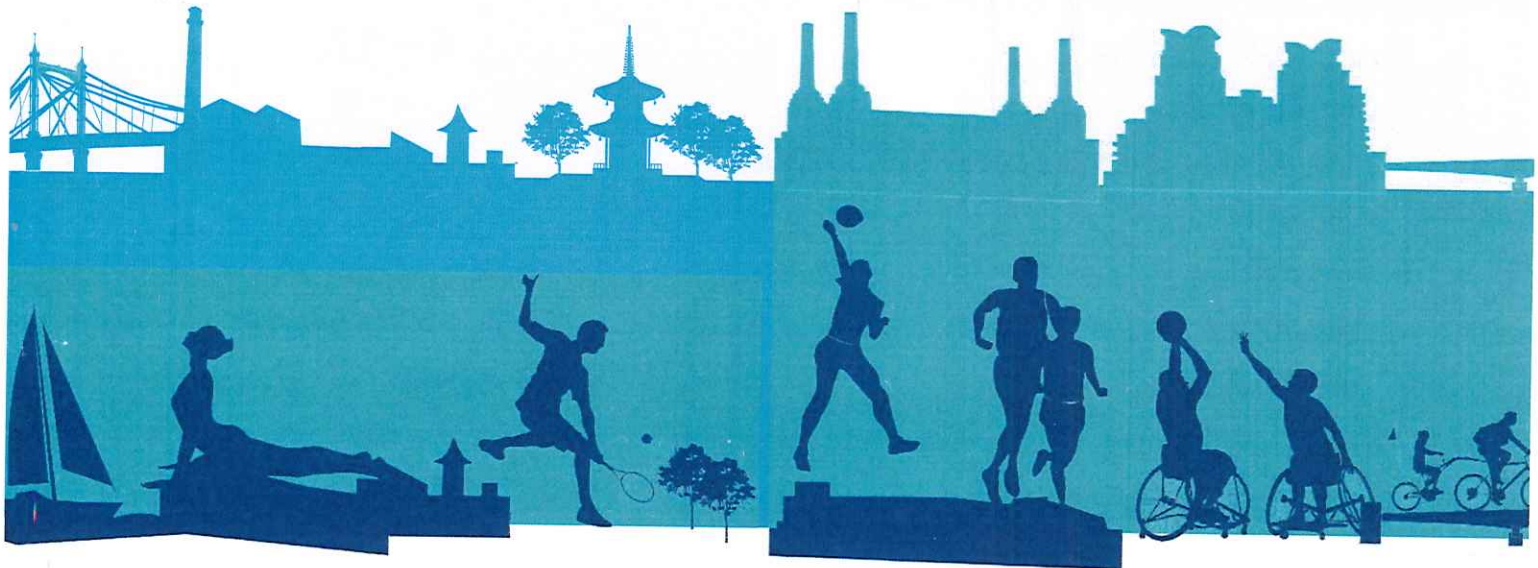


ACTIVE WANDSWORTH STRATEGY 2017-2022



*Enabling Wandsworth
to be the most active borough
in London by 2022*

www.enablelc.org



managed by

enable
leisure & sport

ACTIVE WANDSWORTH STRATEGY 2017-2022

Contents

Forewords	4 - 5
<hr/>	
Borough Profile	6 - 17
Demographics	8
Physical Activity & Sport Participation	10
Health	14
Education	15
Facilities	16
Active Travel	17
<hr/>	
Vision & Strategic Aims	18 - 29
Motivate	20 - 21
Participate	22 - 23
Facilitate	24 - 25
Advocate	26 - 28
Review of National, Regional and Local Strategies	29
<hr/>	

*Enabling Wandsworth to be the most
active Borough in London by 2022.*

FOREWORD

Chief Executive Officer, Wandsworth Council
Paul Martin



We want health and wellbeing to be at the heart of life in the borough of Wandsworth. The science tells us that this is the right approach for both our physical health and our mental wellbeing. Here in Wandsworth we are blessed with a wonderful urban realm with parks and open spaces, riverside paths and numerous clubs, sports centres and recreational opportunities. Our goal in this strategy is for all of us to be active at some point every day. Active Wandsworth will then be about our everyday life, here in the brighter borough.

FOREWORD

Director of Public Health, Wandsworth Council
Houda Al-Sharifi

With an ever-growing, ageing population, the impact of physical inactivity has serious consequences for individuals, their families and their wider communities. The benefits of physical activity and sport on our emotional, mental and physical health are well known: less chance of depression and anxiety, better mood and a more balanced lifestyle.

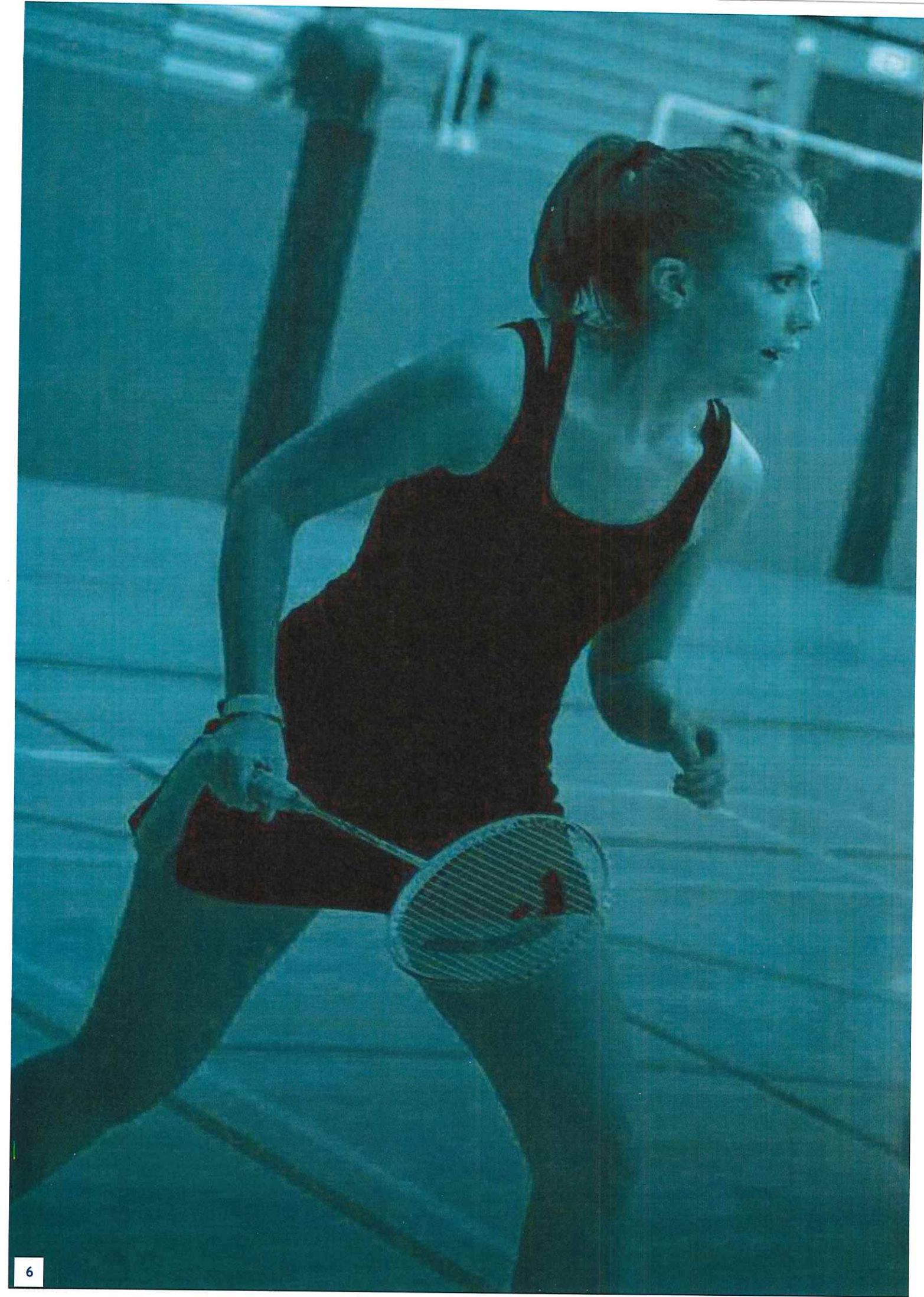
This strategy demonstrates how we will deliver on other local plans, such as Wandsworth's Prevention Framework, which states that our environment should be shaped in a way that encourages physical activity as part of everyday life. Active travel has an important part to play and there are the added benefits of improving air quality if we are doing more journeys, in particular shorter journeys, cycling and/or walking.

