

# Background Information To Inform The Development Of The Lambeth Physical Activity And Sport Strategy

August 2014

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# 1. Introduction and background

## Introduction

In May 2014, the London Borough of Lambeth (LBL) began work to develop a borough physical activity and sport strategy aimed at driving growth in:

- The number of Lambeth residents participating in physical activity and sports on a regular basis
- Securing inward investment to ensure our physical activity and sports infrastructure remains world class and continues to meet local needs
- People employed in the industry
- Expand the grass roots market supply of social enterprises, businesses, clubs and groups providing access into physical activity and sports

In addition to the development of the strategy Lambeth Council and its partners wanted to identify the appropriate structural arrangements through which to implement the strategy.

The work to develop the strategy is ongoing. To date (August 2014) considerable research and consultation work has been carried out to inform the development of the strategy. A broad community consultation is due to take place this coming Autumn. This consultation will further inform the development of the strategy prior to its sign-off in the first quarter of 2015.

## About this document

This resource seeks to document the work on the strategy carried out to date. It is envisaged that the final strategy document and action plan will be a concise, easily digestible resource that is relevant to:

- Those working on policy and strategy matters related to Lambeth
- Community groups and organisations
- Other Lambeth citizens including residents.

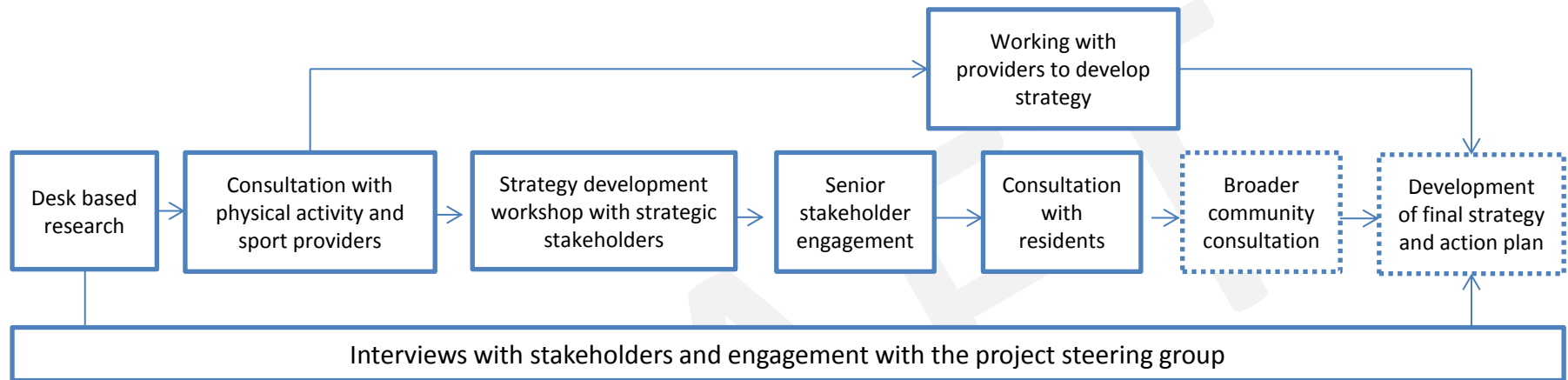
This resource will therefore provide the detail and rationale as to why the strategy has developed in the way that it has.

In summary, this document details an outline methodology as to how the strategy is being developed, it then goes on to provide background information about physical activity – its benefits, recommended levels and national policy. Information specific to Lambeth is then provided, this includes: the demographic and health & wellbeing picture, the policy context, commissioning picture, participation levels, information on the supply of physical activity opportunities and insights into the supply /demand picture across Lambeth facilities. Finally, the findings from a number of consultation events are presented.

It is envisaged that this resource will be updated and added to once the community consultation is completed.

## 2. Methodology (1)

The flow chart below outlines the key activities that have supported the development of the strategy to date. The process has been an iterative one where the gathering of information at one stage is followed by analysis; the newly acquired insight then feeds into the next. The dotted blue lines indicate elements that are yet to happen. The stages are expanded upon below.

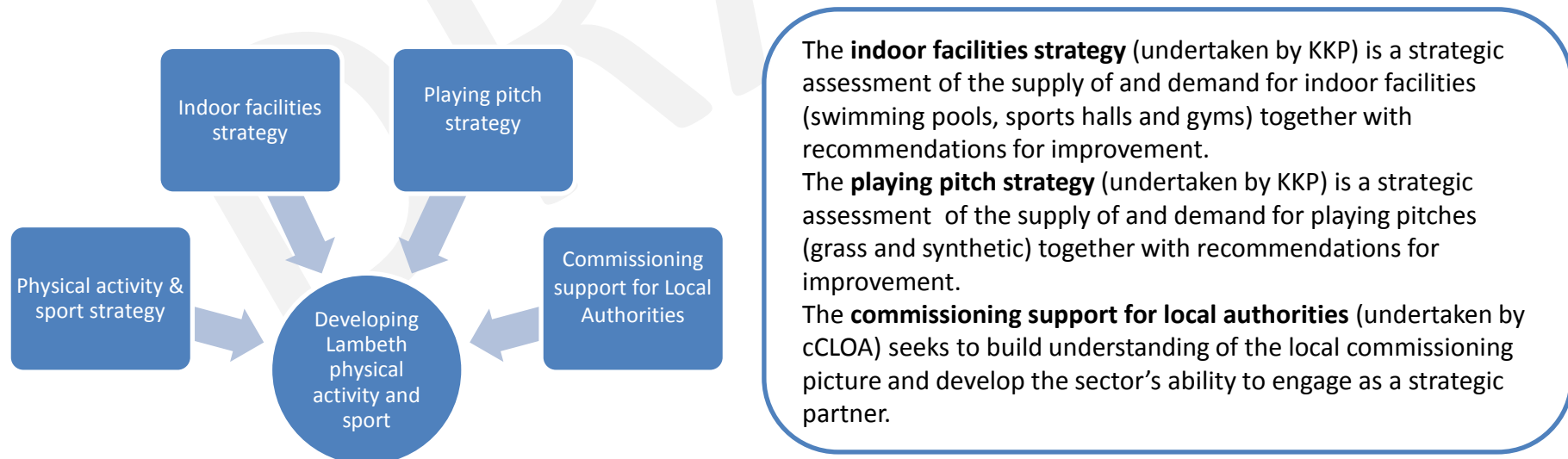


- **Desk based research:** A review of relevant available data and information was undertaken to build a picture of the physical activity and sport picture in Lambeth. This included analysis of participation and health data using tools such as the Active People Survey diagnostic and the Public Health Outcomes measurement tool. A review of existing policy and project documents was also undertaken.
- **One to one interviews:** A number of interviews were undertaken with a range of stakeholders. The purpose of these was to build an understanding of their perspectives and needs in relation to the strategy, enrich the findings from the desk research with local knowledge and expertise and to access further relevant information. These interviews have continued throughout the strategy development process. Details of those engaged in this way are provided in the appendix.
- **Consultation with physical activity and sport providers:** The Lambeth Community Sports Club Workshop event on the 5<sup>th</sup> June was utilised to engage providers on their views about what needs to be done to improve physical activity and sport in the borough. Further information on this event is provided on page 58. Providers were also invited to get more involved in the development of the strategy and those that were interested subsequently attended a further workshop on the 24<sup>th</sup> June.
- **Strategy development workshop with strategic stakeholders:** Held on the 10<sup>th</sup> July, this session brought together a range of stakeholders from Lambeth Council, the CCG and London Sport. It involved replaying back to them the outputs of the desk research and asking them to undertake a SWOT analysis of physical activity and sport in the borough. The session was also used to support the development of the vision, outcomes and structures through which to develop the strategy.

## 2. Methodology (2)

- **Senior stakeholder session:** Chaired by LBL's Chief Executive, a meeting was held with senior stakeholders from Lambeth Council, the CCG, Sport England and London Sport. The session was used to ensure connection to key strategic policy and gain views on the direction of travel of the strategy.
- **Consultation with residents:** On the 19<sup>th</sup> / 20<sup>th</sup> July, the Lambeth Country Show was used as a means of engaging residents. A survey was carried out to gain insights on the activities residents would like to do, what would help them be more active and how they would like to get involved / stay informed about the physical activity and sport strategy. There was also the opportunity to give general views on what could be done to improve physical activity and sport in the borough.
- **Further community consultation:** In October 2014 and based upon the work undertaken to date, a broader community consultation is to be carried out.
- **Production of strategy and action plan:** The output of the community consultation will be analysed and fed into the broader strategy development process. Off the back of this the strategy and action plan will be produced and signed-off in the first quarter of 2015.

Running in parallel with the strategy development work were three other projects (summarised below) aimed at enabling significant improvements to the development and delivery of physical activity and sport in the borough. These projects are important in their own right, however, it is clear that the insights gained will inform the development of the broader physical activity strategy. Findings from these projects are therefore being integrated into the strategy development process.



### **3. About physical activity and sport**

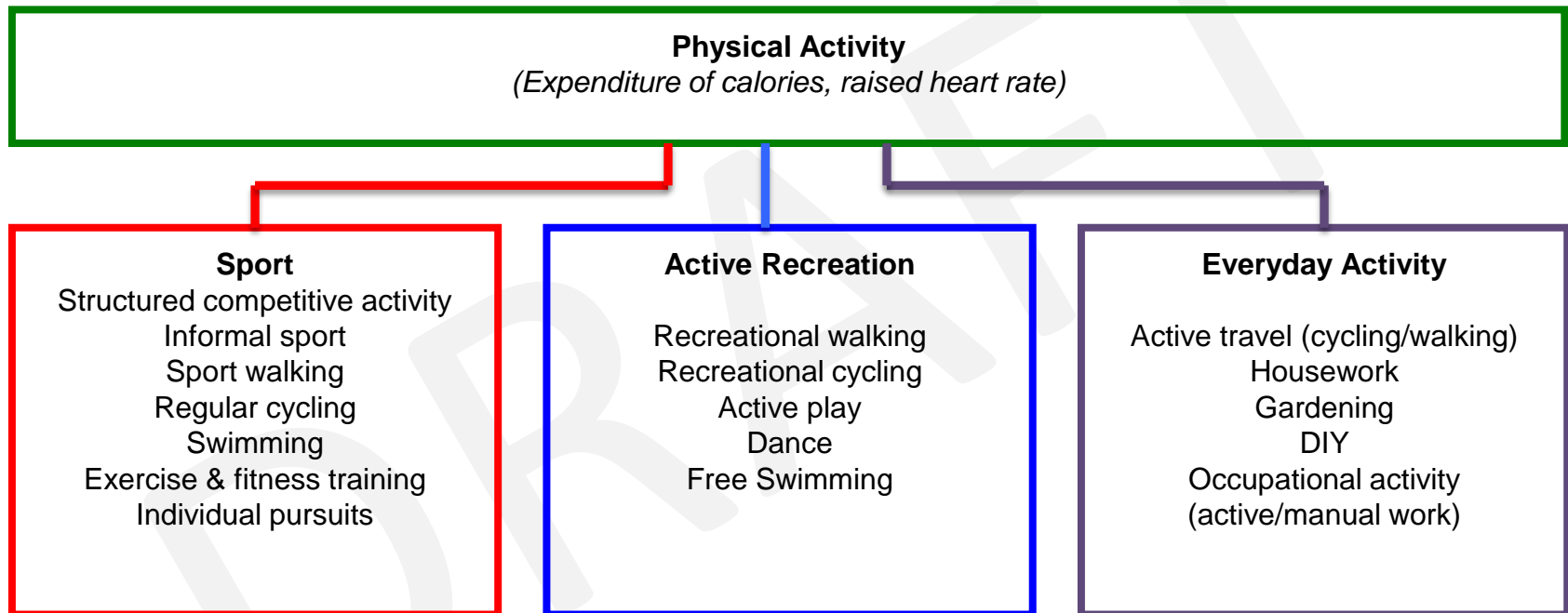
#### **Introduction**

This section provides the reader with background information about physical activity and sport. More specifically it provides:

- A definition of physical activity and where sport sits within the scope of this definition
- An overview of the health and wellbeing benefits of physical activity and the risks associated to physical inactivity
- Information on the economic impact and burden of physical inactivity
- The recommended levels of physical activity and a picture of how active we are as a nation against these levels
- An outline of key national physical activity and sports policy.

## Definition of physical activity

The World Health Organisation defines physical activity as ‘any bodily movement produced by skeletal muscles that requires energy expenditure’ (1). The term “physical activity” therefore not only refers to sport but includes all forms of activity, such as everyday walking or cycling, active play, work-related activity, working out in a gym, dancing, or gardening. This is represented in the diagram below which has been adapted from the 2011 report ‘Start Active, Stay Active: a report on physical activity from the four home countries’ Chief Medical Officers’ (2).



Rather than clearly outlining the scope of what forms of physical activity are and aren't included in the strategy it is proposed that the types of physical activity encouraged are driven by the need of the resident i.e what would best enable them to be active.

## The Health & Wellbeing benefits of physical activity and sport

The health and wellbeing benefits of physical activity are well established. Many of the leading causes of ill health in today's society, such as coronary heart disease, cancer and type 2 diabetes could be prevented if more inactive people were to become active (3).

Physical inactivity is a risk factor for at least 20 chronic diseases and is known to be the fourth leading risk factor for global mortality accounting for 6% of death globally. This follows high blood pressure (13%), tobacco use (9%) and high blood glucose (6%) (3). Physical inactivity leads to an estimated 37,000 premature deaths in England every year and 126 in Lambeth alone (4).

The situation is further compounded through people becoming less active over time. In comparison to 1961 levels, we are now 24% less active. This is predicted to increase to being 35% less active by 2030(6).

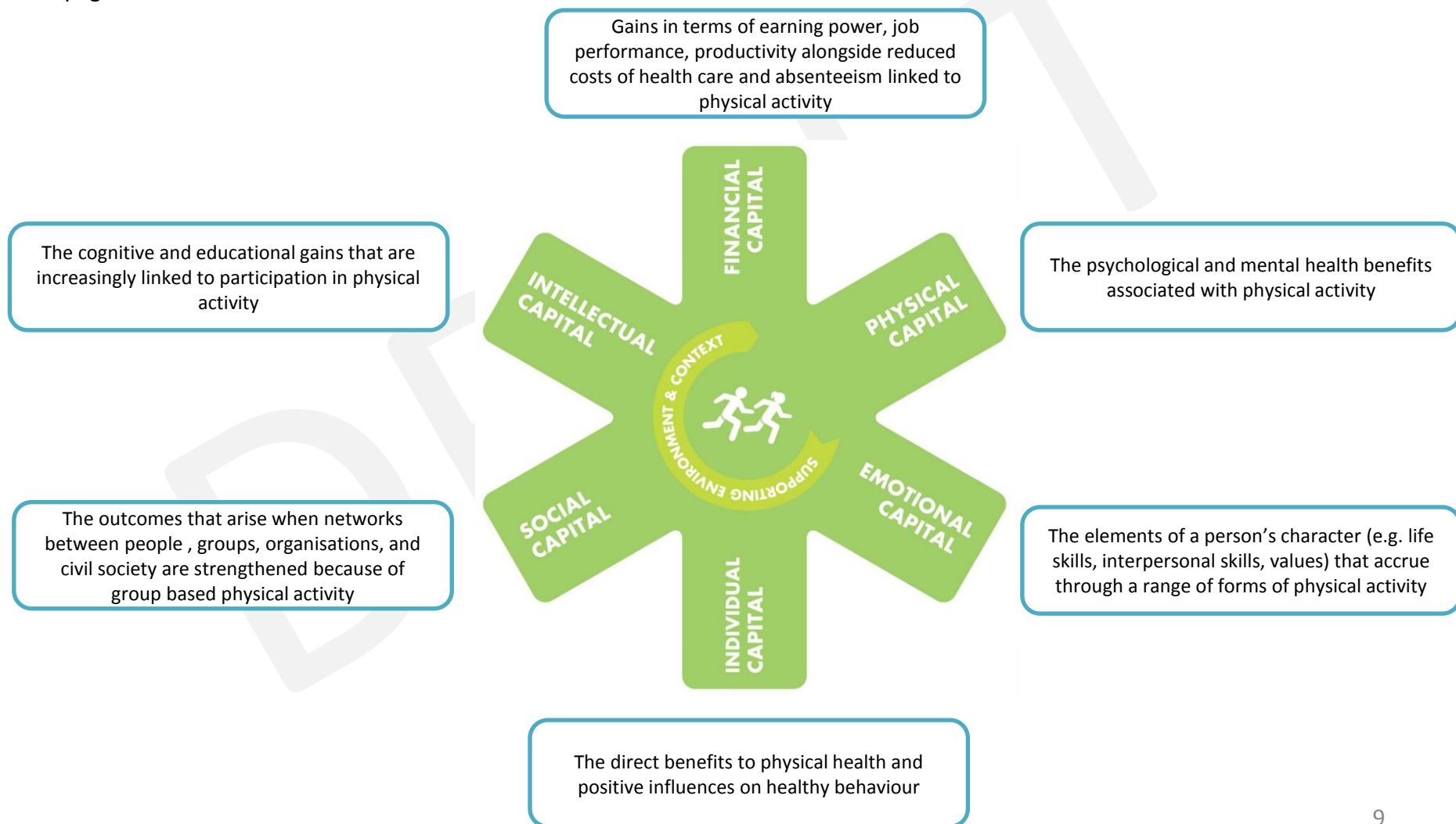
The table below (adapted from Start Active, Stay Active) highlights some of the health benefits of physical activity(2).

Condition	Benefit
Cardio-respiratory health	There is a 20% to 35% lower risk of cardiovascular disease, coronary heart disease (CHD) and stroke.
Diabetes	There is a 30% to 40% lower risk of metabolic syndrome and type 2 diabetes in at least moderately active people compared with those who are sedentary.
Cancer	There is an approximately 30% lower risk of colon cancer and approximately 20% lower risk of breast cancer for adults participating in daily physical activity.
Mental health	There is an approximately 20% to 30% lower risk for depression and dementia, for adults participating in daily physical activity.  There is an approximately 20% to 30% lower risk for distress for adults participating in daily physical activity.



