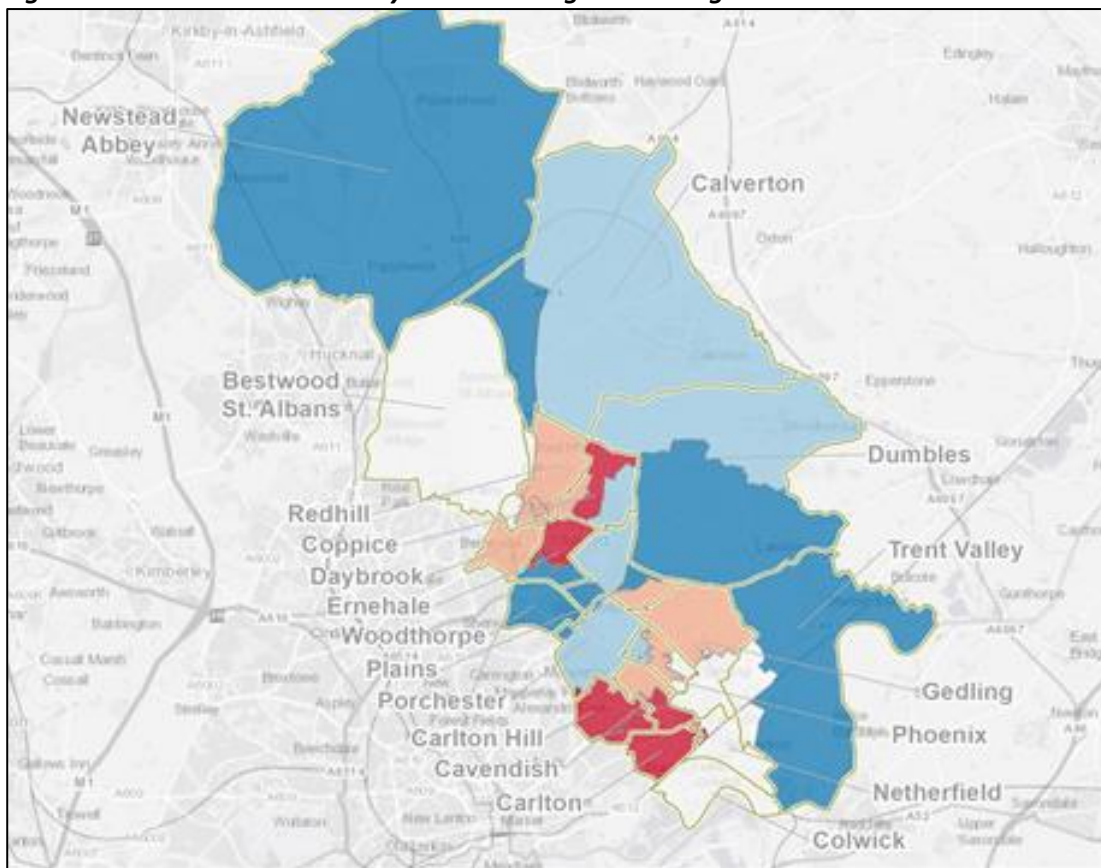


- 2.2.2 There are particular wards within Gedling that have lower than average levels of physical activity. These are highlighted in the red/light red zones on Figure 2. In these areas 24.6%

¹ Sources: Health and Social Care Information Centre NCMP (2016). Gedling Health Profile (2019), Public Health England. Notts JSNA. Sport England Active Lives Data.

or more residents are inactive (undertaking less than 30 minutes of moderate intensity physical activity each week).

Figure 2: Wards Where Inactivity Levels are High in Gedling



- 2.2.3 The Council will be reviewing its strategic Health and Wellbeing Delivery Plan during 2022. This will include an update of the data informing the Borough's health and wellbeing needs. In addition, health, wellbeing and physical activity data will be reviewed on an annual basis. These updates will further support the delivery of this strategy.

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 in 2010/11. While this provides a useful baseline on the costs to the health system of inactivity, it can be assumed that these costs have risen significantly since then in real terms.