One of our biggest challenges is stopping the rise in multiple long-term conditions, such as musculoskeletal conditions.

These health conditions reduce quality of life and puts huge pressure on our health and social care system. Even a small increase in physical activity among those who are the least active can bring great health benefits.

I fully support the four aims set out in this strategy (Motivate, Participate, Facilitate and Advocate) which will support our vision *"Enabling Wandsworth to be the most active borough in London by 2022."*





PHYSICAL ACTIVITY AND SPORT IN WANDSWORTH

In Wandsworth 30% of the population are classed as inactive. Regular participation levels are substantially higher than the national average, however there still is disparity

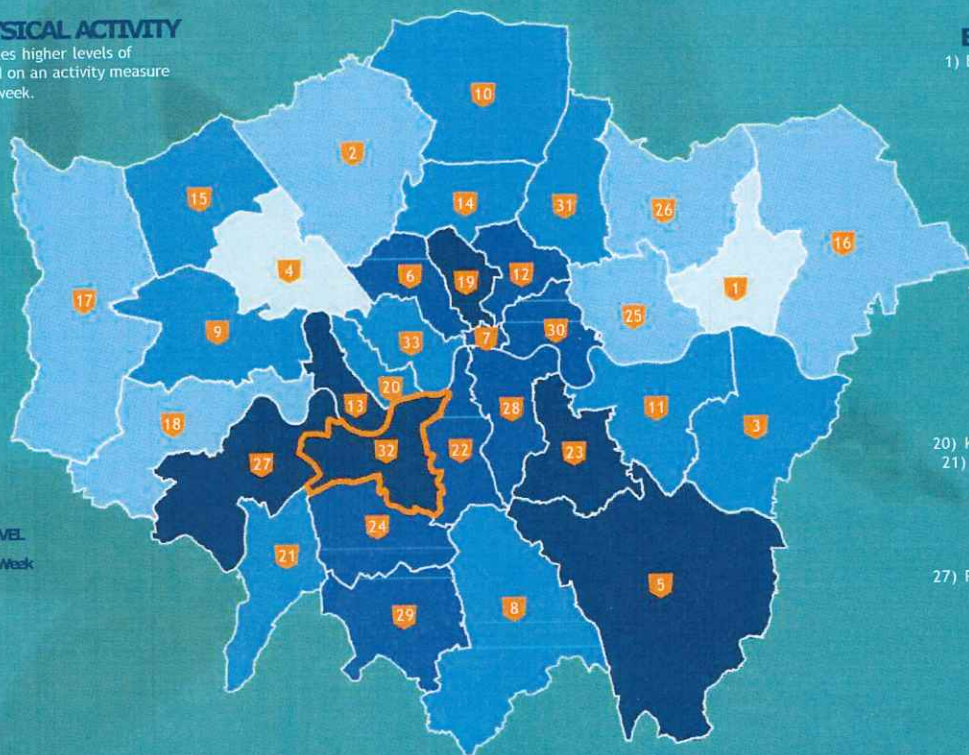
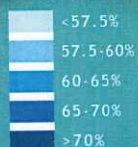
amongst ethnic groups and gender imbalances. Health data shows better than national average health across the borough, including low obesity rates and a low cost of inactivity.

LEVEL OF PHYSICAL ACTIVITY

Darker shading indicates higher levels of physical activity based on an activity measure of > 150 minutes per week.

PHYSICAL ACTIVITY LEVEL

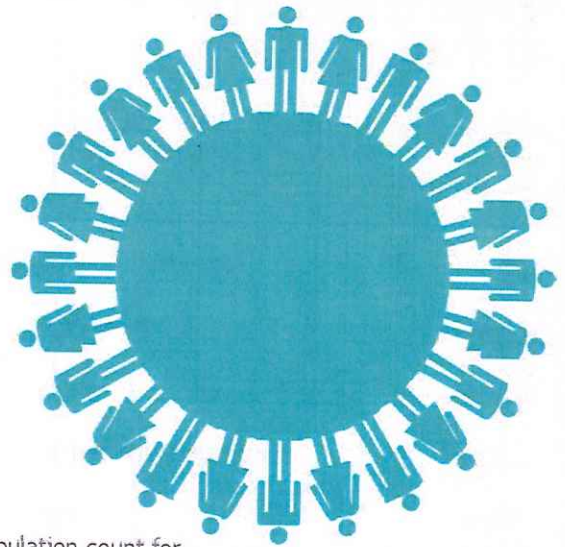
Active >150 Minutes per Week



BOROUGH KEY

- 1) Barking and Dagenham
- 2) Barnet
- 3) Bexley
- 4) Brent
- 5) Bromley
- 6) Camden
- 7) City of London
- 8) Croydon
- 9) Ealing
- 10) Enfield
- 11) Greenwich
- 12) Hackney
- 13) Hammersmith and Fulham
- 14) Haringay
- 15) Harrow
- 16) Havering
- 17) Hillingdon
- 18) Hounslow
- 19) Islington
- 20) Kensington and Chelsea
- 21) Kingston upon Thames
- 22) Lambeth
- 23) Lewisham
- 24) Merton
- 25) Newham
- 26) Redbridge
- 27) Richmond upon Thames
- 28) Southwark
- 29) Sutton
- 30) Tower Hamlets
- 31) Waltham Forest
- 32) Wandsworth
- 33) Westminster

DEMOGRAPHICS

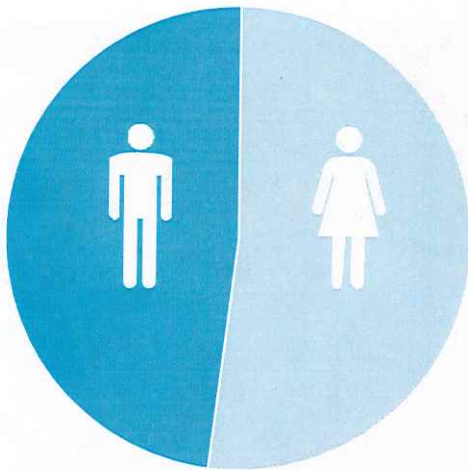


WANDSWORTH H POPULATION¹

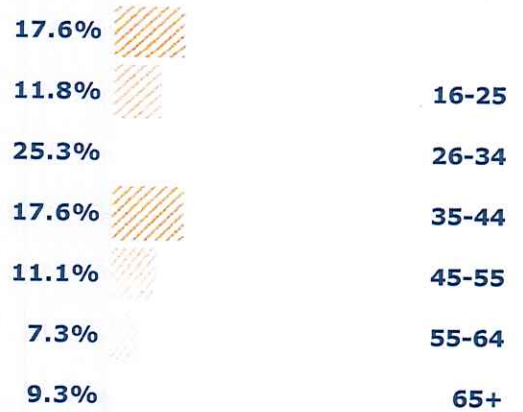
The demographics data explored here refer to population numbers, ethnicity, gender, age, religion, disability, qualifications, employment status and socio-economic grade. Among Wandsworth's population of 323,629, it is notable that there is a higher percentage of people aged 26-34, a highly educated population, and higher than average employment rates.

