

# Havering Sport and Physical Activity Strategy 2010 - 2012

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## **Foreword, by Councillor Andrew Curtin, Cabinet Member for Culture and Community**

*From horse-riding to gymnastics, rugby to athletics, sport is central to the quality of life of a huge number of people in Havering. This could be because of the enjoyment that people gain from watching or from taking part; it could even be from the satisfaction which many people gain from volunteering to help support a valued and important local sports club or team.*

*Sport is important for very many reasons. First and foremost it is important for its own sake, just because people can bring mind and body together to make an effective contribution to their team or to stretch themselves to new limits in individual events. It is vital because people enjoy it, and because of the benefits that it brings to mental and physical health as well as to all other key policy areas including supporting educational attainment, promoting an orderly and supportive society, and helping to underpin a vibrant economy.*

*To this end, it is important to us in Havering that people have opportunities in a wide variety of sports - whether that is the regional diving facilities at Hornchurch Sports Centre, track and athletics opportunities at Hornchurch Stadium, opportunities in horse-riding in the borough's fine leafy outskirts, and opportunities to develop skills in football, cricket, tennis and rugby, to name but a few of the areas where we have focussed our attention in recent years.*

*This document also brings Havering Council together with Havering NHS in a joint strategy around physical activity - which can be gained from taking part in sport, but can also be achieved by keeping an allotment, enjoying a brisk walk in our fine parks, villages and towns, or using the play and exercise facilities that are now common-place in our parks and landscapes. This too is important just because being active is fun and adds to the enjoyment that we get from life, but also because of the benefits that this has in reducing obesity, improving mental health, tackling diabetes and heart complaints and, particularly important in a borough like Havering, ensuring that older people have a high quality of life for as long as possible.*

*It has been a pleasure to work with NHS Havering over the last few years, and we all look forward to that relationship continuing to develop and flourish over the life of this strategy as well.*

*Cllr. Andrew Curtin.  
Cabinet Member, Culture and Communities.*

## **Foreword by Elaine Rashbrook, Acting Joint Director of Public Health, NHS Havering**

*Over the last few years, there have been significant developments in partnership working to increase the opportunity for Havering residents to get more physically active. The development of parks, 'Healthy walks' scheme, the physical activity referral scheme for people with health conditions,, free swimming and other opportunities mean that it is easier to get more active more often.*

*We know that leading an active lifestyle has a positive impact on health and well-being. Regular participation in physical activity can help prevent or delay the onset of medical conditions such as cardiovascular disease, osteoporosis and diabetes. Physical activity is an important part of balancing our personal energy requirements, and so helps us to maintain a healthy weight. Regular participation in physical activity is also associated with a reduced risk of suffering depression, or dementia, and is useful in the treatment of depression.*

*However, participation in physical activity amongst Havering residents is low compared to both London and the UK as a whole, and the estimated cost to NHS Havering due to physical inactivity for 2006/07 was estimated at over £3 million. If we can start to get the inactive active, we will start to see a reduction in risk factors for major diseases, and better health, particularly amongst those people living in challenging circumstances.*

*This strategy recognises that much good work is already happening in Havering and that the key to future success is partnership working. Sport and physical activity can build communities, transform lives and promote health and well-being across the population. It comes at relatively little cost, but the potential benefits to individuals and communities are huge.*

*Elaine Rashbrook*

*Acting Joint Director of Public Health*

*NHS Havering/London Borough of Havering*

## 1) Introduction

Sport and physical activity are essential for people's physical and mental wellbeing. As working hours get longer and lifestyle related problems like obesity increase, engaging in physical activity becomes ever more important. The close links between levels of engagement in physical activity and health outcomes, means that these issues are of equal importance to both local authorities and the health service, which is why NHS Havering and the London Borough of Havering are working together to produce this strategy and to ensure we all have the same goals in sight.

Our vision is to transform lives through sport and to promote physical activity and an active lifestyle. We believe that each resident of Havering should have the opportunity to be as active as they feel able, understand the impact of this on their own health, and feel supported to achieve this through access to relevant services, facilities and information.

We recognise that engagement in physical activity can have an impact on a range of cross-cutting issues beyond physical health, from reducing anti-social behaviour, to promoting mental wellbeing and a helping to encourage a sense of community. This strategy sits underneath the Havering Culture Strategy (2007-2012) which was approved by Cabinet in January 2007 and it aims to contribute to each of the Council's five overarching 'Living Ambition' goals: particularly the 'Goal for Learning' (to achieve excellence in education and learning), the 'Goal for Towns and Communities' (to provide opportunities for all through economic, social and cultural activity) and the 'Goal for Individuals' (to value and enhance the life of every individual). This document is the product of consultation and seeks to set out the strategic direction for Havering's sport and physical activity over the next three years. It aims to:

- Assess where our sports and physical activity services are now, in terms of our provision, our customers and our local population.
- Analyse the range of national, regional and local policies and initiatives influencing sports and physical activity at this time.
- Establish priorities within our services over the next three years
- Put in place an action plan to deliver objectives against these priorities
- Ensure effective links with the other cultural sub-strategies: Arts, Parks and Open Spaces, Libraries, Sport and Physical Activity, Play and other relevant policies

A service plan will be written for Health and Wellbeing on an annual basis, but this strategy provides the longer term direction to which each of these plans contributes.

## 2) Where are we now?

Abbreviations may be used in this strategy and some of the most common ones are listed below.

PA	Physical Activity
C&L	Culture and leisure
CSPAN	Community Sport and Physical Activity Network
SLM	Sports and Leisure Management
CIF	Community Investment Fund
SE	Sport England
PAEL	Pro Active East London
PESSCL	PE, School Sport and Club Links
PESSYP / <i>'the 5 hour offer'</i>	PE and Sport Strategy for Young People
SSP	School Sport Partnership
YST	Youth Sport Trust
NGB	National Governing Body
CPD	Continuing Professional Development
LYG	London Youth Games
BAME	Black and Minority Ethnic (group)
DCSF	Department for Children, Schools and Families
DCMS	Department of Culture, Media and Sport
NICE	National Institute for Clinical Excellence

## 2.1 Our Services

### *Sport and Physical Activity Opportunities*

There are a number of ways in which Havering residents can engage with sports and physical activities programmes in the borough. Some of the main opportunities are as follows:

- **Facilities**, including parks (please see Appendix A for a full list)
- **Havering Active: Havering's Community Sport and Physical Activity Network** (CSPAN) structure was initiated by Sport England and in Havering is supported by Pro Active East London. It aims to bring together all providers of sport and physical activity within Havering to ensure a co-ordinated approach to delivery within the borough. The group has an independent chair and members include Sport and Leisure Management (SLM): Havering Council's leisure service provider, Romford YMCA, Havering Sports Council, School Sport Partnerships and Havering Disabled Sports as well as the London Borough of Havering (LBH) and NHS Havering. All members contribute to a joint action plan.

Sport England Community Investment Fund (CIF) funding has allowed the CSPAN to develop the 'Havering Sporting Pathways' project, creating two year funding for three officer posts (within the LBH Health and Sports Development, NHS Havering Public Health directorate and the School Sport Partnerships) with the key aim of increasing participation. Further CIF funding has been used to bring the Havering Active web-site up to the W3C standard for disability access.

CSPAN have also worked together to access Sport Unlimited funding and allow potential coaches to benefit from the Recruit into coaching Scheme.

- **The LBH Health and Sports Development team** run programmes of activity for all ages. This includes:
  - i) Out of school hours and holiday activities for children and young people, many targeted in the Gooshays and South Hornchurch wards.
  - ii) Havering Youth Games
  - iii) Teams for inter borough events including London Youth Games

- iv) Daytime and evening activities for adults
- v) 45/50+ Activities

- **NHS Havering** Physical Activity Team programmes include:

- i) Exercise Referral Scheme
- ii) MEND and Mini MEND Programmes
- iii) Falls prevention
- iv) Long term conditions programme

- **The School Sport Partnerships** are responsible for the delivery of quality PE and sport within schools and working towards the PE and Sport Strategy for Young People (or '5 hour offer'). Havering has two Partnerships, with the hubs at Emerson Park School and Coopers Company and Coborn School.

Physical Education, School Sport and Club Links data collected by the School Sports Partnerships shows that the majority of children and young people in Havering have access to two hours of high quality PE within the school day and priorities are now about working in partnership to achieve the '5-hour offer'. This includes:

- i) Developing School/Club Links
- ii) Addressing the drop off in participation in sport (secondary school pupils, girls, BME groups)
- iii) delete
- iv) Supporting and developing talent
- v) Further develop volunteering and Leadership programmes

- **Development of comprehensive pathways**

- **Havering Sports Council** is the umbrella organisation for voluntary sports clubs within the borough. A strong network of clubs provides a wealth of opportunities for all ages.

- **Leisure provider, SLM** operate Hornchurch Sports Centre, Central Park Leisure Centre and Chafford Sports Complex on behalf of the borough, offering activities for all ages from mother and baby swimming to 50+ activity mornings. Free swimming is available for

those aged 16 and under or 60 and over until 2011 at each of the borough's three swimming pools. This is reliant on central government funding, which has only been provided for two years, with the shortfall being met by LBH/NHS Havering. Finding a method of continuing this offer will be an important issue for this service over the lifetime of this strategy.

- **The YMCA** offers comprehensive activity programme for all ages and has Inclusive Fitness Industry accreditation
- **'Havering Active' Marketing Campaign** aims to encourage the Havering population to take part in moderate intensity sport or physical activity for a minimum of 3 x 30 minutes per week.

