

Committee	Dated:
Health and Wellbeing Board	24 April 2015
Subject: Sports and Physical Activity Strategy	Public
Report of: Director of Community and Children's Services	For Decision

Summary

This report introduces the draft Sports and Physical Activity Strategy.

The Strategy has been developed through extensive consultation with partners including the City's commissioned sports and leisure provider Fusion Lifestyle, who will play an integral part in its delivery.

The Strategy identifies three key strategic themes: partnership working, awareness raising and behaviour change. An action plan has been developed to deliver a range of outcomes grouped under the three strategic themes.

Recommendation

Members are asked to:

- Approve the Sports and Physical Activity Strategy.

Main Report

Background

1. The City of London has commissioned the development of a Sports and Physical Activity Strategy to provide a vision and priorities for sport and physical activities for the next five years.
2. The Strategy has been developed to reflect the national, regional and local policy context. This includes the Joint Health and Wellbeing Strategy which includes a commitment to address key health and wellbeing challenges including the need:
 - to consider obesity and nutrition in the City population
 - for better collaborative working with businesses to address worker health (including stress)
 - to improve access to health-promoting facilities, in particular the affordability of leisure activities.

Current Position

3. The Strategy has undertaken a review of current and future need based on demographic and market segmentation analysis of resident and worker populations. It also sets out an overview of existing sport and physical activity provision (facilities and activities) within the City of London and surrounding areas, and provides an assessment of areas for improvement and opportunities to increase participation.
4. In addition to the above analysis, the Strategy has been informed through extensive consultation with a range of internal and external stakeholders. These included public health colleagues, neighbouring local authorities, governing bodies including London Sport, local schools, and voluntary organisations and deliver partners including City Gateway, Healthwatch and Age UK London. Residents were engaged through groups on Avondale Square, Dron House and Golden Lane, the Barbican Tuesday Club and Spice Timecredits.
5. The analysis and consultation processes informed the identification of three strategic themes:
 - partnership working
 - awareness
 - behaviour change.
6. The strategy seeks to apply these to a number of groups within the City of London with varying priority levels. High priority groups include:
 - low paid City workers
 - children & young people
 - older residents
 - BME resident groups
 - disabled people.
7. Lower priority groups whose needs will also be addressed by the themes include other City workers and working age residents.
8. The three strategic themes are addressed through a detailed action plan. The action plan will be delivered through a range of partners, including Fusion Lifestyle, and overseen by the City's Commissioning, Performance and Policy team. Progress on implementation will be reported to the Adult Wellbeing Partnership.

Proposals

9. A draft City of London Sports and Physical Activity Strategy has been prepared for Members' consideration. The executive summary and action plan are presented in Appendix 1.

Corporate & Strategic Implications

10. The Sports and Physical Strategy will support delivery of the City's Core Strategy which contains the "City Communities" vision stating:

“The City will have a network of high quality social and community facilities in accessible locations to foster cohesive and healthy communities. Links between the City residents and those of neighbouring boroughs will be strengthened and closer co-operation will provide a stronger sense of community and more efficient services.

11. The Strategy also supports delivery of the Joint Health and Wellbeing Strategy and Open Spaces Strategy.

Conclusion

12. The Sports and Physical Activity Strategy provides the City with a five year vision for better partnership working, increased awareness and greater participation to maximise the benefit that leisure and sports activity can have on the health and wellbeing of City residents and workers.

Appendices

- Appendix 1 – Sports and Physical Activity Strategy – Executive Summary

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