



Get Active for Life!

Southwark Physical Activity and Sport Strategy 2014-2017



Foreword

Sport and physical activity is essential to the Council's promise to promote a Fairer future for all, in particular by promoting healthy lifestyles. For children and young people physical activity is essential for their health, creates opportunities, encourages aspiration and excellence as an individual as well as working as part of a team. Our major investment in sports and leisure facilities, including our own Olympic Legacy Fund is an investment in these opportunities and aspirations.

The strategy and action plan set out what the Council and PRO-ACTIVE Southwark partners will deliver to support more people becoming more active more often. It addresses inequalities in health and wellbeing, encouraging specific groups to become more active, for example, women and girls, disabled people, older adults and young people.

The partnership that has produced and will deliver this strategy includes Sport England, PRO-ACTIVE Central London, Southwark Clinical Commissioning Group, London PE and School Sport Network and the Council's own Sport and Leisure Services Team. I wish to thank them all.

Councillor Veronica Ward - Cabinet Member for Culture, Leisure, Sport and Volunteering

Introduction

This strategy aims to build on Southwark's legacy from the London 2012 Olympic & Paralympic Games and the achievement of our partners to help more people participate in sport and physical activity more often. With the goal of improved health and wellbeing for all, this strategy will strengthen our vision to provide widely accessible, well used, high quality physical activity and sport opportunities in the borough.

The substantial investment in Southwark's built leisure environment including recently refurbished leisure centres, revitalised parks and open spaces, and active travel infrastructure has provided an excellent foundation on which to develop an exciting physical activity and sport legacy for the future.

Following on from the successes of the Southwark Sport and Physical Activity Strategy 2009-13, this strategy will continue to build on the strength of existing partnerships and provide an ambitious yet achievable plan and vision for Southwark.

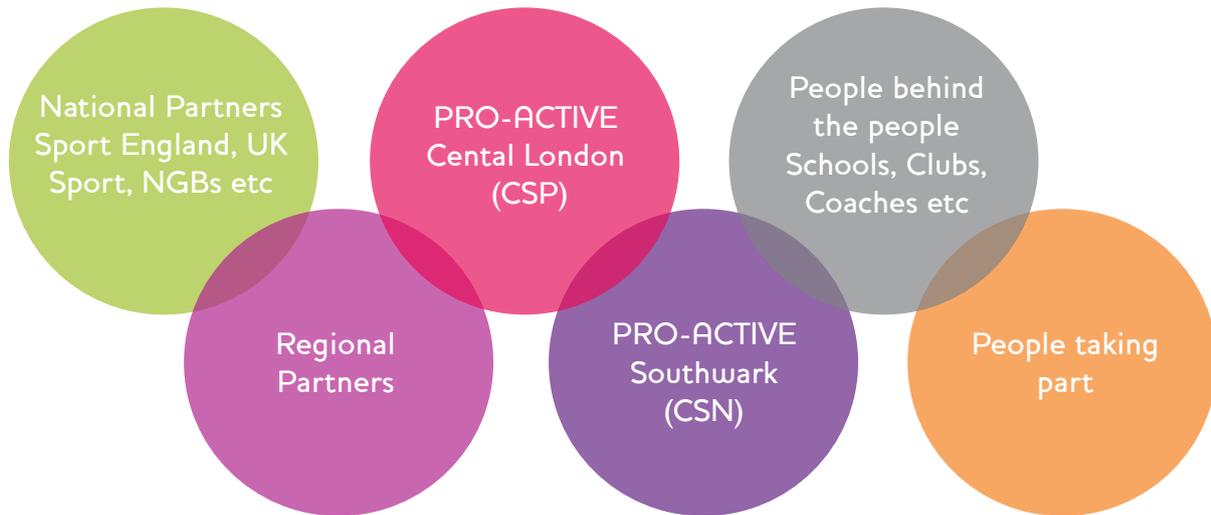
In developing this strategy our aim has been to:

- Review our achievements from our previous strategy
- Consolidate the evidence and background information for the strategy to determine our vision, themes and strategic priorities
- Build on the best practice of other borough community sport and physical activity networks (CSPANs)
- Establish a four-year plan with achievable and deliverable actions to be regularly reviewed and updated
- Identify the resources needed to build ownership and engagement in delivery of the strategy and action plan to ensure tangible outcomes for Southwark.