The total population count for Wandsworth stands at 323,629

GENDER

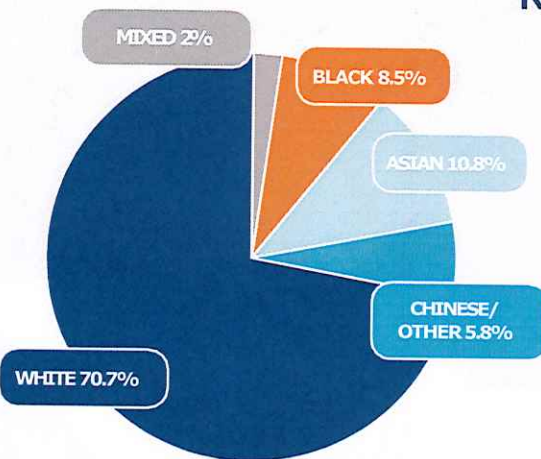


AGE¹

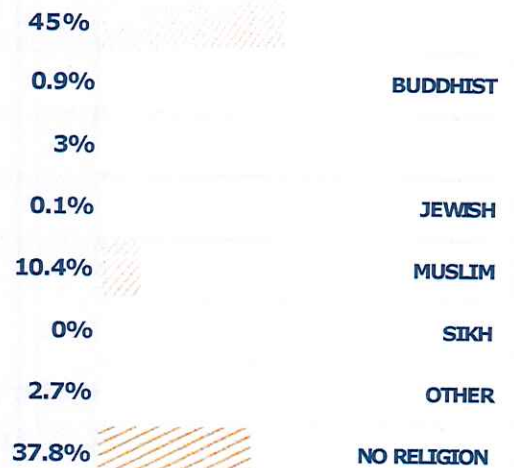


ETHNICITY²

Ethnicity data demonstrates the level of self-declared ethnic groupings across Wandsworth.



RELIGION²



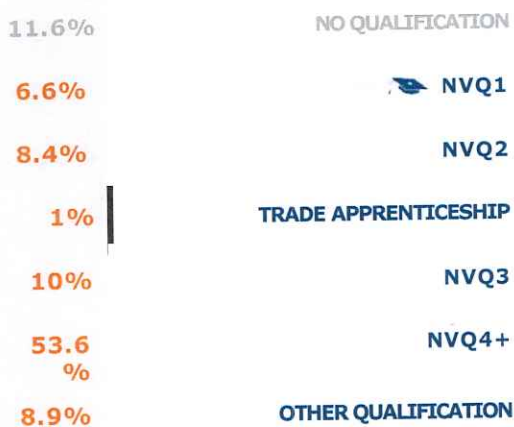
LONG-TERM HEALTH CONDITIONS AND DISABILITY³

NOT LIMITED	88.8%
LIMITED A LITTLE	6%
LIMITED A LOT	5.2%

Percentage of the population with highly limiting, mildly limiting, and no long-term health conditions or disabilities. This graph refers to the ability of both non-limited and limited people to carry out day-to-day activities, with or without the use of devices (e.g. hearing aid).

HIGHEST QUALIFICATION ACHIEVED²

Qualification data presents the highest level of qualification held by all usual residents aged 16 and over in Wandsworth.



LABOUR MARKET¹⁴

EMPLOYMENT RATE
82.5%



ECONOMICALLY INACTIVE 15%

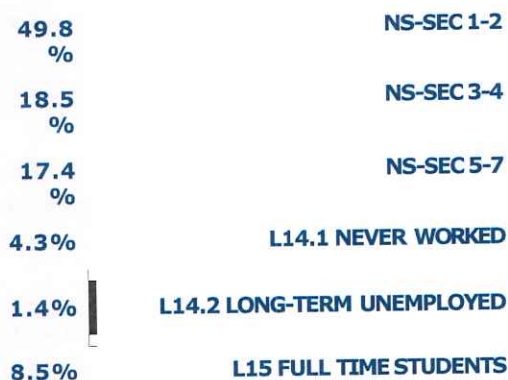


UNEMPLOYED 4.2%



SOCIO-ECONOMIC STATUS³

National Statistics Socio-Economic Classification (NS-SEC) is the primary social classification in the UK. The different grade measures provide an indication of social standing by education, income and occupation.

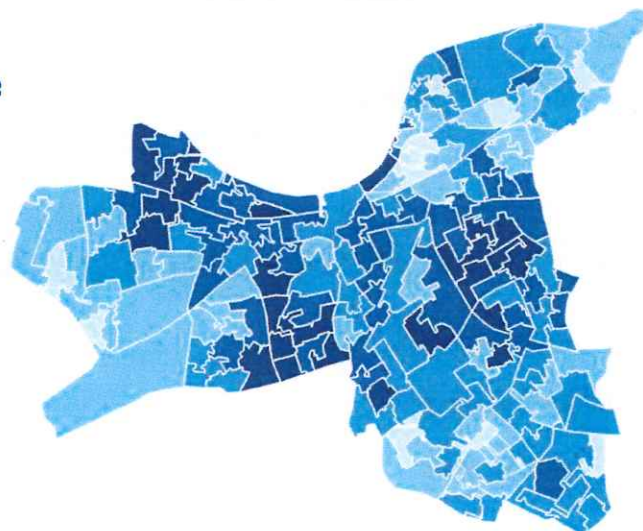


DATA SOURCES

1GLA 2015 Round Population Projections
2ONS Annual Population Survey 2015
3ONS Census 2011
4English Indices of Multiple Deprivation 2015
14 Labour Force Survey (NOMIS) Nov-2016

The Indices of Multiple Deprivation⁴ measures relative levels of deprivation across 32,844 small areas.

Areas are ranked according to 7 sub-domains: health, income, employment, education, crime, barriers to housing, and living environment. The map shown highlights highly deprived areas in light blue and those less deprived in dark blue. There is a strong link between those living in areas of high deprivation being more likely to be inactive.



PHYSICAL ACTIVITY AND SPORT PARTICIPATION

Sport England's Active People Survey 10 (2015/16) highlights that participation in physical activity and sport in Wandsworth is above average, however there has been a large drop in participation across all demographics in the last year.



PARTICIPATION AT LEAST ONCE A WEEK



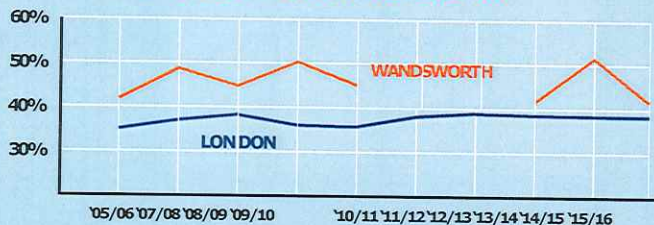
PARTICIPATION AT LEAST THREE TIMES A WEEK

41% of the population aged 16+ participate in sport at least once a week.

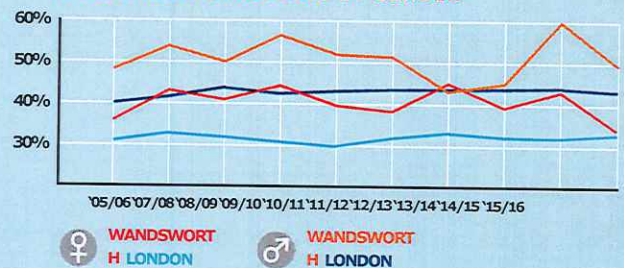
21.3% participate at least three times per week⁵.

SPORT PARTICIPATION TRENDS SINCE 2005/06⁵

OVERALL PARTICIPATION IN SPORT AT LEAST ONCE A WEEK SINCE 2005/06⁵

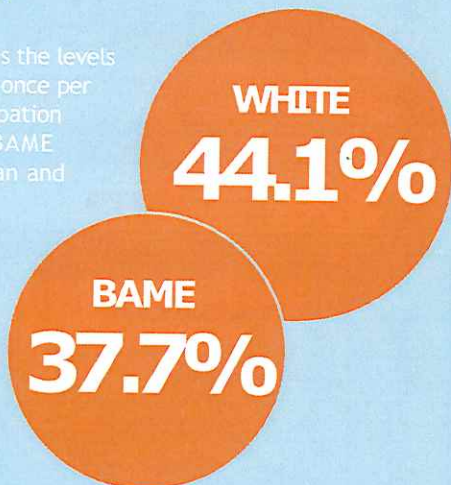


PARTICIPATION IN SPORT AT LEAST ONCE A WEEK SINCE 2006 BY GENDER⁵



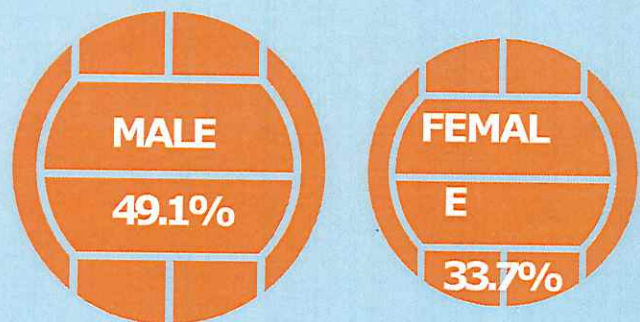
PARTICIPATION RATE BY ETHNICITY⁵

This data compares the levels of regular (at least once per week) sport participation among white and BAME groups (Black, Asian and Minority Ethnic).