## The Health & Wellbeing benefits of physical activity and sport

Physical activity benefits extend well beyond physical health and into areas such as psychological and social wellbeing, community cohesion and employment. A comprehensive review of 500 pieces of evidence by Bailey et al (2013) found that the benefits of physical activity are felt in all areas of life (5). As described below, these benefits are framed in terms of different forms of 'capital'. Whilst the strength of evidence varies, 88 benefits under these 6 themes were identified. These are presented on the following page.



# The Health & Wellbeing benefits of physical activity and sport

## Social Capital

### Improvements in:

- Social norms
- Social networks / positive relationships
- Social status / commitment
- Social inclusions
- Trust / team work
- Civic participation
- Gender equality
- Equity for disabled people
- Crime, juvenile delinquency & gang participation reduction
- Community cohesion
- Bridging differences (socio economic, racial, ethnic, disability, religious, sexual)
- Safety and support

## Individual Capital

### Improvements in:

- Activity knowledge and skills
- Social skills / life skills
- Sportsmanship
- Time management
- Goal setting
- Initiative / leadership
- Honesty / integrity / respect
- Enthusiasm / intrinsic motivation
- Commitment / self discipline
- Assertiveness & courage

## Emotional Capital

### Improvements in:

- Fun, enjoyment, satisfaction
- Feeling good
- Self-esteem
- Self efficacy
- Body image
- Intrinsic motivation for physical activity
- Mood

### Prevention of:

- Stress
- Depression
- Anxiety

## Physical Capital

### Improvement in:

- General motor skills
- Functional fitness / physical appearance
- Cardio respiratory fitness
- Muscular strength
- Body composition
- Lipid profile
- Bone health / osteoporosis
- Joint health
- Maternal & infant health
- Rehabilitation & recovery
- Immune system function
- Sleep patterns
- Nutrition / diet

### Prevention / treatment of:

- Type 2 diabetes
- Overall mortality
- Cardiovascular disease
- Coronary Heart disease
- Hypertension
- Stroke
- Colon and breast cancer
- Lung, endometrial cancers
- Back pain

### Reduction of:

- Falls
- Smoking
- Teen pregnancy
- Risky sex
- Drug use
- Addiction
- Suicide

## Financial Capital

### Improvement in:

- Income
- Job success
- Productivity / job performance
- Moral / commitment / Turnover

### Reduction in

- Health care costs
- Absenteeism
- Presenteeism

## Intellectual Capital

- Educational attainment
- School Engagement
- Processing speed
- Executive function / mental flexibility
- Memory
- Academic performance
- Brain structure and function
- Concentration
- Learning
- ADHD management
- Age relate cognitive decline management

## **Economic costs of physical inactivity**

Physical inactivity also has a significant burden on healthcare costs and the economy. Inactivity costs the UK economy approximately £20 billion every year. Direct costs from inactivity lead to more money being spent to treat diabetes, cancer and heart disease. Indirect costs include numerous lost working days through sickness and subsequent lower productivity levels (7). UK Active estimate that just a 1% reduction in the rates of inactivity each year for 5 years would save the UK around £1.2billion (8).

Research by the British Heart Foundation Health Promotion Group estimated the cost of inactivity in 2009/10 in Lambeth alone as being £4,861,940 (9)

## **Recommended physical activity levels**

In light of the picture presented above, in 2011 the UK Government set out revised recommended physical activity levels for the population (2). These are detailed on the next page. Against these recommendations, the Health Survey of England (2012) reveals that:

- Only 56% of adults meet the guidelines and that 28.5% of adults fail to achieve 30 minutes of physical activity over seven days.
- Only 21% of boys and 16% of girls aged 5-15 are achieving 60 minutes of physical activity per day.
- Only 9% of boys and 10% of girls aged 2-4 are meeting the guidelines set out for 0-5 year olds (10).

The Government's policy document 'Moving More, Living More' (11) goes on to highlight:

- Physical activity is higher in men at all ages (compared to women)
- Physical activity declines with increasing age for both men and women. The proportion of participants classed as inactive rises from 8% of men and 22% of women aged 16-24 to 74% and 76% respectively in those aged 85 and over
- Physical activity is lower in low-income households
- Certain ethnic groups have lower levels of physical activity
- Boys are more active than girls
- Girls are more likely than boys to reduce their activity levels as they move from childhood to adolescence
- Only 7% of disabled adults participate in at least 30 minutes of moderate intensity sport three times per week, compared to 35% of all adults (11)

Importantly, while increasing the activity levels of all is important, targeting those adults who are significantly inactive (i.e. engaging in less than 30 minutes of activity per week) will produce the greatest reduction in chronic disease (2).

## Chief medical officer recommended physical activity levels

As outlined above, the Government has developed a set of recommended physical activity levels for different age groups:

### EARLY YEARS (under 5s)

1. Physical activity should be encouraged from birth, particularly through floor-based play and water-based activities in safe environments.
2. **Children of pre-school age who are capable of walking unaided should be physically active daily for at least 180 minutes (3 hours), spread throughout the day.**
3. All under 5s should minimise the amount of time spent being sedentary (being restrained or sitting) for extended periods (except time spent sleeping).

### CHILDREN AND YOUNG PEOPLE (5–18 years)

1. **All children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day.**
2. Vigorous intensity activities, including those that strengthen muscle and bone, should be incorporated at least three days a week.
3. All children and young people should minimise the amount of time spent being sedentary (sitting) for extended periods.

### ADULTS (19–64 years)

1. **Adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.**
2. Alternatively, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous intensity activity.
3. Adults should also undertake physical activity to improve muscle strength on at least two days a week.
4. All adults should minimise the amount of time spent being sedentary (sitting) for extended periods.

### OLDER ADULTS (65+ years)

1. Older adults who participate in any amount of physical activity gain some health benefits, including maintenance of good physical and cognitive function. Some physical activity is better than none, and more physical activity provides greater health benefits.
2. **Older adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.**
3. For those who are already regularly active at moderate intensity, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous activity.
4. Older adults should also undertake physical activity to improve muscle strength on at least two days a week.
5. Older adults at risk of falls should incorporate physical activity to improve balance and co-ordination on at least two days a week.
6. All older adults should minimise the amount of time spent being sedentary (sitting) for extended periods.

# National physical activity and sport policy

## Moving More, Living More – The Physical Activity Olympic and Paralympic Legacy for the Nation (11)

This documents states the UK Government's commitment to promote physical activity across the country's population, as part of the legacy from the 2012 Olympic and Paralympic Games.

In line with the physical activity guidelines, the ambition is: **to have a year on year increase in the number of adults doing 150 minutes of exercise (in bouts of 10 minutes or more) and a year on year decrease in those who are inactive, defined as doing less than 30 minutes of exercise per week (in bouts of 10 minutes or more).**

The paper calls for a cross-sectoral approach involving all organisations that are able to influence physical activity at both national and local levels. It states that action is required that:

- Has strong leadership at national, local and community level, giving people the motivation and enthusiasm to embrace change
- Is sustained, strategic and long-lasting. Long-term commitment and a consistent approach is required
- Recognises the barriers that prevent people being active
- Involves partners across all sectors and levels working together
- Provides opportunities which work for people. It is about providing opportunities that meet their needs.
- Provide the right physical environment so that physical activity becomes a natural part of people's daily lives.
- Recognises that some groups in society including disabled people, older people and ethnic minority groups are less active than others and that a tailored approach may be required
- Targets the least active thereby helping to reduce health inequalities.
- Stresses the non-health benefits of activity i.e the economic and social benefits
- Is about targeted and effective use of existing resources and joining these up better rather than the provision on new money
- Shines a light of existing good practice, celebrating the work of local champions who provide a huge variety of local opportunities.
- Builds on the evidence base
- Helps in the fight against obesity but recognises that reducing physical inactivity is about much much more than this

# National physical activity and sport policy

## A Sporting Habit for Life (12).

In term of sports policy, Sport England's 'A Sporting Habit for Life (2012-2017)' outlines the aim of a year-on-year increase in the proportion of people who play sport once per week for at least 30 minutes. It goes on to explain:

By 2017 Sport England aspires to transform sport in England so that it is a habit for life for more people and a regular choice for the majority. The strategy will:

- See more people starting and keeping a sporting habit for life.
- Create more opportunities for young people.
- Nurture and develop talent.
- Provide the right facilities in the right places.
- Support local authorities and unlock local funding.
- Ensure real opportunities for communities.

In particular the strategy seeks to increase the percentage of 14-25 year olds playing sport and reduce the proportion dropping out of sport. This will be achieved by:

- **Building a lasting legacy of competitive sport in schools** – the School Games provides a framework for competitive school sport at school, district, county and national levels – with lottery, public and private sector funding of over £150m secured until 2015. In addition, PE will remain a compulsory part of the National Curriculum.
- **Improving links between schools and community sports clubs** – Working with NGBs at least 6,000 partnerships between schools and local sports clubs will be established by 2017 – making it easier for young people to continue playing sport once they leave education.
- **Working with the sports governing bodies-** NGBs will be asked to spend around 60 per cent of their funding on activities that promote sport as a habit for life amongst young people. There will be 'payment by results' and the system will be wholly transparent.
- **Investing in facilities** –£160m will be spent on new and upgraded sports facilities. This will include funding for the first time to allow schools to open up their sports facilities (three-quarters of all sports halls and a third of all swimming pools) to the public.
- **Communities and the voluntary sector** – Sport England will work with local authorities, voluntary groups and others to make the broadest possible sporting offer to young people. Between now and 2017, over £50m will be made available in funds which will be open to well-run sports clubs (whether or not they are connected to an NGB), voluntary groups and others to provide an exciting and appealing sporting experience.

## 4. The Lambeth demographic and health & wellbeing picture

### Introduction

This section presents an outline of:

- The demographic characteristics of Lambeth and the possible implications of these characteristics for developing physical activity and sport.
- An outline of Lambeth's health and wellbeing needs.
- The relationship between the major health risks in Lambeth and physical activity

# The Lambeth demographic profile and its implications for developing physical activity and sport

**Densely populated:** With 303,100 residents (2011 census) Lambeth, with 113 people per hectare is one of the most densely populated places in the country. Its population density is twice the London average.

*Why relevant:* A high population within a relatively small space creates challenges for providing opportunities and spaces for physical activity and sport. Moreover, the CCG works to the GP registered population which is 333,000 suggesting further pressure on health services.

**A rapidly growing population:** Over the next 10 years, the population is predicted to increase by 27,000 - a 9% increase.

*Why relevant:* The population increase will increase the demand for physical activity and sport opportunities and access to health services.

**A significant ageing population:** Lambeth's older population (aged 60+) is projected to grow by 44% in the next 20 years (2012-31).

*Why relevant:* This will likely put increased pressure on health services. Physical activity and sport could potentially play a role in limiting the impact of this increased demand.

**High population churn:** Approximately 10% of the population leave each year and are replaced by around 10% new arrivals.

*Why relevant:* The high population churn creates a continual need to impact upon new people in relation to their physical activity and sport behaviours.

**Relatively high levels of deprivation:** Whilst there are areas of considerable affluence, overall, Lambeth is the 14<sup>th</sup> most deprived borough in England.

*Why relevant:* Evidence has shown that people from more deprived areas have worse health outcomes. Participation in physical activity and sport is also generally lower than in more affluent areas.

**Ethnically diverse:** The borough has a complex social and ethnic mix with large African and Portuguese populations. Approximately 140 languages are spoken.

*Why relevant:* Evidence shows that some ethnic groups have lower participation levels in physical activity and sport than others. The many cultures and languages spoken may present challenges in communicating effectively to create positive physical activity behaviour change.

**Disability:** There are 29,200 people of working age in Lambeth who are disabled (Census 2011).

*Why relevant:* Evidence shows that disabled people have lower physical activity and sport participation levels. Research also suggests that disabled people face increased barriers to being physically active.



# Lambeth Health & Wellbeing (1)

The Lambeth Joint Strategic Needs Assessment (JSNA) 2012, outlines the following information and health and wellbeing needs.

## **Life Expectancy:**

- Lambeth males: 77 years compared to England at 78.5 years.
- Lambeth female: 81 years compared to England average of 82.5 years.

## **Lifestyle issues:**

- Obesity prevalence in children is of particular concern as it is considerably high when compared nationally. 1 in 4 10-11 year olds are at risk of becoming clinically obese.
- Healthy lifestyle issues are still an area of concern (e.g. smoking prevalence, worsening obesity levels related to poor diets and lack of physical activity, alcohol and drug misuse; these indicators appear worse in Lambeth compared to national average). Burden of ill-health results from lifestyle issues as well as resulting diseases and/or long term conditions such as heart disease and cancer.

## **Long-term conditions:**

- Coronary heart disease (CHD), hypertension (HTN), diabetes mellitus (DM), chronic obstructive pulmonary disease (COPD), cancer and severe mental illnesses (SMI) are the major long term conditions having an impact on health of the population in Lambeth.
- Lambeth has one of the highest incidences of mental health need in London as estimated by the MINI (Mental Illness Needs Index).

## **Wellbeing:**

### **Self reported health** (2011 Lambeth residents survey):

- Overall 71% of people reported very good or good health. 27% reported bad health on average.
- Black Caribbean (34%) and Mixed/Asian Other (30%) were slightly more likely to report bad health.
- Those in the lower social class (DE) were more likely to report poor health.
- Users of services for disabled people, social services for adults and those in receipt of housing benefit were more likely to rate their health as bad.

## Lambeth Health & Wellbeing (2)

### **Life satisfaction** (2011 Lambeth residents survey):

- On average people reported a score of 7 or 8 out of 10 (with 10 being extremely satisfied).
- Those aged 18-24 and over 65s were most likely to have a higher score. Those aged 35-44 and 45-54 years were more likely to have low or fair scores, as were Black African and Black respondents.
- However, Black African (16%) and Black (12%) respondents were also more likely than other groups to say they were 'extremely satisfied'
- Those who were unemployed were more likely to score 5 or under, whilst those who were in full time employment or retired had higher scores.

The JSNA goes on to summarise the health and wellbeing needs of young people, adults and older people. These are presented on the next page.

Significantly, as highlighted on page 8, physical activity and sport has the potential to reduce the morbidity rates of the major long-term conditions (coronary heart disease, hypertension, diabetes mellitus, chronic obstructive pulmonary disease, cancer) identified as having a major impact on the health of the Lambeth population. It can also contribute to improving mental health and childhood obesity levels and a number of the needs outlined on the next page.

## Lambeth JSNA 2012, summary of needs

### Children and young people:

1. Provide a safe & supportive school and community life with skills for life and enable maximum educational attainment
2. Tackle child poverty and tackle issues such as low birth weight & understand causes of higher rate of infant and child deaths in Lambeth
3. Target contributory factors – Mental health issues, alcohol /drug misuse, domestic violence.
4. Tackle unhealthy eating and lack of physical activity in children, risk of developing obesity as well as improper and risky sexual behaviour
5. Early intervention through partnership working to safeguard children and tackle harm to CYP crime and youth violence & reduce % NEET
6. Improve immunisation uptake and new born screening to prevent disease and early detection of disabilities
7. Understand the mental health issues and service provision for children and young people (CAMHS)

### Adults:

1. Promote mental well being through access to employment esp. for people with a disability including mental illness
2. Reduce overcrowding and temporary accommodation in households especially where there are children living as well as tackle homelessness
3. Understand the short and long term impact of welfare benefit changes on health and wellbeing of the population.
4. Tackle preventable risk factors such as smoking, alcohol, unsafe sex, hypertension, obesity etc in the population to provide better outcomes
5. Facilitate early detection of hypertension, diabetes, heart disease, and better management of mental illness with a focus on prevention
6. Tackle risk factors of mental illness such as neglect, domestic violence, unemployment, homeless, inequality and social exclusion
7. Protect and promote local assets ensuring that people at risk of health inequalities benefit from them

### Older Persons:

1. Reduce social isolation, promote opportunities to contribute, fair treatment of persons as well as patients in care.
2. Improve the quality of life and disability adjusted life expectancy for older people especially those with long term condition reporting bad or very bad health and those with depression of mental illness.
3. Address the issues of smoking, alcohol misuse and obesity in older adults as their consequences account for 70% of total hospital activity.
4. Improve flu immunisation uptake in older population and tackle fuel poverty to prevent unwanted hospital admissions and reduce excess winter deaths
5. Prevent unwanted hospital admissions especially emergency admission in 75+ population & reduce seasonal deaths from flu, respiratory, heart disease.
6. Need for early detection and adequate management of long term conditions to reduce premature deaths.
7. Improve dementia care and quality of life of patients + improve 'End of life care' pathway to ensure more people are able to choose the place of death.