Delivery system for sport and physical activity

The chart below shows the connections in the delivery system for sport between national partners and people who take part in sport in local communities. Key partners in this process are the County Sports Partnership (CSP) and Community Sports Network (CSN). In the case locally this is PRO-ACTIVE Central London and PRO-ACTIVE Southwark.



PRO-ACTIVE Southwark was formed in 2008 as part of Sport England's delivery system for sport and physical activity. The network is a mechanism to enhance communication between partners aspiring to increase levels of active recreation, by providing active healthy lifestyle opportunities and catering for the specific needs of the community.

The PRO-ACTIVE Southwark Strategic Steering Group has overall responsibility for the strategic direction of physical activity and sport in the borough. The group oversees the objectives and actions of the current Physical Activity and Sport Strategy with the ultimate aim of increasing participation and widening access.

The chart below sets out the distinctions between physical activity, sport, active recreation and everyday activity **and** the foundation of PE and school sport.



Achievements of the 2009-13 Sports and Physical Activity Strategy

We would like to thank all our partners for their collective support which helped us to develop and deliver our previous sport and physical activity strategy. We have met 60 of our 76 actions over this period and the remaining actions are either still in progress or have been deferred through review and/or funding constraint. Our key successes are significant.

The PRO-ACTIVE Southwark Partnership is now better placed to deliver effective high quality sports and physical activity opportunities. Collectively we have worked to develop and improve our facility stock. There has been strong capital investment, in part, as a result of the Olympic and Paralympic Games legacy but also through a sustained commitment of the Council and other partners to meet the needs of local communities in Southwark.



Importantly, our effort to support people to engage in more physical activity has resulted in a steady increase in levels of active participation. The 2009-2013 strategy provided the framework for several important pieces of work that have set strong foundations for us to move forward in the next four years.

Key foundation activities completed:

- Physical Activity Needs Assessment
- Establishing Southwark's presence on the Get Active London website
- Planning priorities through S.106 and planning guidance for sport and physical activity
- Strong Health Improvement agenda
- Maximising use of the Get Active London website
- Increasing use of existing provision
- Supporting clubs and competitions and providing activities on the ground which local people can enjoy

Coordination of the PRO-ACTIVE Southwark Partnership has seen inputs from agencies working in health, leisure and community sport, local clubs, schools and youth providers.

Massive improvements have been and continue to be made to our leisure facilities. Since 2010 and moving on to 2015, Southwark will have seen over £53M of investment funded through the Council, London Marathon Trust, Sport England, Big Lottery, Mayor of London Facility Fund, Football Foundation, and other external sources. Also, in our parks and on some of our estates, the Council has invested in new multi-use games areas and developed other facilities including outdoor gyms.

Other key achievements

As part of Southwark's Fairer future promise of committing to a lasting legacy from the London 2012 Olympics and Paralympics games, the Olympic Legacy Action Plan focussed on prioritising young people, volunteering and health and wellbeing:



Through the Capital Legacy Fund the Council has supported a number of facility improvement projects to help increase participation in physical activity and sport across the borough for generations to come.

LB Southwark Capital Legacy Fund of £2m:

- BMX track for Burgess Park - £150k
- Bethwin Road Playground - £95k
- Camberwell Leisure Centre Sports Hall - £490k
- Herne Hill Velodrome - £400k
- Homestall Road Sports Ground - £175k
- Peckham Town Football Club - £85k
- Peckham Pulse disability pool hoist - £5.6k
- Peckham Rye Park - £200k
- Southwark Park sports complex - £370k
- Trinity outdoor sports area Camberwell - £30k

As a result, many young people in Southwark embraced the London 2012 spirit and have become more aware of sport and physical activity opportunities available locally.

