

**BE MORE, DO MORE
BE ACTIVE YOUR WAY,
EVERY DAY - FOR LIFE**



Creating a Level Playing Field

A Community Sport and Physical Activity Strategy
for Kensington and Chelsea 2018-2023



THE ROYAL BOROUGH OF
**KENSINGTON
AND CHELSEA**

www.rbkc.gov.uk



“The water doesn’t know how old you are.”

Dara Torres
(5-time Olympic Swimmer)



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1. FOREWORD

It is our pleasure to introduce the new Kensington and Chelsea Sport and Physical Activity Strategy. We are delighted that local people and organisations, through the K&C CSPAN partnership, have had an opportunity to contribute to this and that we have a strategy that reflects their ambitions.

We firmly believe that our residents should be able to enjoy physical activity, whatever their circumstances or abilities. It keeps you healthy and helps you develop personally, socially, emotionally and physically. It can also provide opportunities to have an enormous amount of fun and increase connections with friends and communities. In addition, by setting and achieving their own goals, participants can overcome the impact of challenges and barriers in other areas of their lives.

In particular, through taking part in sport and physical activities, young people have an opportunity to develop valuable qualities including leadership, independence, cooperation, confidence and self-esteem. Physical activity has the potential to enrich people's quality of life, raise confidence levels, and provide enjoyment.

In our borough we will continue to work very closely with our community amateur sports clubs and other organisations engaged in the local sporting community, advising and helping more people to get physically active. We can do this through a number of ways including helping with funding applications, developing club activities and their links with local schools, giving advice to help clubs develop their activities, procedures and follow good practice and assisting club coaches and instructors to gain new skills and qualifications.

Research shows there is a three year difference in life expectancy between people who are inactive and people who are minimally active (less than thirty minutes of physical activity per week). Regular physical activity can reduce the risk of over 20 chronic conditions including coronary heart disease, stroke, type 2 diabetes, cancer, obesity, mental health and musculoskeletal conditions. Being active is good for our health and wellbeing, need not cost anything, is fun and can lead to making new friends. The more we move, the greater the benefit. Encouraging those who are inactive to become active is the first step in the process, and by embracing a significant level of activity the greatest benefits will be realised.

An annual report from the Director of Public Health (Sitting is the New Smoking 2015/2016) recognises the importance of being active and providing access to, physical activity for all as a key factor in maintaining and improving health and wellbeing, and reducing health inequalities.

We want to promote better health through measuring progress towards health targets and support better planning and monitoring of local programmes and services. We want to encourage the least active to be more physically active. Any physical activity is better than none and simple, daily physical activity as part of everyday life is what we should all aim for.

Our hope is to see our community becoming increasingly active through focused investment in our sporting and physical activity infrastructure. We want to offer better support and information for those residents wanting to be active and identify and remove the barriers that affect their ability to do so.

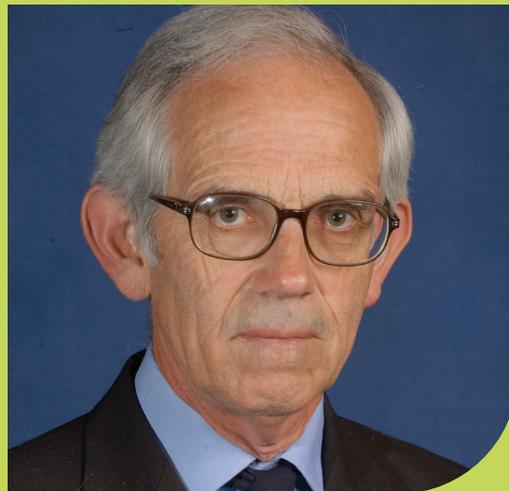
This new strategy provides a positive framework for reinforcing the important role of physical activity in improving the lives of people throughout Kensington and Chelsea.

As new strategies for sport and physical activity have been published by the government and Sport England over the past year, it has become increasingly apparent that the wider benefits of physical activity - physical health, mental wellbeing, community integration and personal development - will be vital to the ways sport plays a role in supporting communities across the country. This strategy is closely aligned with these national ambitions, and is well positioned to help achieve ambitions of raising activity levels within the communities of Kensington and Chelsea.

Across the capital, plans are underway to help make London the most physically active city in the world: ambitions set out in this strategy help to demonstrate the strength of this commitment within Kensington and Chelsea, for the benefit of the borough and its residents.