## **5. The Lambeth Policy context**

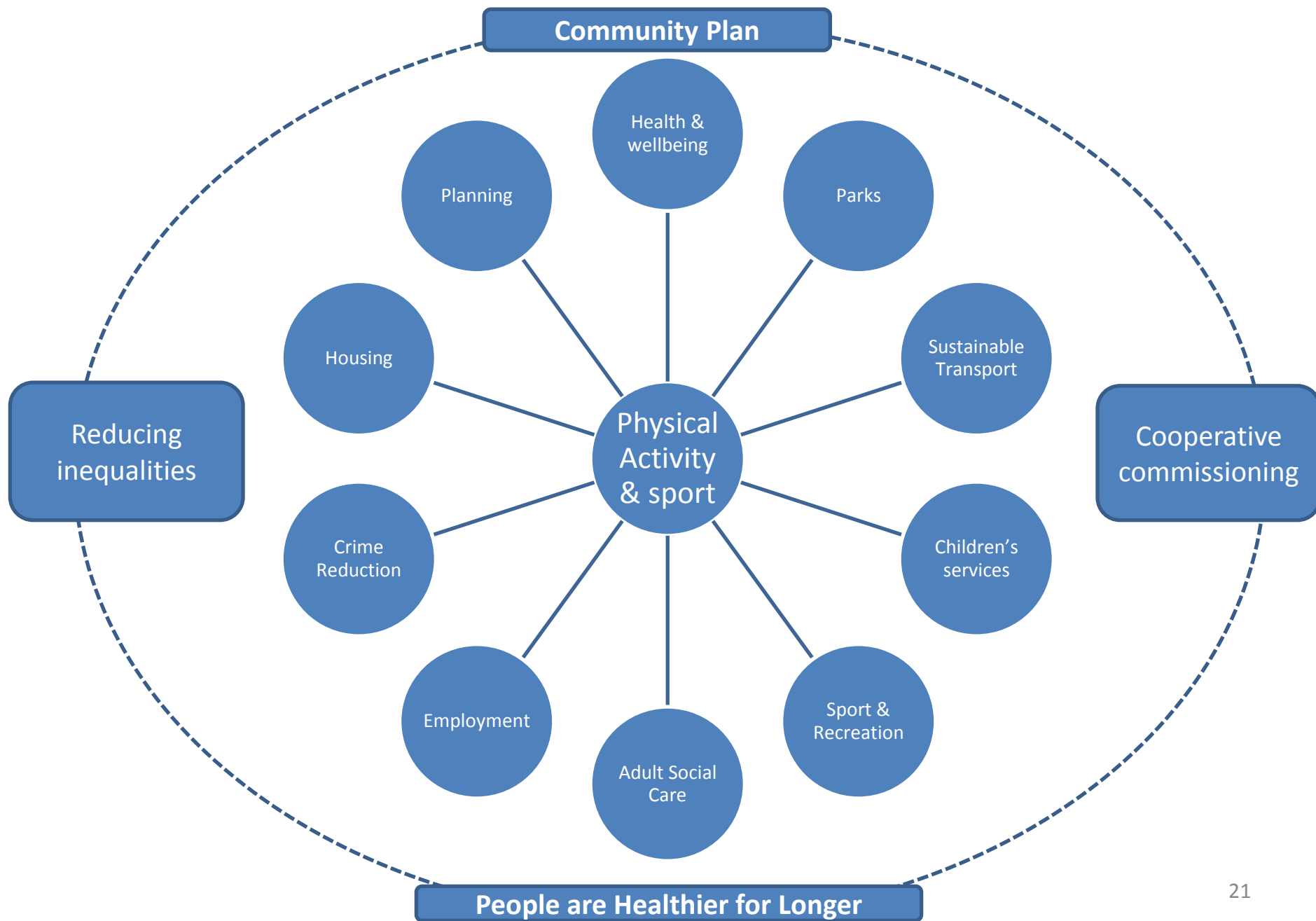
### **Introduction**

A range of policy areas were reviewed to understand the policy context in which the physical activity sport strategy is to be developed. More specifically, an exercise was undertaken to identify where physical activity and sport can potentially contribute towards and benefit from other outcomes being sought by Lambeth Council and its partners.

The areas reviewed are presented diagrammatically on the next page. As the Community Plan provides the outcomes framework, outlines the cooperative principles and the equalities priorities, it is presented as an overarching policy that the others fit within.

A short summary of each policy area is then presented together with its relevance to physical activity and sport.

## The Lambeth policy context in relation physical activity and sport



# Lambeth Community Plan 2013-16

## What it's about:

The community plan provides the framework through which the council prioritises its resources. It identifies the outcomes being sought and therefore the priorities that the Council will commission against. The three top level outcomes are:

1. More jobs and sustainable growth
2. Communities feel safer and more resilient
3. Cleaner, greener streets

Under each of the three high level outcomes are a number of sub-outcomes. These are provided on the next page.

The Plan sets out Lambeth's intention to become a Cooperative Council. Fundamentally this is about changing the relationship between the Council and citizens so that citizens can participate in everything the Council does from understanding the strengths and needs of local communities through to buying, delivering and monitoring services.

The plan also sets out Lambeth's equalities priorities which are:

- Older, disabled and vulnerable people can live independently and have control over their lives.
- Those at risk of poverty and hardship are financially resilient.
- Lambeth's looked after children have improved educational, employment and youth justice outcomes and they are independent once they leave care.
- Community and equality organisations are enabled to participate fully in Lambeth's commissioning processes.
- Black residents, unemployed residents and long term residents benefit from Lambeth's physical regeneration.
- Employment levels rise for those with mental ill health, other disabled people, parents, young people (aged 18-24 years) and black residents.

## Why it's relevant:

Physical activity and sport can play a significant role in helping achieve the outcome 'People are Healthier For Longer'. It can also contribute towards other outcomes such as 'crime reduces', 'all young people have opportunities to achieve their ambitions' and 'all Lambeth communities feel they are valued and are part of their neighbourhoods'.

The plan also sets out the stall as to how the physical activity and sport strategy should be developed and implemented along cooperative principles.

## COMMUNITY PLAN SUB-OUTCOMES

### **People are healthier for longer**

Vulnerable children and adults get support and protection

Older, disabled and vulnerable people can live independently and have control over their lives

Crime reduces

All Lambeth communities feel they are valued and are part of their neighbourhoods

Lambeth residents have more opportunities for better quality homes

People achieve financial security

All young people have opportunities to achieve their ambitions

Lambeth plays a strong role in London's economy

People have the skills to find work

People lead environmentally sustainable lives

People take greater responsibility for their neighbourhood

People live in, work and visit our vibrant and creative town centre

## Health & Wellbeing strategy 2013-23

### What it's about:

Produced by the Lambeth Health and Wellbeing Board the strategy outlines an ambition for Lambeth to be a place where:

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

The strategy explains that health and well-being is about having the physical, mental and social capacity to take up opportunities and be happy, not just the absence of illness and problems. It outlines the New Economics Foundation's 'Five Ways to Wellbeing', one of which is 'Be Active'.

### Why it's relevant:

The strategy goes on to outline that one of the key ways of achieving the ambitions outlined above is by "Investing early to enable people to stay healthy and maintain good wellbeing". The aim is to "shift the balance so more of our collective time, energy and resources are invested early to enable people to stay healthy and maintain good wellbeing". Over time the goal is to invest more in the things that prevent poor health such as physical activity and sport.

As well as helping prevent poor physical and mental health, physical activity and sport can significantly contribute to the wider determinants of health and the things that promote good wellbeing.



# CCG Strategic vision statement 2014-2019

## What it's about:

The statement sets out the CCG's mission and vision:

**Mission:** To improve the health of and reduce inequalities for Lambeth people and to commission high quality health services on their behalf.

## Vision:

- *People centred* – We will work to co-produce services, built around individual's and population needs, enabling people to stay healthy and manage their own care
- *Prevention focussed* – We will prioritise prevention of ill health and the factors that create it, enabling people to live longer and healthier lives
- *Integrated* – We will commission services in a way that brings service provision together around the needs of people and reduces boundaries and barriers to care.
- *Consistent* – We will promote high quality, accessible, equitable and safe services and reduce variation and variability in provision
- *Innovative* – We will use 21st century technologies to provide better services, better information and to promote choices.
- *Deliver best value* – We will ensure we live within our means and use our resources well.

The CCG will ensure the delivery of the strategy through five main work programmes – one of which is Staying Healthy.

## Why it's relevant:

Similar to the Health and Wellbeing Strategy, the CCG puts significant emphasis on the preventive agenda. Physical activity and sport can contribute to the Staying Healthy work programme and help enable more people in Lambeth to live longer and healthier lives.

# Children and Young People (1)

## What it's about:

**The Lambeth Outcomes Framework for Children and Young People** outlines a number of intended outcomes against the following headings:

### Functionings

- Improve educational aspiration and attainment
- CYP are more autonomous
- CYP are able to take positive risks
- Raise attainment and aspirations
- CYP relate positively to other young people and adults
- Young People are ready to work

### External Factors

- Active and independent communities
- Diverse and flourishing local economy
- Promoting protective factors in CYP
- CYP have a strong and supportive peer / social networks
- Improve family stability
- Clean and sustainable local environment

### Personal Resources

- CYP have increased self-esteem
- CYP have increased self-confidence
- CYP are emotionally literate
- Improve physical and emotional health
- CYP have resilience and determination

The **Lambeth Early Intervention & Prevention Integrated Commissioning Strategy For Children & Families** highlights that there is considerable local, national and international evidence that early intervention if implemented properly, works to improve outcomes and save money. The strategy goes on to state that that early intervention does not refer to just early years, but to intervening at the genesis of a problem, whatever the age. The priority outcomes are:

### **Improve Family Stability:**

- Improve maternal health (mental health and physical)
- Improve Parenting skills (with a focus on early years attachment)
- Reduce impact of domestic violence

### ***Reduce risk taking behaviour in adolescents:***

- Reduce youth violence
- Improve adolescent sexual health and reduce conception rates
- Improve adolescent emotional health & wellbeing

### **Improve educational aspiration & attainment:**

- Narrow the gap between underachievers and their peers
- Improve communication & language development
- Improve school attendance, reduce exclusions and NEET

### **Reduce health inequalities:**

- Reduce childhood obesity and impact of vitamin D deficiency
- Reduce infant & adolescent mortality
- Improve immunisation take up

## Children and Young People (2)

### What it's about:

The **Lambeth Play Strategy 2007 – 2017 A ten year vision championing children's right to play** outlines a vision which is :

*Working together to ensure that Lambeth's children and young people have an equal right to a range of enjoyable, creative, stimulating, safe and inclusive quality play opportunities, accessible to all.*

It also outlines five strategic aims which are:

- Develop and maintain a wide variety of high quality, sustainable and accessible play opportunities based on the interests of children and young people.
- Ensure that every child and young person has equal access to safe and fully inclusive play opportunities, which meet their diverse needs whilst recognising the importance of acceptable risk.
- Create opportunities for children and families to participate in the planning, development and delivery of play provision to ensure that services reflect their different needs and interests.
- Establish effective planning and partnership working, which promotes the value of play and supports the investment in children's futures and their transition into adulthood.
- Promote inter-departmental and agency collaboration across all sectors, which maximises the effective use of all available resources in the development of play opportunities throughout the borough.

### Why these are relevant:

Physical activity and sport can contribute to many, if not all of these outcomes identified in the outcomes framework on the previous page. Perhaps most obviously, physical activity and sport can contribute to improving children and young people's physical and emotional health.

Physical activity and sport can potentially play a positive role in providing integrated early intervention and prevention services. It can contribute towards maternal health and wellbeing, the emotional and physical health of adolescents, be a means of improving educational attainment and aspirations and help reduce childhood obesity.

Play is a form of physical activity. High quality, appropriate play opportunities can potentially be a key means to supporting young people to be physically active.

Children and Young People's services already commission a range of organisations that offer physical activity opportunities to young people.

# Crime Reduction

## What it's about

The Safer Lambeth Partnership Strategic Assessment 2013 outlines the following priorities.

Priorities	Priority theme
Serious crime and communities	<ul style="list-style-type: none"><li>• Youth crime</li><li>• Gangs</li><li>• Robbery</li><li>• Violence against women and girls</li><li>• Preventing terrorism</li></ul>
Neighbourhood management	<ul style="list-style-type: none"><li>• Night-time economies (Brixton, Clapham, Streatham, Waterloo and the South Bank, Vauxhall)</li><li>• Anti-social behaviour</li><li>• Burglary</li><li>• Vulnerable locations</li></ul>
Offender management	<ul style="list-style-type: none"><li>• Drugs</li><li>• Alcohol</li><li>• Adult reoffending</li></ul>

## Why it's relevant

Physical activity and sport can support the achievement of crime reduction priorities. Numerous studies have demonstrated that appropriately structured and presented activities can make a contribution to the development of prosocial behaviour and can combat antisocial and criminal behaviours in youth (6). As detailed on page 10, physical activity has a number of benefits related to building social capital including crime, juvenile delinquency & gang participation reduction.

It is noticeable that Lambeth probation services recognise the value of physical activity and sport. They currently provide football to their service users through an organisation that specialised in working with this group.

# Parks

## **What it's about:**

The Cooperative Parks programme is about developing and managing Lambeth's Parks along cooperative principles. The Lambeth Cooperative Parks information booklet outlines a vision for the Cooperative Parks:

"All residents will have access to an attractive park and open space where they can enjoy and create opportunities to engage in leisure, heritage, and sports and learn new skills."

The programme will contribute to the outcomes outlined in the Community Plan:

- communities feel safer and stronger
- more jobs and sustainable growth.

More specifically it will contribute to the sub-outcomes:

- people are healthier for longer
- People take greater responsibility for their neighbourhood
- People have the skills to find work

In addition, Lambeth Council manages a large number of physical activity and sport facilities and spaces across the circa 60 parks in the borough. This includes the upkeep, maintenance and the bookings (contracted to GLL).

## **Why it's relevant:**

As recognised in the cooperative parks vision, parks are an important place for Lambeth citizens to be active whether it be through informal physical activity such as walking or more structured activities through competitive sports such as tennis. The parks agenda can have an impact on what physical activities are encouraged together with the accessibility and quality of the environments for being active.

# Sustainable transport

## What it's about:

**The Lambeth Transport Plan (2011)** sets out how Lambeth intends to improve transport across the borough.

It outlines five key objectives

- Promote sustainable healthy transport behaviour
- Improve the quality, reliability and efficiency of the road network
- Improve air quality
- Reduce the perceived and actual danger on Lambeth's roads
- Reduce CO2 emissions

It goes on to state "Encouraging more cycling and walking is a key priority for Lambeth in terms of promoting sustainable and healthy travel behaviour" (p75). and that "we will continue to invest in improving the environment and public realm to create better spaces for pedestrians" (p76).

**The Lambeth Cycling strategy** outlines an ambitious vision where Lambeth will be the most cycle-friendly borough in London where 1-100 year olds feel safe enough to cycle. Over the next 10 year the aim is 20% of all trips to be by bike. The strategy goes on to outline a range of aims to achieve the vision:

- Create safe and attractive streets for cycling through a mix of measures including a borough-wide 20mph speed limit.
- Encouraging and enabling a range of people to cycle so that Lambeth's cycling population reflects the local population.
- Create a high quality network of routes with a variety of routes for different ages and abilities
- Reduce through traffic on residential streets where appropriate
- Provide secure cycle parking at both end of cycle trips
- Promote modal shift to cycling
- Increase the number of children cycling and making cycling to school the norm
- Improve road use behaviour through education, training and enforcement

## Why this is relevant:

Walking and cycling offer low cost, accessible opportunities to undertake physical activity. Significantly, by making it easier, safer and more attractive to travel by foot or by bike, people can build physical activity into their daily lives. Walking in particular can offer a means of enabling inactive people to become more physically active.

# Adult social care

## What it's about:

Lambeth Adult Social Services have identified the following commissioning outcomes for adults with learning disabilities:

- Contribute to society
- Increased independence
- Control over lives and support
- Achieving inclusion in the community
- Doing the things they want to do
- Improved Health and Wellbeing
- Service delivery from a range of settings including Leisure, Libraries and NHS

In addition, a consultation exercise on for the future of Day Services for older persons and adults with learning disabilities identified three key objectives:

### 1. Maintaining current quality of life

- Alleviating social isolation and exclusion

### 2. Promoting Independence to improve daily life

- Exercise / Activity – stimulate mind and body
- Decrease in depression / isolation
- Socialisation / friendships
- Increased independence

### 3. Improving Quality of Life in the longer term

- Improving health
- Improved mental / emotional state
- Learning new skills

## Why it's relevant:

Provision of, and access to appropriate physical activity and sport opportunities to service users can contribute to a number of the outcomes and objectives identified. Perhaps most obviously physical and sport can contribute to improved health. However, it can also play a significant function in enabling inclusion in the community, alleviating social isolation, increasing independence (e.g. through helping prevent falls), enabling socialisation and a means of learning new skills.

# Community Sport

## What it's about:

A summary of objectives taken from Lambeth Community Sports Team Development Plan include:

- Increase participation, competitive opportunities by children and young people and adults in a range of sports\*
- Reduce obesity in children aged 4-12 years
- Support clubs to be sustainable and increase the range of groups they deliver to (develop new clubs where a need is identified)
- Provide exercise referral for clients with long term health conditions (including those with mental health care needs) and those referred via the falls pathway
- Increase in women and girl's participation aged 16-25
- Establish a database and mapping of sports clubs and participation opportunities in Lambeth
- Provide support for young sports people at regional and national level
- Increase opportunities for disabled participation in sport
- Enhanced communication to local sports groups

## Why this is relevant:

Unsurprisingly the objectives of the community sport team are focused on increasing the number of people (adults and young people) who play sport and who are therefore physically active. There is also a focus on providing appropriate competitive opportunities and pathways to improve. The team also run the Healthy Lifestyles programme aimed at providing appropriate physical activity opportunities to those that are at risk from a range of health conditions (further information is provided on p57).

\*Priority sports: Athletics, Badminton, Basketball, Cricket, Football, Netball, Rugby League, Table Tennis, Tennis



# Employment

## What it's about:

Whilst more people from across the borough are moving into employment with a continuing trend of reducing unemployment, the evidence demonstrates that despite the growth in the London and Lambeth economy, there remain groups of people who are not securing 'good' jobs and a number of groups experiencing slower or less significant falls in unemployment. Work in this area therefore seeks to address this and to deliver on the following outcomes.

- More jobs and sustainable growth (Community plan outcome)
- People have the skills to find work (Community plan sub-outcome)

Further sub-outcomes include

- Lone parents are able to work in a way that meets their personal circumstances
- Young people from our black African and black Caribbean community are in good jobs
- People aged 50 and over have the opportunity and skills to find work

Further sub-outcomes and priority groups to develop:

- Graduates
- Ex-Offenders
- Complex housing needs/homeless

## Why it's relevant:

Whether it's through participating directly or helping organise and deliver activity (e.g. as a volunteer, coach or recreation assistant), physical activity and sport can provide rich learning and training experiences and provide a means of gaining qualifications. Skills and attitudes like determination, self-discipline, time management, goal setting, emotional control and decision making that can be developed through physical activity and sport are valued by employers (6).

## Housing

Lambeth Living has the following vision:

*“Over the next five years we will work with the Council in its goal of a socially just borough which is caring, aspirational, safe and secure. Our biggest contribution (and where we will be the biggest contributor) is making sure that our homes are of a good standard and our estates are places that people want to live.”*

### **Why it's relevant:**

Research suggests that the majority of a person's physical activity takes place within 400m of where they live and that the need to travel can be a significant barrier. It is therefore important to provide appropriate environments and spaces to be physically active close to where they live. There are a range of physical activity spaces such as Multi Use Games Areas and resident community halls that can potentially be utilised to provide enhanced physical activity opportunities close to local people. Having such opportunities can therefore contribute towards ensuring that Lambeth estates are 'places where people want to live'

## Summary of Lambeth policy picture

There is a positive policy environment in which to develop and implement the physical activity and sport strategy.