## 2.2 Our Borough

By looking at the profile of Havering and its residents, we can begin to identify relevant priorities in our approach to sport and physical activity.

### Population

In 2006, Havering's population was 226,700 and GLA estimates project its population in 2026 to be 233,000, a percentage increase of 2.8% (average Outer London increase 6.6% and Inner London 17.2%). Havering has the second lowest density of population (2,025 per km<sup>2</sup>) in Outer London.

### Age

	0-15	16-24	25-44	45-64	65+
<b>Havering</b>	19.1	11.0	26.6	25.8	17.5
<b>Inner London</b>	18.0	12.5	42.2	17.8	9.5
<b>Outer London</b>	20	11.5	32.9	22.3	13.3
<b>London</b>	19.2	11.9	36.6	20.5	11.8

Source: Outer London Commission and GLA Economics (2009), Outer London Economics and Statistics: Working Paper 34, p.9

Havering has a higher proportion of 65+ residents than any other outer London borough.

According to the Joint Strategic Needs Assessment by 2023 the biggest impact overall for Havering will be the change in the over 65s (23% growth compared to London 19.2%) and the over 85s (49% growth compared to London 38.1%). Also Havering is starting at a higher base than London in these age groups.

### ***Ethnicity***

In 2001, the proportion of the population classified as 'white' was 95.17%. However, this is changing rapidly and between 2001 and 2005 Havering's BAME population increased by 61%: the largest rate of increase in London (ONS annual population estimates by ethnic group for mid-2001 and mid-2005)

### ***Education and Skills***

Qualifications and skills levels in Havering are very low, albeit higher than some of the other boroughs in east London. Havering ranks 361st out of 408 local areas in Great Britain on our overall skills and qualifications score. Havering records an above-average share of pupils achieving five or more GCSEs at grades A\* to C (63.1 per cent, compared to 58.5 per cent in Britain), but this is not translated into higher levels of education, and in 2007 over a quarter of the working resident population was in 'skills poverty' (qualified to below NVQ Level 2). Just 17.9 per cent of the population was qualified to at least NVQ Level 4 equivalent (undergraduate degree or above); the second smallest share of residents with 'high skills' in London. (Local Futures [2007], The State of the Borough: An Economic, Social and Environmental Profile of Havering). In March 2009 this had risen to 19.9%, but this still compares unfavourably with the London average of 38.6% ([www.nomisweb.co.uk](http://www.nomisweb.co.uk))

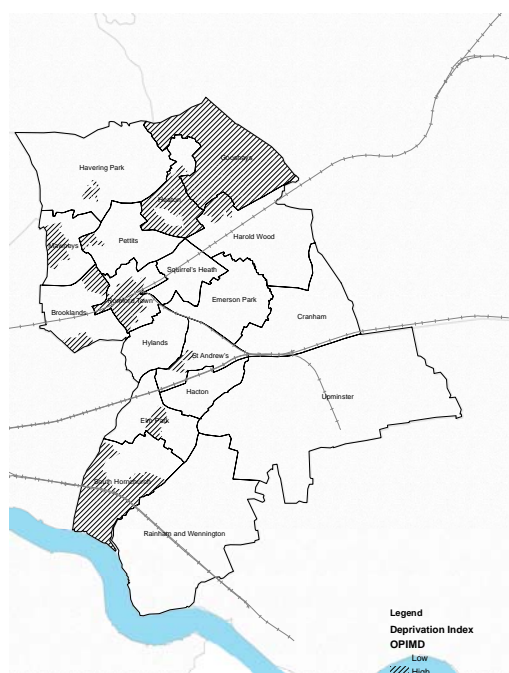
Havering schools are a net-importer of pupils from other boroughs and the borough has one of the lowest rates of attendance at independent schools in outer London. (Source: Outer London Commission and GLA Economics (2009), Outer London Economics and Statistics: Working Paper 34)

### ***Labour Market***

Havering records a good employment rate of 77.9 % in March 2009; slightly higher than the British average, and significantly above the London average of 70.1%. Unemployment – at 5.8% in March 2009 – is still relatively low compared with London, but has risen from a low of 1.7 % in September 2007, as a result of higher unemployment levels across the country linked to the recession. However, youth unemployment is high by national standards and the rate of inactivity due to long-term sickness is above the London average.

Havering is a prosperous borough by national standards, with an average (residence-based) annual income of £23,100 compared to £22,623 in Britain. However, the occupational profile of Havering shows low levels of resident knowledge-workers – those in ‘higher end’ occupations including managerial, professional and technical jobs. As a result, Havering was ranked third from the bottom among the London boroughs (excluding the City). Instead, the occupational profile of Havering is weighted more towards lower skilled jobs (but not elementary occupations). (Source: Local Futures (2007), The State of the Borough: An Economic, Social and Environmental Profile of Havering)

## Deprivation



The 2004 Index of Multiple Deprivation suggests that Havering is one of the less deprived areas of the country. The borough ranks 214th nationally (of 354 local authorities, where 1st has the highest deprivation). Analysis of the sub-components which make up the index shows that problems of educational disadvantage and crime are the main drivers of deprivation in the borough. However, inequality in Havering – measured by the difference between the most and least deprived super output areas in the borough – is above average. This suggests that although overall prosperity is good, there are pockets of deprivation within the borough, particularly in the Gooshayes and South Hornchurch wards (see map below). In fact, the data shows that Havering has the fourth highest inequality score in London. (Source: Local Futures (2007), The State of the Borough: An Economic, Social and Environmental Profile of Havering)

Children are also more likely to live in deprived areas within Havering whilst older people are more likely to live in the more affluent areas (Joint Strategic Needs Assessment 2009).

## Health

Havering has average levels of health when compared to the London and British benchmarks. The borough records average life expectancy of 79.6 years, ranking Havering 166th out of 406 LADs in Britain. Despite this, the standardised mortality ratio is slightly above the national average; this could be driven by the borough's above-average cancer and circulatory disease mortality rates when compared the Britain as a whole. (Source: Local Futures (2007), The State of the Borough: An Economic, Social and Environmental Profile of Havering)

According to the Joint Strategic Needs Assessment, Havering residents appear to consume less fruit and vegetables, take less exercise and have significantly higher levels of people who are either overweight or obese than the national average.

Havering's ageing population will also have a significant effect on those diseases associated with age – diabetes levels are predicted to rise by almost 48% by 2025 and levels of stroke are predicted to rise by almost 31% over the same period.

Havering's health issues have a geographic context and both health and life expectancy vary from ward to ward. The table below shows average life expectancy in each of Havering's wards, and identifies that Average life expectancy in Gooshays is almost 4 years less than in Cranham. Loss of life is driven by deprivation, through: coronary heart disease (in men), lung cancer (in men and women) and cirrhosis of liver (in men). This is consistent with the link between deprivation and risk factors such as smoking, poor diet and obesity. (Source: Joint Strategic Need Assessment, 2008 / ONS)

Total population (i.e. risk)	Avg life expectancy
Gooshays	77.0
Heaton	79.0
South Hornchurch	77.6
Havering Park	77.6
Romford Town	77.2
Brooklands	77.0
Elm Park	79.2

Rainham & Wennington	79.1
Harold Wood	78.9
Mawneys	80.9
St. Andrew's	78.1
Squirrel's Heath	80.5
Hylands	79.8
Hacton	80.1
Pettits	79.3
Emerson Park	80.4
Cranham	80.8
Upminster	78.6

## **Issues**

**Improving levels of physical activity among Havering residents**

**Providing services targeted at older people**

**Ensuring services are evenly spread across the borough, taking areas of deprivation and adjusting services accordingly to improve access**

**Ensuring services are accessible to all**

## **2.3 Our Customers**

### ***Trends in Participation***

Sport England's Active People survey, the most comprehensive survey of participation in sport and active recreation attempted, which measures the percentage of people to achieve 3 x 30 minutes of moderate exercise a week shows Havering to have low participation rates. The initial survey of 1000 residents, completed in October 2007, put Havering at 18.9%. The second survey (500 residents)

which was completed in October 2008 showed this had dropped to 16.3%, despite campaigns and programmes to increase activity levels. Under participating groups were identified as the 45+ age group, disabled people, women, BME groups and those living in areas of deprivation. To address this issue steering groups have been set up for the 45+ age group, disabled people, women & girls and BME groups and a successful Sport England Community Investment Fund application from Havering Active (CSPAN) has led to the appointment of physical activity co-ordinators to work specifically with the 45+ age group, those with long term limiting conditions and those living in deprived areas of the borough.

Physical Education, School Sport and Club Links (PESSCL) data collected by the School Sports Partnerships show that while 87% of children and young people in Havering have access to two hours of high quality PE within the school day, 13% do not. The data also shows a low level of sports club membership and a drop off in participation by secondary school children starting as young as Year 7.

With an increased number of GP practices referring patients and an increased number of Physical Activity opportunities available, there has been a steady increase in the number of people taking part in the Physical Activity Referral Scheme. A further increase in physical activity in the 40-74 years age range is expected when the NHS Health Checks: Vascular Risk Assessment & Management roll out in Havering. The NHS Health Check programme is a preventative programme which aims to help people stay healthy for longer. If individuals are identified as inactive practitioners should offer a brief intervention in Physical Activity (Putting Prevention First, Department of Health, 2009).

### 3) Context: National, Regional and Local Influences

Services for sport and physical activity exist in the context of a huge range of policies, strategies and national and regional priorities, all of which influence the way in which our provision can develop. Below is an analysis of the most important influences upon our sports and physical activity services, including resulting priorities.