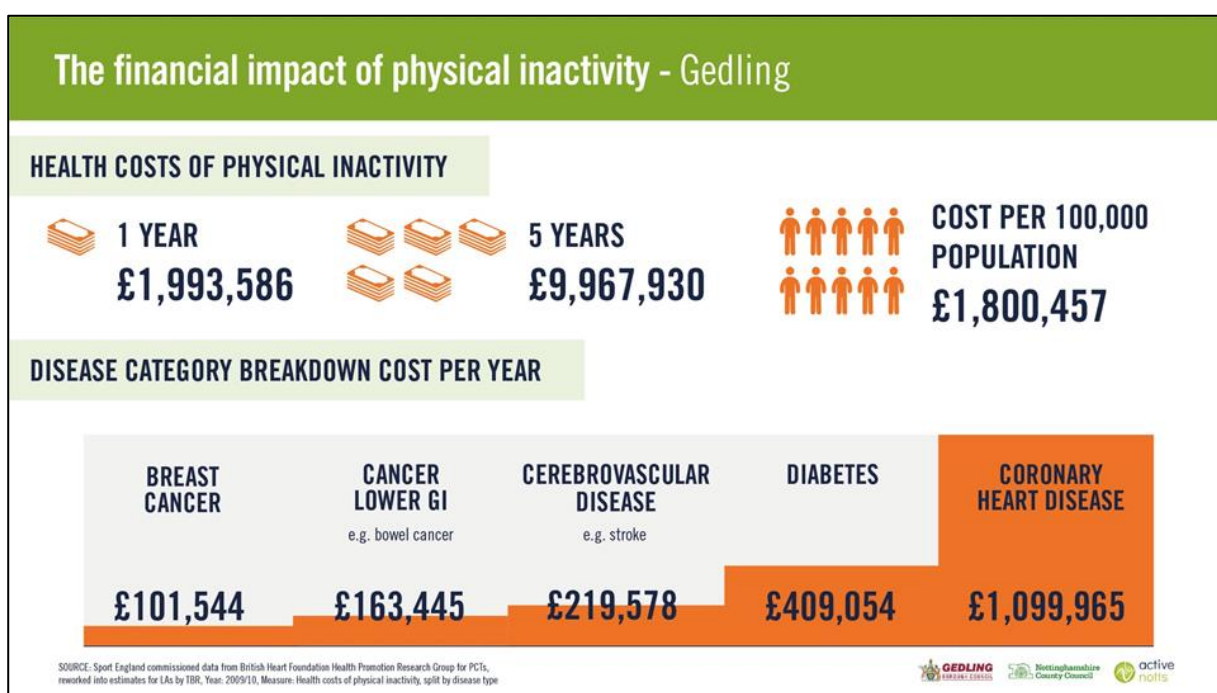
2.4 Impact of Covid-19

- 2.4.1 Since March 2020, the Borough's population and its leisure facilities and sporting activities have been significantly affected by the Covid-19 pandemic. It is expected that this impact will have been most acute across disadvantaged groups and areas of higher deprivation,

who have been hardest hit due to their health condition, social isolation, economic circumstances or their ethnicity. This has made it more difficult for these groups to be active.

- 2.4.2 Active Notts in its “Making Our Move” Strategy 2021 has identified that young people are not enjoying physical activity as much and feel less confident and competent to partake. Equally, inequalities have widened in terms of disability and mental health.
- 2.4.3 Local community facilities have suffered from enforced closure for long periods meaning significant losses of income, combined with high maintenance costs, which has challenged their long-term sustainability.
- 2.4.4 This new strategy will be key to the Borough’s tackling inequalities focus, determining how we can support our ageing population, isolated young people and other priority communities to get physically active as they learn to live with Covid-19. It will also determine how this can be achieved in the most sustainable way directing a cost-effective modernisation agenda for the Council’s leisure facilities and a community asset development model to build the capacity within wider community settings.