From undertaking this 'policy mapping' it is clear that physical activity and sport can contribute to outcomes and objectives across all of the policy areas reviewed. Moreover, through discussions, Lambeth colleagues working on these policy areas recognised the benefits of physical activity and sport can bring to helping them achieve their objectives.

Significantly, identified through the stakeholder interviews, the majority of departments working on these policy areas are already investing resource into physically activity and sport. At present however, this appears to be largely independent of each other.

## 6. The commissioning picture

### Introduction

As detailed on page 5, running in parallel with the development of the physical activity and sport strategy is a piece of work led by the Chief Cultural & Leisure Officers Association (cCLOA) with funding and support from Sport England. Its aim is to support the local authority and its partners in the physical activity and sport sector understand better the commissioning landscape in Lambeth and particularly to identify local needs, current commissioning structures, systems, processes and priorities.

The information gathered is intended to help those interested and involved in developing physical activity and sport understand what is happening locally and think about their approach to engagement in commissioning and to better define their role as a sector leader.

Part of this work involved the cCLOA consultant undertaking a number of research interviews with commissioners and stakeholders. They were undertaken to:

- Develop an understanding of their perspective, approach and ways of working
- Identify opportunities for physical activity and sport organisations to make a better contribution to what commissioners are trying to do and to identify some of the current barriers which are getting in the way of this happening.

Key generalised points across the interviews are summarized below. The full cCLOA report, including who was interviewed and sector specific views, can be accessed here (add link once finalised).

## Commissioner's perspective of the :

### Challenges in Lambeth

- enduring high levels of low skills, unemployment, deprivation and poverty
- health inequality
- impact of welfare reform
- growth in demand on health and social care services driven by demographics and economic circumstances
- health funding increasing below inflation ( real term reduction)
- significant reduction in local authority budgets
- reduction in third sector funding

### Enablers in Lambeth

- strong partnership vision of co-operative borough led by a co-operative commissioning Council
- structural integration across health and local authority
- emerging locality based co-operative governance structures
- asset base (resources, knowledge and skills)
- history of community activism and engagement
- diverse third sector
- diverse physical activity and sports sector
- inward investment

### Commissioner's priorities

- obesity (especially children and young people)
- acquired long term conditions (diabetes, hypertension, cardio vascular disease)
- serious mental ill health
- Dementia
- Disability
- jobs and skills

### Commissioner's Principles

- Cooperative
- Co-production
- Reciprocity
- social value/total value

### Commissioner's Challenges

- embedding 'cooperative' commissioning in their day to day business
- more focus on prevention and reablement
- better integration of commissioning
- move from good individual service provision to good integrated services around the individual
- market development (across sectors)
- need for decommissioning in some areas
- risk management during transformation

# Commissioner's views on the physical activity and sport sector

## Commissioners' View of the Physical Activity and Sports Sector:

- universal recognition of importance of physical activity in securing better health outcomes but not 'sport'
- recognition of physical activity's importance in securing wider well-being
- some recognition of the sector's potential role in impacting on the wider determinants of health

## Opportunities for the physical activity and sport sector to engage:

- healthy lifestyles/ health promotion including mental well-being
- ill health prevention activities with target groups ( informed by wider determinants of health as well as those populations predisposed to developing disease/LTC)
- supporting those that have become obese or have acquired serious conditions (including serious mental illness) to remain active following treatment and clinical interventions
- personalisation (including for those with and without personal budgets)
- prevention activities linked to juvenile crime and disaffected young people
- education, skills and employability programmes

## Barriers to sector's engagement in commissioning:

- lack of understanding of commissioning (not just procurement/grant funding) and of principles of co-operative commissioning
- current focus on getting those 'active more active'
- some perception of 'sport' as being exclusive and not relevant to most people
- traditional service models of formal physical and sports activity inappropriate
- predominance of facility based programmes - 'significant barrier for some people'
- data gaps:
  - benefits of physical activity (although increasing)
  - local evidence of impact of physical activity interventions
  - what is stopping people becoming active
  - what type of physical activity are people engaging in
  - what type of physical activity would people engage in
- skills and knowledge of specific health, care and social needs
- not commission ready ( quality assurance, compliance, skills etc)

## Commissioner's advice to physical activity and sports sector:

- There's a need to understand that cooperative commissioning does not necessarily involve procurement or money transaction – it is more about 'acquisition' rather than procurement and that could involve investment in infrastructure, assets ( social and physical) and or joining up of resources
  - Need be ready to meet demand for personalised services
  - need to know their client/user market – know what user/clients want and need and tailor their services and facilities accordingly
  - need to think how they will influence the potential client market and move away from encouraging those who are active to become more active and instead encourage those inactive to become active
  - the social element of physical activity is really important not least because it promotes well being however it needs to be an inclusive and easily accessible social environment
  - need to work with other specialist providers to ensure clients/user's specialist and social needs are met appropriately
  - need to be more visible to commissioners and clients/users
  - need to think how they organise themselves as a sector to be able to influence strategic planning and to respond effectively to opportunities
  - need to more clearly articulate their offer as sector and individual providers
  - need a compelling evidence base that demonstrates impact on outcomes
  - need to collaborate and partner where necessary
  - need to develop new offers where there are gaps in the provider market
- The development of the strategy and associated structural arrangements represents a fantastic opportunity for the physical activity and sport stakeholders to organise and better align themselves to the needs and priorities of commissioners.
  - Physical activity and sport can contribute to a number of the priorities and challenges identified, and out of the enablers, many are already present within community physical activity and sport in Lambeth.
  - It is positive that physical activity is recognised for securing better health outcomes but there appears more to do in terms of making the case for sport and the impact on the wider determinants of health.
  - Improving the evidence picture in terms of the physical activity needs of local people and also the outcomes achieved in relation to physical activity and sport interventions will be important going forward.
  - Work to develop the market and support providers needs to reflect local needs – possibly with an emphasis on services that best enable inactive people to become active.
  - Finally, the work to develop the appropriate structural arrangements through which to deliver the strategy presents an opportunity to be more visible to commissioners, to better engage with them and to represent the sector in a coherent way.<sup>38</sup>

## **7. The participation and demand picture for physical activity and sport in Lambeth**

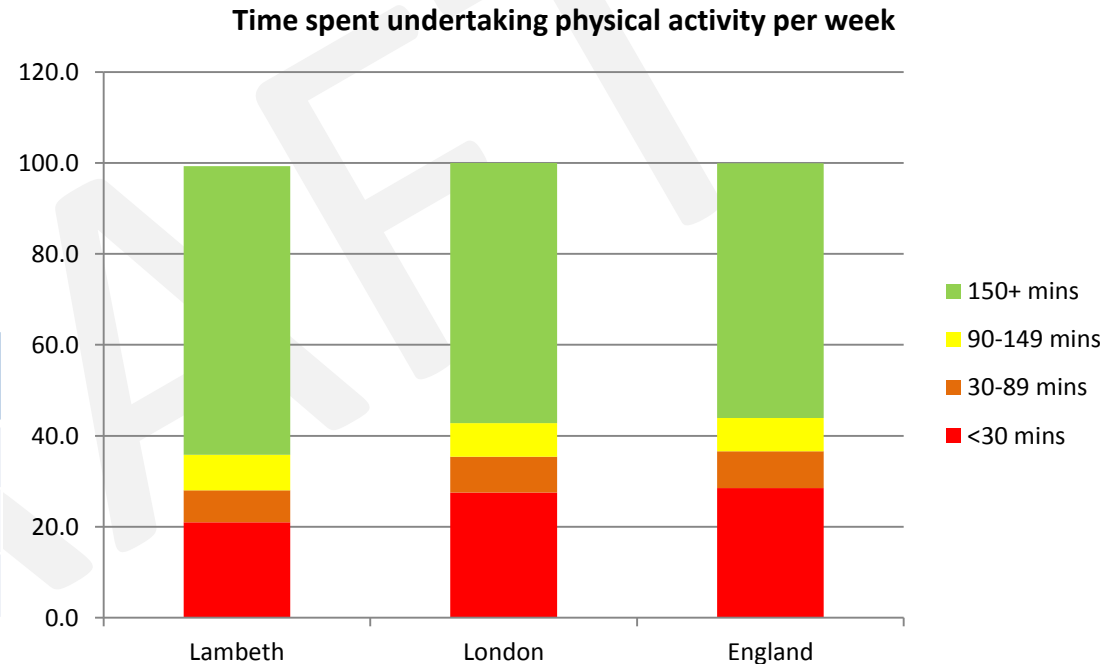
### **Introduction:**

This section outlines the physical activity and sport participation levels in Lambeth. First, an overview of the whole Lambeth adult population is provided followed by further analysis into specific population cohorts. Information is then presented on the demand for physical activity and sport in terms of the proportion of the population that would like to do more and also the sorts of activities people would like to do.

## Physical activity Levels in Lambeth

This table and graphs show the proportion of adults aged 16+ who are physically active or inactive, based on Public Health England's definition. In line with the Chief Medical Officer's physical activity guidelines, physically active adults include those doing at least 150 minutes of at least moderate intensity physical activity per week, while inactive adults include those doing less than 30 minutes per week.

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



As can be seen, Lambeth has a lower proportion of inactive adults and a greater proportion of those meeting the CMO physical activity guidelines than London or England. However 1 in 5 people are not being physically active for over 30 minutes in a week.

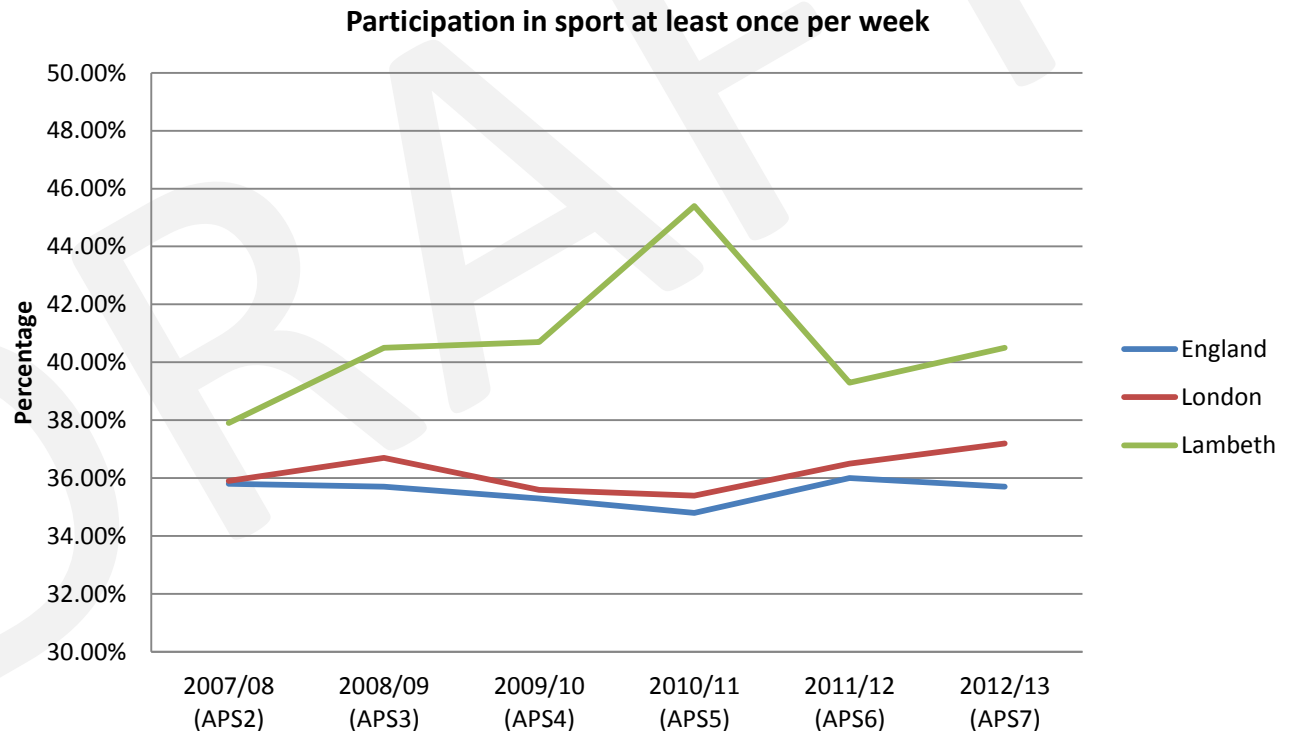


# Sports Participation levels

## Sports Participation levels

The analysis on pages 41 to 51 is derived from Sport England's Active People Survey (APS). Unless noted, the information comes from APS 7 (2012/13).

- At 41.6%, Lambeth sports participation levels, whilst fluctuating over time, show a small increase from the baseline of 38% in 2007/8.
- Lambeth residents have relatively high levels of sports participation (in comparison to London and England averages).
  - Lambeth: 41.6%
  - London 38.1 %
  - England: 36.7%

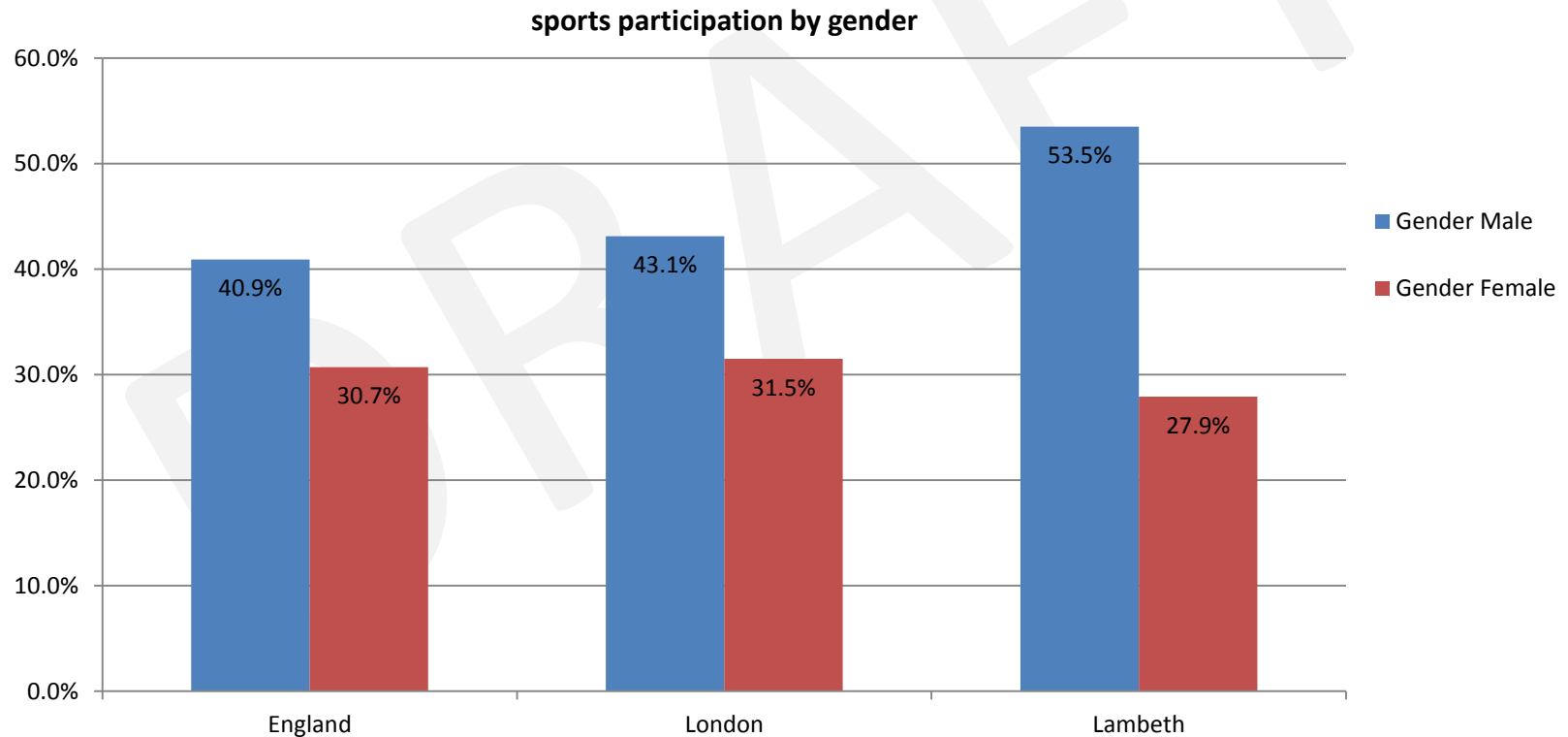


## Lambeth sports participation by gender

As detailed below, male sports participation rates are significantly higher than those of females in Lambeth.