National		
Organisation/Document	Focus	Emerging issues/areas of work
Sport England Strategy 2008 - 2011	<p>Overarching aim: 'The creation of a world leading community sport system'. Key outcomes defined as:</p> <ul style="list-style-type: none"> <li>• Excel: developing and accelerating talent</li> <li>• Sustain: tackling the drop off in sport</li> <li>• Grow: increasing participation</li> </ul> <p>Key partners: National Governing Bodies (NGBs) and Local Authorities</p>	<p>Partnerships with National Governing Bodies (NGBs) and sports clubs</p> <p>Talent pathways</p> <p>Provision of additional opportunities</p> <p>Marketing</p>
Sport England Funding Strategy	<ul style="list-style-type: none"> <li>• £120million per annum allocated to NGBs to deliver the above outcomes through Whole Sport Plans.</li> <li>• £55 million per annum for 'other' funding activities including facilities, small grants, innovation and 'themed rounds'</li> </ul>	<p>Partnerships with NGBs and sports clubs</p> <p>Maximising funding opportunities</p>
UK Sport	<p>Co-ordinates the overall policy of the Home Countries Sports Councils and the support of elite sport in the UK.</p> <p>Mission is 'to work in partnership to lead</p>	<p>Partnerships with NGBs and sports clubs</p> <p>Talent Pathways</p>

	sport in the UK to world-class success	
National Governing Bodies	46 NGB's are currently working with Sport England on Whole Sport Plans which will drive the development of their sport from 2009 - 2013	Facility strategies Talent Pathways Increase in participation
Youth Sport Trust	6 strands: <ul style="list-style-type: none"> <li>• Infrastructure</li> <li>• Bringing Learning to Life</li> <li>• Leadership and Volunteering</li> <li>• Improving PE</li> <li>• Increasing participation</li> <li>• Supporting talent</li> </ul> <p>The '5 Hour Offer' offering all pupils 2 hours per week of high quality PE within curriculum time and a further 3 hours per week outside school hours.</p>	High quality PE in schools  Development of out of school hours programmes  School /club links  Talent pathways and support (LBH Junior Athlete Education Programme)  Development of young leaders
Department of Culture, Media and Sport (DCMS) and Department for Children, Schools and Families (DCSF) (PSA22 / PE and Sports Strategy for Young People).	Ten strands: <ul style="list-style-type: none"> <li>• Club Links</li> <li>• Coaching</li> <li>• Competition</li> <li>• Continuing Professional Development</li> <li>• Disability</li> <li>• Extending Activities</li> <li>• Gifted and Talented</li> <li>• Infrastructure</li> <li>• Leadership and volunteering</li> </ul>	School /club links  Teacher/coach and volunteer education  Competition  Disability  Talent pathways

	<ul style="list-style-type: none"> <li>• Swimming</li> </ul>	Out of school hours activity
National Healthy Schools Initiative	<p>Four Strands:</p> <ul style="list-style-type: none"> <li>• Personal, Social, Health and Economic (PSHE) education</li> <li>• Healthy Eating</li> <li>• Physical Activity</li> <li>• Emotional Health and Wellbeing, including bullying</li> </ul>	<p>5 hour offer</p> <p>Activity programmes</p> <p>Community cohesion</p>
Department of Health – ‘Be Active, Be Healthy’	<p>Focuses on the fact that moderate Physical Activity can bring about major health benefits, contributing to achieving reductions in conditions including coronary heart disease, type 2 diabetes, obesity, hypertension, depression and anxiety. Aims to deliver a world-class infrastructure for Physical Activity</p>	<p>Provision of additional opportunities, including Physical Activity Referral and Long Term conditions programmes and those encouraging 16 - 22 year olds to stay active.</p> <p>Marketing and promotion of all activity</p> <p>Walks programme</p> <p>Walking and Cycling initiatives</p> <p>Free swimming programme</p> <p>Partnership working</p>

Department of Health: 'Let's Get Moving' programme	Toolkit intended to embed physical activity at the core of the NHS, working with healthcare professionals to include physical activity in their commissioning proposals.	Respond to guidance.
National Healthy Weight Healthy Lives Strategy	<p>Four of five themes link to physical activity:</p> <ul style="list-style-type: none"> <li>• Children and Young People,</li> <li>• Building Physical Activity into Our Lives</li> <li>• Creating Incentives for Better Health</li> <li>• Personalised Support for Overweight Individuals.</li> </ul>	<p>Support a 'Walking into Health' programme of innovative campaigns</p> <p>Provision of community sport</p> <p>Marketing</p>
Department for Children, Schools and Families (DCSF) 'Every Child Matters'	<p>Every Child should have the support they need to:</p> <ul style="list-style-type: none"> <li>• be healthy</li> <li>• Stay safe</li> <li>• Enjoy and achieve</li> <li>• Make a positive contribution</li> <li>• Achieve economic well-being</li> </ul>	<p>Partnership working to provide comprehensive out of school hours activity programmes</p> <p>High quality PE in schools</p> <p>Community cohesion</p>
NHS 'Change for Life Campaign'	Programme focusing on Healthy eating and getting more people active through high	Marketing

	profile marketing campaigns . Includes 'Promoting Activity Toolkit' for use at local level.	Communication Activity programmes
Ofsted report on school Sport	<p>Focuses on strengths and weaknesses of physical education in schools between 2005 and 2008 and reports on the impact of the Physical Education, School Sport and Club Links strategy.</p> <p>Includes recommendations for DCSF, Training and Development Agency for Schools, Qualifications and Curriculum Authority, Associations and organisations, Local Authorities, local delivery agencies, School Sports Partnerships and Schools</p>	<p>Relevant priorities: Post 16 entitlement to physical education and school sport</p> <p>Sports colleges and School Sport Partnerships to address childhood obesity and healthy lifestyles</p> <p>CPD for staff</p> <p>Monitoring and evaluation of PE in schools</p> <p>Motivating hard to reach groups through non traditional activities</p>
Audit Commission report 'Tired of Hanging Around'	Focus on the role of sport and leisure activities in preventing anti-social behaviour in young people aged 8 to 19 years.	<p>Communication - engage with young people to design/target activity</p> <p>Partnership working to provide an integrated, co-ordinated programme of activity</p>
Department for Culture, Media and Sport (DCMS) Free swimming Programme	Free swimming for Over 60s and under 16s	Increasing participation. Concerns around continuation of funding beyond 2011.

<p>Department for Children, Families and Schools, 'Building Schools for the Future'</p>	<p>An ambitious, long term Government programme to transform secondary education. It is the intention that over the course of 15 years (2005-2020) all state secondary schools will be rebuilt or refurbished, with enhanced facilities and "Sport and Culture" as one of its key themes. One of the outcomes of this transformation will be a change in approach to schools with greater community involvement and use of learning, cultural and sports facilities.</p> <p>Haverling is initially bidding to be included in 2010.</p>	<p>Partnership working with high level input from Culture and Leisure from initial Planning stage onwards.</p> <p>Facility development</p> <p>Community use of facilities</p> <p>Maximising funding opportunities</p>
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<b>Regional</b>		
<b>Organisation/Document</b>	<b>Focus</b>	<b>Emerging issues and priorities</b>
<p>Sub-regional Sport and Physical Activity Partnerships – Pro Active East London</p>	<p>Vision: to achieve a more active and successful East London and to achieve a minimum of a 1% increase in sport and physical activity year on year in each of our ten boroughs.</p> <p>5 Goals. To:</p>	<p>Development of CSPAN</p> <p>Provision of Sport and PA opportunities for all ages, including those offered through PA Referral and Long Term conditions programmes</p> <p>Support of local Sports Council</p>

	<ul style="list-style-type: none"> <li>• Widen access to sport and PA</li> <li>• Improve health and wellbeing</li> <li>• Strengthening organisations and partnerships</li> <li>• Enhance education and skills</li> <li>• Develop sporting pathways</li> </ul> <p>Development and support of CSPANs</p>	<p>Club support and development</p> <p>School/club links</p> <p>Talent pathways</p> <p>Coach / volunteer education</p>
London Sports Forum – ‘Inclusive and Active’	<p>Increase in regular participation in sport by disabled people.</p> <p>More disabled people achieving sporting success at every level.</p> <p>Key areas for investment of time and resources:</p> <ul style="list-style-type: none"> <li>• Changing the culture</li> <li>• Being inclusive</li> <li>• Getting people active</li> <li>• Creating sporting pathways</li> <li>• Developing people</li> </ul>	<p>Delivery partners to adopt appropriate Inclusive and Active actions</p> <p>Facilities to be fully accessible</p> <p>More clubs to become inclusive</p> <p>Sporting Pathways</p> <p>Coach/volunteer education</p> <p>Activity programmes</p> <p>Marketing / communication</p>
Mayor’s Strategy – A Sporting Future for London	<p>To deliver a grass-roots sporting legacy for Londoners from 2012 by:</p> <ul style="list-style-type: none"> <li>• securing a sustained increase in participation in sport and PA</li> </ul>	<p>Provision of additional opportunities for all ages, including those offered through PA Referral and Long Term conditions programmes</p>

