

Active Lambeth

Lambeth Physical Activity and Sports Strategy 2015 to 2020

“All people in Lambeth are physically active in
their daily lives”

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Executive summary: Active Lambeth

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Lambeth Council

Physical activity and sport plays a key role in helping us all to be healthier for longer. Whilst in comparison to England and London as a whole, the overall population in Lambeth is relatively active. Many of us are currently inactive and do not participate in the recommended levels of physical activity to maintain our health.

This strategy sets out our approach to improving our community health and wellbeing by increasing participation in physical activity and sport at all levels.

Through this strategy we aim to encourage active lifestyles, whether that is at home, through travel, at work, or during leisure time. While sport has a role to play we recognise this isn't the only way to be active. Even a cycle to work can help raise energy levels. Whether you like to walk through a park, enjoy gardening, like to go to a local dance session, or exercise at home, there are plenty of creative ways to get active and enjoy yourself.

We will also work to improve the design of our places and spaces to encourage an active lifestyle and provide the right sports facilities, in the right places, to meet community demand.

“Active Lambeth” is our approach to increasing participation in physical activity and sport in the borough. Through this approach we will deliver our physical activity and sports strategy over the next five years developing and improving access to activities and facilities to increase participation and help us all to be fitter and healthier for longer.

The strategy has been developed with residents, community organisations and local partners, working with our appointed consultants Press Red, Sport England, London Sport, Public Health and Lambeth Clinical Commissioning Group. This is a strategy for the whole borough with all contributing to help Lambeth become “healthier for longer”.

This is our first step on a 5 year journey, and we look forward to collaborating with you to achieve our vision for 2020:

“All people in Lambeth are physically active in their daily lives”

Our vision

Our vision for physical activity and sport:

“All people in Lambeth are physically active in their daily lives”

To achieve this vision, our aspiration by 2020 is for Lambeth to be a place where:

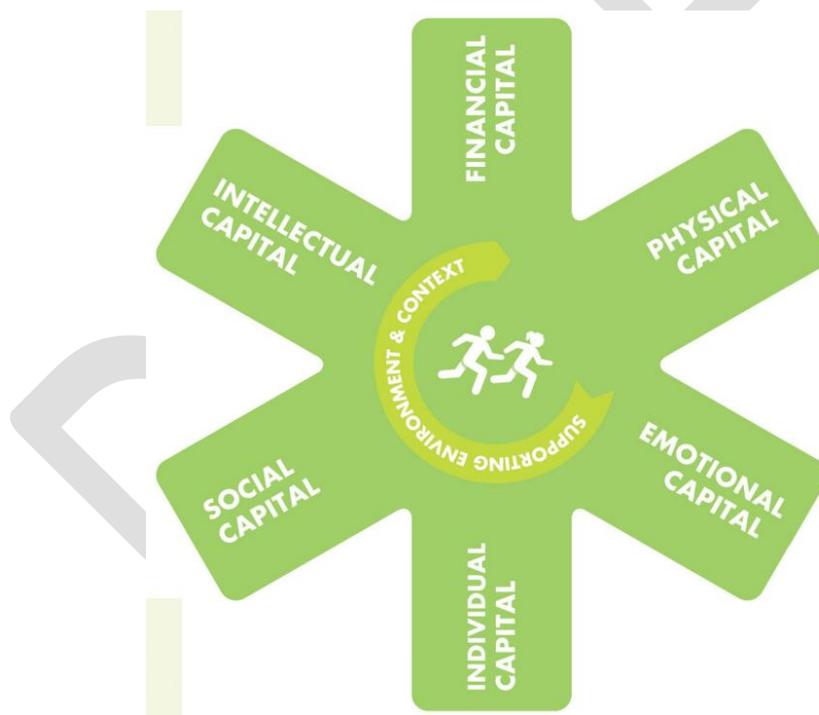
- **Everyone has the confidence and capability to be physically active.**
We will look at providing more ways for people to be more active whether this is at home, work or play.
- **The built and natural environment contributes to a culture of people being active in their daily lives.**
We have world class facilities and an active travel network that enhances the opportunities for people to get active and stay active.
- **Residents live within a 20 minutes walk of an exciting and accessible opportunity to be physically active in their daily lives.**
Increased opportunities for people to participate in a diverse range of physical activity and sport.
- **Lambeth Council and partners are supporting a thriving economy of community groups, social enterprises and businesses working together to help people be more active.**
Improved partnership and sharing of resources to provide affordable, high quality services to the local community and beyond
- **Lambeth enhances its reputation as a destination for physical activity and sport.**
Our borough gains recognition for its approach towards raising the profile of physical activity and sport, increasing levels of participation and investment in the sector

Why do we need to be physically active?

Participation in physical activity and sport is essential to our health and wellbeing. Being active is about personal fulfilment, having fun and connecting with others. Better concentration, more self – confidence and achievement through learning something new represents just a few benefits of keeping energetic and ‘on the go’!

Keeping moving can also contribute positively to our emotional and mental wellbeing. It can prevent and reduce stress, anxiety and depression. Let’s all take heed of the rallying call of the British Heart Foundation, “being more active now will have a positive impact on your health and help protect it for the future¹”.

Physical activity and sport benefits extend well beyond physical health and into areas such as psychological and social wellbeing, community cohesion and employment². A confident, active, energised population engaging in range of different types of physical activity (even in the home) have the opportunity to see improvements in various areas of their lives. Subsequent ‘gains’ can be achieved in the areas outlined below:



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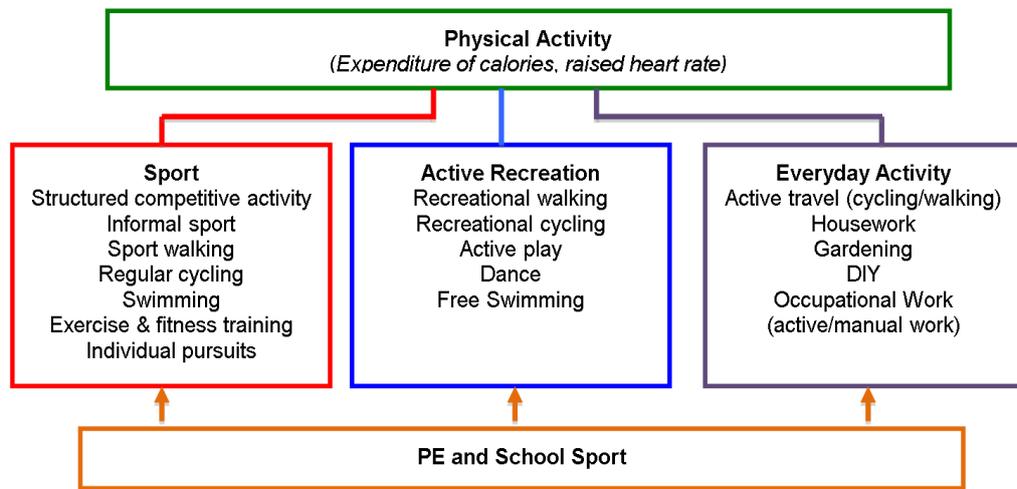
¹ Get active, stay active available from: www.bhf.org.uk/publications/view-publication.aspx?ps=1001248

² Bailey, R et.al. Physical Activity: An underestimated investment in human capital? Journal of physical activity and health, 10 289 – 308 (2013)

³ Designed to move, framework for action available from: www.designed to move.org/en_US/?locale=en_US

In addition, engagement in physical activity and sport can also help to address a range of social issues; with community inclusion, crime reduction, skill development and lifelong learning among the most prominent. Being active isn't just about going to the gym it can include activities that are part of our everyday life including walking, cycling, dancing and gardening: it all counts.