Councillor Will Pascall
Deputy Leader and Lead Member
for Environmental Health, Leisure
and Resident Services
Royal Borough of Kensington and
Chelsea



Councillor Charles Williams
Lead member for Adult Social Care
and Health
Royal Borough of Kensington and
Chelsea

2. INTRODUCTION

2.1 The more we move the greater the benefit, and physical activity plays a pivotal role in maintaining good health, preventing ill health, supporting mental wellbeing and generally enabling people to be healthier for longer. Similar to the rest of the country, Kensington and Chelsea has levels of preventable disease (CVD, COPD, type 2 diabetes, some cancers, obesity) and Long Term Limiting Illness such as mental health and musculoskeletal problems (in Kensington and Chelsea, mental health is the most common reason for long term sickness, especially in the more deprived wards), that could be significantly reduced if more people lead active lifestyles. Recent evidence indicates that physical inactivity causes premature mortality in 9% of the global population, which equates to as many deaths as are caused by tobacco use.

2.2 The Kensington and Chelsea Community Sport and Physical Activity Network (K&C CSPAN), formed in late 2007, brings together at a local level all of the key partners working to promote and deliver sport and physical activity in the Borough. Members of the K&C CSPAN work together to create a proactive and innovative approach to securing borough wide funding along with providing the community and individuals with the knowledge, skills and resources to access external funding. It has contributed to creating this strategy, which seeks to build on the previous one, and will help to drive it forward.

2.3 The K&C CSPAN will provide an important leadership role and help to pull together the priorities of member organisations, and co-ordinate the type of initiatives and projects that are delivered locally to increase levels of participation, ensuring that activities align with Sport England priorities to maximise future investment opportunities.

2.4 Physical activity can be broken down into three broad categories: sport, active recreation and everyday activity. The benefits of having an active lifestyle are numerous as it helps people to be healthier for longer, and is a key contributor to maintaining a healthy weight. It also reduces the risk of many chronic conditions, including heart disease, stroke, diabetes and mental health problems.

2.5 Physical activity that can be incorporated into everyday life, such as brisk walking and cycling, can be as effective as supervised weight loss exercise programmes. Being active at every age increases quality of life and people's chances of remaining independent and disability free for longer.

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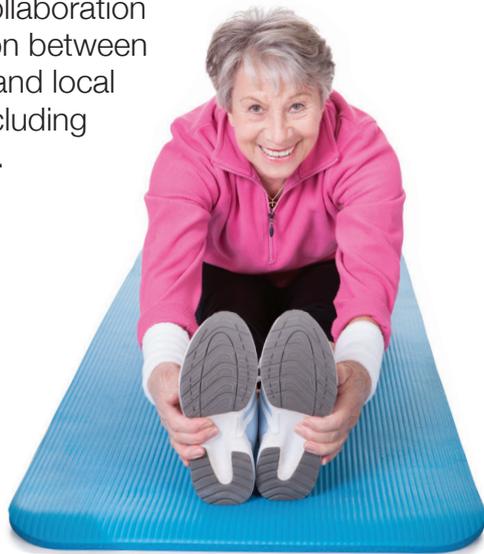


2.6 Regular physical activity also provides people with an opportunity to interact with one another, meet new people and make new friends. It is these types of opportunities for social interaction that support children and young people to develop social skills, and that contribute towards tackling social isolation and loneliness amongst older adults.

2.7 The challenge is that although sport and physical activity participation in the borough is higher than the London average, in the main activity levels have remained fairly static since 2005. The most recent Joint Strategic Needs Assessment (JSNA) for Kensington and Chelsea has indicated that there is a trend towards increasing inactivity in the borough, which is in line with the national averages. According to the Active People survey results

2011, one in five people in Kensington and Chelsea participated in the recommended level of physical activity. The Chief Medical Officer's guidelines recommend that adults should be active daily and achieve a total of 150 minutes of moderate intensity exercise in a week, in bouts lasting for at least 10 minutes (2010/11 recommendations).

2.8 We will endeavour to ensure our work is inclusive and accessible, which means engaging with disabled people and recognising the positive contribution disabled people can provide. Further, we will encourage collaboration and co-production between disabled people and local organisations, including service providers.



3. RECENT ACHIEVEMENTS OF THE K&C CSPAN

3.1 Providing a forum that can offer strategic advice and guidance on sport and physical activity challenges and funding.