Wider legacy benefits and the challenge:

- Southwark is one of just three London Boroughs to have seen a significant improvement over 5 years in the percentage of people participating in sport and physical activity.
- More young people in Southwark have been inspired to take up new activity
- There has been a shift in interest from traditional to minority sports
- More of our sports people have become better and improved as participants (drive to excellence)
- Our clubs have experienced increase in take up
- There has been a significant increase (72%) in the use of 'Get Active London' to search for sport and physical activity opportunities within Southwark post London 2012
- Several housing estates created Olympic themed gardening projects to increase 'on your doorstep' opportunities for neighbours to get active
- More people are choosing walking or cycling to get around and stay active
- Motivational text messages trialled in our GP exercise referral programme were found to significantly increase adherence
- There is still a challenge to convert inspiration to participation and the Partnership needs to continue to support coaches, clubs and local facilities



The evidence base for physical activity and sport in Southwark

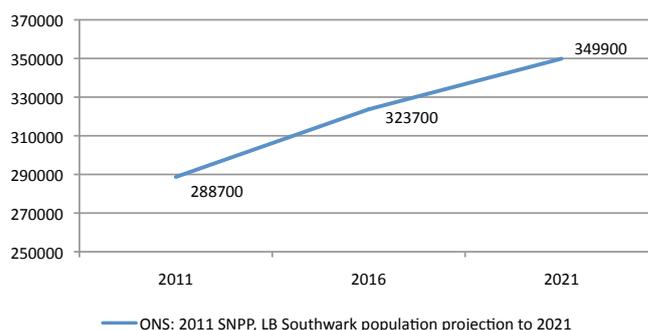
Population and population growth

Southwark has a growing, dynamic and diverse population. The 2011 census identified a population of 288,700 which represented an increase of 37,700 since 2001 (13% growth). This is set to grow even further as projections to 2021 indicate a population of 349,900 representing further growth of 18%. Our population is generally young with 80% of our residents aged under 50. Southwark's population is diverse with 63% of the population being White, and 26% Black, 16% are from African descent. Concentrations of the borough's Black communities are in the central wards of Camberwell Green, South Camberwell, Brunswick Park, Faraday and Chaucer.

There are estimated to be 38,980 disabled people in Southwark with a forecasted rise in the number of disabled adults of working age (18-64) from 16,030 in 2008 to 20,520 in 2025.

Southwark ranks as the 12th most deprived authority in London and 41st nationally. 53% of our residents live in rented accommodation (42% council, 11% Registered Social Landlord) double that of London (26%) and almost three times that of England (18%).

44% of the borough's residents have no access to a car, compared to the London average of 29%.



Health

The average life expectancy for men in Southwark is 77.8 years and for women 82.9 years. The gap between Southwark and England is closing. Nonetheless there are clear health inequalities within the borough. Indeed between the best and worst localities in Southwark the difference in life expectancy is as much as 9.5 years for men and 6.9 years women.

Headline health issues that physical activity can help address

- It is estimated that cardiovascular disease is 10% higher than the national average.
- High levels of diabetes, predicted to rise to 17,745 by 2025, people of African origin at higher risk.
- Cancer is falling but smoking still contributes to 1 in 4 deaths.
- Mental wellbeing rates lower than London average especially in areas of deprivation