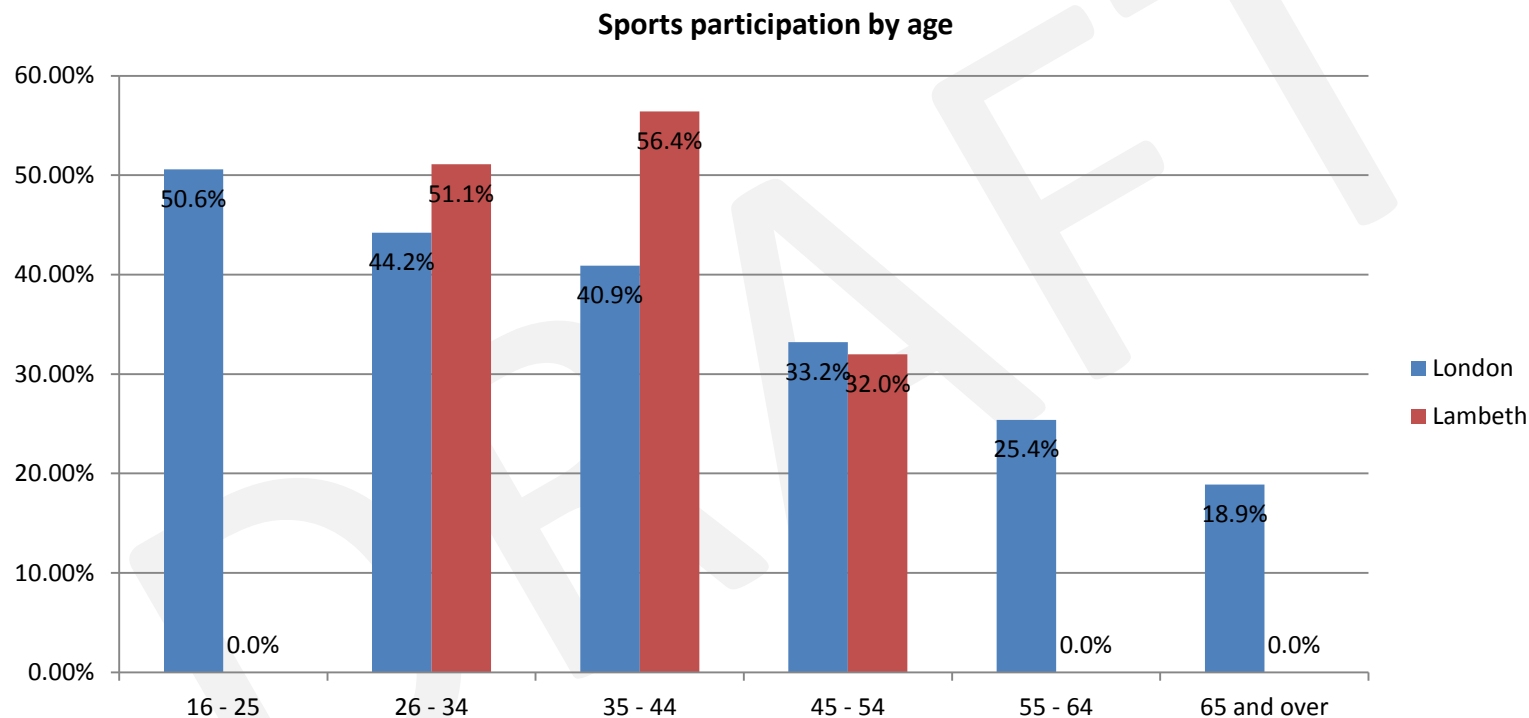
- Males: 53.5%
- Females: 27.9%

This data shows that it is Lambeth males that contribute towards Lambeth's relatively high overall sport participation rate. Whereas male rates are above London and England averages, female rates are lower.



## Lambeth sports participation by age

The pattern for sports participation at national and London levels is for participation levels to decrease with age. Sample sizes for some age groups in Lambeth are not sufficient to be able to provide robust data. However, the data that is available shows that the 35-44 age group in Lambeth buck the trend of decreasing participation with age in that it is higher than the 26-34 years age group.

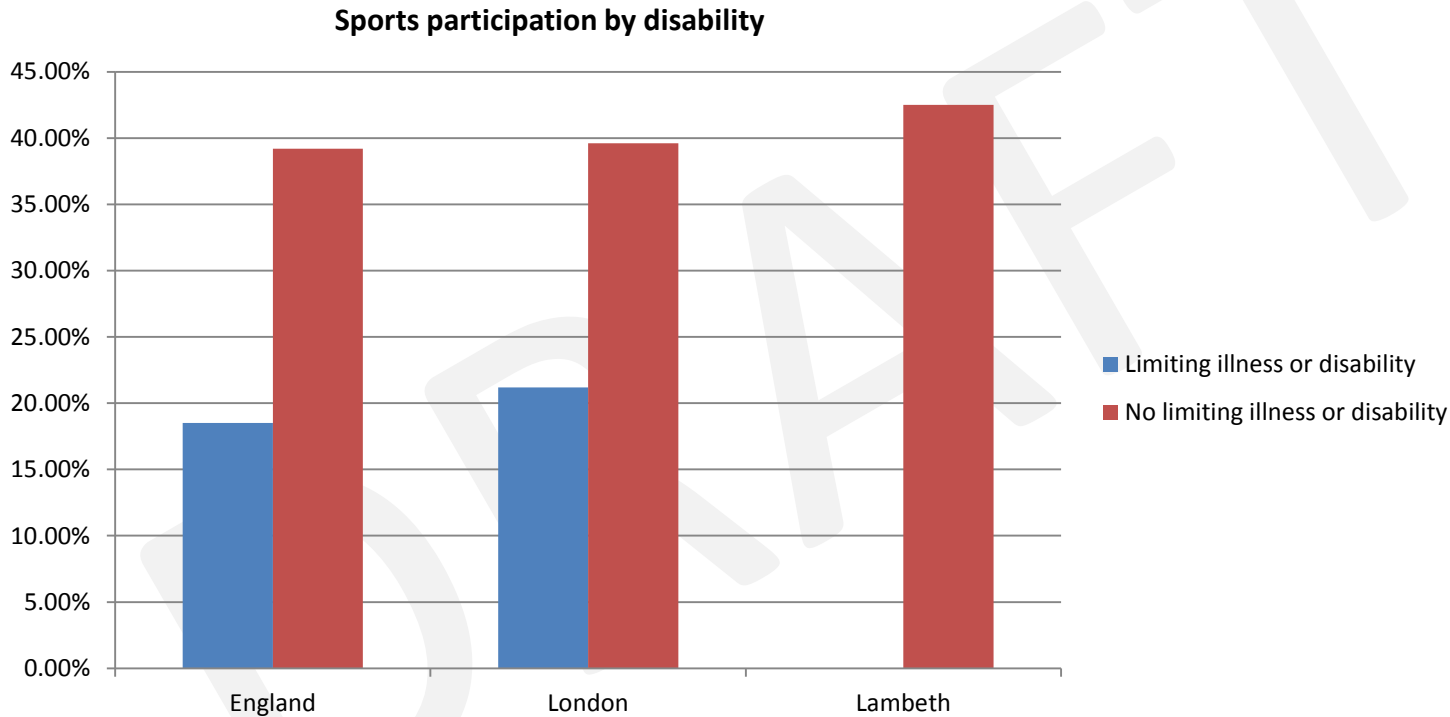


Source: Sport England; Active People Survey 7. <http://activepeople.sportengland.org/>

## Lambeth sports participation by disability

### Disability

For England and London the graph shows that those reporting a limiting illness or disability were considerably less likely to report participation in sport at least once per week. Sample size limitations means that the participation levels of those with a limiting illness or disability in Lambeth cannot be reported.



## Lambeth sports participation by social grade\*

The chart below shows that those from lower social grades have lower sports participation levels. A similar pattern can be observed at England, London and Lambeth levels.



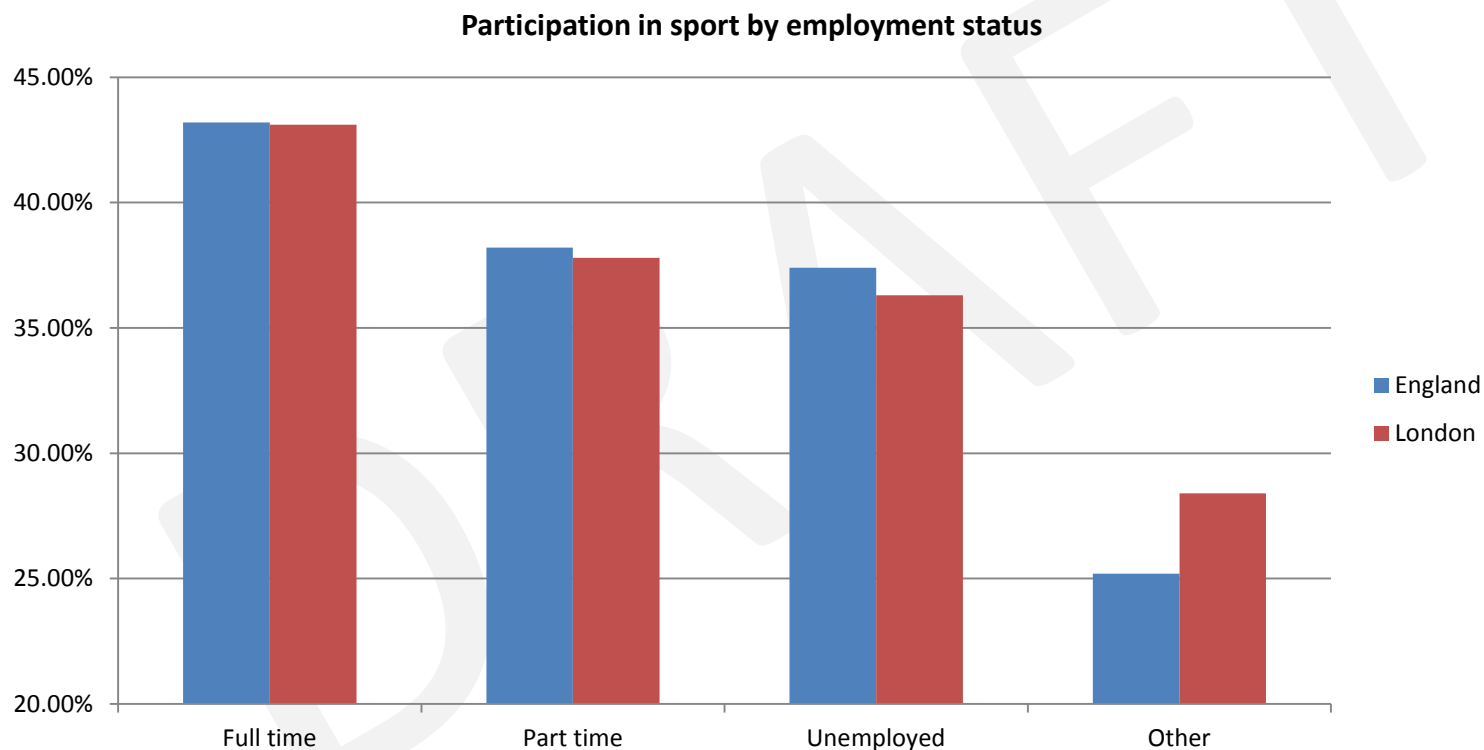
Source: Sport England; Active People Survey 7. <http://activepeople.sportengland.org/>

\*The National Statistics Socio-economic Classification which is derived by combining information on occupation and employment status. Employment status is created by combining data on whether an individual is an employer, self-employed or an employee, size of organisation (where collected) and supervisory status. NS-SEC 1-4 refers to the upper social grades, NS-SEC 5-8 refers to the lower social grades. For more information on NS-SEC go to: <http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/soc2010/soc2010-volume-3-ns-sec-rebased-on-soc2010-user-manual/index.html> T

## Sports participation by employment status

### Employment status

Across England and London, a greater percentage of those in full-time employment participate in sport once a week more than people that are unemployed and those in part-time employment. NB The Active People Survey sample size does not allow for Lambeth specific analysis.



Source: Sport England; Active People Survey 7. <http://activepeople.sportengland.org/>

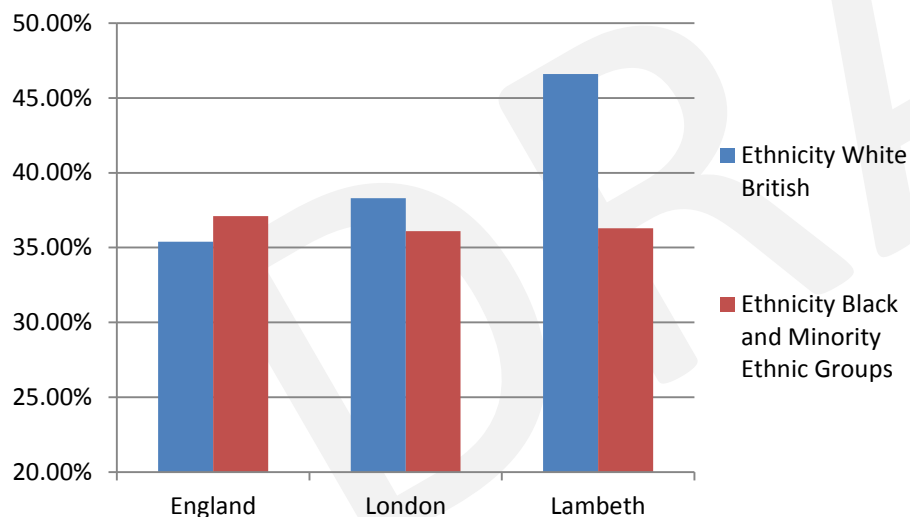
## Sports participation by ethnic group

### Ethnicity

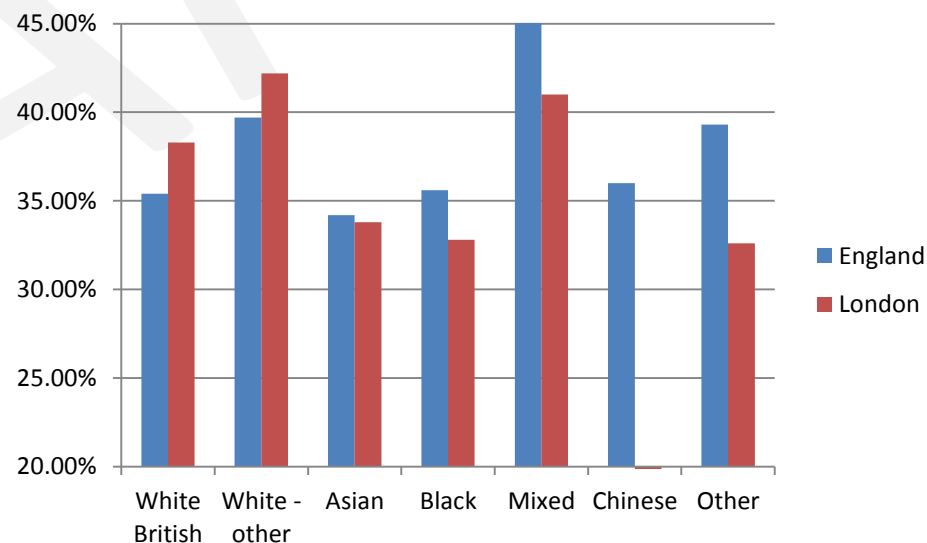
As detailed in the graph on the left, in England, Black and Minority Ethnic groups have slightly higher participation rates than White British people. In London and Lambeth the opposite is true. The graph highlights the significant difference in participation levels in Lambeth between white British and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

Unfortunately low sample sizes mean that participation levels for 'lower level' groupings of ethnic groups in Lambeth cannot be analysed through APS. The graph to the right of the page however provides this data for England and London. It shows that participation rates for 'white British', 'white other', and 'mixed' groups are higher than those from 'Asian' and Black groups.

Sports participation by 'high level' ethnic group



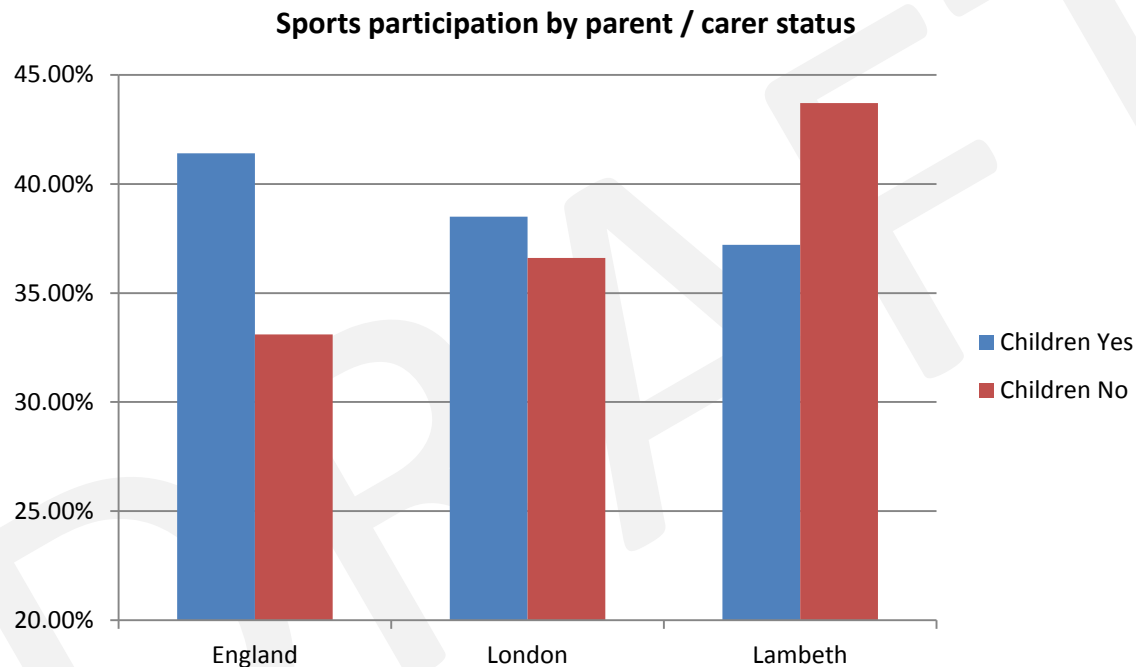
Sports participation by ethnicity



Source: Sport England; Active People Survey 7. <http://activepeople.sportengland.org/>

## Sports participation by parent / carer status

In England and London, those with children are more likely to participate in sport once per week. In Lambeth the opposite is true. Intriguingly in Lambeth the opposite is true. This possibly reflects the young population profile of Lambeth and the general trend of young people being more active than older people.