Figure 3: Financial Impact of Inactivity in Gedling



2.5 Uniting the Movement

- 2.5.1 In 2021 Sport England has developed a new 10 year vision “Uniting the Movement” to transform lives and communities through sport and physical activity. This sets out a national plan for greater equality, inclusivity and more connected communities where people live happier, healthier and more fulfilled lives (Uniting the Movement, Sport England, 2021).
- 2.5.2 Sport England seeks to invest in sport and physical activity to remove the barriers to be active and to tackle inequalities. While continuing to support the formal sporting

infrastructure in society, investment will now go further unlocking the potential of other sectors to enable communities to get active. This strategy will be guided by “Uniting the Movement” building its action planning on Covid-19 recovery, connecting communities, advocating positive experiences for young people, integration with health and social care partners and supporting sustainable places for local people to be active.

- 2.5.3 Active Notts are a key partner for Gedling, acting as our local Active Partnership. Its purpose is to connect, influence, collaborate and enable opportunities for people to be physically active as part of their everyday life.
- 2.5.4 There are 43 Active Partnerships across England. Each organisation in this network has a strong understanding of the needs and issues in their own area, with their focus being on inactive people and under-represented groups. Active Partnerships think tactically about creating chances to get active which achieve the health, social and economic outcomes in the government’s Sporting Future strategy (www.sportengland.org/campaigns-and-our-work/active-partnerships).
- 2.5.5 In 2021, Active Notts has developed a shared local vision for Uniting the Movement across Nottinghamshire:
- “Making Our Move: Together, we will address inequality and empower everyone to be active in a way that works for them.”
- 2.5.6 This vision is based on the principles of “Working together”, “Local action” and “Creating lasting change”. Figure 4 highlights the importance of being active and the benefits to both our health and nation’s economy (Active Notts, 2021). This Strategy seeks to work alongside Active Notts in delivering “Making Our Move” within Gedling Borough.

Figure 4: Being active: Why it’s important, Active Notts, 2021



2.6 Gedling Health and Wellbeing Partnership

- 2.6.1 The Council and its partners have adopted a coordinated model of collaboration to support delivery of the key health and wellbeing strategies for Gedling Borough, the NHS Integrated Care System and the Nottinghamshire Health and Wellbeing Board. This Partnership adopts a whole systems community centred wellbeing approach to integrating health and wellbeing programmes. The ultimate aim is to act efficiently and effectively to improve the health and wellbeing of Gedling residents and to reduce inequalities across the Borough. This strategy seeks to inform that partnership as the key vehicle for co-production and co-design with our partners and communities.

3 WHAT ARE RESIDENTS AND OTHER STAKEHOLDERS TELLING US?

3.1 Sport and Physical Activity Consultation

- 3.1.1 During 2019 the Council undertook 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, core National Governing Bodies, Nottinghamshire County Council (NCC), local Schools and Jigsaw Homes. Key internal stakeholders were GBC planning department and parks and open spaces department.
- 3.1.3 Consultation via focus groups was undertaken by the Council. Three group sessions were held: A Seniors Council, Newstead Youth Club and a joint Youth 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 physically 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 to 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. 622 residents responded.
- 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 Gedling Borough Young People Survey

- 3.2.1 The Council undertook an on-line winter survey of its young people from December 2020 to February 2021, most of which was during the national Covid-19 lockdown. 236 young people responded to the survey and key findings included:
- 61% of young people felt positive about their physical health; 44% felt positive about their mental health
 - 44% of young people felt they were not able to access support for their physical health
 - 56% of young people felt they were not able to access support for their mental health

3.3 Leisure Centre Covid-19 Survey

3.3.1 The Council undertook a survey of its leisure centre customers in May 2021 to gauge some insight prior to re-opening following Covid-19 closure restrictions. 853 people responded and the main findings included:

- 57% were less active during Covid-19 lockdown
- 65% said they would use the leisure centres the same; 23% said they would use them more
- 55% said they would value their leisure centre more
- 44% said they would allocate more time for health and wellbeing through being active
- 63% felt guidance and support from leisure centre staff as very important
- 44% said they were prepared to spend more money to get active
- 51% said they missed motivation from class and gym instructors most.