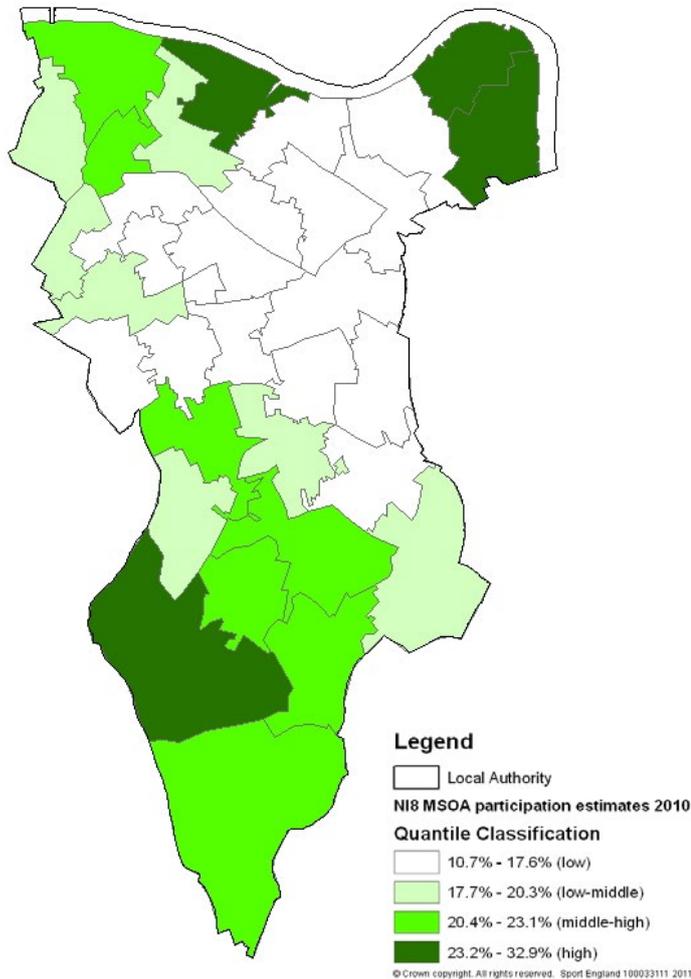
The chart below shows the risks that lead to premature death in Southwark (JSNA 2013). Physical activity being an important factor, and one that can significantly reduce other risks featured, including high blood pressure and obesity.



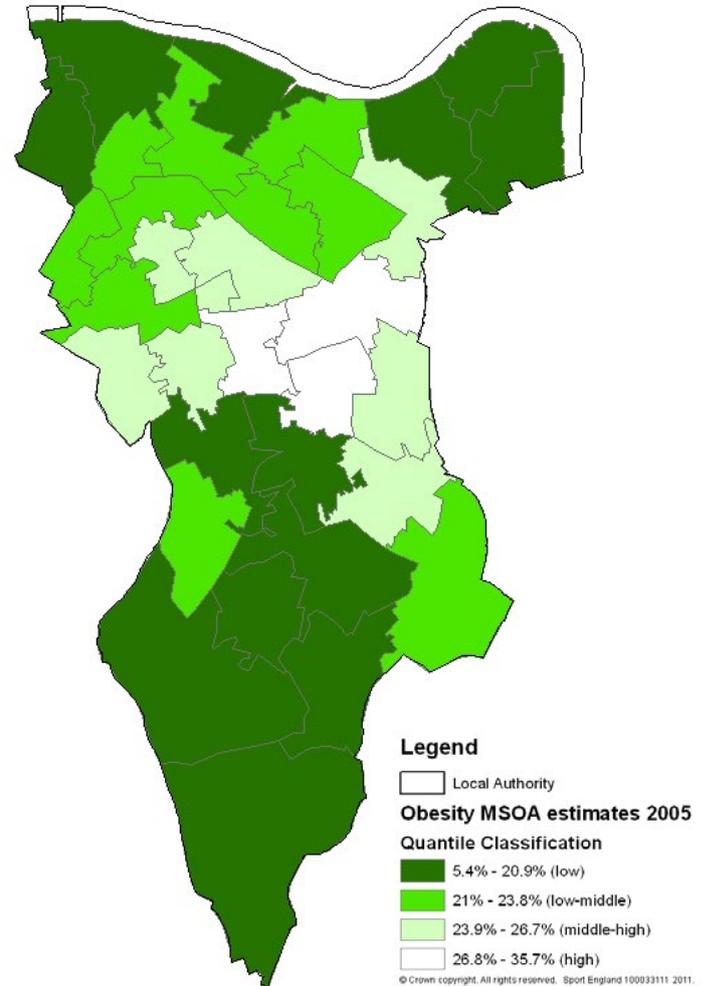
Targeted locations of greatest need

The maps below show the level of physical activity in the borough compared to the levels of obesity in different wards in the borough. As with obesity there is a similar geographical pattern for other health issues that could be improved with physical activity. This will assist partners to target resources and activity to areas of greatest need.