There are many different definitions of physical activity. The World Health Organisation defines physical activity as 'any bodily movement produced by skeletal muscles that requires energy expenditure'. This is captured in the below diagram which has been adapted from the 2011 report 'Start Active, Stay Active'⁴:



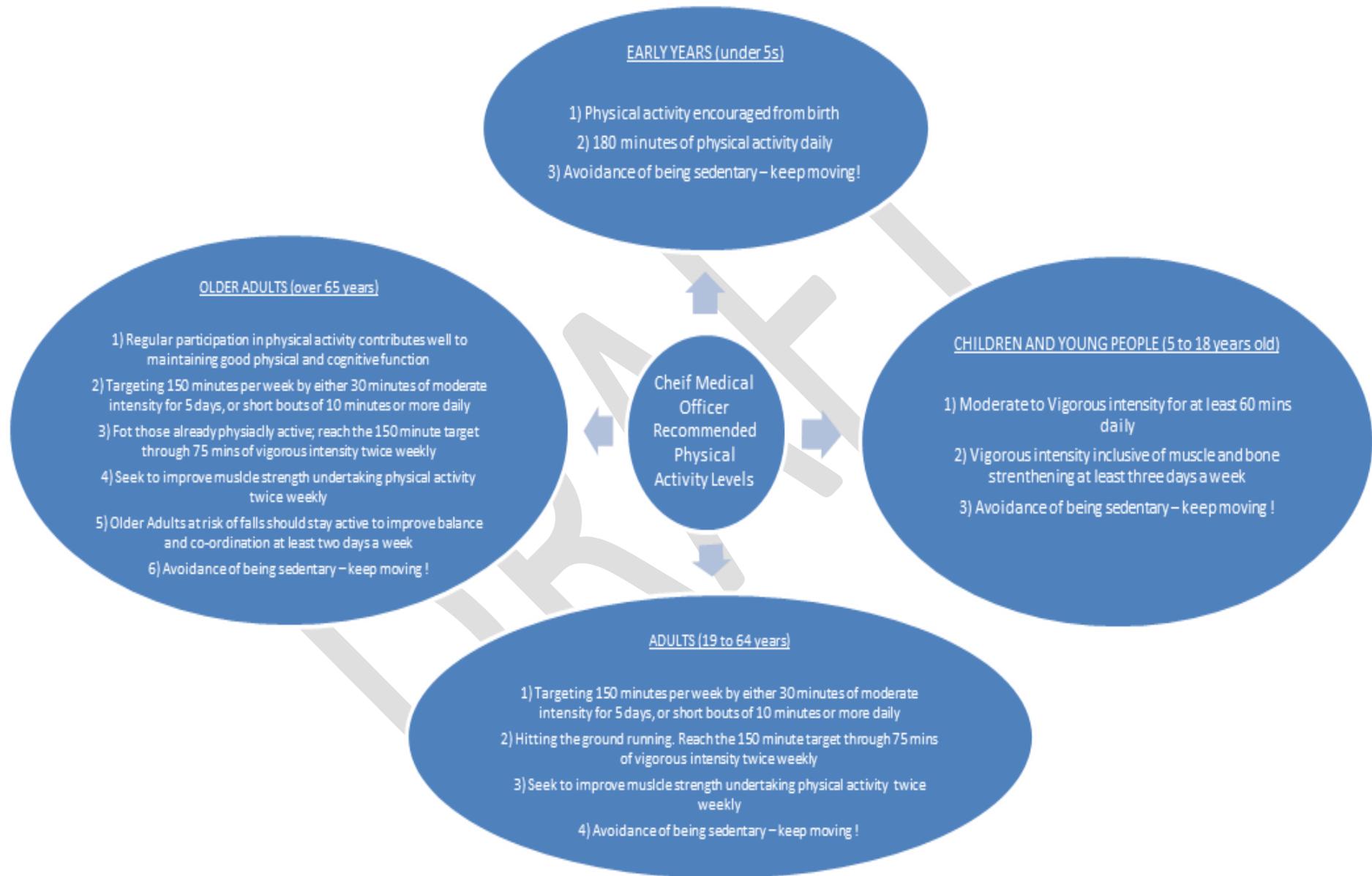
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Active Lambeth is the first Lambeth Physical Activity and Sport Strategy. We want to ensure that physical activity is embedded as part of the everyday life for everyone living and working in Lambeth and for more people to have the opportunities to participate in a wide range of easy to access activities.

The next page summarises the Chief Medical Officer's recommendations for physical activity levels as part of a healthy lifestyle.

⁴ Full report available from: www.sportengland.org/media/388152/dh_128210.pdf

⁵ Diagram outlines increased recognition of physical activity, accessible through a variety of avenues



Why is increasing physical activity a priority in Lambeth?

Through shaping our vision to enable more citizens in Lambeth to be physically active; research findings have identified a number of groups as among our priority areas. Increasing physical activity and sport participation levels, reducing inequalities and levels of inactivity will therefore centre on:

- Children and young people (18's and under)
- Older adults (over 65's)
- Women and Girls
- Disabled people
- Black and Minority Ethnic groups

The following section provides an assessment the broader Lambeth context, outlining key findings contributing towards the selection of our priority areas.

Our population

At 310, 000 and rising, there have never been so many people residing in the borough. Latest estimates from the Office of National Statistics (ONS) mark Lambeth's resident population as among the largest of all inner London boroughs. Additionally:

- About 21% of the population is aged 20 and under. Compared to other London boroughs this is a low percentage of people aged 15 to 19
- 51% of the population is aged between 20 and 44, with two thirds of people aged over 30
- Less than 18% of the population is aged between 45 and 64
- With 3% of the population aged 60 to 64
- Less than a tenth, 7% of the population is aged 65 and over

If trends continue Lambeth's population will increase from 310, 100 currently to 335,000 in 2019. The population is projected to grow by just over 1% for the next five years. Whilst there are a number of changes across ages, current projections show a 25% increase in those aged 60+ over the next 10 years. It is suggested that this increase places added pressure on infrastructure and organisations struggling to respond to heightened demand.

Our health priorities

The health issues in Lambeth reflect those of many inner cities. The following captures headline considerations taken from the Lambeth Joint Strategic Needs Assessment 2012, outlining the range of our local health and wellbeing needs:

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- Life expectancy is 1.5 years less for both males (77 years) and females (81 years) when compared nationally.
- We have a significant number of obese children, with 1 in 4, 10 to 11 year olds at risk of becoming clinically obese.
- Lifestyle choices are adding to this issue and although levels of smoking, obesity and levels of activity are similar or slightly better than the national average for adults, these are still high and alarmingly so for children, where obesity, alcohol and drug misuse are higher than the national average.

NHS Lambeth has prioritised seven health conditions or risk factors in its Strategic Plan:

- Cardio vascular disease
- Diabetes
- Childhood obesity
- Serious mental illness
- HIV
- Smoking
- Alcoholism

Some of the major long term conditions impacting on the health of the population include: coronary heart disease, hypertension, diabetes mellitus, chronic obstructive pulmonary disease, and cancer.

We also have one of the highest levels of mental health need in London.

From our 2011 residents survey 27% of our residents self reported that they have bad health. From this group, Black Caribbean (34%) and Mixed/Asian other (30%) were slightly more likely to report poor health. Users of services for disabled people, social services for adults and those in receipt of housing benefit were also more likely to rate their health as bad.

Public Health England recently published childhood obesity data showing that in 2013-14 academic year, 41.5% of 10-11 year olds were either overweight or obese.

Avoidance of ill health (coronary heart disease, cancer, type 2 diabetes etc.), increasing independence and a reduction in stress anxiety and depression represent our collective challenge to encourage the shift from inactivity to activity. This cannot be ignored given reports that physical inactivity leads to an estimated 126 premature deaths in Lambeth per year (37,000 nationally). Significantly, physical activity and sport has the potential to reduce the death rates for people with long term health conditions, which have a major impact on the health of Lambeth's population.

Our current participation in physical activity and sport

Within Lambeth there are significant health inequalities linked to gender, ethnicity and levels of deprivation. Analysis of Public Health data shows that while Lambeth has a lower proportion of inactive adults and a greater proportion of those meeting the Chief Medical Officer's physical activity guidelines than London, 1 in 5 people in Lambeth are not being physically active for at least 30 minutes over a week.

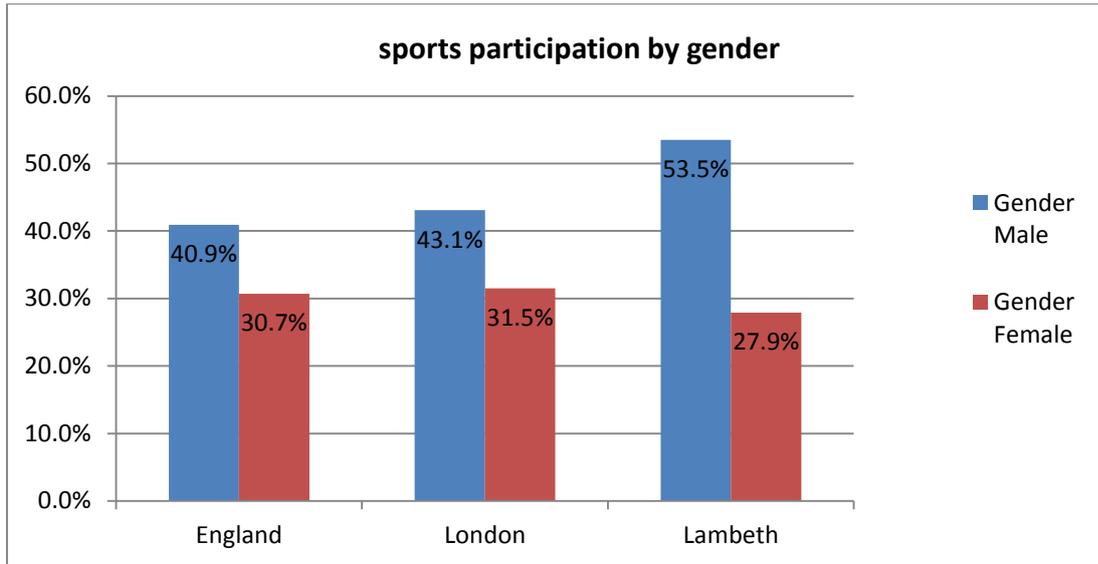
This table shows the proportion of adults aged 16 plus who are physically active or inactive based on Public Health England's definition.

	<30mins	30-89mins	90-149mins	150+
Lambeth	21.7	7.0	7.8	63.5
London	27.5	7.9	7.4	57.2
England	28.5	8.1	7.3	56.0

Gender

Data from Sport England⁶ tells us that while an impressive 41.6% of the Lambeth population engages in regular physical activity, the rates of male participation are twice the rates for women. Only 27.9% of women in the borough participate in sport compared to a figure of 53.5% for men.

⁶ Sports England's biannual assessment of sporting participation levels across the country Abbreviated as 'APS'. Measure of activity for the analysis is 1x30 minutes of moderate intensity activity



We feel that a concerted effort is needed to reduce the gap between male and female activity levels, encouraging a generation of females to be physically active in their daily lives.

Age

Research suggests that levels of sporting participation tend to decrease with age. Active People Survey data indicates that Lambeth bucks the trend in the 35 – 44 age category managing to record participation rates of 56.4% compared to a London average of 40.9%.

This is set against a failure to meet London participation levels for residents aged 16 – 25 and 45 and above⁷.

The strategy will align to core aims of the Lambeth Outcomes Framework for Children and young people whilst connecting with energy found in the newly formed Young Lambeth Cooperative.

Embracing activity can help in improving fitness, reducing falls and making new friends. In line with NHS guidance, encouraging older people to make small changes in their daily routine will be promoted.

Through improved dialogue and better partnership working between the council, the community and the private sector we will ensure that the local physical activity and sport offer incorporates all concerned.

⁷ Insufficient sample size limited presentation of more robust data in 16 – 25 and 45+ groups

Healthy Lifestyles Team

Over the last 10 years the Council's Healthy Lifestyles team have developed a service that encourages the community to do more. Working in partnership with local and regional groups, these inspirational programmes give the community the opportunity to participate in life saving physical activity through a series of programmes that encourage social interaction and help bring isolated members of the community together.

The service has developed an inherently preventative model. Through a series of commissioned projects the highly qualified exercise professionals within the team deliver personalised programmes of exercise and support designed to inspire people of all ages to manage or reduce the impact of actual or potential chronic health issues, and are also well-known for working with clients who have Common or Serious Mental illness.

This strategy will enable the team to develop their service to better meet our community needs and support their strong track record of improving and maintaining the health and mental well-being of inactive adults in Lambeth.

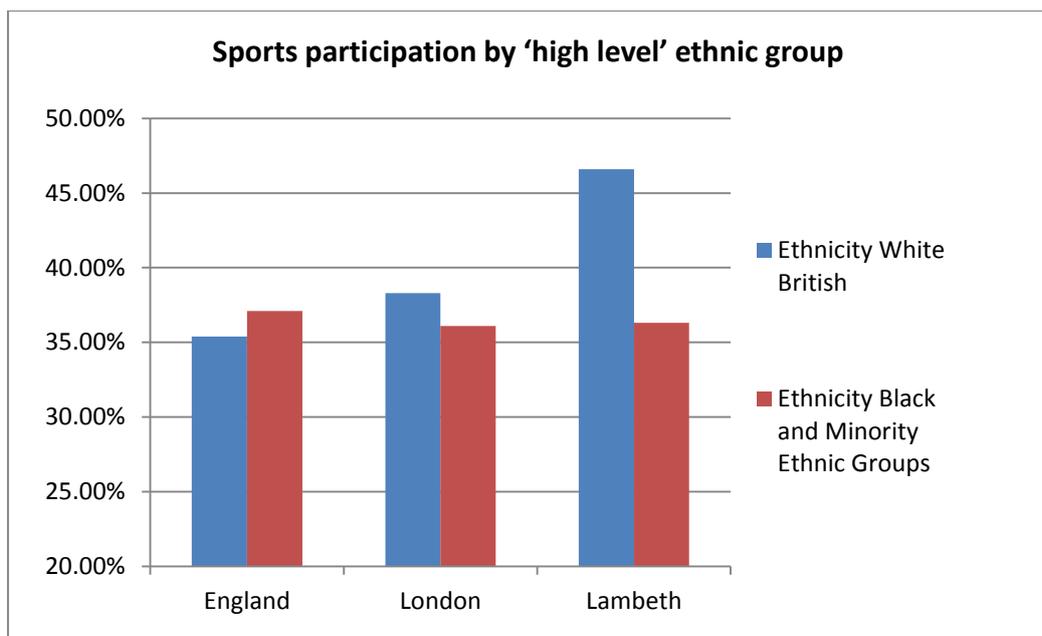
Disability

For England and London, evidence tells us that disabled people are significantly less active than non – disabled people. Lambeth related figures were not available due to limitations with sample sizes. This being said, incidental data and local knowledge tell us that while activities for people with disabilities are provided through our leisure centres, and delivered by organisations such as Wheels for Wellbeing and Disability Advice Service Lambeth (DASL) we could be doing more. We will work closely with Interactive and disability partners in Lambeth to plan, map and monitor more activities and sporting opportunities for people with disabilities through development and adoption of Inclusive and Active 2⁸.

Ethnicity

As detailed in the following graph, Black and Minority Ethnic groups have slightly higher participation rates than White British people in England. In London and Lambeth the opposite is true. The graph highlights the significant difference in participation levels in Lambeth between white British and other ethnic groups.

⁸ Inclusive and Active 2 is the new five year, London wide strategy with a vision of active disabled Londoners



People from black and minority ethnic backgrounds are also up to five times more likely to develop diabetes than the general population. Improved physical activity levels in this area locally will support better management of such conditions.

Targeted interventions will be used as a means of improving active participation whilst contributing to a better sense of wellbeing for BAME groups and individuals.

Through this strategy, we particularly aim to reduce such inequalities by identifying the barriers that prevent particular members of the community from being active and work with local providers to deliver activities to meet individual needs.

Lower social economic groups

In terms of deprivation 16 out of our 21 residential wards are classed within the lowest 20% in the country. An indication of this position can be found in particularly low levels of participation from individuals and groups on low incomes.

This strategy will increase efforts to address issues of cost and location which both serve as major barriers to participation for people on low incomes.

To help increase participation we will review and promote awareness of the discounted leisure offers available locally, and bring activity closer to those who need it most.

⁹ High Level ethnic group denotes a amalgamation of a various groups to represent a single value (e.g. Black and Minority Ethnic is inclusive of participants from Black British, African, Caribbean and Asian Backgrounds)

Concessions for leisure provision and sports pitch bookings

There are a number of leisure centre concessions available within Lambeth to citizens who are on benefits, unemployed or registered disabled including the Lambeth REAL plus leisure centre discount membership. In addition to this; over 100 not for profit, affiliated sports clubs and charities are registered for concessions for the hire of grass and artificial sports pitches across Lambeth parks.

Through this strategy we will review and update these schemes to provide support for our priority groups to achieve a healthier community.

Are there differences in physical activity levels across the borough?

Across the borough we also have differences in the number of people by area engaging in sport and active recreation. The map below shows modelled activity levels (using Sport England Active People Survey data) broken down by area. The lighter areas on this map show lower participation around the wards of Coldharbour, Streatham Hill, Streatham South and Gipsy Hill. It is important to note that within areas of higher activity there may be small communities with low participation levels. Through local networks we will be working with our community to identify opportunities to increase participation amongst our priority groups.

DRAFT

Catchment area:
London - Lambeth

Participation estimates 2008-10
Quantile classification*

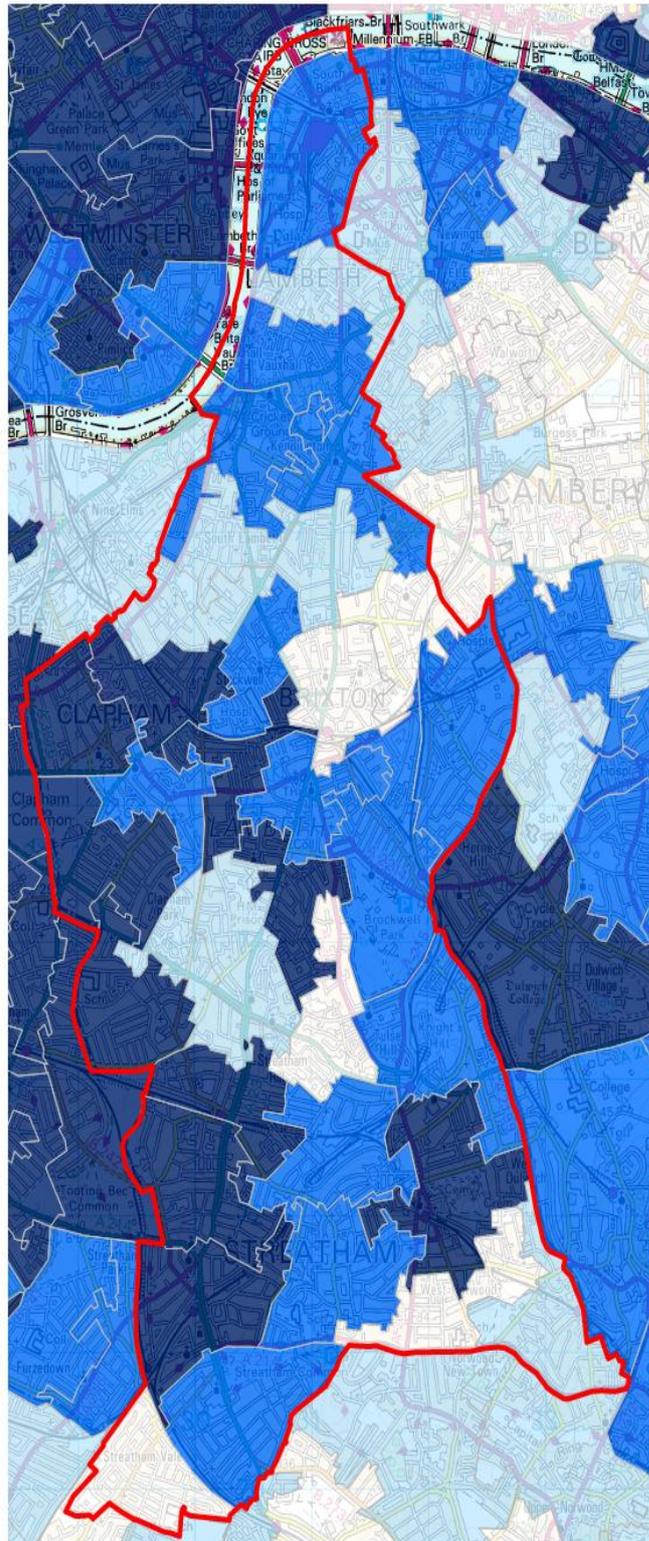
- 10.7% - 17.5% (low)
- 17.6% - 20.2% (low-middle)
- 20.3% - 23.0% (middle-high)
- 23.1% - 32.9% (high)