PARTICIPATION BY GENDER⁵

1X30 MINUTES PARTICIPATION

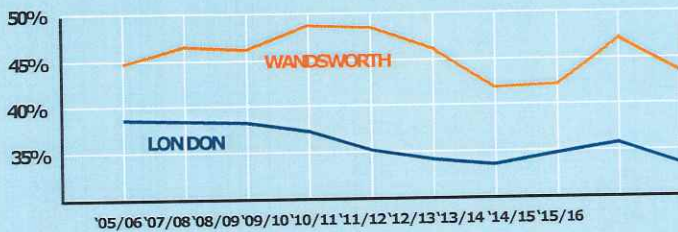


LONDON WIDE DATA⁵

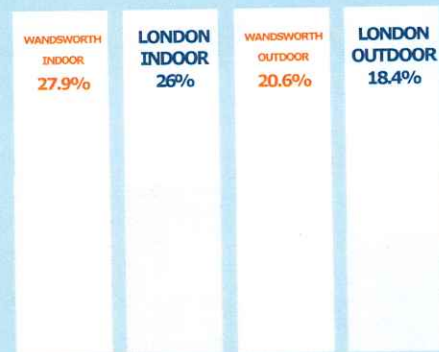
Unavailable at borough level, this data highlights London level sport participation by disability, socio-economic status and age.

PARTICIPATION BY DISABILITY ⁵		PARTICIPATION BY SOCIO-ECONOMIC STATUS ⁵		PARTICIPATION BY AGE ⁵					
LIMITED	NOT LIMITED	NSSE C 1-4	NSSE C 5-8	14-25	26-34	35-44	45-54	55-64	65+
19%	40.7%	40.9%	26.1%	54.9%	41.8%	40.9%	36.7%	27.6%	19.9%

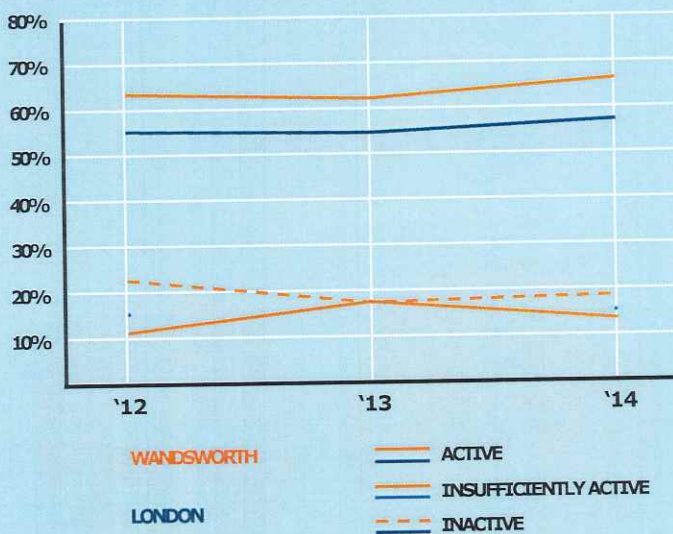
PARTICIPATION IN ORGANISED SPORT⁵



INDOOR VS OUTDOOR PARTICIPATION 2015/16⁵



OVERALL PHYSICAL ACTIVITY RATES SINCE 2012



LATENT DEMAND⁵

Latent demand refers to the percentage of people who would like to do more sport than they currently do. Inactive people are those who do less than 30 minutes a week.

TOTAL LATENT DEMAND

71%

ACTIVE LATENT DEMAND

50.1%

INACTIVE LATENT DEMAND

Insufficient Data

DATA SOURCES

⁵ Sport England Active People Survey

PHYSICAL ACTIVITY AND SPORT PARTICIPATION

Sport England's 'Active Lives survey' represents a new way of measuring the number of people taking part in physical activity and sport. Results can be used to measure outcomes against Sport England's 'Towards an Active Nation' strategy and the Department for Culture, Media and Sport's 'Sporting Future' strategy. In Wandsworth, participation in sport or physical activity at least twice in the last 28 days (83.5%) is higher than the London average (77.8%) while physical inactivity is lower than average (16.5%). Attendance at live sporting events is more common than typically found across London.



PARTICIPATION AT LEAST TWICE IN THE LAST 28 DAYS

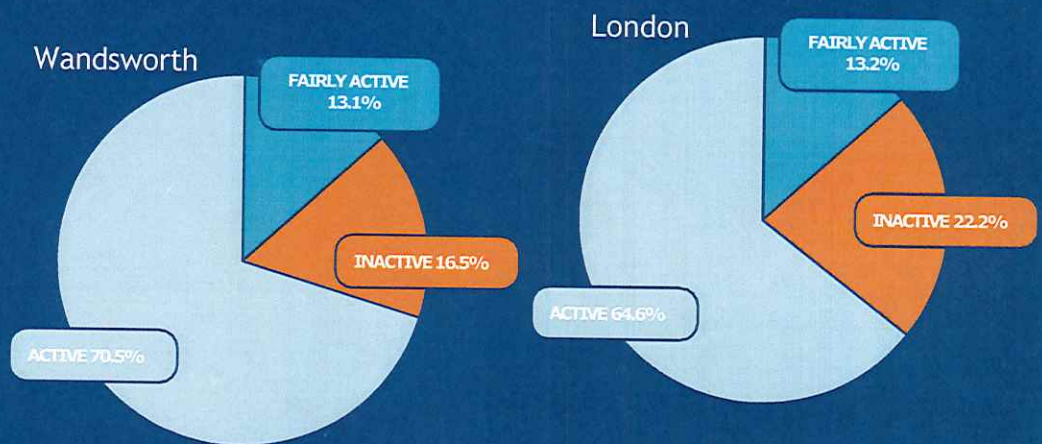
*LONDON AVERAGE 77.8%

PHYSICAL ACTIVITY MEASURE¹⁵

This measure shows the percentage of the population achieving the recommended levels of physical activity* set out by the Chief Medical Officer.

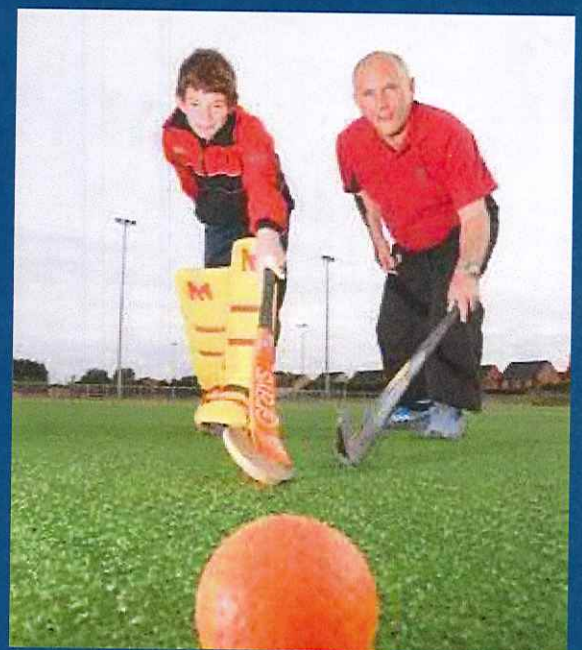
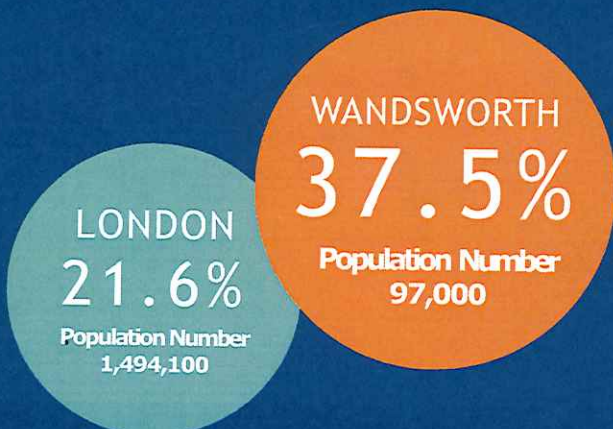
- Active:** > 150 minutes a week
- Fairly Active:** 30-149 minutes a week
- Inactive:** 0-29 minutes a week

*Includes gardening



SPORT SPECTATING¹⁵

This measure presents the percentage of adults aged 16+ who have attended at least 2 live sports events in the last 12 months.