	<ul style="list-style-type: none"> <li>• using sport to assist in tackling social problems including ill health, crime, academic under achievement and lack of community cohesion</li> </ul> <p>£15.5k of London Development Agency funding, over 3 years, has been ring fenced for investment in programmes associated with this plan.</p>	<p>Marketing and promotion</p> <p>Community Cohesion</p> <p>Maximise funding opportunities</p>
<p>Next Stop 2012</p> <p>The Gateway Boroughs (Barking and Dagenham, Bexley, Havering, Lewisham and Redbridge)</p>	<p>The aim is to extend the benefits of the 2012 Games to all those living and working in the Gateway Boroughs and create a real sense of celebration as part of the run up to 2012.</p> <p>Events will be organised to provide an opportunity to celebrate Olympic and Paralympic ideals through arts, sport and culture with a focus on involving local residents and groups .</p>	<p>Festivals and events</p> <p>Community involvement</p> <p>Communication</p>
<p>Mayor of London's Transport Strategy</p>	<p>Current strategy coming to an end. The new draft strategy addresses challenges under the following themes: public transport, economic development and growth, quality of life, safety and security, transport for all, climate change, London 2012.</p>	<p>Walking and Cycling</p> <p>Active Travel</p>

## Local

Organisation/Document	Focus	Emerging priorities
<p>Having Strategic Partnership</p>	<p>Living Ambition (5 Goals)</p> <ul style="list-style-type: none"> <li>• Environment - to ensure a clean, safe and green borough</li> <li>• Learning - to achieve excellence in education and learning</li> <li>• Towns and communities - to provide opportunities for all through economic, social and cultural activity</li> <li>• Individuals - to value and enhance the life of every individual</li> <li>• Value - to deliver high customer satisfaction and a stable council</li> </ul>	<p>Good quality sports facilities</p> <p>Coach / volunteer education</p> <p>Sport specific courses</p> <p>Talent pathways</p> <p>Diverse programmes of quality activity</p> <p>Community Cohesion</p>
<p>LBH Culture Strategy, 2007</p>	<p>'A place where our culture is at the heart of our towns, the lives of our children, a cohesive community and our future'</p>	<p>Increasing participation in PA amongst adults</p> <p>Improving PE in schools</p> <p>Promoting volunteering</p> <p>Increasing access to quality sports and leisure facilities</p> <p>Increasing leisure centre usage</p>
<p>NHS Havering's Commissioning Strategic Plan (CSP)</p>	<p>Series of 5 goals and 6 key initiatives to increase life expectancy and quality of life</p>	<p>Delivery of priorities for health improvement and wellbeing.</p>

	for all the people living in Havering and to reduce inequalities in health outcomes.	Development of Staying Healthy programmes
LAA Agreements	<p>LAA 1 – Target 5 Increase the percentage of adult residents (16+ taking part in physical activity)</p> <p>Target 11 – Reducing the prevalence of obesity in children by 2010</p> <p>LAA2 – NI 55 Reducing the prevalence of obesity among primary school age children in reception year</p>	<p>Provision of additional opportunities for all ages including those offered through Physical Activity Referral and Long Term conditions programmes</p> <p>Marketing / communication</p> <p>MEND programme</p>
Joint Strategic Needs Assessment	The process by which the PCT and local authority can identify the current and future health and well-being needs of the local population - to inform priorities and long term commissioning strategies.	<p>Provision of activity programmes for older adults and those with limiting long term conditions</p> <p>Healthy Walks Programmes</p> <p>Provision of activity within priority wards</p> <p>Communication of the Healthy Lifestyle message</p>
Healthy Weight Healthy Lives	Vision for the future is one where every child grows up with a healthy weight, through eating well and enjoying being active	<p>Continuation of Havering Healthy Walks and extend the programme to re-establish shorter walks</p> <p>Provision of additional opportunities</p>

	<p>Four of five themes link to physical activity:</p> <ul style="list-style-type: none"> <li>• Children and Young People,</li> <li>• Building Physical Activity into Our Lives</li> <li>• Creating Incentives for Better Health</li> </ul> <p>Personalised Support for Overweight Individuals.</p>	<p>Havering Active and Social Marketing campaign</p> <p>Improve the quality of surroundings – increase the number of parks with green flag awards</p>
<p>London Borough of Havering (LBH) Children and Young People's Plan</p>	<p>Covers the following areas:</p> <ul style="list-style-type: none"> <li>• Children's Social Services</li> <li>• Additional needs Service</li> <li>• Integrated Youth Service</li> <li>• Youth Offending Service</li> </ul>	<p>Emotional Health and Wellbeing</p> <p>Personal and social development and enjoyment of recreation</p> <p>Disability</p> <p>Social inclusion</p>
<p>Integrated Youth Service: 'Places To Go and Things To Do'</p>	<p>Key strands:</p> <ul style="list-style-type: none"> <li>• Open access to activities - especially during week-ends and holidays</li> <li>• targeted intervention for young people at risk age 10-7</li> <li>• Volunteering and citizenship</li> </ul>	<p>Provision of activities / opportunities at appropriate times</p> <p>Communication</p> <p>Volunteer education and volunteering opportunities</p>
<p>LBH Regeneration Service Plan</p>	<p>Key strands relevant to Sport and PA:</p> <ul style="list-style-type: none"> <li>• Sustainable transport</li> <li>• Greening the Ring Road</li> <li>• Development of Riverside</li> <li>• External Funding policy</li> </ul>	<p>Promotion of walking and cycling</p> <p>Maximising external funding</p> <p>Promotion of volunteering</p>

	<ul style="list-style-type: none"> <li>• Volunteer bureau</li> </ul>	
LBH Walking Strategy	<p>Four strands:</p> <ul style="list-style-type: none"> <li>• To Maintain a High Quality Walking Environment.</li> <li>• To Improve the Pedestrian Environment.</li> <li>• To Promote Safety, Security and Interaction.</li> <li>• To Promote Walking and Walking for Leisure.</li> </ul>	<p>Healthy Lifestyles</p> <p>Promotion of Walking</p> <p>Maintenance of walking environment</p>
LBH 6 Point Diversity Plan	<p>The Diversity Standards Unit plan has 6 key strands:</p> <ul style="list-style-type: none"> <li>• Improving performance</li> <li>• Leadership and accountability</li> <li>• Trust and confidence</li> <li>• Behavioural and cultural change</li> <li>• Employee development</li> <li>• Audit and scrutiny</li> </ul>	<p>Activities available to all, irrespective of race, disability or gender</p> <p>Communication</p> <p>Impact assessment</p>
LBH Community Safety Plan	<p>Anti-social behaviour and community cohesion</p>	<p>Anti-social behaviour Community cohesion</p>
LBH Parks and Open Spaces Strategy	<p>Relevant strands of this strategy are:</p> <ul style="list-style-type: none"> <li>• Quantity and Accessibility of Open Spaces</li> <li>• Quality of Open Spaces</li> <li>• Promotion and Partnerships</li> <li>• Access</li> <li>• Community Safety and Security</li> </ul>	<p>Provision of safe, quality facilities in the right places for all age groups</p> <p>Good quality sports facilities</p> <p>Maintenance of areas for Informal Recreation including footpaths and bridleways within parks and country parks</p>

	<ul style="list-style-type: none"> <li>• Investment Priorities – including sports pitches, tennis courts, outdoor gyms and ball courts</li> <li>• Grounds Maintenance</li> </ul> <p>Many of the borough’s facilities for sport and active recreation are in parks (see appendix A).</p> <p>Havering’s Health and Sports Development team works closely with the Parks and Open Service team to ensure these opportunities are maximised.</p>	<p>Community cohesion</p> <p>Maximising funding opportunities</p> <p>Working in partnership to bring activities and events to parks</p> <p>Marketing and communication</p> <p>Promoting Healthy Lifestyles</p>
LBH Allotments Strategy	Provision and promotion of allotments	Promotion of Healthy Lifestyles
LBH Play Strategy	<p>Relevant strands:</p> <ul style="list-style-type: none"> <li>• Assessment of Need</li> <li>• Consultation with children and young people</li> <li>• Equality and Access</li> <li>• Natural play</li> <li>• Active play</li> <li>• Young peoples’ play</li> <li>• ‘Playfest’</li> </ul>	<p>Provision of safe, quality facilities in the right places</p> <p>Provision of accessible play equipment</p> <p>Understanding of needs of children and young people</p> <p>Provision of exiting new play opportunities</p>
LBH Older Person’s Strategy	<ul style="list-style-type: none"> <li>• Havering has an ageing population, particularly when profiled against other London boroughs.</li> <li>• The Joint Strategic Needs assessment, which identifies future demographic trends in relation to health, has identified</li> </ul>	<ul style="list-style-type: none"> <li>• Culture and Leisure Services have been closely involved in this process to ensure that provision of activities contributing to its action plan are incorporated.</li> <li>• Sport and Physical Activity has a clear</li> </ul>

	that this population is set to grow in the near future. Full strategy for older people is being developed in 2009.	role to play in this strategy, in terms of offering activities and contributing to people's levels of health and wellbeing.
Havering Community Sport and PA Network (CSPAN)	Brings together all providers of Sport and PA in Havering	Provision of quality activity programmes for all age groups  Partnership working  Communication  Marketing
LBH Olympic Plans	10 goals – those relevant to Sport and PA are: <ul style="list-style-type: none"> <li>• To improve the health and well being of Havering residents</li> <li>• To permanently increase opportunities to participate in sports, the arts and other cultural activities.</li> <li>• To increase volunteering and involvement in the voluntary sector</li> <li>• To organise a four year programme linked to the 'Cultural Olympiad'.</li> <li>• To maximise job and training activities for Havering residents.</li> </ul>	Provision of Sport and PA opportunities for all ages, including those offered through Exercise Referral and Long Term conditions programmes  Coach/volunteer education programmes  Programme of events
Havering Sports Council	Umbrella organisation for voluntary sports clubs in Havering	Club development  Coach / volunteer development