Active participation in sport and active recreation (3 x 30 mins per week)



Adult obesity rates



It is clear that there are parts of the borough, particularly in the central areas (white and light coloured), where levels of participation are lowest and levels of obesity are highest.

Targeting interventions against health need and physical inactivity is critical and is a priority for this strategy.

Health and Wellbeing Strategy

Southwark's emerging health and wellbeing strategy has identified the following priorities:

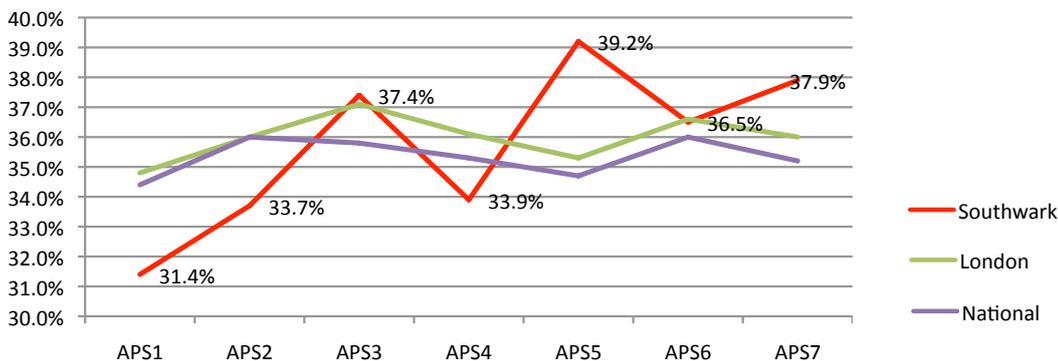
- Giving every child and young person the best start in life.
- Building healthier and more resilient communities and tackling the root causes of ill health.
- Improving the experience and outcomes of care for our most vulnerable residents and enabling them to live more independent lives.

Supporting inactive people including older people and other vulnerable groups to be more active will have cross cutting benefits in the prevention and management of ill health and the promotion of mental wellbeing and social connectedness.



Physical activity and sports participation

Sport England's Active People Survey (APS) is a strong measurement of the level of sports and physical activity participation for adults (16+) in local areas. The main benchmark measures participation based on 30 minutes of moderately intense exercise once a week. For Southwark the graph below shows a trend of increasing returns since the Active People Survey started in 2006. This reflects well on the strength and success of the PRO-ACTIVE Southwark partnership.



Other key participation headlines include:

- 37.9% of adults are active at least 1 x 30 mins./week, 14% participate less frequently than 1 x 30 mins./week, and 48% do no physical activity and sport at all.
- 69.9% of adult residents in Southwark want to start playing sport or do a bit more, suggesting a large potential for growth.
- Active People Survey 5 showed that participation levels in regular activity (3 x 30 mins) in women was over a third lower than that for men (15.1% Women, 23.9% Men) in Southwark.
- Between April 2009 and March 2013 visits to Southwark's Leisure Centres increased by 140% (899,415 visits in 2009/10 to 1,257,391 in 2012/13). This increase was driven by a substantial refurbishment programme which has greatly improved the quality of facilities available to the public.
- Over the same period key target groups at the leisure centres (young people, older adults, disabled people, low income users and ethnic minority users) also saw major increases in usage.
- These usage increases are also expected to continue to rise as the stock of facilities improves and better services are developed.

Increasing participation in sport and physical activity is an ongoing commitment of PRO-ACTIVE Southwark.

Children, youth & young people

Critical to the development of children and young people are the opportunities they have to take part in sport and physical activity. However children and young people in the borough have a number of needs that PRO-ACTIVE Southwark must address.

- Child Obesity is the worst in England with 28.3% of Southwark children in Year 6 being measured as obese
- 40% of young people in the last TellUs4 Survey said they had been to a sports club or class in the last 4 weeks (this compares to 52% nationally and 45% in Southwark's statistical 'Near Neighbour' local authorities)
- 38% said they took part in organised sport or physical activity on the previous weekend (46% Nationally, 44% Near Neighbour)
- Nationally the cost of responding to incidents of anti-social behaviour by young people is £3.4 billion per year (no local figures are available).