DATA SOURCES

¹⁵ Sport England Active Lives Survey (Jan 2017)



HEALTH

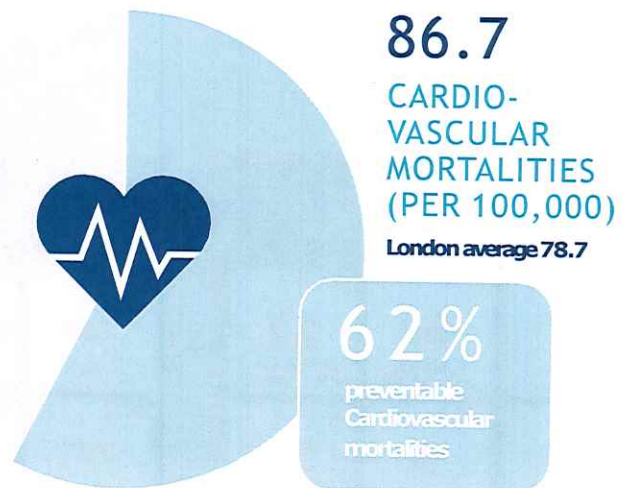
Health data helps to provide an illustration of the current implications of inactivity and the potential impact of increased participation in physical activity and sport. In Wandsworth, it is notable that there is a lower percentage of overweight or obese residents and a lower cost of inactivity compared to the London average.

OVERWEIGHT AND OBESE CHILDREN⁶ AND ADULTS⁵



Sickness absence relates to the percentage of working days lost to sickness related absence.

CARDIOVASCULAR HEALTH⁷



MENTAL HEALTH²



This rank provides a relative measure of health/disability deprivation against all 326 Local Authority areas in England. A rank of 1 is the most deprived.



DATA SOURCES

2 ONS Annual Population Survey 2015; 4 Indices of Multiple Deprivation 2015; 5 Sport England Active People Survey; 6 Health Survey for England 2012-2014; 7 Public Health England; 8 Labour Force Survey 2011-2013; 9 UK Active

EDUCATION

Education environments are vital aspects of the physical activity and sport landscape in London. Data on education can help identify opportunities for improved provision of physical activity and sport, creating positive habits among young people.



56
HEALTHY
SCHOOLS
REGISTERED¹¹

116
SCHOOLS¹⁰

43,593
PUPILS¹⁰

9 SCHOOL
GAMES

SCHOOL GAMES/AFPE
QUALITY MARK AWARDS¹¹

FREE SCHOOL MEALS¹⁰

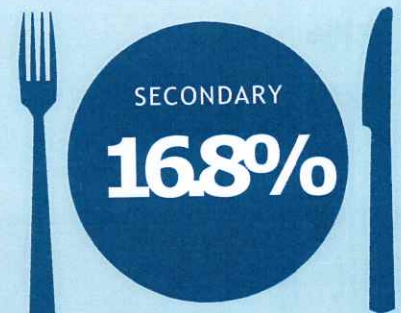
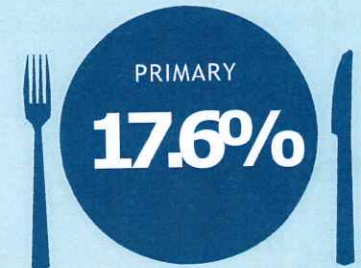
Percentage of students who are eligible for and receive free school meals.

SCHOOL FACILITIES¹⁰

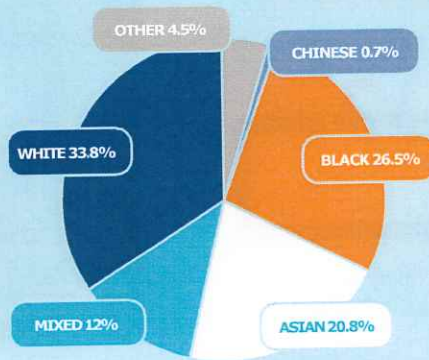
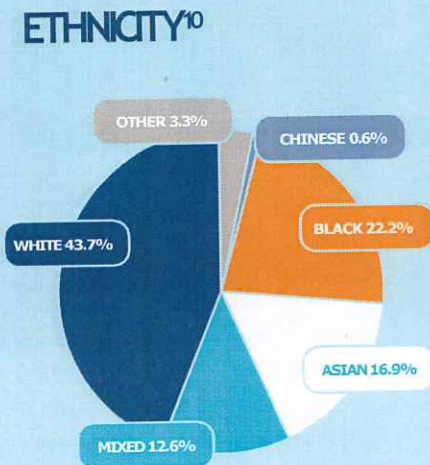
3 NURSERY	60 STATE-FUNDED PRIMARY SCHOOLS	11 STATE-FUNDED SECONDARY SCHOOLS
7 SPECIAL EDUCATIONAL NEEDS	3 PUPIL REFERRAL UNITS	32 INDEPENDENT SCHOOLS

PUPIL NUMBERS¹⁰

228 NURSERY	20,479 STATE-FUNDED PRIMARY SCHOOLS	11,546 STATE-FUNDED SECONDARY SCHOOLS
770 SPECIAL EDUCATIONAL NEEDS	120 PUPIL REFERRAL UNITS	10,450 INDEPENDENT SCHOOLS



ETHNICITY¹⁰



Left: Primary Schools
Above: Secondary Schools

DATA SOURCES
10 Department for Education; 11 London Sport

FACILITIES

498
FACILITIES

154

FACILITIES
PER 100,000 POPULATION¹²

Facilities include: Public sector; Education; Sports clubs; and private/commercial.

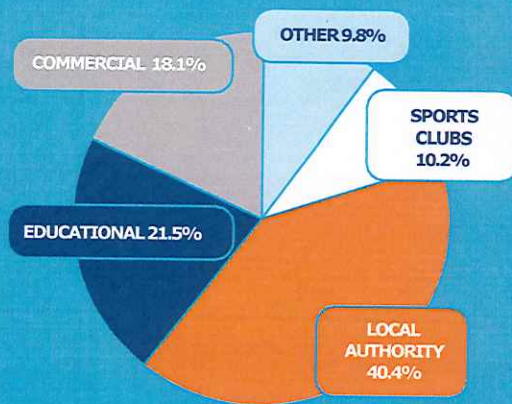


SPORTS CLUB
MEMBERSHIP
RATE⁵

25.7%

FACILITY OWNERSHIP¹²

Breakdown of primary ownership of sports facilities.



Facilities statistics help to demonstrate the availability of appropriate sport facilities across London, their ownership and the wider availability of parks and open spaces within a defined region. Facility availability is one of the key considerations for grassroots sport and this data helps to identify the areas wider in which provision could have a positive impact. All facilities data displayed is from Sport England Active Places Power. Parks and Open Spaces data is sourced directly from Local Authority resources.

PARKS AND OPEN SPACES¹³

¹³Does not include all parks and open spaces in borough



Battersea Park:

Athletics Track, Tennis, Football, Rugby, Gym, Hockey, Cycling, Open Space

Furzedown Recreation Ground:

Football (6/7-a-side), Tennis, Cricket Nets, Athletics Track (60m), Netball, Long Jump

King George's Park:

Tennis, Football, Lacrosse, Bowls, Touch Rugby, Outdoor Gym, Skatepark, Ultimate Frisbee

Garratt Park:

Ball Games Area, Table Tennis, Basketball, Football (11-a-side), Open Space

Wandsworth Park:

Tennis, Ball Games Area, Cricket, Touch Rugby, Football (11-a-side), Running, Cycling, Walking

Tooting Common:

Athletics Track, Gym, Cycling, Tennis, Frisbee, Cricket, Boxing, Horse Riding, Touch Rugby

Wandsworth Common:

Tennis, Bowls, Football (11-a-side), Trim Trail, Cricket, Cycling, Walking

York Gardens:

Outdoor Gym, Ball Games Area, Table Tennis, Running, Walking, Open Space

Fountain Road Rec:

Ball Games Area, Table Tennis, Playground, Open Space

Heathbrook Park:

Outdoor Gym, Ball Games Area, Playground, Open Space, Running

17

ARTIFICIAL
& 3G PITCHES



25

CRICKET
PITCHES



48

FOOTBALL
PITCHES



121

TENNIS
COURTS



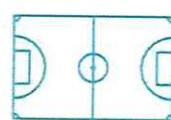
23

SWIMMING
POOLS



49

SPORTS
HALLS



DATA SOURCES

5 Sport England Active People Survey; 12 Sport England Active Places Power; 13 LB Wandsworth Parks and Open Spaces

ACTIVE TRAVEL

Walking and cycling are good for our physical and mental health. TfL and Public Health England are aiming to switch more journeys to active travel in order to improve health, quality of life and the environment, and local productivity, while at the same time reducing costs associated with inactivity. In Wandsworth, the proportion of residents regularly undertaking travel by active methods (walking and cycling) is higher than the London average. Across London, the rate of active travel has been increasing steadily since 2006.

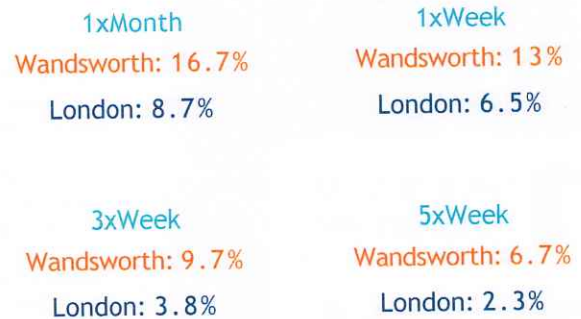
WALKING FOR TRAVEL¹

Percentage of adults that walk for utility purposes at least:



CYCLING FOR TRAVEL¹

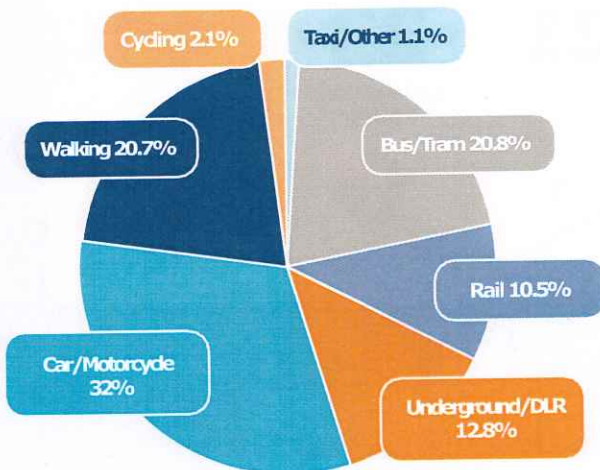
Percentage of adults that cycle for utility purposes at least:



Utility refers to cycling/walking for purposes other than recreation (e.g. commuting, shopping etc.)

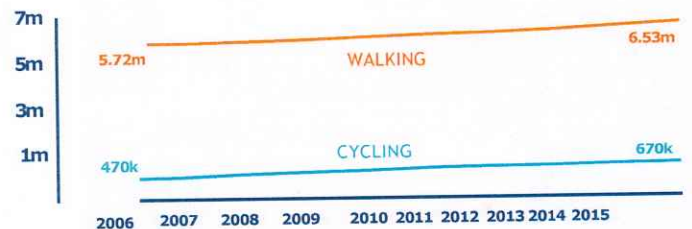
DAILY MODE OF TRANSPORT SHARE (LONDON)¹⁶

Breakdown of daily journeys by mode of transport across London.



ESTIMATED DAILY TRANSPORT VOLUMES (LONDON)¹⁶

The number of residents utilising walking or cycling as methods of travel on a daily basis in London.

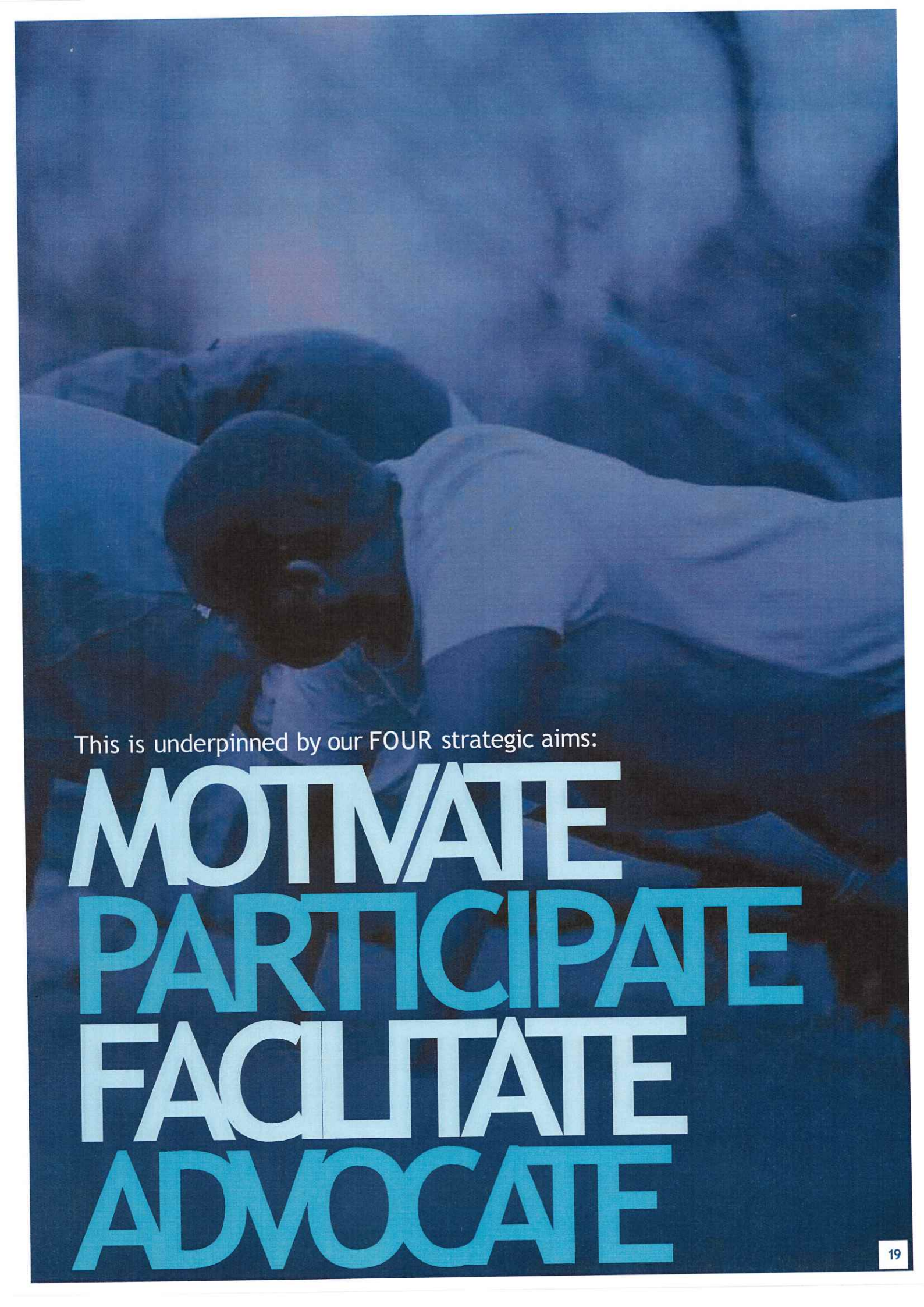


DATA SOURCES

¹⁶ Transport for London 2015

Our vision...

“Enabling Wandsworth to be the most active borough in London by 2022.”



This is underpinned by our FOUR strategic aims:

MOTIVATE
PARTICIPATE
FACILITATE
ADVOCATE



MOTIVATE



OUTCOME 1:

Increase the capacity of the physical activity and sport workforce

Objectives:

M1.1 Match qualified staff from the current workforce into existing local physical activity and sport opportunities.

M1.2 Train the workforce who engage with individuals that do not access traditional routes to activity.