		Maximising funding opportunities
Sports and Leisure Management (SLM)	Operation of council owned Leisure Centres (Central Park Leisure Centre, Hornchurch Sports Centre, Chafford Sports Complex) Key partner in delivery of strategy	Partnership working  Provision of quality Sport and Physical Activity programmes.
School Sport Partnership Development Plans	<ul style="list-style-type: none"> <li>• 2 hours high quality curriculum time PE</li> <li>• extend range and diversity of extra curricular activities on school sites</li> <li>• develop pathways for all students to access community sport</li> <li>• increase number of students involved with leadership and volunteering</li> <li>• increase no of students taking part in school competitions</li> </ul>	Provision of quality Sport and Physical Activity programmes.  Club development  Coach / volunteer development  Healthy Lifestyles
Rainham Compass	A wide ranging improvement plan that includes an initial investment programme of £70 million. The plan follows consultation with residents and builds on the area's strengths, including its heritage, learning, arts, leisure and cultural facilities as well as its proximity to Central London.	Healthy lifestyles  Walking and cycling  Facility development – identified need for new leisure centre in Rainham
Hornchurch Urban Strategy	Five themes: <ul style="list-style-type: none"> <li>• A thriving centre</li> <li>• Quality of life</li> <li>• A cultural destination</li> <li>• Attractive public spaces</li> <li>• A safe environment</li> </ul>	Healthy lifestyles  Walking and cycling  Provision of activities for young people

		Raise awareness of proximity of open spaces
Local Implementation Plan	Local implementation of the GLA / Mayor of London's Transport Strategy. Relevant strands include: <ul style="list-style-type: none"> <li>• Public transport</li> <li>• Quality of life,</li> <li>• Transport for all</li> </ul>	Walking and Cycling Active Travel

## 4) Priorities

In the previous sections, we have analysed our current provision, our services and our population base and have considered influencing national, regional and local factors. From this analysis, we identified the following priorities:

- 1) **Promoting Sport in its own right** (including sporting/talent pathways, coach and volunteer development and competitive opportunities)
- 2) **Promoting Healthy Lifestyles** (including Sport and Physical Activity for all, targeted programmes and walking and cycling initiatives)
- 3) **Community Cohesion** (including inter-generational activities and addressing social inclusion and anti social behaviour issues)
- 4) **Equality and Diversity** (including further development of groups representing minorities and a diverse programmes of activity)
- 5) **Increasing participation in Sport & Physical Activity** (including targeted activity)
- 6) **Partnership working** (to maximize opportunities and use of resources)
- 7) **Education** (high quality PE and Sport in schools and colleges and teacher/coach/volunteer education)
- 8) **Communication** (promotion and consultation)
- 9) **Providing quality facilities** (maintaining and improving current facilities and investing in new)
- 10) **Working towards a sustainable future** (including school travel plans and walking/cycling initiatives)

These draft priorities were then consulted on, as detailed below. This helped us to identify which of the priorities was most important to our partners and members of the public, and also gave us some insight as to the types of activity that people would like to see under each of the priority headings.

## 5) Consultation

Consultation on the three sub-strategies took place between June and September 2009 and included the following activities:

- Online consultation on service priorities
- Targeted questions included as part of the service's annual survey (sample size 1000)
- Consultation documents distributed in libraries and other public buildings
- Specific discussion with key groups such as the Havering Culture Forum (membership of over 100 hundred representatives of local and regional organisations), the Havering Sports Council, the Havering Disability Sports Steering Group and other stakeholders

Participants in the consultation were asked the following questions:

- Do you agree with the priorities?
- Which do you consider to be the top three of those listed above?
- Is there anything you consider to be a priority that is not listed above?
- Do you have any other comments?

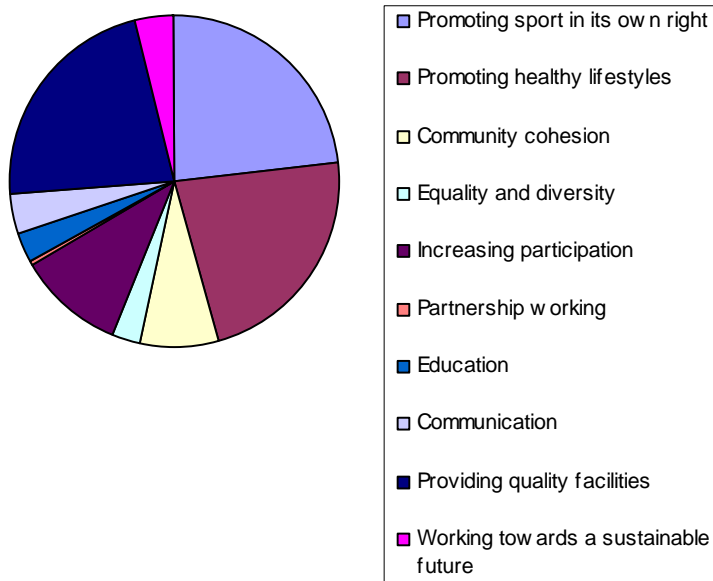
Analysis of the responses provided a breakdown of the ways in which consultees identified the relative importance of the given priorities and provided anecdotal evidence which has influenced this strategy's action plan. The consultation can be divided broadly into 'general consultation' and the 'annual survey', both of which asked questions on strategy priorities, but pursued different methodology.

### ***General Consultation***

In the general consultation, the most common first choice was 'promoting sport in its own right'. The most common second was 'providing quality facilities' and the most common third, 'increasing participation'.

Responses were then weighted using a points based system (3 points for a first choice, 2 for a second and 1 for a third). Using this system, the priorities identified as most important by participants in the general consultation were as follows:

### Sport and Physical Activity Priorities



What do you consider to be the top 3 priorities?	%
Promoting sport in its own right	23.4
Providing quality facilities	22.4
Promoting healthy lifestyles	22.1
Increasing participation	10.2
Community cohesion	7.8
Communication	3.9
Working towards a sustainable future	3.9
Equality and diversity	2.9
Education	2.9
Partnership working	0.5

Using this system, 'promoting sport in its own right', 'providing quality facilities' and 'promoting healthy lifestyles' were the top three priorities.

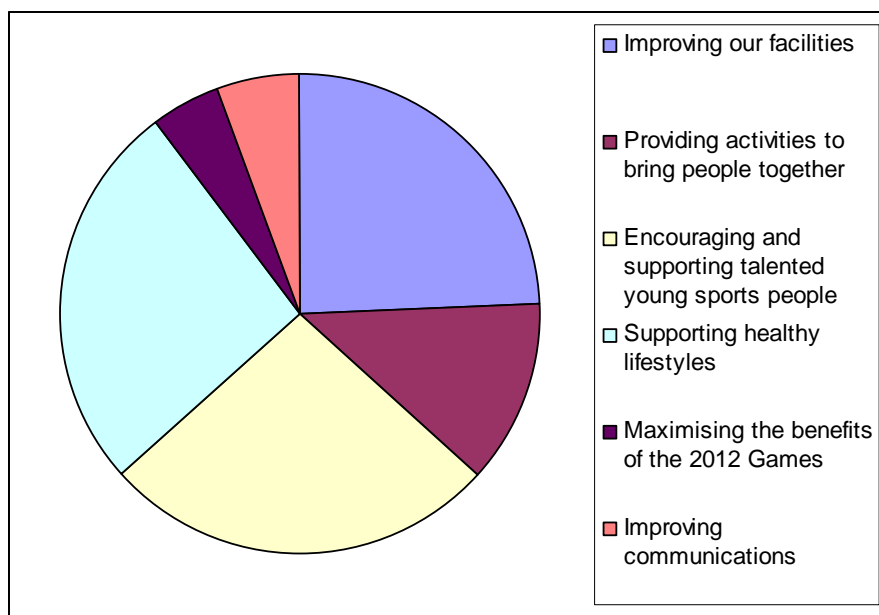
#### Annual Survey

General satisfaction levels with sports services in the borough were high – the annual survey results show 78% of people rated the service as 7/10 or higher.

For the annual survey, the priorities given were slightly different, due to changes in the strategy document between June and September.

The most commonly chosen number one priority was ‘encouraging and supporting talented young people’; the most common number two was ‘supporting healthy lifestyles’ and the most common third choice was ‘providing activities to bring people together’.

When the data is weighted, the distribution of votes is shown below:



What do you consider to be the top three priorities?	%
Encouraging and supporting talented young sports people	26.5
Supporting healthy lifestyles	26.4
Improving our facilities	24.5
Providing activities to bring people together	12.3
Maximising the benefits of the 2012 Games	4.8
Improving communications	5.5

Again, despite differences in the priority listings, the top three priorities emerge as ‘encouraging and supporting talented young sports people’, ‘supporting healthy lifestyles’ and ‘improving our facilities’ which chimes with the results of the general consultation.