PRO-ACTIVE Southwark are committed to help children and young people to participate in physical activity and sport to establish life-long participation and engagement through families, early years provision, informal play, schools and the transition to clubs.

Southwark Schools are currently being offered the opportunity to develop local satellite clubs. This is being developed by Sport England and PRO-ACTIVE Central London with strategic discussion around priorities for each school, addressing curriculum focus and matching clubs and community value. This is a real opportunity to forge effective School and Club links in the borough.

A clear strategic priority is to improve access to and participation in physical activity for young people of an unhealthy weight, to ensure the greatest health benefit can be gained.

Southwark has built on the work of its Schools Sports Partnership over the last 10 years. This has set the platform to embark on the next phase of development. New funding for Primary and Secondary Schools will provide real opportunities to enhance the PE and schools sports offer in the borough.

A clear priority for Southwark schools is to move its Ofsted ranking from good to outstanding. To this end the key partnership priorities are:

- Increasing Competition
- Talent identification and development
- Meeting the New Ofsted criteria for measuring Primary School PE

PE, School Sport and School Club Links are clear strategic priorities for this strategy

Youth clubs, community organisations, local charities, sports clubs and play services are all activity involved in the support of sport and physical activity provision for children and young people in the borough. This work is vital to supporting activity beyond schools and to support the transition to community participation. Many of these organisations target their activities in areas of need and the opportunities afforded to young people through these 'providers' are invaluable.

Women and girls

Despite a big increase nationally in the number of women playing sport regularly over recent years, women are still much less likely to be active than men, with only 13% of women taking part in 30 minutes of physical activity or sport three times a week compared to 20% of men.

Active People Survey 6 also showed nationally that 31% of women take part in sport once a week compared with over 41% for men, in Southwark this gap is much wider with only 28.6% for women compared with 44% for men. Whilst locally 57.6% of women do no physical activity or sport, many of whom would like to participate but face real barriers in doing so.

Breaking down barriers to participation for women and girls through providing appropriate programmes, places and targeted activities will be a priority for this strategy



Disability sport

APS6 indicates that in Southwark there are 38,980 disabled people (14% of the population) the research shows that 15.2% of disabled people are participating at a moderate level at least once a week and shows that 64.8% of the disabled population are not participating in sport or physical activity at all.

Inclusive and Active 2 is the London wide strategy for sport and physical activity for disabled people with a vision of active disabled Londoners. It has been created in partnership between the Greater London Authority (GLA), NHS London and Interactive (London's strategic disability sport agency). There are five themes to the strategy: 'changing the culture'; 'inclusive activity'; 'more people more active'; 'diversifying the sector'; and 'skilling the sector'.

The aim of the strategy is to increase opportunities for disabled people to participate in sport and physical activity and create a culture where disabled people and service providers recognise and advocate sport and physical activity as a viable lifestyle choice. Over 100 organisations across London have adopted the strategy so far with a third of these having impact within Southwark.

A clear priority is to build on PRO-ACTIVE Southwark's strong commitment to Inclusive and Active 2 and sport and physical activity for disabled people within the borough. We will support culture change, enhance existing delivery, develop new provision, increase participation, provide sector support, through training and diversifying the sector



Sustainable places and facilities for physical activity and sport

As highlighted earlier, Southwark Council is making considerable investment in its facilities for sport and physical activity, particularly between 2010 and 2015. 21 sites are being improved with an investment of £53M over this period. These include:

- Elephant and Castle Leisure Centre, Peckham Pulse, Camberwell Baths, Seven Islands Leisure Centre, Surrey Docks Water Sports Centre, Southwark Park, Herne Hill Velodrome, Dulwich Leisure Centre, Mellish Fields, Homestall Road, Peckham Rye Pitches, Burgess Park, Bells Gardens, Geraldine Mary Harmsworth Park.