3.2 Improved investment in local sport and physical activity initiatives, for example inward funding investment into the borough including Sport England's Community Activation Fund - Go Generation Project, Community Investment Fund REACH Project, Sportivate, Free Sport, Health Stars and Satellite Clubs to the value of over £750k.

3.3 Championing the case for sport and physical activity at local, regional and national levels. For example, the K&C CSPAN played an active and prominent consultation role in the recent capital investment projects at the new Kensington Leisure Centre (opened in March 2015) and Chelsea Sports Centre wetside project (opened August 2017).



3.4 Sharing of information and resources, for example organising a conference on physical activity and health with over hundred attendees from the local community with key partners and stakeholders, as well as organising the Free Festivals of Sport at Westway Trust facilities.

3.5 Providing training workshops which have included: It can happen everywhere - open spaces and their opportunity for participation; A Healthy Business - active offices and the workplace challenge; Estimating return on investment for interventions to increase sport & physical activity.

3.6 Encouraging and establishing partnerships to deliver everyday physical activity projects. For example, the Borough's Sustainable Travel Team has been working with the Westway Trust since 2014 to provide cycle training to BAME groups and older people.



3.7 A CASE STUDY

Activate! - a K&C CSPAN project

3.7.1 Charles, a young man in his twenties, is a regular attendee at the weekly disability multi-sport session at Kensington Leisure Centre and he enjoys the activities that are on offer in the main sports hall including table tennis, volleyball, basketball, boccia and polybat. Charles has autism and can sometimes find it hard to play with others. This stops him from fully partaking in as many of the activities as he would like.

3.7.2 After discussions with Charles it was decided he would benefit from attending a Disability Sports Coaching course, (a one day Adapted Sports Course). Charles had previously shown great interest in helping the coaches and the training has helped

him engage more fully in the sessions. To make sure Charles continued to learn and develop into a proficient assistant coach, he received six weeks of mentoring.

3.7.3 Since Charles attended the course in November 2015 his progress has been amazing. Now he is helping the other coaches by setting up and setting down activities. By far the biggest change for him is that he now helps others take part in the activities. At the end of every session Charles asks the Head Coach 'How did I do?', 'How can I improve?' and each week the reply is 'You've done well Charles, keep up the good work'.

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“Calm mind brings inner self-confidence so that’s very important for health”

Dalai Lama

4. VISION

4.1 By 2023 more people in Kensington and Chelsea will be more active and there will be improved health and wellbeing throughout the borough as a result of this. This will be achieved by making physical activity a fundamental and enjoyable part of all people's lives, and by encouraging the inactive to become active.

4.2 We will create more physically active communities by developing a broad range of opportunities that reflect the interests and needs of residents and positively contribute to health, community cohesion and personal improvement.

4.3 We want to increase the participation rates of Kensington and Chelsea residents in physical activity by 1% year on year and the opportunities for them to be active, through a combination of Council, community and partnership resources. In doing so we are able to ensure long term and sustained changes in behaviour, and improved levels of physical activity.

5.4 To provide a sense of direction to all local / regional stakeholders so they can fully engage and contribute to the future of sport, physical activity and leisure within the borough.

5.5 To help K&C CSPAN partners to best focus their resources (money, time, people, buildings) so they can ensure continued opportunities during this period of financial constraints, such as the procurement of the leisure and parks contracts.

5.6 To influence and secure current and future investment opportunities from internal and external sources.

5.7 To highlight important issues that affect our communities that can be positively impacted by physical activity.

5.8 To support better planning and delivery of local programmes and services.

5. AIMS OF THE STRATEGY

5.1 To improve the health and well-being of Borough residents by increased physical activity.

5.2 To help promote understanding of the important role that sport and physical activity plays in improving the health and wellbeing of local people.

5.3 To provide information on what the borough's sport, physical activity and leisure landscape looks like now, and how it might evolve in over the period of the strategy and beyond.



6. THE STATE OF PLAY IN KENSINGTON AND CHELSEA AND IDENTIFYING NEED

6.1 Kensington and Chelsea is a small but very densely populated central London borough and bordered by Westminster to the north and east, Hammersmith and Fulham to the west, and Brent to the north. The population is characterised by a large proportion of working age (and older working age) residents, and a smaller proportion of children (the second smallest in London).

6.2 There are high levels of migration, and ethnic and cultural diversity. Compared to other boroughs, Kensington and Chelsea's population profile is slightly older than the London average.



6.3 Half of the borough's population were born abroad. Nearly a third (29%) of the population is from Black, Asian and Minority Ethnic (BAME) groups. For 28% of the population, English is not the main language.

6.4 *Around 31% of people in the borough are physically inactive, doing less than 30 minutes of activity per week. However, around two thirds do the recommended 150 minutes a week, which is higher than the London average. Rates of inactivity for BAME groups are around a quarter higher than average, and people over 55 are around twice as inactive.

6.5 *Currently, the rates are 24.7% of those residents aged sixteen plus are taking part in regular activity. However, there are pockets especially in the north of the Borough and in certain communities, where rates are lower.

*(Active People Survey, Sport England)

6.6 Carbon emissions are the second highest in London and the proportion of deaths attributable to air pollution is estimated to be the second highest in the country, primarily through cardio vascular disease. Hence the need to encourage sustainable forms of active green transport such as walking and cycling through school travel plans and improvements to cycle routes are key priorities for the K&C CSPAN, and this strategy.

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In the borough

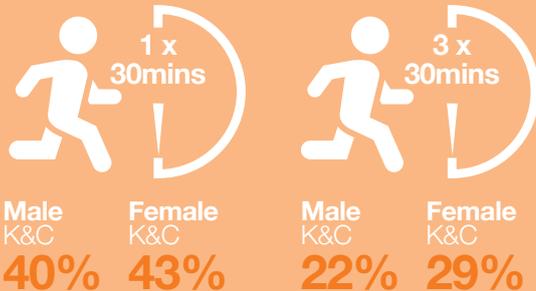
 **31%** Less than 30mins
of people are physically inactive

 **2/3** do the recommended **150 minutes activity** a week

24.7%
 **16+** residents taking part in physically actives

Active people survey sports participation 2015-16

Sports participation by gender



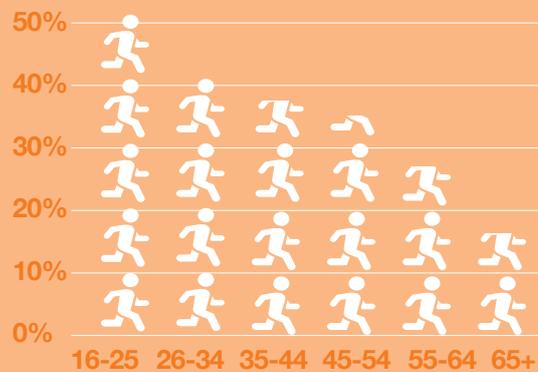
Physical activity levels



Sports participation by ethnicity



Sports participation by age



6.7 Opportunities to play and be active

6.7.1 In Kensington and Chelsea we have many community amateur sports clubs, all of who provide an essential service to our local communities. The development of these clubs that encourage local people to take-up sport, improve their talents and give them the option to initiate and maintain life-long participation in sport is an essential part of our work to support the sporting infrastructure in the borough.

6.7.2 Three main public leisure centres serve the Borough - Kensington Leisure Centre, Chelsea Sports Centre run by Greenwich Leisure on behalf of the Council's Leisure Services, and the Westway Sports and Fitness Centre, which is managed by Everyone Active. All of these have had recent significant investment to improve provision and accessibility. Our main parks also have a

range of sports and play facilities on offer including tennis courts, multi-use games areas and outdoor gyms.

6.7.3 In addition to these three main centres there are additional facilities including two skate parks in the north of the Borough, Westway Sports and Fitness Club, Canalside Activity Centre, Cremorne Riverside Centre, Kensington and Chelsea College facilities and community centres for the over 50's such as the New Horizons Centre and the Second Half Centre managed by Open Age.

6.7.4 Also, there are a large network of community facilities located on housing estates and in other community settings, including Community and Day Centres, where sport and physical activities take place, such as the Pepper Pot Day Centre, which provides services to older people from the local African and Caribbean communities.

6.7.5 Whilst there are gaps in the facility provision and the lack of open space in some areas of the Borough restricts the provision of certain outdoor sports, the utilisation of open space for exercise is higher than the London average. Neighbouring London Boroughs also alleviate these deficiencies with supporting infrastructure including the athletics tracks found close to our boundary at Wormwood Scrubs, Battersea Park, Paddington Recreation Ground, and the Royal Parks.