A selection of the general comments to come out of the consultation is as follows:

- Too little importance is attached to social aspect of sports participation. Casual social contact is important, especially to older participants
- Most important is sport in its own right. Club should have a cross section of all people.
- Transport facilities are important to/from the various sports venues
- Cost and child protection are major issues
- Training for volunteers, particularly for roles as Hon. Officers of a club.
- I would like to see more effort in targeting senior citizens into sports which would encourage moderate activity to improve health and movement.
- Walking should be encouraged.
- All the above (priorities) depend on facilities but that does not just mean sports centres. Sailing and archery are both Olympic sports that require facilities beyond a typical sports centre.
- Far too much emphasis (nationally) is placed on the elite and grass roots - ignoring the average or non-competitive player.
- Too many sports separate generations. Important that adults and children take part together.
- It is important to get able bodied and disabled people to participate in all sports, if possible getting the resources to provide the facilities for integration in both able/disabled sports to keep sports clubs open and funded for future generations.
- The lack of volunteers could affect my participation and running of the club.
- I am concerned that the level of funding and lack of volunteers will affect the participation and running of the club I attend.
- We should make building and improving/maintaining our facilities a key priority.
- There are problems with resourcing. More resources need to be made available to invest in local sport.
- More development of activities and facilities in parks.
- Improving communications.
- Participation is more important than excellence.
- We need an emphasis on long term conditions.
- Communication is important – lots of materials/schemes on offer. They need better promotion.
- More sustainable buildings
- Better links to grant aid.

- More investment in conjunction with Voluntary Sector partners.
- Increase participation among most vulnerable populations.
- Link more closely to volunteering through HAVCO.
- Develop apprentice schemes.
- More for teenagers - Youth clubs, workshops.
- Would like to see a proper 25m pool for galas.

Where possible, this information will be used to inform the action plan below and to help develop annual service plans.

## 6) Action Plan and Links to Community Strategy

The action plan below, represents the broad direction of work for libraries over the next three years. Individual actions will be transferred into annual service plans and personal work programmes for delivery.

	Priority		Areas of Work	Partners
1	Promoting sport in its own right	1.1	Develop sporting pathways and establish further school/club links	LBH, Sport England, NGBs, YST, PAEL, CSPAN, School Sports Partnerships, Havering Sports Council Voluntary sports clubs, SLM, YMCA
		1.2	Develop talent pathways for young people	
		1.3	Provide activity programmes for all age groups	
		1.4	Work with clubs to integrate disabled sports people into mainstream clubs e. g. athletics and swimming.	
		1.5	Provide development opportunities such as NGB and Sports Coach UK courses for Coaches and volunteers, including young leaders and Running Sports courses for club officers.	
		1.6	Provide competitive opportunities for all age groups+	
		1.7	Quality of provision to be ensured by providers undertaking accreditation schemes e.g. Quest for Sports Development, Quest for Facilities Management, YMCA INSYNC award, Club Mark.	LBH, SLM, YMCA, Sports Clubs
		1.8	Maximise funding opportunities	LBH (C&L, Regeneration, Planning) Sport England, NGBs, PAEL, CSPAN

		1.9	Continue to promote and develop the Havering Big Dance	School Sport Partnerships
2	Providing quality facilities	2.1	Maintain and improve current facilities	LBH, SLM
		2.2	Maximise investment in new facilities	LBH, commercial partners
		2.3	Maximise the benefits of 'Building School for the Future' in relation to Sports Facilities	LBH
		2.4	Through facilities strategies work with Sport England and NGBs to improve facilities, including the development of the Sports Hub concept	LBH (C&L, Planning), Sport England, NGBs
		2.5	To maintain and develop facilities in parks for sport and active recreation, including children's playgrounds, sports pitches, tennis courts, ball courts and outdoor gyms	LBH, Play England,
		2.6	Investigate the feasibility of new or improved sports and leisure facilities in Romford, Rainham and Hornchurch	LBH, Rainham Compass
		2.7	Develop infrastructure for walking, cycling and active travel	LBH Reeneration, Transport for London
3	Promotion of Healthy Lifestyles	3.1	Continue to promote the Healthy schools Initiative	LBH, NHS Havering, Schools
		3.2	Continue to operate and expand the MEND programme	NHS Havering, SLM, Emerson Park School Sports Partnerships
		3.3	Review and operate the Physical Activity Referral Scheme	LBH (C&L), NHS Havering SLM, YMCA
		3.4	Instigate a programme of activities for people with long term conditions	NHS Havering, CSPAN, SLM, YMCA
		3.4	Promote quality Sport and PA programmes for all ages	LBH, NHS Havering, PAEL, CSPAN, School Sports Partnerships, Havering Sports Council, Voluntary sports clubs

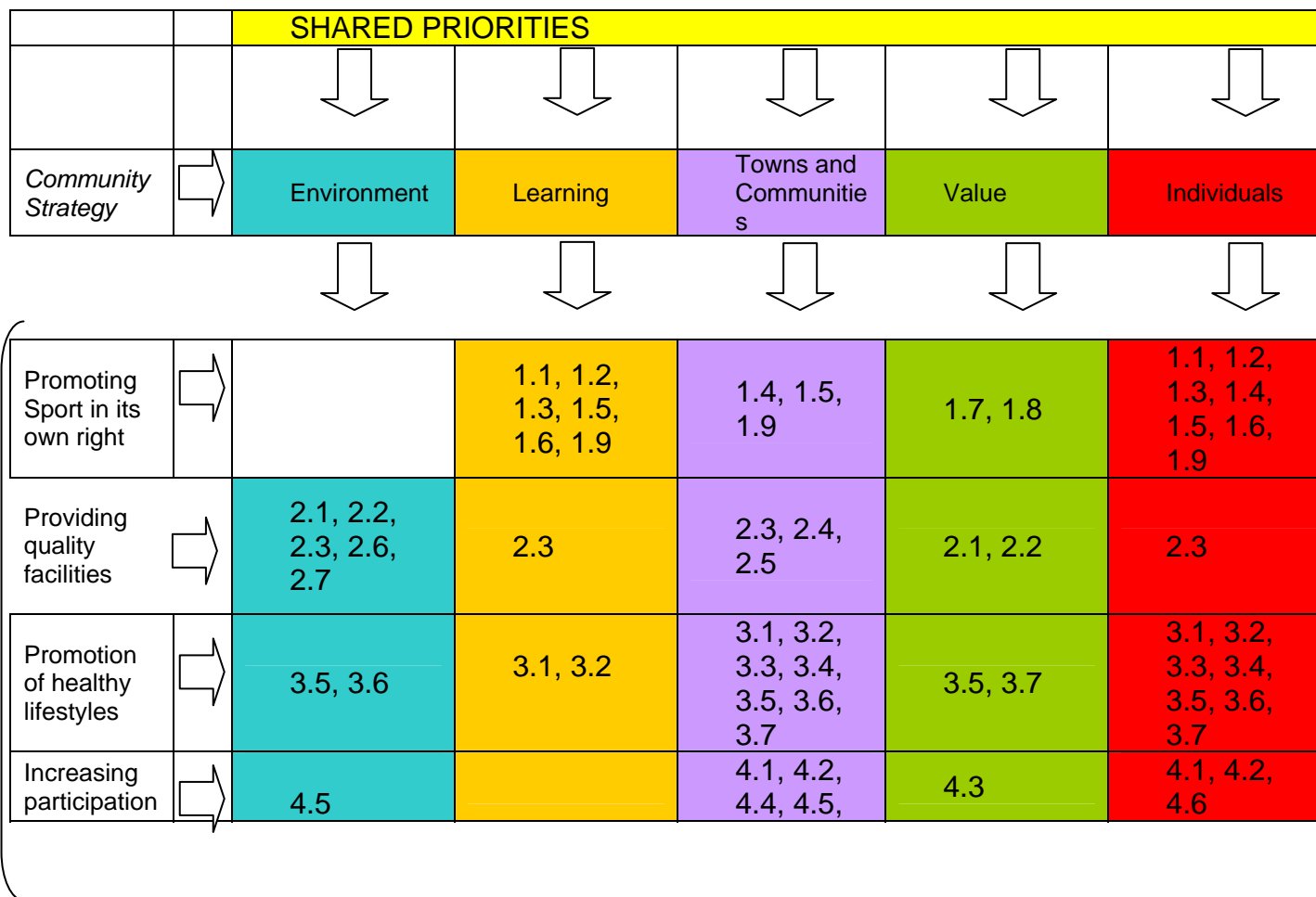
		3.5	Maintain and expand the Healthy Walks Programme	LBH (C&L), Natural England Walk London
		3.6	Walking and Cycling initiatives	LBH (Regeneration, C&L) Transport for London
		3.7	Continue to promote free Swimming for 60+ and Under 16 during 2010/11	LBH, NHS Havering, DCMS, SLM
4	Increasing participation in sport and PA	4.1	Continue to provide targeted physical activity programmes (demographic and geographical)	LBH, NHS Havering, CSPAN, NGBs, YST, PAEL, London Sports Forum, School Sports Partnerships, Voluntary sports clubs, SLM, YMCA
		4.2	Continue to support 'Havering Inclusively Active' (formerly the Disability Sport and PA Steering Group) to develop and implement its Action Plan	
		4.3	Further develop steering groups for 50+, Women and Girls and BME groups	
		4.4	Provide diverse programmes of quality activity	
		4.5	Promote and develop use of parks and open spaces for informal recreation, including walking, cycling and outdoor gyms	
		4.6	Promote and develop opportunities for dance activities	
		4.7	Maintain and develop playgrounds to encourage active play	LBH Parks
		4.8	Undertake marketing and publicity campaigns	LBH (C&L), NHS Havering, CSPAN
5	Community Cohesion	5.1	Introduce further initiatives to assist with the prevention of anti social behaviour	LBH (Youth Service, C&L), Voluntary Sports Clubs, Leisure providers
		5.2	Introduce further inter-generational activities	
		5.3	Introduce further initiatives to address social inclusion	
		5.4	Introduce targeted youth initiatives	