The majority of the borough's key facilities will have been upgraded by 2015. Now that the investment has been made or is committed, the challenge for this strategy is to improve awareness of the opportunities available at these venues and to ensure that more inactive people access them and those who are already active visit more often.

Strong investment has also been made in the network of 'open access' free to use community recreation facilities e.g.:

- Estate and playground provision
- Multi Use Games Areas (MUGAs)
- Youth centre provision
- Park based provision

Additionally, the Council has improved the quality of Schools PE and sport facilities and its commitment to the PE curriculum whilst striving to encourage more schools to offer:

- After School activities
- Community access (whether pay and play, club sessions or private hires)

The Council's Community Use Strategy continues to develop widened access to school facilities for greater participation through community and club usage.

In addition Southwark's Playing Pitch Strategy (PPS) has a vision to ensure that the quality and quantity of pitches meets the needs and aspirations of residents now and in the future.

Planning is a critical factor in providing opportunities for active environments. The borough is developing planning guidance to better promote 'Active Design' to developers to increase physical activity within buildings and in the outside environment (this includes stair use, transport links, cycling facilities etc). This work is coupled with the need to utilise the Community Infrastructure Levy to enhance local physical activity provision..

A key strategic priority for this strategy is to maximise the value of sport and physical activity investment/provision by increasing the use of all Southwark's facilities.



Active environments

The design of places we live, work and play are all important in helping us build in 'everyday activity' to our lives and getting us to move about a bit more without even thinking about it! This is sometimes called 'Active Design' and can include simple measures such as making walk ways pleasant and safe, making stairs more prominent than elevators, having good facilities for cyclists and making open spaces fun to explore and play in. This kind of 'healthy planning' can help us be more active throughout the whole day as well as in the 30 minutes we are doing exercise or sport.

Working with planners to support an active design approach to new developments in the Borough is a priority for this strategy

Active transport

There is a real opportunity to strengthen the links between the Physical Activity and Sports Strategy and the Southwark Transport Plan. Objective Two of the Transport Plan seeks to encourage sustainable travel choices, by:

- Working with the school community to encourage more children to travel to school sustainably.
- Working with businesses, employers and organisations to encourage more staff to travel sustainably.
- Promoting and encouraging sustainable travel choices in the borough.
- Continuing to support improving skills and knowledge to travel sustainably.

This is a strategic priority to encourage more people take up active transport, through walking and cycling, supporting both the sustainability and physical activity agendas.

Support to community sports clubs

Clubs are central to providing lifelong sports opportunities in the borough.

- There are over 130 National Governing Body recognised clubs in the borough providing sport for in excess of 6,000 people.
- Of these, 19 are Sport England Clubmark quality accredited and a further 12 are working towards Clubmark status.
- There is a need to support more clubs in the borough to achieve a minimum quality standard and, in time, Clubmark.
- There are 329 activities listed on Get Active London website, 131 clubs, 162 venues and a total of 622 opportunities listed which is currently the largest number of any London Borough.
- Over 5,000 people contact Volunteer Centre Southwark annually.
- 4.9% of adult residents are regular sports volunteers compared to the national average of 7.3% (APS5).

Maintaining support for the borough's community sports clubs and their volunteers is a priority for this strategy.



Foundations and partnership development

As previously noted the success of our 2009-2013 Strategy has mainly been as a result of the strong partnership work of key stakeholders in sport and physical activity across Southwark. To this end we have collectively worked on funding applications, targeted working groups, monitoring and performance activity, marketing and communications and workforce development. Whilst much has been done a significant part of this work is ongoing. Moreover the partnership recognises that success in terms of improving provision and increasing participation is based on strong foundations locally to support the infrastructure and delivery capabilities for sport and physical activity.

To this end, the partnership is committed to support key priorities through establishing and maintaining working groups targeting inactivity, children, youth and young people and in delivering a coordinated approach to partnership funding.

Another key set of priorities is the development of community workforce skills, volunteering, increasing the number and quality of coaches and supporting apprenticeships in the sport and physical activity sectors.