— Catchment area

— Middle Super Output Areas

The percentage of the adult population (age 16 and over) who participate in sport and active recreation, at moderate intensity, for at least 30 minutes on at least 12 days out of the last 4 weeks (equivalent to 30 minutes on 3 or more days a week). This includes light intensity activities (bowls, archery, croquet, yoga and pilates) for those age 65 and over.

* Quantile classification: Each class contains an equal number of records. With four classes each contains roughly 25% of all records.



Can physical activity and sport play a wider role?

During the development of this strategy we have also reviewed how physical activity and sport can support other Lambeth service areas to improve community health and wellbeing. What this has shown is a wide range of interest and activity already in place to use physical activity and sport to meet our outcomes.

For crime reduction this has included working with providers to deliver sports sessions and training to help service users improve their fitness and provide opportunities for employment. For sustainable travel this has included identifying priorities for cycling and walking activities, in addition to working with Transport for London and our highways service to improve our transport system to support active travel. For employment outcomes work has been undertaken with priority groups and sports providers to offer training and employment opportunities through physical activity and sport. For our schools there are a range of physical activity opportunities available, however we know we can do more to help our young people who are at risk of being obese and overweight. Physical activity and sport can be used to enhance wellbeing for citizens engaged in Adult social services provision. Our parks and open spaces also provide a range of facilities, events and opportunities for physical activity and sport. On our housing estates there is also the potential to work with housing associations to review activities and facilities available for local communities.

Through this strategy we will work with the community and partners to identify future projects to improve community health and wellbeing through physical activity and sport.

Economic considerations

Physical activity and sport services have proved to be resilient despite the recent difficult economic climate. The industry continues to perform well economically; reporting coverage of 2.3% of all jobs in England. Nationally, figures of £20.3 billion¹⁰ gross value added¹¹, high levels of volunteering and health related savings of £11.2bn have been key contributors to this on-going progress.

How many people are inactive in Lambeth and what's the cost?

We aim to help reduce pressure on healthcare costs. Previous research records 60,000 adults in Lambeth classed as physically inactive; defined as those completing less than 30 mins of physical activity per week. The related cost of physical activity on the NHS is estimated as £4.8 million per year according to research carried out by the Sport England British Health Foundation respectively in 2009.¹²

¹⁰ 1.9% of England's total.

¹¹ GVA measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom.

¹² Based on 2009/10 figures. Direct costs of inactivity result to increases on money spent to tackle a number of related health conditions such as diabetes, cancer and heart disease.

More recent figures by UK Active reports the financial impact of inactivity now stands at £14.2 million per year per 100,000 people!¹³ Being active not only helps improve the quality of life through avoidance and better management of long term conditions, it contributes to the financial savings that can be achieved locally.

At a local level, we recognise that the winds of change go beyond spending cuts. Through embracing growth and focusing resource¹⁴ on key priority groups, we will work 'smarter' to meet the needs of those requiring the most support.

Lambeth Legacy Makers

The Lambeth Legacy Makers programme aims to support physical activity and sport groups to enhance and strengthen their activities in the borough.

This post-Olympic project has two distinct themes:

1. To work directly with local providers of physical activity and sport to improve their capability to successfully apply for funding and to increase their knowledge of funding streams available to them.
2. To support the aspirations of the boroughs gifted and talented sports people through a bursary scheme.

Over the past two years the Council's Community Sports Team has worked with key partners to help grow capacity within these groups and clubs through a series of workshops, open evenings and one-to-one direct mentoring.

Through this strategy the Lambeth Legacy Makers project will be developed to support local providers to develop programmes which include a wider choice of activities to encourage more people to exercise.

¹³ UK Active: Turning the tide of inactivity. Available from http://ukactive.com/downloads/managed/Turning_the_tide_of_inactivity.pdf

¹⁴ Accessing joint partnership funding through shared strategic direction will be access to expand resource

What will we do to increase physical activity and sport participation?

From the initial consultation and research, the following core areas have been identified to enable us to achieve the vision of 'all people are active in their daily lives'. These are:

1. Increase participation, and reduce inequalities, in physical activity and sport

We will take action to increase participation levels, focusing across our priority groups: children and young people (18 years and under), women and girls, older people (over 60 years), people with disabilities, and black and minority ethnic groups. Ongoing research to identify need and gaps in provision will be undertaken to help encourage marginalised groups in particular to get more involved and more active!

Actions

- Identify the barriers to participation in physical activity and sport for inactive residents within our priority groups.
- Develop programmes of physical activity and sport to increase participation for priority groups, with a focus on meeting the needs of those who are currently inactive. This will include:
 - A Lambeth Active Women's and Girls Programme led by female sports groups delivering easy to access activities for 18 to 80 year olds such as dance, keep fit classes, yoga and Pilates
 - An active walks programme led by trained walk leaders in our parks and open spaces which will encourage residents of all ages to take up walking as a zero cost and accessible way to exercise and socialise on a regular basis.
- Achieve an increase in participation across London Youth Games events and increase overall participation, through clubs, to provide a wide range of opportunities for young people.
- Review the current athlete sponsorship programmes and update to support the delivery of the strategy, including the Lambeth gifted and talented scheme.
- Work to deliver more opportunities for our priority groups, including work with Interactive to increase disabled people participation in sport and physical activity as part of the "Inclusive and Active 2" strategy.

2. Utilising physical activity and sport to prevent ill health and strengthen communities

Regular physical activity and sport is well placed to prevent the onset of cardio – vascular disease and support those suffering from long – term illnesses. Support will be received from health professionals in identifying those at risk of becoming obese, with more targeted programmes designed to encourage more activity in order to improve wellbeing. It can also support independence for those in social care and support community cohesion through work with those at risk of offending.