M1.3 Increase the number of coaches, instructors, activators and volunteers and the extent to which they reflect the demographics of their communities.

M1.4 Identify and recruit local champions who are respected in the community to advocate the importance of physical activity and provide links to local opportunities.

“Develop a workforce of coaches, instructors, activators and volunteers that can support the whole community to become more active.”

OUTCOME 2:

Support a training and development programme that demonstrates a career pathway for a local workforce

Objectives:

M2.1 *Develop an Active Wandsworth* training offer for physical activity and sport organisations; including sports specific courses, activator courses, specialist courses, challenging behaviours and how to engage inactive participants and setting minimum operating standards such as first aid and safeguarding.

M2.2 *Promote a career* development pathway to demonstrate the skills, training and experience that are required to perform a variety of workforce roles within physical activity and sport.

M2.3 *Utilise the behaviour* change principles to gain an improved understanding of the barriers and motivations influencing individual activity levels.

M2.4 *Prioritise and promote* the ‘softer’ skills, attributes and behaviours within the workforce to engage more people into activity.

M2.5 *Incentivise employment* and training opportunities for volunteers.

M2.6 *Promote and develop* schemes that help retain a workforce; promote apprenticeships, mentoring and peer support pathways.

M2.7 *Utilise the strengths* and skills of partners and develop new partners where skills are lacking.



OUTCOME 3:

Recognise and reward the contribution and impact of the physical activity and sport workforce in encouraging people into activity and developing regular activity habits

Objectives:

M3.1 *Provide a grant* and bursary scheme that supports a workforce to access key training opportunities to further their skills and knowledge.

M3.2 *Provide an annual awards* ceremony that recognises the contribution of coaches, volunteers and the workforce in local clubs and organisations and encourage nominations for regional and national awards.



PARTICIPATE

OUTCOME 1:

Enable inactive people to become active

Objectives:

P1.1 Children & Young People - Encourage young people to be active by signposting them to activities and working with existing community activity providers, the education sector including Early Years, local clubs and organisations to increase opportunities.

P1.2 Older People - Think differently about delivering activity provision for less-active older people by promoting community programmes, as well as working with sheltered housing schemes to deliver activities to established groups in a bid to reduce social isolation.

P1.3 Long-term Health Conditions - Offer specialist services for specific health conditions to encourage the use of physical activity to aid and support recovery.

P1.4 Inclusion - Build and maintain collaboration between organisations inside and outside of sport and support and encourage them to create and deliver inclusive activities for deaf and disabled people and inspire increased levels of physical activity.

P1.5 Family - Promote a programme of family activities where parents/carers can take part with or alongside their children, developing positive activity habits together.

P1.6 Women & Girls - Recognise the importance of targeted programmes for women and girls that takes into account mixed and female-only sessions.

P1.7 Black, Asian and Minority Ethnic (BAME) - Recognise the importance of targeted programmes for BAME and communities, looking at specific activity programmes, as well as tailored initiatives, to integrate within the whole community and establish links between BAME in deprived communities with long term health conditions and work with partners to reduce physical activity and health inequalities.

P1.8 Mental Health & Wellbeing - Promote physical activity and sport opportunities to those with moderate to severe mental health conditions to improve mental health & wellbeing.

OUTCOME 2:

Encourage activity to be integrated into everyday lives, creating regular activity habits

Objectives:

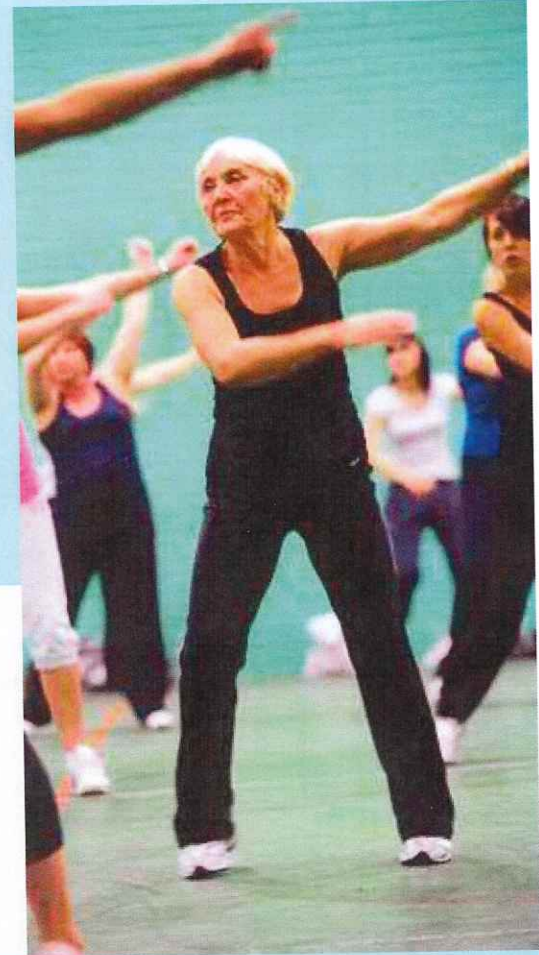
P2.1 Normalise cycling as an everyday choice, increasing the cycling modal share and advocating greater prioritisation of physically-active modes of travel (walking, cycling and using public transport).

P2.2 Engage with employers to promote regular participation in the work place, allowing employees to fit activity into their everyday lives, encourage major organisations to sign up to the Healthy Workplaces Charter.

P2.3 Support local sports clubs and organisations to deliver a regular programme of activities, allowing individuals to participate throughout their lives and achieve their potential where they have talent and desire to compete.

P2.4 Support schools to imbed Physical Education into their curriculum and physical activity and sport opportunities during the school day and extra curricular activities and quality-assure external organisations wishing to deliver physical activity and sport in schools.

P2.5 Support community and large-scale programmes and events that can inspire greater numbers of people to be active.



“Encourage everyone to lead active lives, changing people’s behaviour towards exercise and developing a regular activity habit.”

OUTCOME 3:

Target specific geographical areas of Wandsworth which have high levels of inactivity

Objectives:

P3.1 Engage with under-represented groups within their own communities to deliver a local activity offer and identify local champions to support community involvement and foster sustainability.

P3.2 Develop and co-ordinate local area-based interventions that meet the needs of the local community, and fit within existing physical activity opportunities and facilities.

P3.3 Explore and develop social prescription as an effective non-clinical solution for areas of high physical inactivity.



FACILITATE

OUTCOME 1:

Remove the access barriers to increase the use of existing facilities for physical activity

Objectives:

F1.1 Develop and improve a greater number of venues and alternative facilities to open for public use, and for a greater number of hours to encourage participation in physical activity and sport.

F1.2 Improve access and where possible increase the number and quality of trim trails and outdoor gyms in parks and open spaces and housing estates.

F1.3 Encourage the use of non-traditional indoor venues and outdoor spaces for activity.

F1.4 Review and benchmark all facilities and activities to ensure barriers are removed for those that are less likely to be active.

F1.5 Replicate successful activity programmes and sessions at alternative venues or times to meet demand.

F1.6 Develop multi-ability and ability-specific sessions, to meet demand.

“Create an environment which encourages people to be active and utilises all physical and natural resources in the borough to facilitate this.”

OUTCOME 2:

Provide facilities that are maintained to a high standard, including parks and open spaces

Objectives:

F2.1 Improve physical accessibility and inclusiveness of physical activity and sports facilities in the borough for all ability levels.

F2.2 Provide opportunities for formal and informal physical activity and sport in parks and open spaces.

F2.3 Review the 2014 Playing Pitch Strategy and action plan and carry out a borough-wide leisure facility needs assessment and analysis.

F2.4 Promote the number of childcare opportunities at venues in the borough to promote activities for parents and family activity.

F2.5 Review and support a good standard of sports pitch maintenance on all outdoor surfaces.

F2.6 Influence the shaping of the built and natural environment in regeneration schemes and major developments so that being active becomes the default choice.

OUTCOME 3:

Influence and increase the opportunity and uptake of active travel in the borough

Objectives:

F3.1 Influence the built environment and streetscape infrastructure to encourage active travel for pedestrians and cyclists, making roads safer and welcoming, less busy and accessible for those that haven't previously considered active travel options.

F3.2 Influence the wayplaces in the borough are connected for pedestrians and cyclists, encouraging more river walkways to be opened up.