6.7.6 Not so easily met is the lack of indoor sports provision, particularly in the south of the Borough. This may be addressed by the Council's long term ambition to improve existing facilities and the ambition of the K&C CSPAN to increase access to indoor space in local schools, colleges, and private health facilities and use non-traditional venues used to support the Strategy's aims, which will be a key objective of the Action Plan.

6.8 Participation in sport and physical activity

6.8.1 The percentage of people meeting the physical activity guidelines has gone down slightly over the last two years in the borough (see introduction). In line with one of Sport England's key performance indicators, a key target for the strategy will be a commitment to increasing the percentage of people completing the recommended amount of physical activity per week.

6.8.2 The relatively high rates (19.8%) of people participating in sport suggests there is a significant market of 'sporty people'. The implications of this might be a need to help these people maintain their active lifestyle whilst encouraging others to become (more) active.

6.8.3 Whilst participation in school PE has increased nationally, generally schools in the three boroughs have lower rates and schools in deprived areas with a higher

Physical activity key target

increase
150
minutes per week
by **2023**

High rate participate in sport

3  **A WEEK**

Physical activity in children

Less than a quarter
5 -15 year olds

 **21%**  **16%**

Physical activity in adults

16+ Adults
56%
ACTIVE

BUT – Trend towards
no activity increasing

 **31%**

proportion of ethnic minority pupils and pupils with special educational needs, have the lowest level of sports in and outside the school environment.

6.8.4 Nationally, less than a quarter of children (5-15 year olds) are classed as physically active, and overall boys are more active than girls. This declines further as they get older.

6.8.5 The national average for the number of adults (16+) classed as physically inactive is 27.7%. Nationally, activity levels decrease with age for both men and women, although activity levels for women peak among the 35-44 age group. However, with just over half the number of adults classed as physically active in the borough, there appears to be a trend towards increasing inactivity.

6.9 *Health and Wellbeing

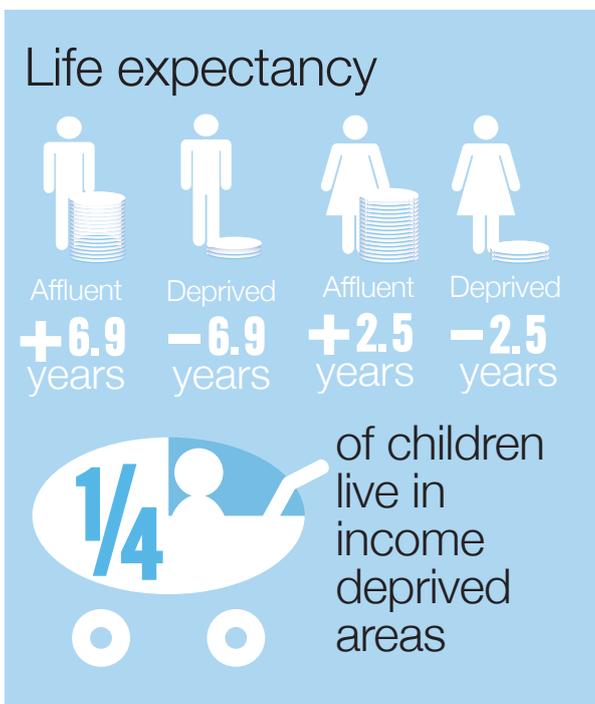
*(Sitting is the New Smoking - report by Tri Borough Director of Public Health 2015-2016)

6.9.1 Overall, our residents have some of the highest levels of life expectancy in the country. However, there are also high levels of inequality, with significant pockets of deprivation and poor health focused mainly in the wards in the north of the borough (Dalgarno, Golborne, St Helens,

Notting Dale and Colville) but also with pockets in central (Earls Court) and the south (Chelsea Riverside).

6.9.2 There is a larger difference in life expectancy between men living in affluent and deprived areas of the borough than in comparison to women. Figures for the Index of Multiple Deprivation Affecting Children (IDACI) suggest that nearly a quarter of the boroughs children live in income deprived households.

6.9.3 Although a large proportion of people say their health is good/very good, 7,200 people report that their health is bad, with a third of these over 65.