Actions

- Develop and review existing programmes of physical activity and sport to support:
- Prevention and intervention for those at risk or receiving treatment for long term conditions, including GP referral schemes.
- Prevention and intervention for general health and wellbeing, such as weight management and helping to stop smoking.
- Personalisation of services for those in social care, with support to increase activity for carers as well as those in care.
- For those at risk of offending and support rehabilitation of offenders, such as existing programmes with Air Sport.

Activities will include a 55+ Healthy Lifestyles programme delivered in Brixton, Streatham and Ferndale Leisure Centres targeting men at risk of long term health conditions.

3. Maximising the use of Lambeth's places and spaces for physical activity and sport

We aim to take full advantage of Lambeth's facilities and spaces to get our borough healthier for longer. Improved programming, affordability and on-going customer consultations will be used to ensure that our facilities provision meets the needs of service users. Indoor and outdoor sports facility strategies will be utilised as a basis for identifying need and ensuring that spaces and equipment are maintained to an excellent standard.

Actions

- Identify the local facilities available for physical activity and sport, including indoor and outdoor sports facilities, parks and open spaces, schools sports facilities, and local community venues.
- Update the Lambeth REAL Plus leisure centre discount scheme for standard, concession and family memberships to support the delivery of this strategy and increase participation for priority groups.

- Deliver our Indoor and outdoor sports facilities strategies action plans to provide the right facilities in the right places, and develop the sustainable management and programming of facilities to support the delivery of this strategy.
- Develop an approach to recognise venues which provide a balanced programme of community activity and support the delivery of the strategy.

4. Building physical activity into everyday life

Whether at the home, in the workplace or through travel, we will help people to be innovative and creative in order to integrate physical activity into their everyday lives.

Actions

- Develop ways to increase physical activity within the home for our priority groups, particularly older people. Cleaning the house, taking care of the garden, regular stretching alongside exercising to a workout DVD are just some of the ways this can be encouraged. We also want to hear more ‘fitness journeys’ from those taking up activity at home to help share new methods to peers alike.
- Increase participation in walking and cycling by supporting the delivery of the Lambeth Transport Plan, and increasing programmes for target groups.
- Develop a work place physical activity initiative for all Lambeth businesses to support employee activity in everyday life.

5. Developing the skills of Lambeth’s people to provide physical activity and sport opportunities

We will work to ensure that those volunteering and working in physical activity and sport have the opportunity to carry out their roles to a high standard through on-going skills development, identification of training needs and supported pathways to employment; we will strengthen the supply base of the people providing services to the local community first hand.

Actions

- Deliver training and volunteering opportunities for priority groups, to develop trainers, coaches and officials.
- Map the current local providers of physical activity and sport training help recognise and co-promote the wide range of opportunities available locally.
- Work with providers to adopt the London Living Wage, as a minimum level of pay for directly employed staff.
- Develop staff and volunteer training programmes which also support increasing participation in physical activity and sport for our priority groups.

- Identify and develop community volunteers and champions to increase activity within facilities, programmes and raise local awareness, building on the West Norwood Health and Leisure Centre volunteers' scheme.
- Work with schools to support career development, advice and training for young people, particularly those not in education, employment or training (NEET).

6. Supporting Lambeth providers to meet local demand

This is all about supporting providers to effectively meet local physical activity and sport needs and preferences through assistance with accessing funding, recruiting and retention of volunteers and broadening the understanding of demand in Lambeth.

Actions

- Review the Lambeth concessionary registration scheme, tennis network and physical activity licensing schemes to develop a Lambeth accreditation to define operational standards and provide support for approved providers who deliver against our strategy outcomes.
- Review the local funding streams, including the Lambeth Legacy Fund and Greenwich Leisure Limited (GLL) Innovation Fund, to support groups and organisations who deliver against our strategic outcomes.
- Map the current capacity building support offered to organisations and address the gaps required to deliver against the strategy.

7. Communicating effectively to support people into physical activity

Generating interest in opportunities to keep moving, through bringing the activity to the community! We will communicate a clear and comprehensive physical activity and sport offer to the community through improved promotion of sessions alongside raising awareness of the wider physical, social and health benefits of getting and staying active.

How we talk to each other about what is on offer locally will require improved connectivity. We will make better use of social media as a key tool to promote building physical activity into our everyday lives.

Actions

- Develop and implement an Active Lambeth annual communications plan to promote priority programmes in the borough, and report progress to achieve our outcomes.
- Develop an approach to include health guidance within communications to raise general awareness of physical activity and sport benefits.
- Develop an approach to promote and book current physical activity and sports sessions online and using mobile phones.

- Work with the Lambeth Events Team to develop physical activity and sports events across the borough, alongside the community and external providers.

8. Effective partnerships to commission, develop and deliver physical activity and sport

A core part of the process will build on existing partnerships to ensure that the ambitions of the strategy are achieved in a co-ordinated, inclusive and transparent way. Developing the structures through which to mobilise the strategy will ensure purpose, accountability, making best use of resource.

Actions

- Establish and maintain the Active Lambeth Board.
- Establish and maintain the Active Lambeth Network.
- Develop the Active Lambeth action plan, and community engagement
- Work together to identify internal organisation resource (such as staff support and funding), and develop collaborative external funding bids for programmes and new facilities, discussing with Sport England, sports National Governing Bodies, Health partners and other potential funding bodies.
- Ensure the Active Lambeth principles are applied to everything we do.
- Develop a borough wide approach to measuring against outcomes, demonstrate return on investment, and provide an evidence base to inform future investment decisions.

Working in partnership to achieve outcomes

At the West Norwood Health and Leisure Centre we are working with the NHS, the centre management teams, community volunteers, and the local community to support achieving our health and wellbeing outcomes.

This includes the development of a joint approach to providing activities which improve the health of our community. This will include developing the centre programme to increase the levels of physical activity for those at risk, or currently suffering from, long term health conditions.

How will we deliver the strategy?

Everybody in Lambeth has a role to play in increasing the levels of physical activity levels and sport participation. From individuals being more active in their daily lives; companies setting up new physical activity sessions, and organisations including the Council, NHS and Sport England working together with communities to reduce barriers to participation.