F3.3 Promote the River Thames and the River Wandle as places for physical activity opportunities in the borough.

F3.4 Advocate and influence improved travel planning in the borough, including:

- *More and better public transport links in the borough.*
- *Review traffic, congestion, cleanliness and air pollution to make streets more conducive to active travel, in line with the Borough's 'Air Quality Action Plan 2016-2021'.*
- *Improve and increase driver awareness of cyclists in the borough.*

F3.5 Investigate and support funding options to invest in dedicated, safe and separate cycle infrastructure.

F3.6 Advocate the incorporation and investment of safe bike storage to the major employers in the borough.

F3.7 Support the Council's Local Implementation Plan to improve active travel opportunities in the borough.

OUTCOME 4:

Increase influence over local, regional and national policy makers, ensuring that physical activity and sport is at the forefront of their policy and that there is a collective responsibility to make a difference

Objectives:

F4.1 Influence the integration of physical activity and sports facilities in new major developments in the borough.

F4.2 Improve physical activity infrastructure and multi-use community facilities including other health and wellbeing services.

F4.3 Work with residents, developers, Housing and Regeneration to develop 'Healthy Places' where people are encouraged to be active.

F4.4 Create environments where the healthier choice is the easier choice every time.



ADVOCATE

“Create effective partnerships, use insight and research, promote, communicate and utilise technology to increase physical activity levels in the borough.”

OUTCOME 1:

Increase the number of local partners with a shared responsibility for improving health and wellbeing

Objectives:

A1.1 Review the current function and structure of Active Wandsworth, ensuring more voluntary and third sector involvement.

- Ensure all key organisations with a responsibility for physical activity, behaviour change and health are involved in the work of Active Wandsworth.*
- Create networks with existing local groups and organisations to increase physical activity.*

A1.2 Harness local communities to use their assets to support people and their carers, providing support, tools and resources to run their own activity programmes.

A1.3 Deliver regular communications and workshops that develop partnerships and support local community groups.

A1.4 Encourage, introduce and influence collaborative partnerships between the physical activity, sport and health sectors and local communities.

OUTCOME 2:

Improve the recognition of the work and plans of the Active Wandsworth Advisory Group by formal bodies, funders and groups

Objectives:

A2.1 Provide an annual review and update on this strategy, the work of Active Wandsworth and its partners to relevant groups and committees.

A2.2 Encourage collaborative funding bids by all partners to increase the impact and chance of success.

A2.3 Encourage other departments, partners and sectors in the borough to include physical activity, sport and health and wellbeing in their strategies.



OUTCOME 3:

Increase and improve the marketing and promotion of physical activity and sport in Wandsworth

Objectives:

A3.1 Improve the quantity, quality and accessibility of information available on physical activity and sport opportunities across all partners in the borough.

A3.2 Work with other regional partners to create an online database that promotes existing exercise opportunities and lists all venues, session times, dates, costs, activities and age and ability criteria, using Open Data.

A3.3 Promote National, Regional and local campaigns and key health and wellbeing messages and all the benefits of being physically active and promoting the link to better mental health.

A3.4 Increase use of social media advertising to broaden the reach and increase awareness of physical activity programmes.

A3.5 Evaluate the effectiveness of all marketing campaigns to ensure the best methods are used for each target group.

A3.6 Use pre-existing networks and groups to promote physical activity opportunities.

A3.7 Use 'nudge' techniques to encourage physical activity and create a regular activity habit.

A3.8 Harness the power of elite sport and national and international events to market a local offer and increase participation.



OUTCOME 4:

Embrace technological advances to ensure that physical activity opportunities are communicated to all Wandsworth residents

Objectives:

A4.1 Promote the use of technology, especially wearable technology, apps and Open Data.

A4.2 Develop skills and knowledge within Active Wandsworth to embrace the use of technology that increases physical activity participation.

A4.3 Make it easy for Wandsworth residents to find the right activity, book it, stay in it and achieve their full potential.

A4.4 Use technology as part of a reward system for physical activity.

A4.5 Place an emphasis on digitising participation, using data and data sharing to improve access and opportunities in the sector.

OUTCOME 5:

Develop detailed insight and research on the physical activity levels of those living in areas of high deprivation

Objectives:

A5.1 Develop a clear understanding of the barriers against taking part in physical activity and sport facing those in the most inactive areas of the borough, so that interventions can be designed to be accessible to promote physical activity that will impact positively on the prevention of long term health conditions.

A5.2 Develop more effective ways to share insight and research amongst stakeholders involved in Active Wandsworth.

A5.3 Use insight and evaluation to drive future investment and understand impact and outcomes for future funding bids.

A5.4 Work with partners to improve the recording of client demographics in order to identify trend and service gaps. Develop specific targeting, marketing and promotion of physical activity services in under-represented groups.

OUTCOME 6:

Measure the impact of the Active Wandsworth Strategy and physical activity programmes within the Active Wandsworth partnership

Objectives:

A6.1 Ensure all activity programmes follow the principles of the Sport England Outcomes Framework for evaluating the effectiveness of physical activity programmes.

A6.2 Report annually on the progress of the Active Wandsworth Strategy 2017 - 2022.

Review of National, Regional and Local Strategies

Sporting Future: A New Strategy for an Active Nation

In December 2015 the Department for Culture, Media and Sport (DCMS) launched the Government's new strategy for supporting the nation to be more active. The main target for this strategy is for more people from every background, regularly and meaningfully, to:

a) take part in physical activity and sport

b) volunteer

c) experience livesport

These targets will be delivered through six key areas of focus: *Taking Part; Physical Activity; Children and Young People; Frontline Workforce; Volunteering; and Experiencing Live Sport*. The impact and success will be measured through five key outcomes: *Physical Wellbeing; Mental Wellbeing; Individual Development; Social and Community Development; and Economic Development*.

Towards an Active Nation

In May 2016 Sport England produced *Towards an Active Nation* in response to the DCMS strategy released the previous year. Sport England's focus supported the Government's strategy of measurement against the five key outcomes of physical wellbeing, mental wellbeing, individual development, social and community development and economic development. Sport England also recognised that putting this new policy into practice to achieve these outcomes meant a significant change in their focus and how funding would be awarded. Sport England's investment principles have therefore shifted towards tackling inactivity, children and young people, volunteering, mass market, core market, local delivery and facilities and all of these will be underpinned by a workforce strategy and a coaching plan. These investment principles are put in place to support a change in people's behaviour towards physical activity and sport, as outlined in the diagram below:



This model features five key stages of behaviour that define the interventions Sport England will make and the programmes they will fund in the future.

The success of this strategy will be measured through key performance indicators and measured nationally through the Active Lives Survey.

Everybody Active, Every Day

In 2014 Public Health England set out their evidence-based approach towards physical activity. The four key themes of this strategy complement those more recently published by Sport England and the DCMS, which are: *Active Society* (creating a social movement); *Moving Professionals* (activating networks of expertise); *Active Environments* (creating the right spaces); and *Moving at Scale* (scaling up interventions that make us active). These four key themes will be used to reach the Chief Medical Officer's recommended guidelines for physical activity, which are:-

Under five years old	180 minutes a day
Five to eighteen years old	60 minutes a day
Adults	150 minutes a week



Blueprint for a Physically-active Sporting City

In 2015 London Sport outlined their vision to make one million Londoners more physically active by 2020. This will be delivered through **five themes**:

- 1 Make it easier for Londoners to find the right activity
- 2 Get more resources by making the best use of current investment and securing more
- 3 Support grassroots organisations by making the structures simpler and better
- 4 Bigger and better workforce to support activity
- 5 Harness the power of elite sport to create sustained grassroots activity and inspire the next generation of talent

Wandsworth Strategies

Many other local strategies were considered and included within the proposed Active Wandsworth Strategy, some of which included: *the Wandsworth Prevention Framework* (WBC, Public Health); *the Wandsworth Health and Wellbeing Strategy* (Wandsworth CCG); *Wandsworth Physical Activity Health Needs Assessment* (WBC, Public Health). All the key themes from these major policy documents are included within the scope of the new Active Wandsworth Strategy with a focus on changing people's behaviour towards taking part in physical activity and sport.

*Enabling Wandsworth to be
the most active Borough in
London by 2022.*