Highest levels of life expectancy in the UK

= **82.1** years

= **85.8** years

With good health



health is good/very good

7,200

report that their health is bad



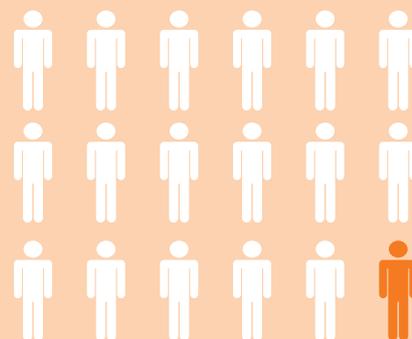
third of these over 65

6.9.4 The estimated direct cost of physical inactivity to the NHS across the UK is £1.06 billion. This is based on five conditions specifically linked to inactivity – coronary heart disease (CVD), stroke, diabetes, colorectal cancer and breast cancer.

6.9.5 Research shows there is a difference in life expectancy between people who are inactive and people who are minimally active. Even small increases in physical activity are associated with protecting against chronic diseases and an improved quality of life, leading to the assertion that any physical activity is better than none in terms of health and wellbeing benefits, and the most public health benefit comes from enabling inactive people to become slightly active. In Kensington and Chelsea the estimated costs to health care services attributable to physical inactivity are £3,891,230.

6.9.6 Kensington and Chelsea is estimated to have one of the lowest rates of obesity in the country. However, roughly one in six adults in the north of the borough are likely to be obese, compared to one in ten in the rest of the borough. Every ward in the borough has an estimated obesity rate lower than the London average. However of more concern is the situation with children. Levels of obesity among state primary school children has generally been falling among Reception age pupils, but has been rising over time for pupils in Year Six and is now ranked the eighth highest in the country. Of all Year Six boys in the borough, 29 per cent were obese in 2009/10.

One in 21 people of working age are limited by long term conditions



Life expectancy between people who are inactive and people



Levels of obesity in children

Reception age pupils
Aged 4-5

DOWN



Pupils in Year Six
Aged 10-11

RISEN



Health care services costs* due to physical inactivity
£1,933,313 per 100,000 population.

*(estimated costs)



7. OBJECTIVES AND MEASURING SUCCESS

Making physical activity an enjoyable part of people's lives is crucial towards achieving the main objectives for this strategy.

These are:

- To increase participation in physical activity through the development of a wide range of accessible opportunities to enable everyone to be more active.
- To develop new and sustainable local community programmes to get more people to adopt healthy lifestyles.
- To achieve permanent behaviour change through increasing opportunities for residents to build physical activity into their everyday lives.

We will do this by:

- Supporting inactive people to start to become active.
- Helping people to embed physical activity into their daily life.
- Helping active people to remain and become more active.

Although there are many opportunities for residents to increase their physical activity levels (set out on page eleven) there are some challenges facing the K&C CSPAN which include:

- Improving our understanding of our residents and providing improved experiences through a broad range of activities and environments.
- Engaging more people to be more active with reduced public funding.
- Balancing the needs of many individuals and groups with limited resources, whilst ensuring that all parts of the community can benefit.
- Reducing existing health inequalities amongst different communities that are preventable with physical activity.
- Addressing the trend for increased sedentary behaviour across the life course.

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8. EMERGING PRIORITIES AND ACTION PLAN

8.1 By creating an action plan to deliver the strategy the K&C CSPAN will be able to measure the effectiveness of the network and the partner organisations who work within it.

8.2 To help deliver the Objectives in Section 7 and the Priorities overleaf the K&C CSPAN will produce a five year action plan by spring 2018, which will be reviewed and refreshed annually to monitor performance and ensure the actions remain relevant. This will help to drive the outcomes of getting more people more

active and providing equal access for all. We will produce a Communication Plan to support the delivery of the Strategy and the Action Plan.

8.3 To help guide us we will use the Annual Sport England Active Lives Survey, Public Health Outcomes Framework, Joint Strategic Needs Assessment Highlight Report, and Director of Public Health Annual Report to gauge how well we are doing in our overall ambition of seeing more residents becoming more active.