7	Communication	6.1	Maximise use of the Change for Life campaign	LBH, School Sports Partnerships, NHS Havering, CSPAN
		6.2	Maximise use of the Havering Active Campaign – website and newsletters	
		6.3	Promote the Healthy lifestyles message	
		6.4	Promote all facilities and opportunities	
		6.5	Engage and consult with children and young people	LBH (Children’s Services, C&L, School Sports Partnerships)
		6.6	Engage with hard to reach groups through the use of social marketing and Sport England Market Segmentation tool.	CSPAN, NHS Havering, LBH
7	Working towards a sustainable future	7.1	School travel plans	LBH (Regeneration, Planning)
		7.2	Greening the Ring Road	
		7.3	Active Travel Plans	LBH (Regeneration, Planning), Transport for London
8	Equality and Diversity	8.1	Promote the Inclusive and Active message and commit to specific actions	LBH, LSF, School Sports Partnerships, Havering Sports Council
		8.2	Engage with hard to reach groups by further developing ‘Havering Inclusively Active’ and 50+, BME and Women & Girls steering groups	LBH, NHS Havering, CSPAN, NGBs, YST, PAEL, London Sports Forum, School Sports Partnerships, Voluntary sports clubs, SLM, YMCA

		8.3	Work with clubs to integrate disabled sports people into mainstream clubs e. g. athletics and swimming.	LBH, NHS Havering, CSPAN, NGBs, YST, PAEL, London Sports Forum, School Sports Partnerships, Voluntary sports clubs, SLM, YMCA
		8.4	Diverse programmes of quality provision	
9	Education	9.1	High PE quality in school	LBH, School Sport Partnerships
		9.2	Teacher, Coach and Volunteer education	LBH, YST, PAEL, School Sport Partnerships
		9.3	School/college sport for post 16	School Sport Partnerships, Sports Colleges, FE Colleges, YST
		9.4	Provide a programme of coach/volunteer education	School Sport Partnerships, Sports Colleges, FE Colleges, Sports Development, NGBs, Sport Clubs, Sports Coach UK
		9.5	Work with partners to establish talent pathways and support for gifted and talented young people	Sports Coach UK
10	Partnership working	10.1	Strengthen and develop Havering Active (CSPAN)	LBH, NHS Havering, CSPAN, NGBs, YST, PAEL, School Sports Partnerships,
		10.2	Continue to work in partnership on the CIF funded 'Increasing Physical Activity in Havering' project	LBH (C&L), NHS Havering,
		10.3	Continue to work in partnership on the CIF funded 'Sporting Pathways' project	CSPAN, LBH (C&L), NHS Havering, School Sport Partnerships, Voluntary sports clubs, SLM, YMCA
		10.4	Engage with 5-6 NGBs to maximise benefits of their whole sport plans within Havering	CSPAN, LBH (C&L), School Sport Partnerships, Voluntary sports clubs, SLM, YMCA

		10.5	Strengthen and develop Steering Groups	LBH, NHS Havering, CSPAN, NGBs, YST, PAEL, London Sports Forum, School Sports Partnerships, Voluntary sports clubs, SLM, YMCA
		10.6	Provide and co-ordinate programmes of activity	LBH, NHS Havering, CSPAN, NGBs, YST, PAEL, London Sports Forum, School Sports Partnerships, Voluntary sports clubs, SLM, YMCA
		10.7	Promotion of volunteering	Regeneration, School Sports Partnerships, Culture and Leisure
		10.8	Maximise external funding opportunities	LBH (C&L, Regeneration) Voluntary sector

**Links between Community Strategy and Framework for the Future priorities:** The Health and Sports Development Service sits within the Culture and Leisure and is an integral part of the Council and the Community. As such it has aligned its aims with those set out in the Havering Sustainable Community Strategy and those shared priorities that have been agreed between Central and Local Government. The diagram below shows how the Sports and Physical Activity Strategy priorities contribute to meeting the Sustainable Community Strategy key themes which deliver the National Shared Priorities. Links to action plan items numbers are shown below



				4.6, 4.7		
Community Cohesion	⇒	5.1	5.2, 5.3, 5.4	5.1	5.1	5.2, 5.4
Communication	⇒		6.1, 6.2,	6.3, 6.4, 6.5, 6.6		6.4, 6.5, 6.6
Working towards a sustainable future	⇒	7.1, 7.2, 7.3	7.1	7.2, 7.3		7.2, 7.3
Equality and diversity	⇒		8.1	8.2, 8.3, 8.4		8.2, 8.3, 8.4
Education	⇒		9.1, 9.2, 9.3, 9.5	9.4, 9.5		9.1, 9.2, 9.3, 9.4, 9.5
Partnership Working	⇒		10.3, 10.4	10.1, 10.2, 10.3, 10.4, 10.5, 10.6	10.1, 10.7, 10.8	10.2, 10.3, 10.5, 10.6

## 7) Monitoring and Evaluation

- The actions within this plan will be transferred into individual work programmes, and monitored through regular one-to-ones between service managers and staff.
- The action plan will be monitored and updated annually, with the support of Havering Sports Council. The Cabinet Member for Culture and Community will oversee the monitoring of progress against actions.
- This strategy runs until 2012. In that year, consultation will commence on the next Sport and Physical Activity Strategy, which will sit underneath the revised five year Culture Strategy, 2012-2017

## Appendix A: List of Facilities for Sport and Physical Activity

### **Swimming Pools**

Central Park Leisure Centre  
Chafford Sports Complex  
Hornchurch Sportcentre  
David Lloyd Centre (indoor and outdoor)  
Esporta  
Abbs Cross School  
Campion School  
Coopers Coborn School  
Gaynes School  
Royal Liberty School (outdoor)  
St Edwards Comprehensive  
Corbets Tey School  
Ravensbourne (Hydrotherapy)  
Ardleigh Green Junior School  
Rainham Junior School  
Rise Park Junior School  
St Edwards Junior School  
St Marys Junior School

### **Sports Halls**

Central Park Leisure Centre  
Chafford Sports Complex  
Hornchurch Sportcentre

YMCA  
North Romford Community Association  
Havering College  
Havering Sixth Form College  
Abbs Cross School  
Albany School  
Bower Park School  
Campion School  
Coopers Company and Coborn School  
Emerson Park School  
Hall Mead School  
Redden Court School  
Sacred Heart School  
Sanders Draper School  
St Edwards School

**Health, Fitness and Dance**

Central Park Leisure Centre  
Chafford Sports Complex  
Hornchurch Sportcentre  
David Lloyd Centre  
Esporta Health and Fitness (Romford)  
Abbs Cross Health and Fitness  
Fitness First Health Club (Romford)  
YMCA

**Artificial Turf Pitches**

Bower Park School  
Brittons School

Campion School  
Coopers Coborn School  
King's Wood School  
Marshalls Park School

### **Romford Ice Rink**

### **Other privately operated Leisure Facilities include:**

#### **Bowls**

Havering Indoor Bowls Club

#### **Dance**

Collins Stage School

#### **Football**

Collier Row Football Club

#### **Golf**

Cranham Golf Course

Risebridge Golf Centre

Romford Golf Club

Maylands Golf and Country Club

Upminster Golf Club

#### **Gymnastics**

Harlequins Gymnastics Club

#### **Tennis**

David Lloyd Centre

Gidea Park Tennis Club

Cranston Park Tennis Club

Elm Park Tennis Club

Grosvenor Tennis Club

### LBH Outdoor Sports Facilities

Bedfords Park	Football (2), Bridleway
Bretons Outdoor Recreation Centre	Archery, Football (12), Dog training, model aircraft flying
Brittons Playing Field	Football (3), Full size ATP and 3G 5-a-side pitch, Skate Park (2010)
Broxhill Centre	Disabled Sports Association, Bowls, Football (2) Tennis (2)
Central Park	Cricket (1), Tennis (2)
Clockhouse Gardens	Bowls
Collier Row Recreation Ground	MUGA
Cottons Park	Football (1), Rugby (2), Outdoor Gym, MUGA, Skate Park
Dagnam Park	Angling, Bridleway
Fielders Sports Ground	Cricket (1) (Club Only)
Forest Lodge	Football (5), All weather 5-a-side
Gaynes Parkway	Football (1)
Gidea Park Sports Ground	Bowls, Cricket (2) (Club Only), Hockey (3)
Hacton Parkway	Outdoor Gym, MUGA
Hall Lane	Miniature Golf

Harold Wood Park	Cricket (2), Football (6), Tennis (3), MUGA, Outdoor Gym
Harrow Lodge Park	Archery, Bowls, Cricket club, Football (2), 7 Hockey (4), Tennis (4), MUGA (2)
Havering Country Park	Bridleway
Havering Playing Field	Football (1)
Haynes Park	Football (2), 7-a-side (1), Tennis (4), MUGA
Hornchurch Country Park	Bridleway
Hornchurch Stadium	Athletics, Football (1)
Hylands Park	Cricket (1), Football (1), Tennis (6), Outdoor Gym, MUGA
King George's Field	Bowls, Football (4), 7-a-side (2), Tennis (4), Outdoor Gym, MUGA
Lawns	MUGA, Outdoor Gym (2010)
LESSA Open Space	MUGA
Lodge Farm Park	Bowls, Tennis (2), Outdoor Gym
Mardyke Open Space	Football (1), MUGA
Noak Hill Sports Ground	Cricket (1), Football (1), 7-a-side (1)
North Hill Recreation Ground	MUGA
Oldchurch Park	MUGA
Park Lane Recreational Ground	7-a-side (3)