3.4 Consultation Findings

3.4.1 Key highlights from the consultations undertaken are shown in Figure 4. The Sport and Physical Activity Strategy is informed by the findings from these consultations.

Figure 4 Consultation Highlights

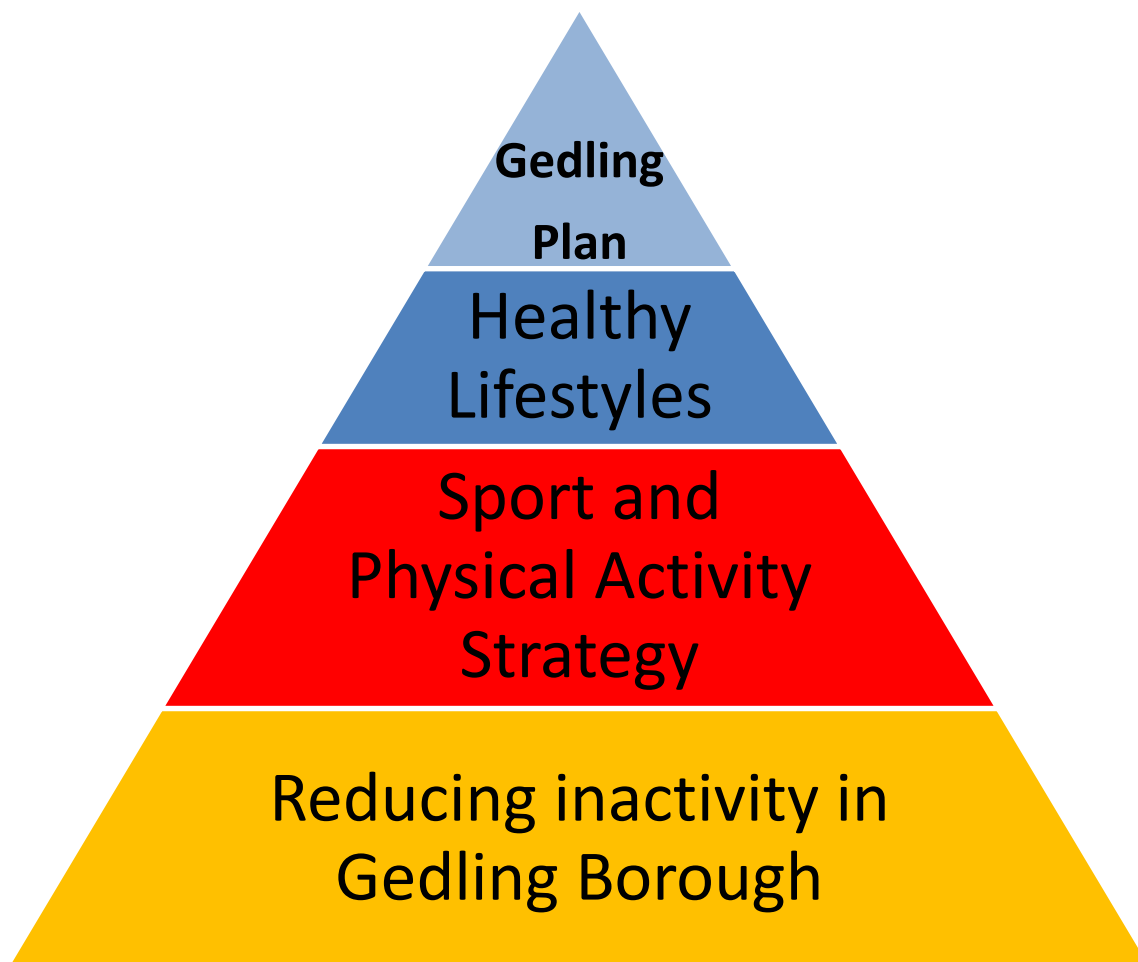
Residents and Focus Groups
<p>Most residents want to be more active</p> <p>Most female participation is in non-formal sport and fitness</p> <p>Cost a barrier to using sport and leisure facilities for some</p> <p>Local facilities rated as good</p> <p>Higher than average levels of inactivity amongst those with a disability and females</p> <p>Signposting of facilities and activities need to be tailored to residents needs</p> <p>Reasons for getting active include health benefits, but also fun</p> <p>Males a gap in consultation</p> <p>Physical disability and frailty affecting confidence to get active</p> <p>Some residents lack suitable transport to access leisure facilities</p> <p>Young people not able to access support for physical and mental health</p>
Sports Clubs
<p>Local sports clubs require enhanced facilities</p> <p>Support to recruit coaches and volunteers</p>
Partners
<p>Reducing inactivity and tackling health inequalities are local key priorities</p> <p>Killisick, Newstead and Netherfield are key local areas for intervention</p> <p>Gaps in consultation included disability groups, local schools and parish councils</p> <p>Physical disability and frailty affecting confidence</p>
National Governing Bodies (NGB)
<p>Potential growth sports for Gedling include basketball, boxing, handball, netball and tennis</p> <p>British Cycling a gap in consultation</p>
Gedling Borough Council Service Areas
<p>Potential recreational routes identified on former railway lines in the Gedling/Netherfield and Calverton/Bestwood areas</p> <p>Local Planning process informed by a Health Impact checklist</p> <p>Potential for future housing development sites in Arnold to connect with the proposed Gedling Heritage Way walking route</p>