Source: Sport England; Active People Survey 7. <http://activepeople.sportengland.org/>



# Sports participation levels across Lambeth

Catchment area:  
London - Lambeth

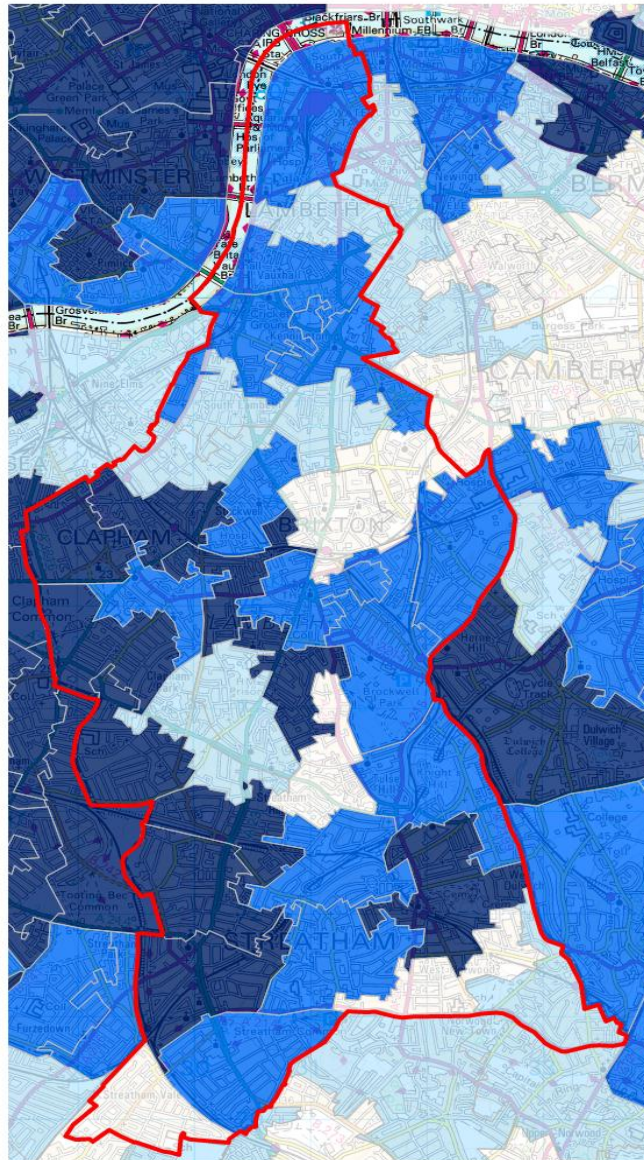
Participation estimates 2008-10  
Quantile classification\*

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

— Catchment area  
— Middle Super Output Areas

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

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



This map shows modelled activity levels (using Active People Survey data) broken down by Middle Super Output Area. The lighter the area, the lower the participation.

As can be seen, there are areas of lower participation around the wards of Coldharbour, Streatham Hill, Streatham South and Gipsy Hill.

## Sports most participated in by Lambeth residents

### Top 5 sports in local authority with regional and England comparison

Sport	Lambeth		London		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym	34.8	14.7%	32.9	13.9%	4,622.7	10.9%
Athletics	30.0	12.7%	20.4	8.6%	2,778.8	6.5%
Swimming	29.1	12.3%	28.1	11.9%	4,896.9	11.5%
Football	20.0	8.5%	17.2	7.2%	2,689.7	6.3%
Fitness & Conditioning	17.6	7.4%	19.3	8.1%	2,854.7	6.7%

Source: Active People Survey 7, 2012/13

Measure: Participation rate of the top 5 sports and the number of adults (16+) that participate at least once per month.

## Sports Volunteering

Lambeth (8.68%) sports volunteering levels are lower than England (13.6%) and London (10.8%) (APS5 2010/11).

## Club Membership

Lambeth club membership levels are low (16.9%) in comparison to London (21%) and England (21.5%).

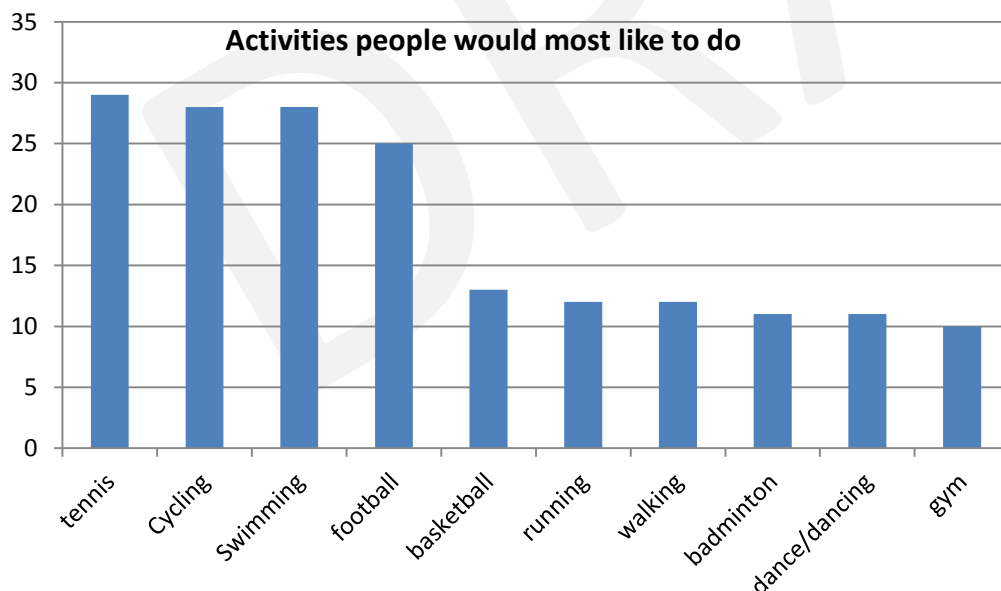
## Latent demand for sport

- According to APS 7, 67.9% of Lambeth residents (aged 16+) would like to do more sport. Of this cohort, 20% are inactive.
- Interestingly, nearly 70% of all females would like to do more sport. Of this cohort of 70%, 30% reported being currently inactive. This latent demand figure of 70% is higher than for males (66.4%) despite males having a significantly higher participation rate.
- This suggests that whilst Lambeth female participation levels are relatively low, there is a high demand for greater participation in sport.
- In terms of specific sports Lambeth residents would most like to do, as detailed in the table below, swimming was by some way the highest, followed by gym.

Sport	Percentage
Swimming	17.0%
Gym	6.9%

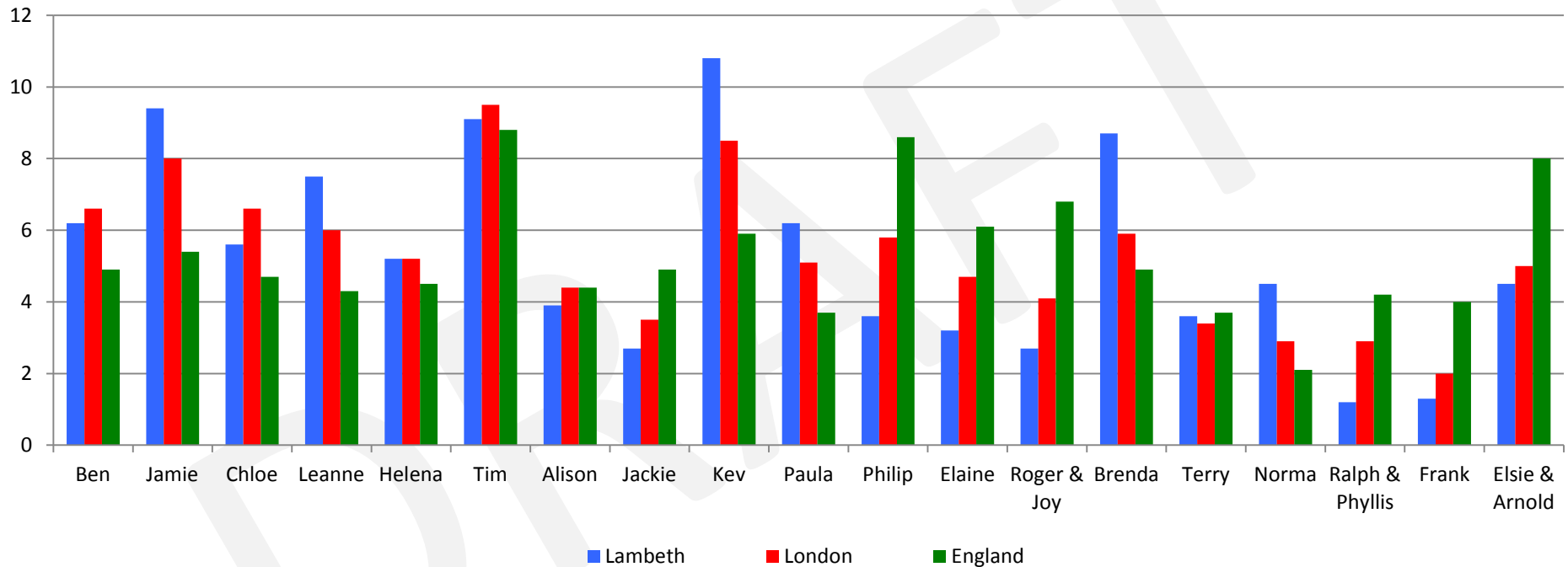
A recent survey undertaken (n=135) at the Lambeth Country Show asked attendees “what activities would you most like to do if they were available in Lambeth?” People were able to choose 3 activities. The graph below shows the top responses.

- Tennis, cycling and swimming were the most popular answers.
- In total 85 different activities were identified.



## Dominant market segments in Lambeth

Sport England has segmented the general population into 19 market segments based on their age, attitudes motivations and barriers to playing sport. Each segment has a profile outlining typical characteristics. Further information about the segmentation model and the associated profiles can be found [here](#). The chart shows Lambeth's make-up in terms of these segments relative to London and England.



As can be seen, the dominant segments are [‘Jamie’](#), [‘Tim’](#), [‘Kev’](#), and [‘Brenda’](#). By clicking on their name you can view their profile. Compared to London and England there is also a relatively high proportion of [‘Leannes’](#) and [‘Normas’](#). This information is useful in that it tells us generalised information about activity levels, preferences and preferred communication channels. It can therefore act as a reference point to help understand sporting behaviour, what their needs might be and how certain groups might be communicated to.

## Summary of participation data

- The overall participation picture for Lambeth is relatively positive when compared to England and London averages. However, one in five people are reported as not undertaking 30 minutes of physical activity per week in bouts of 10 minutes or more.
- The relatively high participation rates mask some significant inequalities in participation levels within Lambeth. From the data presented, this is most clearly seen between genders (males sports rates being significantly higher than those of females) and socio-economic group (lower socio-economic grades having lower participation rates than higher grades).
- With regards to females, there is a high demand and desire to do more sport. The gap between their actual participation and this high demand suggests particular barriers that are female specific.
- It is likely that Lambeth reflects national and London picture of disabled people having significantly lower participation levels.
- It is noticeable that employment status has a relationship to physical activity levels too though the cause and effect relationship is unclear.
- White British people have considerably higher participation levels than Black and Ethnic minority groups in Lambeth, but sample size limitations means that there is a gap in knowledge as to which specific ethnic groups have lower participation than others.
- Sports volunteering and club membership levels are both lower than England averages. The latter suggests that residents may have preferences for informal and 'pay and play' type activities. It may also reflect a lack of access to local clubs.
- Finally, it is important to recognise that the Active People Survey collects data from those 14 years and older. There is a significant gap in knowledge with regards to participation levels and the preferences of people younger than this age.

## 8. The supply of physical activity and sport in Lambeth

### Introduction

Across Lambeth there is a rich and varied network of 'organisations' that provide physical activity and sport opportunities. These include traditional leisure services where you can turn up, pay, and go for a swim, voluntary sports clubs, organisations that use physical activity as part of their wider services (e.g. youth groups, faith groups, disability organisations, Scouts and Guides), social leagues for sports like netball and cricket, instructor led groups (e.g. British Military Fitness) and informal social groups that have limited formal organisation but still facilitate opportunities to be active. Below a summary based on existing knowledge of the provider picture is presented.

### The supply picture

- 89 Lambeth clubs are listed on the sports and activity finder [getactivelondon.com](http://getactivelondon.com)
- Over 100 physical activity and sports organisations have engaged in the Lambeth Community Sport Teams Support workshops
- In January 2014 there were 20 Club Mark accredited clubs in the Borough
- The demand analysis undertaken as part of the recent indoor and playing pitch strategies revealed 85 football teams (across a lower number of clubs), 2 cricket clubs (plus one large social league), one rugby club, two hockey clubs, four tennis clubs, two basketball clubs, one bowls club, two horse riding centers, 3 boxing clubs and a BMX club.
- The Healthy Lifestyles program, delivered through the Community Sports Team, offers physical activity programs to those considered at risk these include:
  - Exercise Referral for residents with common or serious mental illness. The service receives approximately 140 referrals per year
  - Community postural stability classes for elderly and frail residents as part of the Southwark & Lambeth Integrated Falls Pathway. Two classes per week are provided.
  - Exercise referral for those at high risk of cardiovascular disease, or those with a body mass index (BMI) greater than 35. This is delivered in partnership with the Lambeth Early Intervention Prevention Service (LEIPS) and receives 300 high risk referrals per year.
  - Level 2 weight management programme for children and their families above the healthy weight. Twelve programmes are provided.

With reference to the first paragraph this clearly presents a partial picture. It is beyond the scope of this piece of work to undertake a full audit of the physical activity and sport provision in the borough in terms of which organisations are delivering opportunities, what activities they deliver, who they are delivering to and where they are delivering them.

However, physical activity and sport providers are a key part of the physical activity and sport 'supply chain'. It is suggested that building a more detailed picture of physical activity and sport supply through the implementation of the strategy would provide a number of benefits:

- A vast amount of social capital, good will and potential exists across Lambeth community organisations. By knowing more about them, we will be better placed to work along cooperative principles; involving a greater number and breadth of organisations in the implementation of the strategy
- The ability to identify gaps in the provider market
- An enhanced ability to understand providers needs and to work to support their needs
- Only by understanding the local provision can we sign-post residents to appropriate and relevant activities.

## 9. Facilities for physical activity and sport

### Introduction

As detailed on page 5, running in parallel with the development of the broad physical activity and sports strategy has been the development of a) a playing pitch strategy and b) an indoor Sports Facility Strategy. These strategies are being developed through a detailed assessment of the supply of facilities and pitches and the demand for their usage. The full reports can be accessed here (add links once finalised).

#### Playing pitch strategy

The recent assessment of playing pitches revealed that in Lambeth there are 25 grass football pitches, 3 cricket pitches, 2 full size artificial grass pitches (AGPs), 14 smaller AGPs, 5 bowling greens and 76 tennis courts across a range of sites. For football, cricket and hockey there is an undersupply of pitches to meet existing demand. The two full size AGPs are operating at capacity. In addition the only rugby club (of either code) is unable to currently play matches in the borough due to issues with drainage at the pitch in Streatham Vale. There is currently capacity within the existing supply of tennis courts and bowling greens however, in relation to the former, it is suggested that the poorer quality courts will require investment if they are to remain playable.

The next stage is for the development of a forward looking strategy and action plan to make improvements to the pitch stock based on this assessment.

#### Indoor Facilities strategy

The indoor facility strategy is exploring the supply / demand balance across sports halls, swimming pools, health and fitness gyms. This piece of work is slightly further on than the playing pitch strategy. The assessments have been undertaken and a draft strategy has been developed. The SWOT analysis on the next page outlines some of the key findings. These findings have led to the development of a draft vision and strategic objectives. These are:

**Vision:** To create a high quality sport and leisure offer which delivers vibrant programmes of activity ensuring that all residents (including disadvantaged groups) have the opportunity to engage in activities and experiences as part of a fulfilled and active lifestyle, leading to improved health and well-being for all.

#### Strategic objectives:

- Develop and establish a facility hierarchy which establishes defined roles and functions for specific facility types.
- Commit to key facility development projects to replace and bring facilities up to standard.
- Define and implement a Borough-wide community use policy.
- Take a more strategic approach to facility programming on a Borough-wide basis.

# SWOT analysis of indoor facilities across Lambeth

## STRENGTHS

- The quality and distribution of the Council's stock of health and fitness provision is very good.
- There are a wide range of sports facilities including a 50m swimming pool, indoor bowls facility, an ice rink, five pools, 15 indoor accessible sports halls .
- Supply / demand modelling suggests enough spaces to swim when analysed at borough level
- The majority of sports hall tend to be in good condition
- Brixton rec is an iconic venue with excellent transport links. 50% of all leisure centres are with Brixton
- The developments of Streatham, Clapham and West Norwood have been well received by residents

## WEAKNESSES

- There is an under supply of accessible sports halls across the borough and there is an increasing demand for hall space, particularly for the sports of boxing and basketball
- Many sports halls are located within educational sites and have limited community access during the day as well as after school.
- The community use varies across each school depending on it's chosen approach.
- Some facilities are sublet to private providers which may not provide the best sports development solutions and outcomes.
- 25% of the population do not reside within a one mile catchment of a swimming facility
- There is significant strain on swimming provision, especially at peak times with all sectors of the community competing for water space at the same time.
- Brixton rec. is an ageing facility which is not economically or environmentally efficient. In addition, it does not appear to be DDA compliant.
- Flaxman leisure centre's condition is considered to be below average

## OPPORTUNITIES

- Significant potential for redevelopment at Brixton Rec
- With one main leisure provider, LB Lambeth has the opportunity to set achievable community sports development parameters
- The proposed development at Doon St. can potentially reduce deficiencies in leisure provision identified in the North of the borough
- For LB Lambeth and it's partners to be the advocate and potential coordinator of high quality community use across all schools sites in the borough
- Greater and more formal links between GLL and health partners offers opportunities to ensure the facilities serve the health and wellbeing needs of residents .
- Opportunities to co-locate other community facilities (e.g. libraries, youth, health) with any future facility developments

## THREATS

- The projected increase in population and its older age profile will put an increasing strain on the current facilities stock
- The under supply of sports halls cannot easily be remedied due to high cost of land
- More schools becoming Academies could further fragment the community physical activity and sport offer
- If any development of Brixton rec. renders it unavailable for any length of time this could have a significantly negative effect on accessibility for a large section of the population (including those from some of the borough's most deprived communities)



## **10. Consultation to develop the strategy**

### **Introduction**

This section outlines the output from a number of consultation events. These events have been a mechanism to help identify physical activity and sport needs, what needs to change and what the priorities for the strategy should be. The following pages outline the views gained from the following events:

- Community club support workshop – 5<sup>th</sup> June
- Strategic and policy stakeholder workshop – 3<sup>rd</sup> July
- Senior stakeholder meeting – 10<sup>th</sup> July
- Consultation at Lambeth Country Show with residents – 19<sup>th</sup>/20<sup>th</sup> July
- Community organisations strategy development session – 24<sup>th</sup> July

## Consultation at the community club consultation workshop

Over the last couple of years, the Lambeth Community Sport Team have been running support sessions for community physical activity and sport providers. The event on the 5<sup>th</sup> June was utilised to engage community providers in the development of the strategy. The aim of the session was to:

- Raise awareness that a strategy was in development
- Gain buy in to supporting the strategy
- Gain input on their views as what needs to be in the strategy
- Provide further opportunities to get involved in the development of the strategy.

The infographic on page 74 within the appendix was utilised to briefly explain some statistics about physical activity and sport levels in Lambeth.

The providers were then asked the question 'do we need to get more people being active and playing sport in Lambeth'. If they felt there was a need, and were willing to help increase physical activity levels they were asked to provide their name and organisation. In total 51 signed up. Details of the organisations are provided on 75 in the appendix. The providers were then asked 'What should physical activity and sport look like in Lambeth in 5 years time?' Their responses were captured under the following themes:

1. People taking part – how we might communicate with them, what opportunities might be available?
2. People delivering – volunteers, coaches, teachers, organisers?
3. Places people play – parks, facilities, playgrounds, pitches?
4. People working together – how might we better work together?
5. People progressing – pathways for talent, volunteers and those that just want to play for fun

A short summary of the discussions is provided below. The next two pages provide a more detailed summary broken down into themes.

In summary there was considerable energy and enthusiasm about contributing towards the development of physical activity and sport in Lambeth and a desire for greater collaboration across groups and with others such as the council and schools. The issue most often raised was gaining affordable access to facilities to deliver their services- this was in relation to leisure centres and school facilities. Views on who the strategy should focus upon reflected the lower participation groups in Lambeth – females, disabled and older people. There was also an emphasis on providing positive opportunities for young people from the perspective of direct participation and as way of providing training and qualifications. In terms of developing the capacity of providers, there was a request to empower local people and support start-ups, listen to local needs, help reduce bureaucracy and improve access to useful information. Finally, it was recognised that improvements should be made to communicating and promoting a coherent physical activity and sport offer to Lambeth citizens.

# Community providers views on what needs to happen to improve physical activity and sport in the borough

## Cohorts

- The following cohorts came out most strongly as having greatest need: Females, disabled people (across all impairment groups) and older people.
- Working with young people, unemployed and single mums was also raised.
- Understanding cultural and faith issues and working with faith groups to increase physical activity

## Settings

### Schools:

- Greater access for community use outside of school hours – greater incentives for schools to hire out facilities
- Pupils in schools being more active
- Supporting young people at key transitions (e.g. primary to secondary school) to participate
- Greater engagement between schools and local sports clubs

### Workplace:

- Targeting of office workers

## Facilities

- Greater availability of facilities for local providers
- More affordable facilities
- Better advertising of facilities
- Making young people feel more welcome at facilities
- Ensure facilities are appropriately maintained
- More facilities – e.g. 3G pitches
- Maximise usage at existing facilities and spaces to be physically active

## Access to information

- Establish better understanding of local needs
- Have information available to help with funding
- Establish one point of access for information

# Community providers views on what needs to happen to improve physical activity and sport in the borough

## Provider development

- More funding support
- Capacity building support to increase monitoring
- Empowering local people
- Support to 'start-ups'
- Reduce bureaucracy
- Help with delivering events
- Listen more to what works on the ground

## Workforce

- Support for coaches and volunteers
- Accessible and affordable training and qualifications
- Mentoring for less experienced coaches

## Collaboration

- Coordinating with others for greater effectiveness including:
  - Groups using same locations
  - With schools
  - The council
  - Engage with Friends of groups, local forums, resident associations

## Promotion of opportunities

- Make it easier for people to find out what is available
- Greater levels of promotion
- Sharing information across groups and organisations on what is available
- Help to community providers to promote their offer
- Enable access to a wider community outside those already involved
- More outreach – going out and talking to people about what is available

## Event for strategic policy stakeholders

A session was run to support the development of a draft vision, priority outcomes and input into the development of the structures required to enable effective delivery of the strategy. To achieve this, the following activities were undertaken:

- A SWOT analysis of the current physical activity and sport position in Lambeth
- A visioning session to explore where we should have moved physical activity and sport onto in the next 5 years
- An exercise to identify the priority outcomes required to support the vision.

The following areas had representatives attending: Community Sport, Adult Social Services, Children and Young People, Lambeth Living, London Sport, Sustainable Transport, Public Health, Clinical Commissioning Group and Cooperative Parks, Cultural Services. Details of the SWOT analysis and the discussion on the priority outcomes are provided on the next pages. However, a headline summary is provided below.

- The positive, coherent and overlapping policy context was recognised. It was noted that health and wellbeing is a common outcomes across all areas.
- However, there is a need for partners to work collaboratively and in an integrated way towards a common goal.
- As expressed through the visioning session, there is an ambition for Lambeth to become the most active borough in the country.
- 'Being active' is primarily framed in the context of a focus on reducing the number of inactive people in the borough rather than enabling active people to do more.
- Increased involvement by providers and residents in helping achieve the outcomes- to unlock the potential and reach of community organisations – came out.
- Developing a better understanding of citizen's needs in relation to physical activity and sport and also the impact of physical activity interventions was raised.
- There was agreement across the group that focus should be placed on females, disabled people, older groups (exact ages tbc) and children and young people (exact ages tbc)

## Strengths, Weaknesses, Opportunities and Threats of Lambeth physical activity and sport

### STENGTHS:

- Significant policy backing to support the needs of increased physical activity
- Health and wellbeing is a priority across strategies / policies
- Large number of clubs engaged in network – tap into their expertise and services
- Strategy development work so far is beginning to bridge gaps and raise awareness of other services
- Physical activity can improve chances of employment and employability
- Low car ownership conducive to active travel
- Successful track record of cycling in Lambeth
- Positive transport links

### WEAKNESSES:

- Transient population could pose challenge – understanding needs of fast changing population
- Partners interested in the contribution of physical activity and sport not currently working together in a strategic way
- Low level of participation and interest in physical activity by girls / females
- Sport sector has historically weak evidence base in proving longer-term behaviour change
- Not getting the messaging right to key groups
- The perception that sport is not for inactive people
- Budget reductions
- Some organisations do not have strong relationships with the Council but could deliver positive outcomes
- Social sports groups not engaging 'hard to reach groups'
- Some facilities at capacity and very difficult to access.
- A need to focus on early intervention
- A need to engage head teachers to increase physical activity at school to over 2 hours

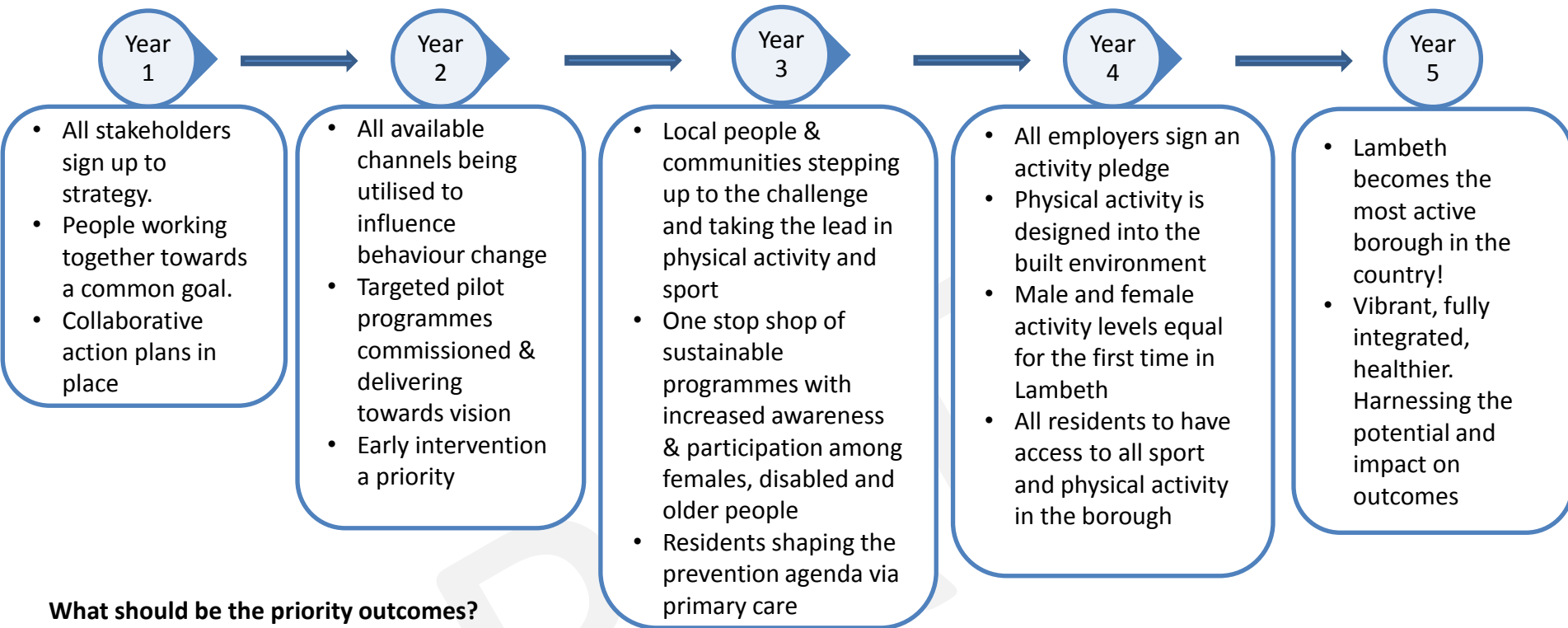
## OPPORTUNITIES

- Healthier for Longer – clear outcome that physical activity can help achieve
- Gaining an understanding of resident needs – find out what they would like rather than assume and provide historic provision
- High deprivation / diversity – gives opportunities for external funding
- Link with London Healthy School Award
- Use available tools to prove social return on investment and engage further partners
- Develop integrated approach across all agencies as aims and aspirations are similar
- Employment as an outcome....more people able to engage in stable employment if mentally and physically well. Sector can provide training and jobs e.g. cycle training to NEET people
- Enabling independent living – Physical activity can help
- Understand relationship between PA and educational attainment
- Cycling as a growth area
- Strong need to work with women's groups
- Enabling carers to be active with the person they take to activities
- Increasing PA is relative – small increases for an inactive person is a major achievement
- More involvement with national groups e.g. Guides
- Links to the Local Planning Framework
- Physical activity promotes social interaction and this can meet commissioners desired outcomes for many residents
- Influence approach & perceptions to active play at an early age through education – pupils, parents / carers, teachers, governors
- Revise use of streets so there is activity for everyone, not just cars. Gardening, play etc.
- Learning from other boroughs
- Lots of services that have good engagement with inactive people. With support, these services could add physical activity to their services and engage more people./

## THREATS

- Natural demographics pose a challenge to increasing physical activity levels
- CCG work on a population of 333,000
- Inadequate facilities to encourage workers to be active (e.g. showers)
- Emerging conflicts between community & local resident views, & the views and needs of sports groups – particularly around capital improvements.
- Too many people or service areas & different agendas delay & prevent activity from taking place
- Commissioning without liaising with other commissioners
- Commissioners commissioning without having consulted 'delivery' – both within and external to council.
- Government Policy changes (general elections 2015)
- Building on school grounds creates less space for informal rather than sport – effect on girls
- Ignoring sport as an opportunity to engage to reach outputs / outcomes i.e. sport is a physical activity and not just for the elite
- Not 100% attendance & commitment from strategy group
- Low participation for women / girls starts early – in school activity. Therefore this needs to be tackled in early years using play as well as sport etc otherwise problem will persist
- Coop parks: opp / threat: sports groups have an opportunity to manage sports facility, which will mean their focus in on increasing usage – about local ownership
- Tackling sedentary behaviour is different to tackling physical inactivity – innovative & well-researched interventions needed

## What do we want to get to in 5 years?



## What should be the priority outcomes?

The group discussed what should be the priority outcomes for the strategy. Below is a summary:

- There was agreement that a universal (i.e the whole population) approach should be taken but with more resource focused on enabling inactive people to become active.
- Particular groups were identified that should be a focus. There were:
  - Women and girls
  - Disabled people
  - Older people (exact age to be determined)
  - Children and young people aged 0-11
  - Those aged approximately 11 years and older to counter the evidenced drop off in participation
- It was felt that there should not be a strict focus on developing physical activity in specific areas of the borough. The general view was that whilst some areas may have been identified as having poorer health outcomes relative to England and London all local areas (and the people within them) will have physical activity needs. This should not stop the development of a better understanding of the physical activity needs of local people though



## Senior stakeholder session

Chaired by LBL's Chief Executive, a meeting was held with senior stakeholders from Lambeth Council, the CCG, Sport England and London Sport. The session was used to ensure connection to key strategic policy and gain views on the direction of travel of the strategy.

As part of the session an emerging vision for culture was presented to explore whether this, or a version of it, could be used for the physical activity and sport strategy. This is presented below.

**Activate:** *The Council has invested to ensure all residents live within 15 minutes of a facility where they can participate in physical activity, sport or can enjoy cultural activities.*

**Animate:** *A thriving economy of community groups, social enterprises and cultural businesses are working together to deliver an exciting programme of physical, sport and cultural activities.*

**Accelerate:** *Residents are managing their own health and wellbeing needs by participating in physical, sport or cultural activities.*

**Accomplish:** *People are healthier for longer.*

Below is a summary of the key points made and decisions taken (*add to once notes are provided*).

- Guiding principles for the strategy should be identified
- A guiding team involving senior level commissioners should be established.

## Consultation with residents

A survey was carried out on both days of the Lambeth Country Show to collect information on attendees on the following areas:

- The three activities they would like to do more of if they were available in Lambeth (see page 51 for results)
- What could be done to help you do more physical activity
- How would you like to be informed of/involved in deciding how sport and physical activity is provided in Lambeth?
- The opportunity to provide any further comments on improving physical activity in the borough.
- Demographic information was also collected to enable a breakdown by gender etc.

### Results

- 135 completed surveys were gained across a range of age groups:
- 75 responses were gained from females and 52 were from males
- Out of the 127 people who answered the question, only one stated they had a disability, 122 reported no disability and 3 were unsure.
- The percentage of respondents from different ethnic groups is provided below

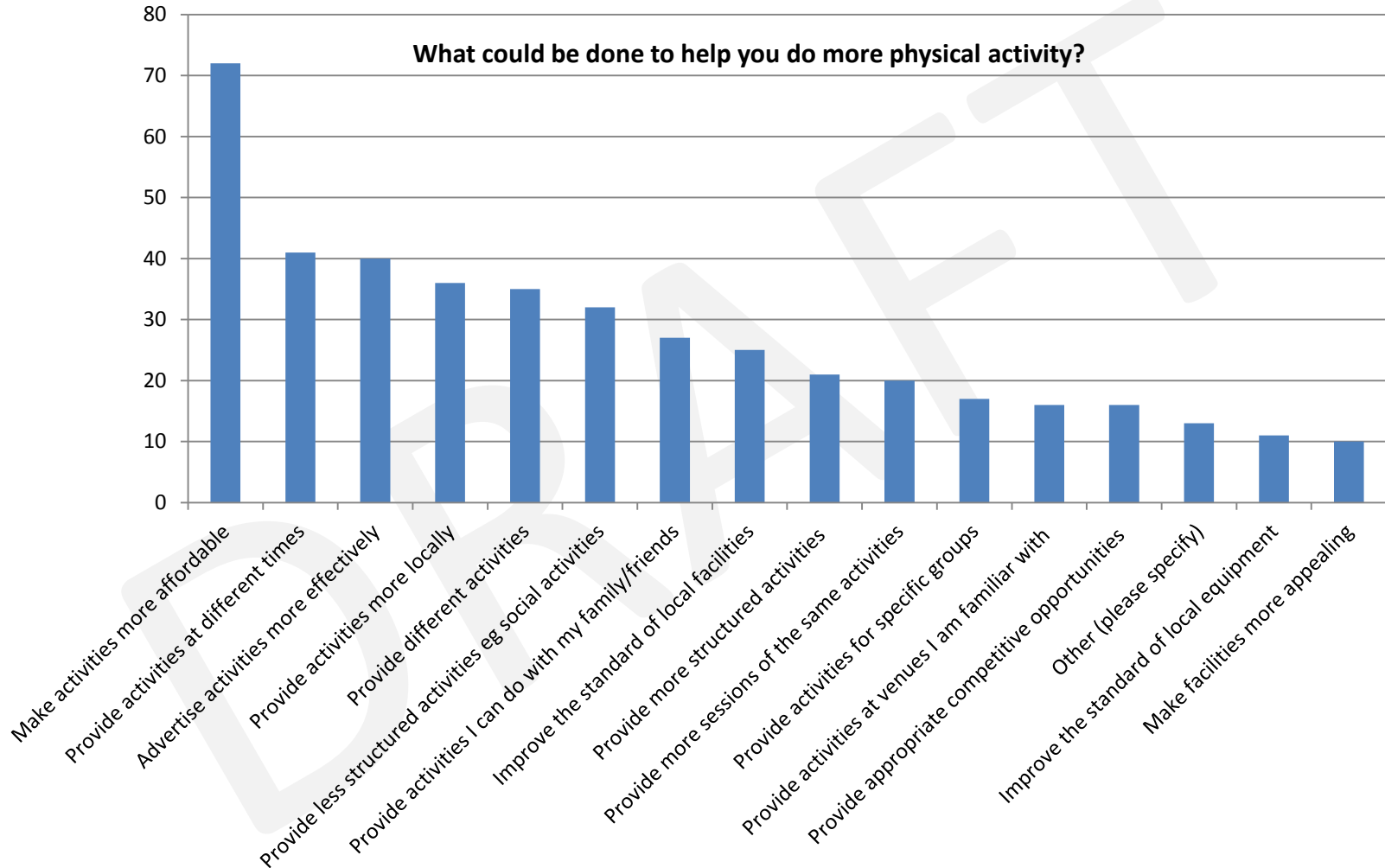
Age Group	Total
up to 14	7
14 to 18	24
19 to 25	15
26 to 49	63
50+	21
Not given	5
Total	135

Ethnicity	Percentage of total
Any other Asian background	3.9
Any other Black/Black British background	3.1
Any other White background	8.7
Asian/Asian British - Chinese	0.8
Asian/Asian British - Indian	0.8
Black/Black British - Black African	10.2
Black/Black British - Black Caribbean	18.1
Don't want to say	1.6
Mixed Ethnic group - White and Black African	1.6
Mixed Ethnic group - White and Black Caribbean	5.5
Other	2.4
Other mixed ethnic background	3.1
White - English/Welsh/Scottish/Northern Irish/British	38.6
White - Irish	1.6

The survey results are presented on the next 3 pages.

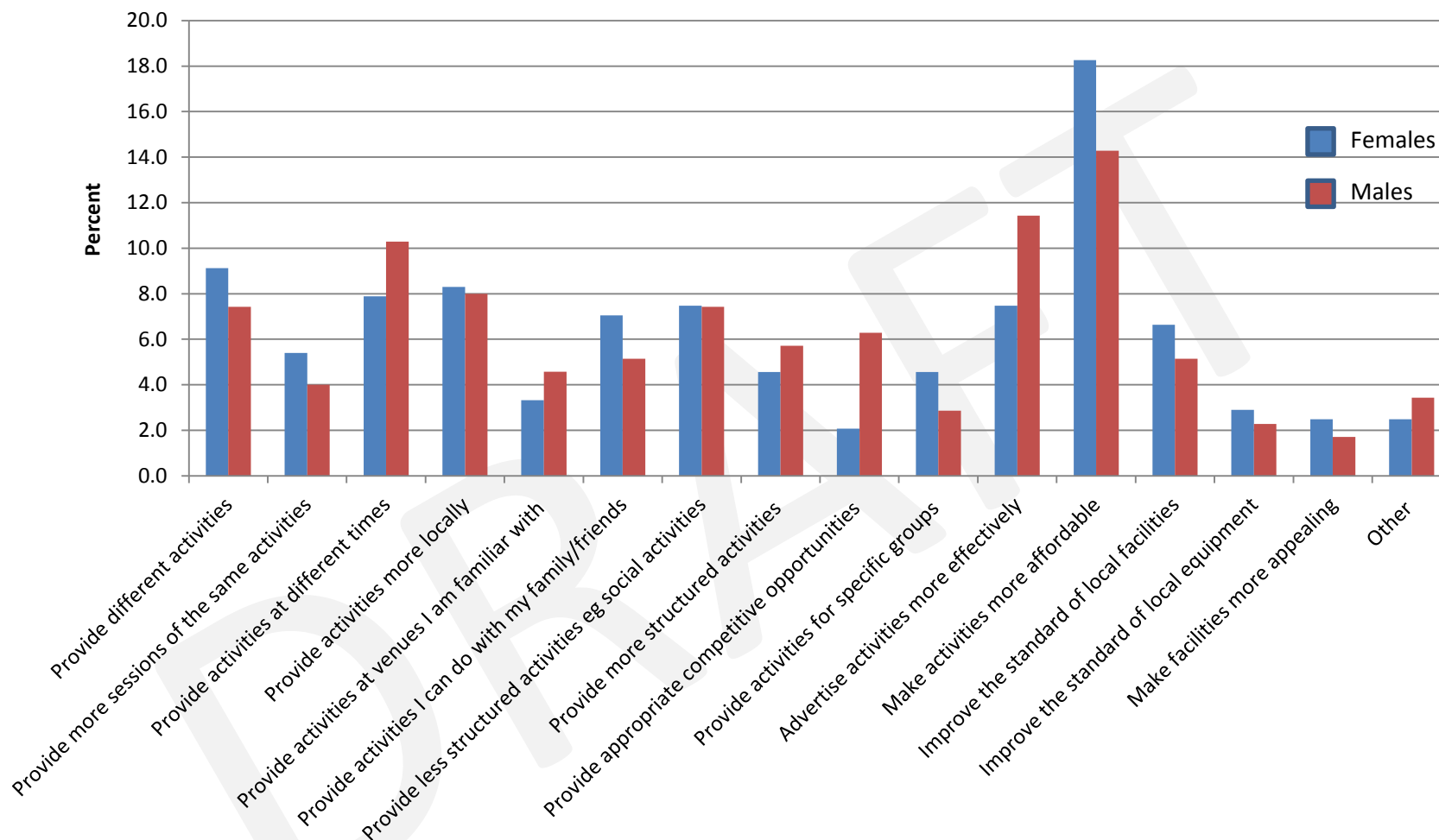
# ‘what could be done to help you do more physical activity and sport?’

The chart below shows the results from all responses when asked ‘what could be done to help you do more physical activity and sport?’ People were able to choose their top 3.



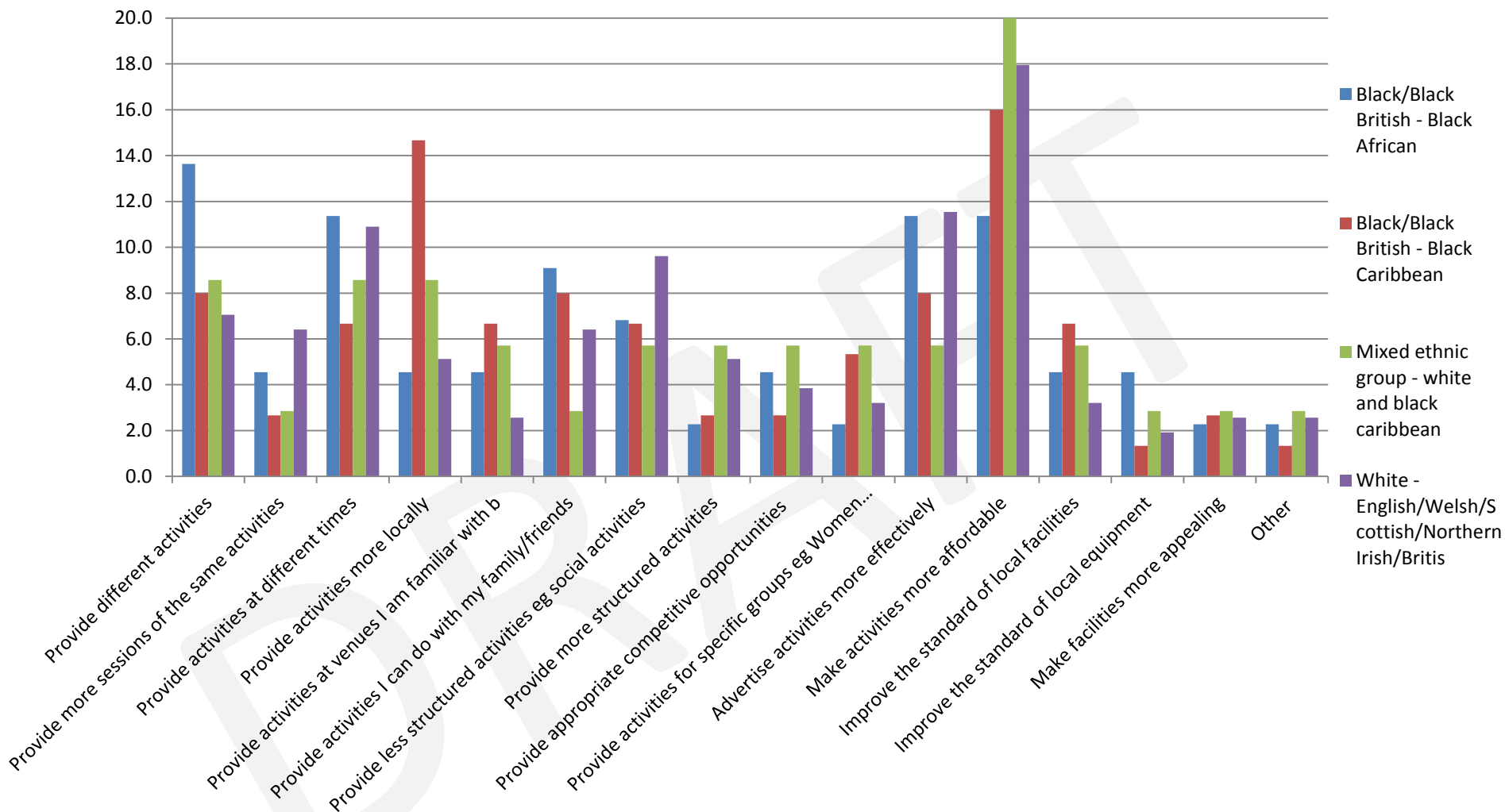
- ‘make activities more affordable’ was the most frequent response for all age groups (0-14yrs, 14-18,19-25,26-49, 50+)
- Providing activities at different times appears to be particularly important for 19-25yrs and 26-49yrs

## ‘what could be done to help you do more physical activity and sport?’ by gender



- Factors that would help people be more active are broadly similar across genders however...
- Affordability, providing different activities and ones that you can do with friends and family appear more important to females relative to males
- Providing activities at different times, competitive opportunities and effective advertising appear more important to males relative to females.

## 'what could be done to help you do more physical activity and sport?' by ethnicity



When broken down by ethnicity the following can be observed:

- 'Provide different activities' is relatively more important for black / black British – black African people
- 'Providing activities that are local' appears to be relatively more important for people of a Black Caribbean ethnicity
- Less structured opportunities appear most significant for White people
- Whilst affordable opportunities are important for all, they appear to be particularly important for those from mixed ethnic groups

## Involving community groups further in the development of the strategy

On the 24<sup>th</sup> July those community organisations that registered an interest in getting involved in the development of the strategy came together to further support the development of the strategy. Rather than being a one-off session it was envisaged that this session would be the first in a series with the view to establishing a network of community organisations to work with jointly on the development and delivery of the strategy.

The structure of the event was as follows:

1. Recap on the work to develop a physical activity and sport strategy
2. What's happened so far:
  - The emerging picture from research and other consultation
  - Overview of what came out of the community event on the 5<sup>th</sup> June
3. Identifying the reasons and benefits of coming together to develop and implement the strategy
4. Discussion on a vision, priority outcomes and guiding principles for the strategy.

Below is a headline summary of the discussions with further detail on points 3 and 4 provided on the next page.

With regards to the benefits of coming together as a group, a number of key themes came out. There was a sense that greater impact could be achieved by connecting and working together to tackle some of the key issues groups are facing such as affordable accessible facilities. It is important that any forum is a legitimate arena to positively raise issues and connect to partners such as the council to overcome some of the challenges being faced. Transparent way of working are important and ways need to be found to enable all community providers in Lambeth to engage in the agenda – even if they cannot attend meetings.

With regards to the vision and guiding principles there was a view that the language should be concise and non-jargonistic. Informal physical activity such as walking and activity within the home may be most appropriate to some people and this should not be lost in the messaging. A key point raised was the need to give people the confidence to be active – taking that first step is a big one. The reach of community groups should be utilised to engage key groups (e.g. working with disabled people's organisations to engage inactive disabled people).

## What are the reasons and benefits of coming together as a group?

**To make the most of the people that are out there delivering physical activity and sport**

**To mobilise enthusiasm, awareness and interest...**

- Create stories that are inspirational
- Put the offer in front of everyone – take activity out to the people

**Greater coordination and shared learning**

- Bring together all providers that can supply appropriate opportunities
- Identifying problems and solutions together
- Have a greater impact
- Help people network and grow awareness of each other

**To tackle issues** such as:

- Affordability
- Helping school open up to the community
- Open up access for facilities prioritising access – need / inequalities
- Create a coherent booking policy
- Ensure spaces / equipment is maintained

**To ensure transparent and accessible ways of working:**

- Ensure openness
- Provide a virtual meeting place that's open to all and not a closed shop for those that are unable to attend
- Provide accessible, relevant strategy to all cohorts to aid ownership and accountability
- Transparency in contracting – GLL.
  - Communicating a clear offer
  - Added value – community commissioning
- Enable digital in how we can work together

**Be a voice for local needs...** before investment is committed

## Summary of group discussion on a vision, priorities and guiding principles for the strategy:

- Make simple as possible
- “Get out of your door and be active”
- walk for 30 minutes per day
- Positive behaviour change – empower that positive first step
- Encourage to try different things
- Build confidence – need to recognise a lot of people don't have the confidence to get into physical activity habit
- Encourage sense of ownership of all our spaces / facilities – Myatt's park an example
- How do you reach those that are isolated (no family / friends and not engaged in the community)? A need to build on expertise and networks that already exist in Lambeth
- Counter perceptions that sport and physical activity is a scary elite thing
- Family and links to certain groups
- How do we recognise PA inside (your house) for certain groups?
- Use the range of groups to reach target people

## 11. Conclusion

This documents has presented a large body of information gained from desk research and consultation with relevant stakeholders. It has detailed:

- an outline methodology as to how the strategy is being developed
- provided background information about physical activity – its benefits, recommended levels and national policy.
- Presented information specific to Lambeth: the demographic and health & wellbeing picture, the policy context, commissioning picture, participation levels, information on the supply of physical activity opportunities and insights into the supply /demand picture across Lambeth facilities.
- Presented findings from a number of consultation events.

This information has been utilised to draft an initial vision, priority outcomes, guiding principles and structural arrangements. These are presented in the document 'draft vision, guiding principles, outcomes and structures for physical activity and sport'. It is proposed that these elements are consulted on further with stakeholders with the view to confirming them and presenting theme within the strategy.

This further consultation with be achieved through a broader community consultation over the autumn, through working with the group of providers involved in the strategy and with the project steering group.

The strategy and action plan is time-table for sign-off on in the first quarter of 2015.



## 12. References

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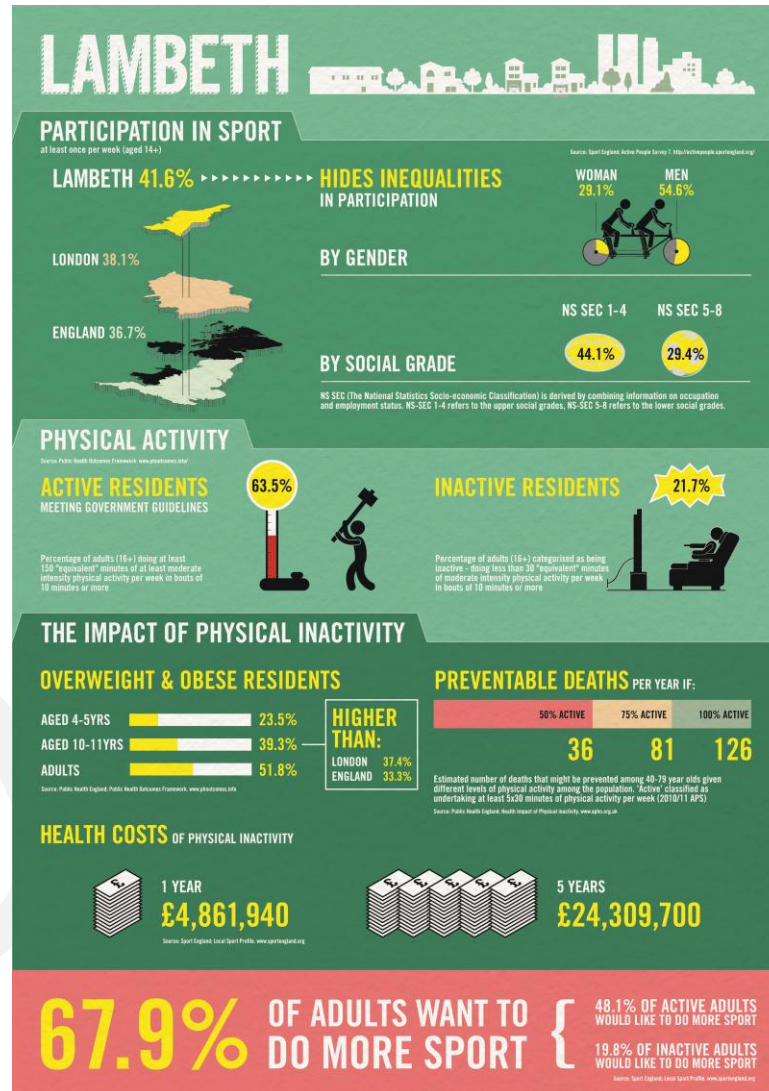
# 13. Appendices

## 1. Details of those engaged as part of the of stakeholder interviews

Name	Organisation /Department
Andy Moreman	Young Lambeth Cooperative
Gerry Evans	Lambeth Forum Network
Mark Trevethan	LBL Sustainable Transport
Natalie Thomsen	LBL Cooperative Parks
Bimpe Oki	Lambeth Public Health
Mahroof Kazi	Lambeth Clinical Commissioning Group
Kelly Renzullo	LBL Children and Young People
Jade Holvey	LBL Crime reduction
Simon Temerlies	LBL Adult Social Care
Waiha Lam	Lambeth Health Watch
Trevor East, Rodney Craig, David Kiobel, Marcia Dillonn	LBL Community sports development team
Angela Li	LBL Parks Delivery
Sandra Roebuck	LBL Planning / regeneration
John Thorne	Pro-Active Islington

# Appendices

## 2. The infographic used to convey the picture of physical activity and sport to community groups



# Appendices

## 3. Details of organisations that signed up to help deliver the strategy and the community club event on the 5<sup>th</sup> June

Athletics Coach (Herne Hill Harriers)	Brixton BMX Club
St Matthews Project	Fusion - Brockwell Lido
Big Kid Organisation	Lambeth Community Squash Club
South London 6th Form football league	Friends of Slade Gardens Stockwell
Parks Team	ParkRun, Junior ParkRun, Windrush Triathlon club/Windrush juniors
Vauxhall City Farm	Friends of Kennington Park
Afewee Training Centre	SCHS
Afewee Training Centre	ML Community Enterprises
Afewee Training Centre	Streatham Youth and Community Trust
Oasis.co.uk / Openplay.co.uk	Stockwell Community Football Club
Tennis Coach - Serious about Tennis	Trades Football Academy
Fulham Football Foundation	Friends of Unigate Wood & Valley Road Playing Field
Brixton Youth Club & Santley Athletic YC	Disability Advice Service Lambeth
Body Works Health & Fitness	Brixton Mosque
Brixton Ballers & Kennington Generals	EMCA
British Judo Association	Lambeth & Southwark Primary Schools Football
Capoeria Academy UK	Metropolitan
Coin Street Community Hub	Hyde
Community Enabler (Pem People?)	Body Blast Workout
Act Up	South London KRAV MAGA
Streatham Werewolves Ice Hockey Club	Stewarts Ro Adventure Playground
Crystal Palace Football Foundation	Lambeth Table Tennis Club
Streatham Youth Ice Hockey Club	Access Sport
	Brixton BMX club
	Serious About Tennis
	Crystal Palace Foundation
	Clapham Community Football