Parklands	Angling
Rainham (Brights Ave)	Bowls
Rainham Recreational Ground	Football (1), Outdoor Gym, MUGA
Raphael Park	Cricket (1), Football (2), Tennis (12)
Rise Park	Football (3), 7-a-side (1) Tennis (4)
St Andrews Park	7-a-side (1), MUGA, Outdoor Gym (2010)
Spring Farm Park	Cricket (1), Football (3), Tennis (4), Outdoor Gym, MUGA
Upminster Hall Playing Field	Cricket (1), Football (3), Rugby (2), MUGA
Upminster Park	Cricket (1), Football (1), 7-a-side (1) Hockey (1), Tennis (3), MUGA, Outdoor Gym
Westlands	Cricket (1), Football (6), 7-a-side (3), Rugby (2)

## Appendix B: Sports and Physical Activity Strategy 2007- 2009: Our Achievements

Progress against Key Strategic targets included in Cultural Strategy, 2006/11:

Key Target	Activity	Progress
Increasing participation in PA amongst adults	Marketing and Communication strategy developed	Marketing and Research Co-ordinator appointed within Culture and Leisure. Marketing Plan developed
	Development of specific activities / programmes	In conjunction with Havering PCT and Havering CSPAN two PA Co-ordinators have been appointed, one funded by and the other part funded through SE Community Investment Fund (CIF). Through these officers a wide range of new activity programmes have been set up (ranging from a football league to Tai Chi and pilates)
		The Sports Development holiday activity programme has been expanded with a number of activities delivered in conjunction with the Youth Service and the introduction of family activities
	Actively focus on increasing participation amongst key target groups	A new and successful Physical Activity Referral Scheme has been launched and operates from Hornchurch Sports Centre, Central Park Leisure Centre and the YMCA. More staff have been trained to allow the scheme to expand. Primary care practitioners from across the borough are referring patients.

		Steering groups have been set up to increase participation by disabled people, 50+ age group, BME groups and Women and girls.
		Disability Athletics has been established at Hornchurch Stadium and has led to Havering athletes competing in the London Mini Wheelchair Marathon and a larger team taking part in the London Youth Games disability athletics.
		Panathlon (inter borough disability event) has been introduced in the borough
		45+ 'Active Life' week established
		A Disability Taster Day has been established as an annual event at Hornchurch Sportcentre
Improving PE in schools	Further develop links between schools and the voluntary sector	School Sports Partnerships represented on Havering CSPAN and Havering Sports Council
		Sports Clubs involved in delivering Sport Unlimited activities to students out of school hours
		Through Havering CSPAN CIF funding a School Club Links Officer has been appointed to work across the Sports Partnerships.
	Develop and promote sports club database / directory	A Havering Active website has been set up which incorporates a sports and activity directory, the contents of which is gradually

		being developed
Increasing leisure centre usage	Deliver £5m investment programme at leisure centres	Lifecycle investment programme of £3.1m over 10 years has commenced
	Develop and implement sports and leisure centre marketing plan	SLM has a generic Marketing plan at national level covering all their contracts.
Promoting volunteering In Havering	Proactive coach development and volunteering training	First Aid, Child Protection, Equity and Disability coach education courses run regularly.
		Skills Active Coach Bursary Scheme promoted
		In Conjunction with Pro Active East London (PAEL) Level 1 coaches trained through the Recruit into Coaches Scheme
	'Official Sports London' scheme for sports officials promoted.	
	Establish a Havering volunteer bank	
Increasing access to quality sports and leisure facilities	3 leisure centres to achieve Quest accreditation	All three leisure centres achieved Quest accreditation in 2007.
	Development of new Romford Leisure Centre facility	
	Delivery of ATP Scheme	The ATP at Brittons School site opened in November 2008.

Other significant achievements from the 2007/09 Action Plan are:

- The management contract for the boroughs three Leisure Centres commenced in October 2006, the centres now being operated by SLM Ltd. Objectives and progress are reviewed on an annual basis
- 'Havering Active', The Havering Community Sport and Physical Activity Network (CSPAN) has been set up. This is supported by Pro Active East London and brings together all providers of sport and physical activity in the borough, including LBH, SLM, NHS Havering, YMCA, School Sport Partnerships, Disability Sport and Havering Sports Council. This has led to a more co-ordinated approach to provision for both young people and adults and has brought in considerable external funding.

## SWOT Analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>Strong partnership between LBH and NHS Havering</li> <li>Strong partnerships with voluntary sector</li> <li>School Sport Partnerships</li> <li>Established Community Sport and PA Network</li> <li>Robust voluntary sector</li> <li>Havering Sports Council</li> <li>Large number of parks and open spaces</li> <li>Good facilities</li> <li>Enthusiastic and competent staff</li> <li>Quest accredited Leisure Centres and Health &amp; Sports</li> <li>Development team</li> <li>Disability Steering Group</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>Engagement with hard to reach groups</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>Development of partnership working through CSPAN</li> <li>Further develop partnerships with voluntary sector</li> <li>External/partnership funding</li> <li>Parks capital programme</li> <li>Havering Active Marketing Campaign</li> <li>Leisure Management Partnership with SLM</li> <li>Leisure Centre 'Lifecycle' investment programme</li> <li>Partnerships with National Governing Bodies</li> <li>106 planning agreements</li> <li>Scope for closer partnership working with SLM</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>Financial constraints</li> <li>Economic climate</li> <li>High % of inactive population</li> <li>Aging population</li> </ul>

<p>Building Schools for the Future Better communication between partners Potential to develop Havering Inclusively Active London 2012 NGB Whole Sport Plans Strong links between all sections of Culture and Leisure – Health and Wellbeing Parks and Open Spaces (inc Heritage) and Libraries.</p>	
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## Appendix C: National Governing Bodies and Whole Sport Plans

Sport England recognises over 100 sports and at present are actively working with 46 National Governing Bodies (NGBs). These NGBs are all at different stages of developing 'whole sport plans' which include targets around Sport England's strategic targets of 'Grow', 'Sustain' and 'Excel', i.e. growing and sustaining the number of people taking part in sport and improving talent development to help more people excel.

Clubs and Local Authorities play an essential part in the delivery of these plans. While areas for development will be highlighted at a strategic level NGBs will use their network of regional development officers and clubs to deliver at a local level. Across England County Sports Partnerships, (i.e. the Pro Active Partnerships in London) are working with both NGBs and Local Authorities to assist in this process.

Within London, from late 2009, the Pro Active Partnerships (Sub Regional Sport and Physical Activity Partnerships) are acting as a first point of contact for NGBs with the aim of co-ordinating activity across the region. By understanding borough activities, priorities and objectives as they relate to NGB activities they are well placed to assist in brokering relationships for NGBs where no relationships exist.

Pro Active East London has begun the task of analysing individual NGB Whole Sport Plans as they relate to the Region and a first meeting between boroughs and those NGBs ready to engage is due to take part in late 2009 / early 2010. LBH will aim to work closely with five to six NGBs to address mutual priorities and maximise opportunities for participation, progression and facility development in the borough. Other NGBs will be encouraged to engage with clubs within the borough.

In addition the Youth Sport Trust have identified 16 priority sports for the Competition managers within School Sport Partnerships to work with. It is anticipated that more emphasis on these sports within the school competition networks will result in a greater take up of the sport within the community which will impact on the need for clubs and facilities.

The 46 sports recognised by Sport England currently developing whole sport plans are listed below. Those also prioritised by the Youth Sport Trust are marked with an asterisk

<b>Individual</b>	<b>Racquet</b>	<b>/</b>	<b>Outdoor Team</b>	<b>Indoor</b>	<b>Water</b>
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	<b>Net</b>		<b>Team</b>	<b>Sports</b>
Angling	*Badminton	Baseball/Softball	*Basketball	Canoeing / Kayaking
Archery	Squash and Racketball	*Cricket	Goalball	Rowing
*Athletics	*Table Tennis	*Football	Handball	Sailing
Boccia	*Tennis	*Netball	*Volleyball	*Swimming
Bowls		*Hockey	Wheelchair Basketball	Waterskiing
Boxing		Lacrosse	Wheelchair Rugby	
Cycling		Rounders		
Equestrian		*Rugby League		
*Fencing		*Rugby Union		
Golf				
*Gymnastics / Trampolining				
*Judo				
Modern Pentathlon				
Mountaineering				
Movement and Dance				
Orienteering				
Skiing / Snowboarding				
Shooting				
Taekwondo				

Triathlon				
Weightlifting				
Wrestling				

Current Governing Body Involvement:

Athletics	<ul style="list-style-type: none"> <li>• CARP refurbishment of Hornchurch Stadium and associated Development Plan</li> <li>• Involvement with the development of Club Networks</li> </ul>
Cricket	Contact with Essex CCC and work with Focus Clubs
Rowing	Work with London Youth Rowing including Gateway Borough project, the schools based 'Row East London' project and London Youth Games
Swimming	<ul style="list-style-type: none"> <li>• Preliminary contact on development of Borough Swimming Strategy</li> <li>• Diving facilities at Hornchurch Sports Centre</li> </ul>
Triathlon	LYG team manager working in conjunction with London Region Triathlon Co-ordinator
Tennis	Work with Tennis Foundation, including Beacon Status at Hylands Park
Volleyball	Gateway Borough Funding to NGB has led to development of Club in Chadwell Heath