Active Lambeth

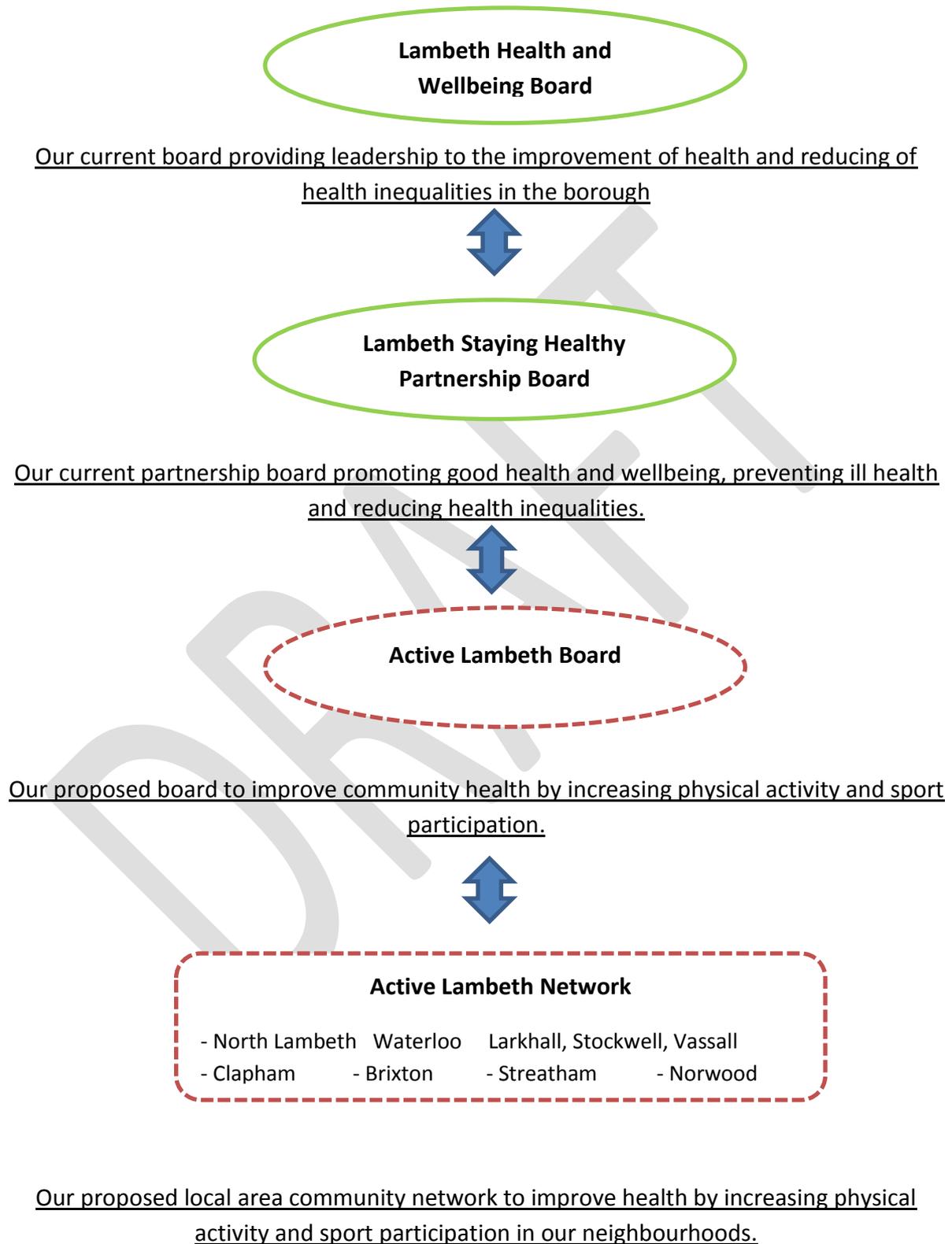
“Active Lambeth” is our cooperative approach to delivering this strategy working with the community, partners and providers. This will be used as our joint brand to identify our work to deliver the Lambeth Physical Activity and Sports Strategy 2015 to 2020.

Our Active Lambeth principles

Working with residents, local forums and networks, sports clubs, as well as community, local and national organisations we will follow the following principles:

- *Improve physical activity for all but with a drive to **reduce inequalities***
- *Provide **opportunities and pathways** for people to achieve their personal best*
- *An emphasis on enabling inactive people to **become active***
- *Using insight and **evidence** to drive what we do*
- *Creating **employment, volunteering and training** opportunities for local people*
- ***Co-production** at the heart of delivering the strategy*
- *The council, partners, providers and residents take **shared responsibility** for achieving the vision*

The diagram below outlines our proposed board and network structures to deliver the strategy.



How will the “Active Lambeth Board” increase physical activity and sport participation?

The Active Lambeth Board will be made up of representatives from the community, providers, Lambeth Council, NHS, Lambeth Clinical Commissioning Group, London Sport and the voluntary and community sector. This board will be responsible for delivering the strategy, seeking additional funding, co-ordinating activity with the Active Lambeth Network, with accountability to the Lambeth Staying Healthy Partnership Board. This will provide a clear relationship with our existing networks and structures, and support collaboration with health partners.

How will the “Active Lambeth Network” increase physical activity and sport participation?

The Active Lambeth Network will be developed within local community areas, and be accountable to the Active Lambeth Board. Each area will work collaboratively with the community and providers to identify priority needs, develop local action plans, support the delivery of the strategy, and work collaboratively to seek additional funding opportunities.

What is the Lambeth Health and Wellbeing Board?

The Health and Social care Act 2012 established health and wellbeing boards as a forum where key leaders from the health and care system work together to improve the health and wellbeing of their local population and reduce health inequalities.

For Lambeth this board consists of representatives from Lambeth Council, NHS local clinical commissioning group, King’s Health Partners, and Healthwatch Lambeth. The Staying Healthy Programme Board reports to this Board with a focus on staying healthy outcomes for the local community, this includes physical activity and sport.

Investment

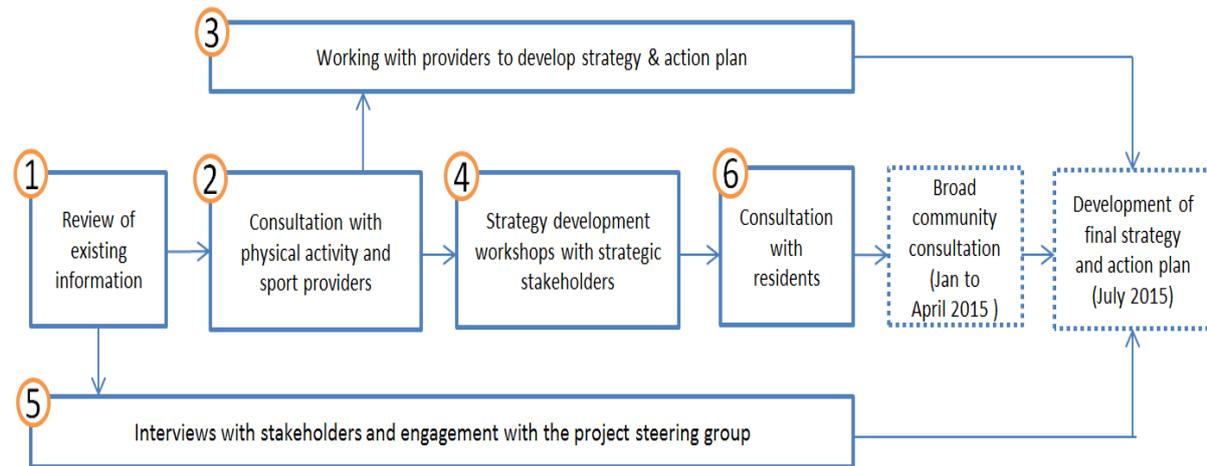
Working together we will identify current and future investment opportunities to improve community health through physical activity and sport. This will involve spending in a new ways to deliver the strategy, working collaboratively to meet community needs and increase the return on investment from our activities. We will also work together to identify funding opportunities (both internal and external to local organisations) which support the achievement of our outcomes.