4 WHAT ARE THE PRIORITIES FOR GEDLING BOROUGH?

4.1 Strategic Framework

- 4.1.1 The Sport and Physical Strategy links into the Council’s strategic framework and Gedling Plan (2020-2023) as shown in Figure 5.

Figure 5: Strategic Framework



4.2 Strategic Priorities

- 4.2.1 The Gedling Plan 2020-23 sets out two strategic priorities that direct this Strategy, “Cohesive, Diverse and Safe Communities” and “Healthy Lifestyles”. These aim to promote strong, resilient communities and reduce hardship and inequality and to promote the health and wellbeing of our residents. Key actions in the plan include:
1. Promote and encourage pride, good citizenship and participation.
 2. Reduce poverty and inequality and provide support to the most vulnerable.
 3. Improve social mobility and life chances.
 4. Reduce anti-social behaviour, crime and fear of crime.
 5. Improve health and wellbeing to reduce health inequalities.
 6. Support physically active lifestyles.

7. Increase recreational activities.
8. Reduce levels of loneliness and isolation.

4.2.2 Following consultation, a vision for Sport and Physical Activity in Gedling Borough has been developed:

“Reducing Inactivity in Gedling Borough”

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.

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

Table 1: Strategic Aims – Sport and Physical Activity Strategy

Strategic Aims	Why this is important in Gedling Borough?
<p>1) Ensure Gedling Borough's leisure centres, community hubs, sport facilities and the community and voluntary sector recover from the impact of Covid-19.</p>	<ul style="list-style-type: none"> • Inactivity levels and social isolation has increased during the Covid-19 crisis • Healthy physically active people are more resilient to the virus • Leisure facilities and sporting activities have been significantly affected by Covid-19 • Residents need access to facilities and programmes to help them become more active • Local sports clubs require enhanced facilities
<p>2) Reduce inactivity by tackling inequality in Gedling Borough:</p> <p>a. Within our ageing population</p> <p>b. For those with a limiting illness or disability</p> <p>c. For our children, young people and families most in need.</p> <p>d. In neighbourhoods where inactivity exists</p>	<ul style="list-style-type: none"> • The impact of Covid-19 has been most acute across disadvantaged groups and areas of higher deprivation. Inequalities have widened in terms of disability and mental health. • Young people feel less confident about physical activity as since the pandemic and many feel they are unable to access support for their physical health • Obesity and related illnesses such as diabetes and heart disease are now affecting more people in the Borough • 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 • There are a number of local communities that do not have access to, or engage with physical activity opportunities, such as leisure facilities • There are groups where exercise participation is comparatively low, and the Council and its partners need to take a targeted approach • Cost is a barrier for some communities • The obesity levels of children in the Borough rises as they progress through primary school • Young people face a potentially more 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