K&C CSPAN Action Plan

PRIORITY

KEY AREAS

A

Tackling inactivity with priority groups and particular wards

Including, older people, BAME, mental health service users, disabled people and the most inactive

- Keeping people independent and active as they age, and reducing social isolation
- Reduce the participation gap between Black, Asian and Minority Ethnic groups (BAME)
- Reduce the cases of people with preventable cardiovascular disease deaths
- Increase activity for inactive individuals in areas with lowest measured activity levels
- Reduce the participation gap between people with mental health issues, disabled people and the rest of the local population
- Reduce the travel barriers associated with inactive adults
- Reduce the financial barriers associated with inactive adults
- Support the local physical activity workforce to improve the support for inactive adults

B

Ensuring every child and young person grows up being active on a regular basis

Including working more with families, schools including promoting School Games and Active travel, community amateur sports clubs, all of who provide an essential service and activity to our local communities

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

C

Help active people to remain so at a lower cost

Including optimising the use of the borough's community facilities

- Optimise opportunities within the Council's leisure contract and through our community facilities especially through the procurement process of a new leisure contract
- Develop improved and sustainable sports and recreation facilities in the community
- Use new technology to reduce cost of services whilst keeping them accessible for all
- Help the sector to develop new revenue streams that replace public funding (for example, crowd funding and sponsorship)

PRIORITY

KEY AREAS

D

Working with partners and the community to shape future developments

Including the Community Champions programme and Health Trainers scheme and other community leaders and community amateur sports clubs

- Develop the skills in the community to help create new and more sustainable physical activity
- Increase the amount of active volunteering within the community and expand the number of people championing physical activity across the community
- Invite more people to engage with the K&C CSPAN and hold other meetings / events to promote and discuss physical activity
- Increase the number of local people with coaching skills to work with community amateur sports clubs and find work in the leisure industry
- Continue to work very closely with our sports clubs and other organisations engaged in the local sporting community, advising and helping more people to get physically active. We can do this through a number of ways including helping with funding applications, developing club activities and their links with local schools, giving advice to help clubs develop their activities, procedures and follow good practice and assist club coaches and instructors to gain new skills and qualifications

E

Creating excellent environments that encourage physical activity

Including parks and open spaces, housing estates, leisure centres, workplaces and highways

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

F

Using evidence based approaches / local data and robust monitoring to learn and improve impact, use this evidence to formulate a marketing campaign

Data produced by regional bodies (such as Sport England, Transport for London, London Sport) and local teams (Public Health and others)

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

APPENDIX

Relationship between our strategy and other strategies and plans

This section outlines key features of relevant strategies relating to this strategy, putting into context how this strategy was developed, and how our local strategy is positioned to support implementation of wider local, regional and national ambitions.

1. LOCAL

1.1 Community Strategy 2008-2018

The strategy states Kensington and Chelsea should be “A borough where everyone has the opportunity to enjoy its public parks and open spaces and a wide variety of high quality cultural, artistic and leisure activities”. The main focus on leisure is to improve the quality and accessibility of sports and leisure provision for all in the borough and encourage participation and increase physical activity. Other areas where sport and physical activity can help deliver on the strategy’s cross cutting goals include, enhancing the environment, safer communities, healthier communities, equality and inclusivity, and learning and skills.

1.2 Kensington and Chelsea Joint Health and Wellbeing Strategy 2016-2021

The vision is to enable everyone to be as healthy as they can be and to start well, stay well and age well. Key priorities are enabling good mental health for all; supporting children, young people and families to have the best possible start in life; addressing the rising tide of long-term conditions. To support these the Strategy aims to encourage healthier lifestyles working with key partner areas including leisure and physical activity.

1.3 Report of the Tri Borough Director of Public Health 2015-2016 - Sitting is the new Smoking

This report explores physical inactivity across Hammersmith & Fulham, Kensington and Chelsea, and Westminster. Promoting physical activity is a public health priority and the report builds on the Physical Activity Joint Strategic Needs Assessment (JSNA) published in 2014. It shows what we can do to encourage the least active to be more physically active, with suggestions on how we can make physical activity a part of daily life. Prevention starts at the earliest possible opportunity.



1.4 Three Borough Physical Activity JSNA 2014

Identifies the benefits of physical activity in our daily lives, the impact on health and wellbeing that physical inactivity can have, and the barriers to becoming active. The document provides Department of Health and NICE Guidance recommendations to improve physical activity to promote good health and wellbeing across the sector.

1.5 Kensington and Chelsea Parks Strategy 2016-25

It is the Council's strategy to maintain all its parks to an excellent standard, to renew the infrastructure and to bring up to excellence any that do not meet that standard. The Parks Strategy 2016/25 sets out our vision for achieving that. Following the adoption of the Parks Strategy we will be reviewing individual park management plans so that they reflect the priorities set out in the strategy.