Budgets for the strategy will be identified and progress monitored through the Active Lambeth Board.

How have we developed this approach?

To embed this partnership approach the Lambeth Physical and Activity Strategy has been developed with residents, Public Health, Lambeth Clinical Commissioning Group, Sport England, London Sport, Lambeth sports providers and a range of voluntary and community sector organisations.

The below diagram provides a snapshot of the methodology used to inform the process to date:



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An assessment of the current physical activity and sport picture in the borough has been undertaken through initial desk research.

This included analysis of participation and health data such as Sport England’s Local Area Profiles and the Public Health Outcomes Framework. A review of relevant policy and project documents has also been undertaken.

A series of one to one interviews with a range of key stakeholders and consultation with over 150 physical activity and sport providers engaged at the annual Lambeth Community Sports Club workshop event in June 2013 served as the basis for follow up discussions in the development of the strategy.

The community have been at the heart of engagement to help raise awareness, garner support, gain input and vital local knowledge of possible actions to help work towards reducing inequalities and enabling more people to be active in the borough.

Please see below for highlights and a summary of key findings:

- *150 provider groups engaged at the Lambeth Sports Development Evening*
- *51 organisations signed up to informing the strategy development process*

¹⁵ Press Red. August 2014

- *3 provider group meetings held with a total of 38 attendances*
- *135 completed surveys at the Lambeth Country Show to gauge views on the direction of physical activity and sport in the borough and thoughts on factors that would encourage people to be more active*

How will we provide the right sports facilities, in the right places?

Across Lambeth there are a range of venues and spaces which can be used to access different types of physical activity. Within some of these locations we know there will be different levels of use. Through this strategy we will be seeking to increase community awareness and use of these places and spaces.

Lambeth Indoor Sports Facilities and Outdoor Sports Facilities Strategies 2015 to 2020

We know that use of indoor leisure facilities for a range of activities including swimming, mixed sports within sports halls, as well as health and fitness, is a popular choice for many people in Lambeth. Significant use is also made of our outdoor open spaces for physical activity including grass pitch sport, hard court activities such as tennis and netball, and artificial surfaces for hockey and football.

Over the last three years, new indoor leisure facilities have been opened at Clapham, Streatham and West Norwood. Given the population projections for Lambeth and South London, demand for access to these facilities and our other leisure facilities at Brixton, Ferndale and Flaxman is projected to grow. By 2018 plans and funding for the refurbishment of the Brixton Recreation Centre will be secured and the new facility is expected to be operational by 2020.

With an increasing population and significant health needs in the borough in tandem with the overall Active Lambeth strategy we, have also developed the Lambeth Indoor Sports Facilities and Outdoor Sports Facilities Strategies. These have been developed in order to ensure that our existing facilities meet the needs of our communities, identify what new facilities are needed across the borough for swimming pools, sports halls and artificial grass pitches, and to identify opportunities to increase and develop the use of our school and leisure facilities through improved community programming.

A revised contract for the management of the Borough's sport and leisure facilities is expected to be in place from 2017, which will offer a total Lambeth physical activity and sports programme of affordable activities. This new approach will also utilise surplus income for improved facilities and support existing and new community-led sport clubs.

Our outcomes

Through this strategy we will work together to monitor a range of outcomes to demonstrate:

Lambeth Community Plan 2013 to 2016

- Communities feel safer, and more resilient
- People are healthier for longer

Lambeth Co-operative Health and Wellbeing Strategy

- Health and wellbeing improving for all, and improving fastest for those communities with poorest health and wellbeing
- People are able to reach their full potential and to feel good about themselves
- Everyone is able to make a contribution and feel valued

Sport England Strategy 2012-17

- A year on year increase in the proportion of people who play sport once per week

Measuring impact

To support the evaluation of locally commissioned projects Public Health England has developed the Standard Evaluation Framework (SEF) for physical activity interventions. Public Health England's October 2014 paper "Everybody Active, Everyday" commits to develop the SEF through 2015-16 to improve the measurement of impact and return on investment in this approach.

Working with partners we will develop our approach with the SEF guidance to measure impact, show return on investment, and the economic benefit against our physical activity, health and wider outcomes for employment, sustainable travel, and crime reduction.

The SEF guidance can be downloaded from the following link [SEF for physical activity interventions](#)

Appendices

Appendix 1 – Lambeth Physical Activity and Sports Strategy 2015 to 2020 logic model

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Appendix 2 – Lambeth Indoor Sports Facilities Strategy 2015 to 2020

Appendix 3 – Lambeth Outdoor Sports Facilities Strategy 2015 to 2020

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PHYSICAL ACTIVITY & SPORT ACTION PLAN THEMES	VISION FOR PHYSICAL ACTIVITY & SPORT	BENEFITS	LAMBETH PRIORITIES	RELEVANT STRATEGIC OUTCOMES
Increase participation, and reduce inequalities, in physical activity and sport	<p>All people in Lambeth are physically active in their daily lives</p>	Less people inactive in our community 1	<p>PEOPLE ARE HEALTHIER FOR LONGER</p>	<p>COMMUNITY PLAN</p> <ul style="list-style-type: none"> • Communities feel safer & more resilient • More jobs and sustainable growth • Cleaner, greener streets
Utilising physical activity and sport to prevent ill health and strengthen communities		Less people living with and at risk of being diagnosed with long term health conditions 2	<p>Older people and disabled people live independently and have control over their lives</p>	<p>HEALTH & WELLBEING BOARD/ CCG</p> <ul style="list-style-type: none"> • Health & Wellbeing improving for all, and improving fastest for those communities with poorest health and wellbeing • People are able to reach their full potential and to feel good about themselves • Everyone is able to make a contribution and to feel valued
Maximising the use of Lambeth's places and spaces for physical activity and sport		More people have a healthy weight 3	<p>Crime reduces</p>	<p>SPORT ENGLAND</p> <ul style="list-style-type: none"> • A year on year increase in the proportion of people who play sport once per week
Building physical activity into everyday life		More people work and volunteer in our community 4	<p>All young people have opportunities to achieve their ambitions</p>	
Developing the skills of Lambeth's people		Improved wellbeing and happiness through participation in sport 5	<p>People have the skills to find work</p>	
Supporting Lambeth providers to meet local demand		Increased number of people using sustainable transport 6	<p>People live environmentally sustainable lives</p>	
Communicating effectively to support people into physical activity		People develop skills and qualifications to support them into employment 7	<p>People take greater responsibility for their neighbourhood</p>	
Effective partnerships to commission, develop and deliver physical activity & sport		Reduced risk of offending for young people 8		

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