Strategic Aims	Why this is important in Gedling Borough?
	<ul style="list-style-type: none"> • 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 • Physical disability and frailty is affecting confidence to get active • Physical activity can sustain and improve the quality of life of older people and has social and wellbeing benefits • Life expectancy is lower in the most deprived areas than in the least deprived areas • Physical inactivity is higher than average amongst those with a disability and females • Males, schools, disability groups and parish councils were a gap in consultation and will need further exploration
3) Improve access and signposting to sport and physical activity opportunities	<ul style="list-style-type: none"> • The Borough 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 towards activity opportunities • Modern expectations are for better electronically sourced information for services • Some communities have faced digital exclusion during the Covid-19 pandemic • Some residents lack suitable transport to access leisure facilities
4) Contribute to cohesive, diverse and safe communities 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 and connecting with more diverse communities • Clubs and groups that are local and sustainable are formed on the back of sport and physical activity • Local sports clubs need support to recruit coaches and volunteers • 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. • Potential for growth in some sports.

Strategic Aims	Why this is important in Gedling Borough?
	<ul style="list-style-type: none"> • Further engagement with British Cycling required as a gap in the consultation

5 ACTION PLAN THEMES

5.1 Delivering the Strategy

- 5.1.1 In order to achieve the strategic aims, the Council and partners will develop an action plan across three themes:
- Active People
 - Active Partnerships
 - Active Places.
- 5.1.2 Table 2 lists the objectives identified within each theme that will inform our action plan development.
- 5.1.3 Our actions and work programmes will be evaluated and monitored by relevant performance indicators and by the telling the story of our achievements and outcomes for Gedling Borough residents through case studies linked to the objectives.

Table 2: Action Plan Themes

Active People Objectives	
1.	To increase physical activity levels amongst people living in the least active areas of the Borough.
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 the most vulnerable families.
3.	To adopt a resident-led and insight-led approach to developing, delivering and monitoring the impact of the strategy.
4.	To advocate a greater use of innovation and technology in interventions that are designed to increase physical activity.
5.	To adopt and champion a community centred well-being approach to improving health outcomes.
6.	To facilitate long term behaviour change through improving awareness of the benefits and local opportunities to be active.
7.	To enable a strengthened community by giving them a voice, by listening and by considering their needs when planning and shaping work.
8.	To co-produce work programmes with local engagement forums and communities, responding to, providing direction and influencing change as appropriate.
9.	To co-produce a programme of activities and play for children and young people that advocates lifelong approach to staying active.

Active Partnerships Objectives	
1.	To improve the reach and impact of Leisure Centres and Community Facilities on increasing physical activity through a whole system approach.

Active Partnerships Objectives

2. To encourage residents to take an active role in their communities to promote the benefits of and create opportunities for physical activity.
3. To tackle inactivity using effective local networks which engage with and empower local people to increase their activity levels.
4. Increase capacity for GBC to work in partnership and enable communities.
4. To adopt an integrated whole system approach to agency and sector working from strategic to neighbourhood level.

Active Places Objectives

1. To increase physical activity in all parks and open spaces, as safe places for residents.
2. To positively influence planning developments to support increased physical activity.
3. To support and advocate for communities to enjoy safer cycling opportunities.
6. To deliver and enable recovery of the Borough active places following the Covid-19 crisis.
7. To transform the Council's leisure facility stock to provide a modern service that is sustainable.
8. To maximise use of physical community assets, particularly in target locations, by target audiences.
9. To ensure leisure facilities are sustainable, efficient and effective at increasing participation by inactive people.
10. To ensure we creatively consider the design and use of our parks and open spaces, leisure centres and community hubs as places to be active.



Head office

The Sport, Leisure and Culture Consultancy
Freshmill, Delta House, 16 Bridge Road
Haywards Heath, West Sussex, RH16 1BY,
United Kingdom

01444 459927

info@slc.uk.com

www.slc.uk.com

December 2020

SLC was established in 2009.

Working alongside core cities, metropolitan councils, borough and district councils, we support active communities.