2. REGIONAL

2.1 London Sport - A Blueprint, making London the most active city

Their aim is to help make London happier, healthier and stronger through sport. London Sport do this by working in partnership with the numerous organisations involved in physical activity and sport in London, with an overall target to get a million Londoners more physically active by 2020.

2.2 The Mayor for London's Transport Strategy

The Strategy sets out the ambition to improve and enhance the opportunities for active travel, 'where people can be seen walking or cycling with no purpose other than enjoyment', with the key objectives of encouraging a cycling revolution and making walking count.

3. NATIONAL

3.1 Sporting Future: A new strategy for an Active Nation (Department for Culture, Media and Sport, 2015)

Success depends on using engagement with physical activity and sport to achieve five key outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development. In addition there is a key focus on tackling inactivity, targeting under-represented groups; encouraging outdoor recreation to achieve health and economic benefits; removing the distinction between the terms 'sport' and 'physical activity'; challenging employers to help their employees to fit exercise into the daily routine; improving physical activity infrastructure and multiuse 'hyper local' facilities.



3.2 Towards an Active Nation (Sport England, 2016)

Vision is everyone, regardless of age, background or ability who feels able to engage in sport. Key objectives are: tackling inactivity recognised as having the greatest impact on society. At least 25% of resource will be channelled into reducing inactivity; creating regular activity habits for those that do participate and helping those with a resilient habit to stay that way; there is a focus on under-represented groups: women and girls, disabled people, lower socio-economic groups, ethnic minorities, and those with long term health conditions; encouraging volunteering to achieve the strategy outcomes; use insight and evaluation to drive the investment and understand impact; prioritise larger scale facility investment on multi-sport facilities and those that co-locate with community assets such as schools and GP surgeries; increase the number of young people with a positive attitude towards physical activity and sport, noting the secondary school transition as key.

3.3 Everybody Active, Every Day (Public Health England, 2014)

Action needs to be concentrated in four areas: Creating a social movement towards an active society; activating a network of moving professionals; creating the right spaces in active environments; scaling up working interventions that make us active.

3.4 Fit for the Future (Sport and Recreational Alliance, 2015)

This report considers the changing external environment and what challenges and opportunities this might bring for the sport and recreation sector. It covers: public finances and political change, legal and regulatory environment, leadership and workforce, health, natural environment, participation and impact. Across all of these themes there are also issues around equality and inclusion, as well as the growing role of technology across sport and recreation.

3.5 NHS Five Year Forward View (NHS, 2014)

Need to address three gaps in health and wellbeing, care and quality and funding and efficiency. Targeted prevention and incentives are necessary in order to support healthy behaviour and reduce preventable diseases. Emphasise partnerships between local communities, authorities and employers, a diversified approach instead of 'one size fits all'.



3.6 Active for Life (English Federation of Disability Sport, 2014)

The number of people and organisations supporting disabled people into sport is increasing. Disabled people need to be able to access the sport of their choice at the level of their choice. Ensure staff are trained and offer a welcoming environment.

3.7 Change 4 Life Campaign

Aligning Strategy objectives with the key messages driven by this campaign including 'Get Going Everyday' and encouraging active travel.

3.8 Five Ways to Wellbeing Campaign

This campaign has one of its five key priorities as Being Active and highlights that regular physical activity is associated with lower rates of depression and anxiety across all age groups, and that exercise is essential for slowing age-related cognitive decline and for promoting well-being. The campaign encourages and identifies everyday activities that can have the benefit of encouraging social interactions as well providing some level of exercise to improve health and wellbeing.

3.9 Let's Get Moving – The Physical Activity Care Pathway. Department of Health

Promoting active lifestyles is a simple answer to many of the big health challenges facing our country today. With significant potential to improve the health of the nation, reducing all-cause mortality and improving life expectancy, promoting physical activity can save the NHS money and significantly ease the burden of chronic disease on the acute sector and public services. Let's Get Moving is a behaviour change intervention that has been designed to provide a systematic approach to identifying and supporting adults, who are not meeting the Chief Medical Officer's recommendation for physical activity, to become more active, for the purpose of both prevention and management of inactivity-related chronic disease.





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“Alone we can do so little; together we can do so much.”

Helen Keller



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