Finally the partnership is committed to coordinating resources and overseeing the delivery of the strategy through regular monitoring and evaluation of actions and reporting this to the PRO-ACTIVE Southwark Strategic Steering Group.



Strategy consultation

In developing this Strategy we have sought the views of and engaged with our local partners. We ran various themed workshops and an e-survey that was circulated to over 120 organisations and stakeholders. Both these consultation exercises have provided evidence of support for this strategy's themes and strategic priorities.



The PRO-ACTIVE Southwark lead agencies are committed to continuing this collaborative approach to the strategy's implementation and delivery and the monitoring and review of its achievements and outcomes.

Strategy priorities

Through the development of this strategy a series of themes and strategic priorities have emerged. There has been consistently strong support to addressing health inequalities across the borough and to target resources to the most inactive and those in greatest need. We are driven to developing more innovative approaches to widen access and opportunities for young people, women and girls and disabled people, as well as supporting existing sports clubs and organisations to grow and raise quality standards. Importantly, we are clear about the need to embrace new communication technologies in our desire to target particular groups - e.g. young people, disabled people, the inactive - in promoting and marketing our local offers.

Having high quality facilities for sport and play are important and our investment into our physical infrastructure must result in increased usage. We are committed to maximising physical activity gains from our active transport plans, widening access to school sport facilities and continuing to maintain and upgrade facilities where necessary and when resources allow. Our strategy is also keen to exploit opportunities from the Community Infrastructure Levy and to access external funding to fill gaps in provision and to maximise the ongoing benefits of new developments in the borough.

Underpinning all this work are the people across the borough, both professionals and volunteers, that deliver opportunities and make up our partnership. These people form the foundations without which the strategy cannot be delivered. To ensure the strategy is built on solid foundations we are committed to coordinating resources, providing targeted support and developing medium and long term funding strategies as well as to regularly monitor and review our performance and progress. We are also committed to developing our local workforce, volunteers and coaches. To develop employment opportunities through apprenticeships and to establish locally defined minimum quality standards for our community sports and recreation activity programmes and clubs.

We have set out on the following page our vision, themes and strategic priorities. There are defined as 'targeted', 'universal' and 'foundation' priorities. Against these PRO-ACTIVE Southwark has set strategic priorities and will establish a 4 year Action Plan.

Our Vision

PRO-ACTIVE Southwark working together to improve health and wellbeing for all through sport and physical activity
We have set three themes with specific strategic priorities, these are:

Targeted

Participation and Pathways

- The inactive –those with the greatest health risks and who are most likely to benefit
- Young people – Pathways to physical activity – through play, PE and activity for life
- Disabled people – delivering the Inclusive and Active 2 action plans and improving access to facilities and transport links
- Women and Girls – encouraging uptake in physical activity and breaking down barriers to participation including access to facilities
- Sports people – developing community clubs and enhancing pathways to performance

Universal

Places and Promotion

- New and enhanced facilities - maximise and increase participation and use
- Active transport - infrastructure development and use, encouraging walking and cycling
- School sports facilities – opening up more community use of school facilities
- Active environments –supporting guidance to address local planning needs
- Quality of facilities – review facilities and ensure they are maintained and where necessary upgraded

Foundation

People and Partnerships

- Co-ordination, support, addressing new opportunities and funding, performance monitoring and review
- Increasing the range and quality of marketing and communications of the Southwark offer
- Community workforce development – supporting volunteers, coaches, apprenticeships

Our action plan will follow these themes and strategic priorities

This Strategy has been funded and resourced by Southwark Council, Sport England, Southwark Clinical Commissioning Group and PRO-ACTIVE Central London



It has been developed with the support and contributions of members of the PRO-ACTIVE Southwark Partnership, with particular support from the following organisations:

- Burgess Sports
- Community Action Southwark
- Fusion Lifestyle
- Greenhouse Charity
- Interactive
- King's College London
- Living Streets
- Southwark Councillors
- Jubilee Hall Trust
- LondonYouth
- London PE and School Sport Network
- London South Bank University
- Millwall Community Scheme
- Sport for Social Change Network
- Volunteer Centre Southwark:

