

Item No. 9.	Classification: Open	Date: 30 April 2019	Meeting Name: Cabinet
Report title:		Active Southwark - Sport and Physical Activity Strategy 2019 to 2023	
Wards or groups affected:		All	
Cabinet Member:		Councillor Rebecca Lury, Deputy Leader and Cabinet Member for Culture, Leisure, Equalities and Communities	

FOREWORD – COUNCILLOR REBECCA LURY, DEPUTY LEADER AND CABINET MEMBER FOR CULTURE, LEISURE, EQUALITIES AND COMMUNITIES

The health of our borough is of paramount importance to its ongoing success.

Our ambition is for a fairer future for all of our residents. Through supporting healthy life choices we can help our residents to live their lives to the full for as long as possible.

Southwark Council has previously introduced a universal Free Swim and Gym scheme which has seen a phenomenal take-up across the borough, bringing lots of residents to our leisure facilities for the first time and encouraging those already active to continue to be active going forward.

But we wanted to go further, and this Sport and Physical Activity Strategy sets out the key drivers for the introduction of free swimming lessons for all residents. The pilot programme which will be rolled out as part of this strategy will focus on some of our key groups to help support them to become more active. And we hope through providing them with this additional incentive, that they go on to become active users of leisure services throughout the borough.

Combine this with the work we have been doing over the past few years - investing over £50 million in our leisure facilities, parks and open spaces, delivering 29 satellite sport clubs, and supporting over 170 sports organisations to access quality parks and leisure facilities - and we are a borough leading the way.

This strategy is therefore an important next step in continuing to help our residents to take up physical activity and remain active throughout their lives. In engaging with our communities across three themes: active people, active places and active communities, we can reach out and interact with all our residents across the borough, ensuring that no one is left behind.

This strategy is also only the first step; we remain ambitious about delivering more support and services for our residents that ensures that they have access to the best quality resources, and leading facilities.

RECOMMENDATIONS

1. That cabinet agree the 'Active Southwark - Sport and physical activity strategy 2019 to 2023' and key deliverables.
2. That cabinet note:
 - The progress towards the delivery of a pilot scheme to deliver the council plan target of free swimming lessons for all residents as detailed in paragraphs 40 to 57 as a key action to be delivered as part of the strategy.
 - That within six months an update will be brought to cabinet on the strategy action plan, and also on progress with the council plan commitment of making the Free Swim and Gym scheme more flexible.

BACKGROUND INFORMATION

3. Southwark has a large infrastructure of physical activity and sports opportunities in a wide range of settings and delivered by a wide range of clubs, groups and organisations. These networks and communities operate across a borough that is significantly changing either through major regeneration projects, population growth and economic climate. These changes bring about their own challenges in helping our residents lead healthy and active lives, ensuring that the services and facilities we provide meet the requirements of our new and established communities.
4. While there has been a slowdown in the improvement in life expectancy nationally in recent years, this is less pronounced in Southwark. In 2015-17, life expectancy at birth in Southwark was 78.9 years for males and 84.4 years for females.
5. There has been a significant narrowing of the inequality gap between Southwark and England over time, with the male gap narrowing by almost three quarters and the female gap overturning completely. However, Southwark had the fourth lowest life expectancy at birth among males in London in 2015-17.
6. Whilst there has been a significant increase in life expectancy in Southwark over time, this improvement has not been the same across all our communities. The Slope Index of Inequality tells us how much life expectancy at birth varies between our most and least deprived neighbourhoods.
7. The range in years of life expectancy from the most to least deprived areas in Southwark was 5.5 years for women in 2014-16 and 9.5 years for men. This discrepancy has been increasing over time for men but has stayed roughly the same for women.
8. Whilst our local residents are living longer, the length of time spent living in good health is also an important factor. Healthy life expectancy is often considered a measure of whether we are adding life to years, as well as years to life. In 2014-16, there was a 17.9 year gap between life expectancy and healthy life of Southwark's males which increases to 21.2 years for Southwark females.

9. National intelligence indicates that not everyone can expect the same number of years spent living in good health. The gap in healthy life expectancy between the most and least deprived areas of the country stands at 19 years for both males and females.
10. Physical inactivity is an independent risk factor to multiple health problems which includes cardiovascular disease, type 2 diabetes, stroke, breast cancer and colon cancer. Premature mortality can therefore be attributed directly to physical inactivity. The effect of physical activity on mental health is also significant with strong evidence of lower rates of depression in those who are physically active.
11. The Chief Medical Officer for England recommends that adults do at least 150 minutes of moderate intensity aerobic physical activity each week to benefit their health. For children aged 5-17 this increases to at least 60 minutes per day and for younger years increases again to 180 minutes per day.
12. Currently about 20% of our residents do not meet the recommended minimum levels, and it is estimated that 308 premature deaths are recorded in Southwark every year as a result of inactivity.
13. The leading cause of death in Southwark, along with the rest of the UK, is cardiovascular disease and cancer, with rates of cardiovascular disease specifically 10% higher than the national average.
14. The strategy is an important tool in guiding the community that deliver sport and physical activity across the borough to focus resources on those most in need of increasing their physical activity, the inactive.
15. The previous strategy Southwark Council published was grouped in three cross cutting themes.
16. Targeted – this theme focused on the inactive, those with the greatest health risk and who were most likely to benefit from taking part in sport and physical activity. It also emphasised the need to get young people, disabled people, women and girls more active by encouraging uptake in physical activity and breaking down barriers to participation.
17. Universal – this theme focused on the sport and physical activity environment and infrastructure, exploring the role of good quality facilities and spaces and their impact on encouraging participation in sport and physical activity.
18. Foundation - this theme looked at the co-ordination and support in addressing new opportunities and funding as well as performance monitoring and review of programs for the delivery of physical activity. It set out the requirement to deliver more quality marketing and communications on what was available to people and set out the need to develop the sports workforce including volunteers.
19. This ongoing commitment to physical activity and sport has resulted in an increase in the number of active residents, such that 2 in 3 adults are participating in at least 150 minutes of activity each week. Some of our achievements are listed below.
 - Over £50m of investment in our leisure facilities, parks and open spaces.
 - Opening a new state of the art leisure centre in Elephant and Castle.

- Delivery of the ‘Free Swim and Gym’ scheme, allowing all residents free access to our leisure centres at specific times during the week.
- New improved leisure contract with Everyone Active for the management of the council’s main leisure centres.
- More and improved delivery of key physical activity and health intervention projects such as exercise on referral, diabetes prevention programmes, and weight management services.
- Continued engagement each year with over 1500 young people through the London Youth Games and London Mini Marathon.
- Help bridging the gap between school, college and community sport to provide new opportunities for young people to get active by delivering 29 school satellite sport clubs.
- Supporting over 170 sports organisations to access quality parks and leisure facilities.
- Supporting people to complete over 185 sports community training courses.

KEY ISSUES FOR CONSIDERATION

20. The reduction in funding for local government in the past few years has placed pressure on all council services including sport and physical activity. However, Southwark recognises the significant contribution that sport and physical activity plays in the wellbeing of its residents. There continues to be strong investment in sport and leisure facilities and also a clear recognition of the value of sport and physical activity at the heart of social regeneration.
21. The population of the borough is expected to grow by up to 15% from the current 314,200 residents. The role of sport and physical activity in bringing both our established and new communities together will become even more important in ensuring health inequalities are tackled, all residents have access to good quality sports facilities and spaces no matter where they live and residents find it easier to include physical activity as part of their daily lives.
22. Over the last 10 years, Southwark has invested over £50 million of capital funding in improving facilities for sport and physical activity. This includes improvements to the existing leisure centre stock with the addition of the new leisure centre in Elephant and Castle, major improvements to facilities in our parks, and investment in active travel, all of which are designed to deliver high standard facilities and services for local people across the borough to access.
23. In addition to this, the council will continue to invest in new opportunities, including a new leisure centre in Canada Water, improved recreational facilities in parks, improved adventure play (Surrey Docks Adventure Playground and Frederick Street Adventure Playground), and investment in active travel including free cycle training for schools and residents. The funding for this continued investment is from a variety of sources including the Council’s own capital programme, and money secured by officers from external sources.
24. There is good quality sport and physical activity provision in Southwark but the challenge remains, to ensure that all our residents are able to access this provision easily so they may lead healthier lifestyles.
25. The proposed Active Southwark strategy (see Appendix 1) aims to;
 - Contribute to reducing health inequalities across the borough through

- physical activity
 - Improve the health, wellbeing, happiness and quality of life of residents through physical activity
 - Ensure physical activity and sports are integral to the social regeneration of the borough
 - Contribute to the delivery of the council's fairer future principles and deliver against key council targets (see paragraph 60).
26. The intention is to achieve this by;
- Ensuring that physical activity and sports priorities are reflected in other emerging plans and strategies
 - Influencing and securing further investment in our sports infrastructure
 - Establishing better connections between our sports community and residents
 - Maximising opportunities to develop partnerships that foster collaborative working
 - Maximising the resources available in order to achieve the biggest possible impact in reducing inactivity
 - Ensuring the delivery of physical activity and sporting experiences is positive for our residents every time
 - Bringing communities together through the enjoyment of being active
 - Being a borough that celebrates sporting success and achievement
 - Contributing to creating a place where our residents love where they live
 - Harnessing the opportunity that digital innovation can bring to increasing physical activity.
27. One of the useful elements of the previous strategy was the use of key strategic themes, targeted, universal and foundation. This helped to group and focus the actions with similar target areas. It is considered that the themes in the new strategy, which are set out below, are more reflective of how a number of other related strategies and policies are framed and reflect the relationship between the individual, the environment they live in and the community they live within. This is a clear link the council's social regeneration agenda.
28. The three strategy themes are;
- Active People – understanding the circumstances of individuals to better shape our services and offer
 - Active Places – shaping our environment and facilities so that they encourage more people to be more active
 - Active Communities – maximising resources and building partnerships with our communities that promote physical activity.

Strategy consultation

29. A number of consultation methods were used to engage with residents, key partner organisations and other stakeholders.
30. The renewal of the strategy was started by consulting key local organisations and council officers who were involved in sport and physical activity and discussing the continuing and emerging themes which could shape the new

strategy and inform the related action plan. Over the course of two workshops the following attended:

Table 1

London Sport	London PE & School Sport Network	Everyone Active
Bankside Open Spaces Trust	Millwall Community Trust	Kings College London
Community Southwark	Various council departments	

31. The outcome of the workshops highlighted the following themes that have been included in the strategy

Table 2

Strategy item to consider	Inclusion in strategy
Reducing levels of inactivity – getting the inactive active	Key objective
Supporting residents with mental health condition to improve their health	Active people commitment
Inclusion and access for vulnerable people e.g. disabled residents	Active people commitment
Reducing childhood obesity levels in Southwark	Active people commitment
Targeted interventions – early years and family based activities, areas of deprivation	Active people commitment
Volunteering plan	Active communities commitment
Focus on fun everyday activities like walking and active travel	Active places commitment
Maximise resources with partners including schools	Active places commitment
Maximise the use of technology to help make it easier to track activity levels	Key objective
Innovative approach to interventions	Key objective
Use planning to influence the outcomes/themes set e.g. re-generation of specific areas in the borough	Active places commitment

32. An online consultation was undertaken using the Southwark Consultation hub website to allow residents and the wider community to have their say on the draft strategy. The online consultation ran between 17 January and 14 February 2019 where 41 residents responded and there was also an open invitation for people to provide views via email.
33. Three public events were also programmed during this time to allow people to meet a council officer to go through the strategy and share their thoughts on the draft document. Across the three events, 23 residents responded into the consultation with many more made aware of what was developing.

34. In addition to these opportunities Community Southwark organised a first sport and physical activity network meeting with the third sector on the 13th February 2019 which focused on providing feedback on the strategy. It was attended by the following;

Table 3

2x Residents	London South Bank University	Access Sport
Disability Sports Coach	Southwark Gymnastics Club	London Sport
Community Southwark	Alzheimer's Society	Blackfriars Settlement
London City Runners Club	South London and Maudsley Trust	The Bridge(YWCA)

35. The council social media channels were used to promote the consultation, with additional promotion from the Pro-Active Southwark Twitter account (which is used to promote community sport and physical activity in Southwark) and Southwark Presents (used to promote local arts and culture activities).
36. In addition, officers attended a series of internal and external meetings where they presented on the draft strategy and collated feedback.
37. The overall outcome of all of the consultation was positive and those who fed back were supportive of the objectives and themes of the strategy.
38. Targeted stakeholder consultation will continue throughout the life of the strategy and the next stage of consultation will be during the formulation of the action plan.
39. During the production of this new strategy one of the initiatives that will form part of the action plan has already emerged so this report also seeks to progress the free swimming lessons council plan commitment which has been set out below.

Council plan target - free swimming lessons

40. As outlined above, in 2018 the cabinet approved the council plan commitment which pledged to provide free swimming lessons for residents. One of the main aims of this commitment is to enable more residents to make use of the council's Free Swim and Gym (FSG) scheme. The FSG scheme allows registered residents to access the council's swimming pools and gyms at set times of the week for free, and was fully launched in 2016 after a pilot scheme.
41. Everyone Active (EA) operates the FSG scheme on behalf of the council. To date over 80,000 residents have signed up to the scheme and in Q3 2018-19, there was almost 29,000 attendances, an increase of 5% compared to Q3 in 2017-18. Nearly 10% of those members have a disability, 44% are females and 52% are from a BME background.
42. This council plan target clearly links to the 'Active People' theme within the new strategy. It recognises the barrier of being a non-swimmer in accessing the council's free swim and gym scheme. It aims to help residents become more confident in the water affording them a wider range of activity options whilst also giving them a valuable life skill. Enabling parents to become more water confident will also help them to positively influence their children to do the same.

43. It is our recommendation that the council focus ‘free swimming lessons for all residents’ on non-swimmers (defined as not able to swim unaided with or without floats) as this is a major barrier for adults and families accessing the FSG scheme.
44. Swim England say that as an average the national statistics are that one in five adults in the UK are unable to swim and one in three primary school aged children are unable to swim. Exact statistics are not available for Southwark, however, taking the national average and the census age of residents this would equate to 8,285 4 to 11-year-olds and 48,892 residents aged 12 and over being classified as non-swimmers.
45. As primary schools already receive government funding to provide swimming lessons, with a target to get all pupils achieving water confidence or swimming 25m unaided, and EA running a comprehensive child learn to swim programme in every leisure centre, it is recommended the scheme focus on all the other age groups that may be non-swimmers to maximise the impact of the scheme.
46. An additional element of this project is that officers will be working with the Southwark Education team and EA to achieve the best possible outcomes from the school curriculum lessons and EA swim school programme.
47. Officers have been working with EA on how to deliver the free swimming lessons and the recommendation is to deliver pilot scheme of free swimming lessons which will launch in September 2019 and would then help shape the general free swimming lesson offer to be introduced from January 2020.
48. Pilot scheme: this will deliver swimming lessons for non-swimmers for a 12 week block of lessons starting in September 2019. The scheme will deliver lessons across all of our leisure centres within existing pool sessions for the following target groups: i) Older Adults (60+); ii) GP Referral clients and iii) Disabled people (16+).
49. Targeting the offer can help to maximise the health benefits of free swimming lessons. The intention is to initially target sections of the population who would receive the most health benefit by increasing their activity levels.
50. In addition, the pilot will look at introducing free swimming lessons for non-swimming adults – these lessons will be offered within already programmed adult beginner swimming lessons and trialling additional capacity within one learner pool i.e. at Peckham Pulse.
51. The pilot scheme will offer up to 500 swimming lessons between September and December 2019 and enable us to test:
 - demand from the pilot groups and enquiries
 - marketing approach
 - logistics of staff
 - ease and functionality of booking system
 - experience / engagement of participants.
52. General Offer: The general offer will continue swimming lessons for the target groups and will expand on the non-swimming general adult offer by expanding

additional capacity to all leisure centres through existing swimming lessons, learner pools and through women/men only swimming sessions.

53. The general offer will also introduce additional lessons for non-swimming children as they transition from year 6 into secondary school. Up to 2,000 places on a 12 lesson course can be afforded within the full year budget.
54. Finally, officers will explore the possibility of delivering a family based water confidence session across the centres to encourage family groups to gain confidence in the water and enjoy a low cost family activity whilst being more physically active.
55. It is recommended that further detail on the pilot scheme and the general offer is delegated to the cabinet member for culture, leisure, equalities and communities for approval.
56. A marketing campaign will be developed with the help of Swim England, Everyone Active and London Sport in relation to existing insight on non-swimmers and what they respond to. In addition to this insight gained in the pilot scheme will be used to inform the communications for the offer from January 2020.
57. Booking will require registration through FSG process to ensure that the same data is captured about residents who use the new scheme. Promoting alternative booking methods for people not IT literate will be prominent.

Policy implications

58. Whilst the strategy is a document intended for use by all organisations and groups providing physical activity and sport opportunities for residents it is also important to note that it directly links to the council's commitment to a 'Fairer future for all' particularly in the area of:
 - A healthy borough where your background doesn't determine your life chances.
59. The Council Plan 2018-19 – 2021-22 sets out a series of commitments across eight themes:
 - A place to call home
 - A place to belong
 - A greener borough
 - A full employment borough
 - A healthier life
 - A great start in life
 - A safer community
 - A vibrant Southwark.
60. The improvement of resident's health and wellbeing through physical activity and sport flows clearly through a number of the themes in the council plan through specific commitments set out below. The strategy action plan will incorporate all of these areas.
 - Make free swim and gym more flexible with more choice about when you go

- Make swimming lessons free for all residents
 - Open a new, modern leisure centre at Canada Water
 - Make walking fun, safe and accessible by developing a green walking network
 - Boost access to cycle hire
 - Make cycling accessible for all
 - Double the proportion of journeys in Southwark done by bike
 - Increase cycle hangers where people want them
 - Close roads around schools at drop off and collection time and get more children walking and cycling to school
 - Increase activity by introducing a 'daily mile' in all primary schools.
61. The Active Southwark Strategy also supports a number of other key council plans, statutory documents and strategies:
- The Movement Plan – setting a direction for transport
 - Southwark Playing pitch strategy
 - Everybody's business: Southwark's healthy weight strategy 2016 - 2021
 - Social Regeneration charters
 - Economic wellbeing strategy 2012 to 2020
 - Activity Strategy for Children and Young People 2017 to 2020
 - The developing new Southwark Plan
 - The developing Old Kent Road Area Action Plan
 - Canada Water Area Action Plan
 - Peckham and Nunhead Area Action Plan
 - Elephant and Castle Area Action Plan
 - Southwark Council Plan – 2018-19 to 2021-22.

Governance and delivery

62. Once the strategy is approved officers will arrange workshops involving key stakeholders to formulate an action plan. The action plan will be monitored throughout the life of the strategy and a full review will take place annually and reported back to the cabinet member.
63. It is important that during the four year term of the strategy that the action plan has built in flexibility to respond to any changes that arise in the borough or across the sports landscape.
64. Once the strategy has been approved a board of key stakeholders will be formed and they will meet twice a year to review the progress of the action plan.
65. To ensure that those involved in the delivery of sport and physical activity across the borough remain aware and engaged with the strategy and action plan the council will organise a six-monthly sports and physical activity conference.

Community impact statement

66. As set out under the Equality Act 2010 and the Public Sector Equality duty (PSED) an equalities impact assessment was carried out during the development of the strategy. Extensive consultation has been carried out with internal providers, external groups and residents, and the aims of the strategy are broadly inclusive, and should foster good relations between people from

different communities as well as advancing equality of opportunity.

67. The strategy has no clear detrimental impact to any group or protected characteristic as outlined in the Equalities Act or the PSED and the broad aims and actions programmed are likely to increase participation, representation and accessibility to sports and physical activity provision within the borough.

Resource implications

68. Staffing and any other costs connected with the delivery of the strategy will be contained within existing departmental revenue budgets.
69. The cabinet has allocated £125,000 revenue funding for the delivery of the free swimming lessons for residents council plan target in 2019-20. An additional budget of £125,000 is proposed for 2020-21 which will be subject to cabinet and council approval as part of the council's budget setting process for 2020-21. Any scheme launched will be kept within the approved allocated budget.

Legal implications

70. Please refer to the concurrent report of the director of law and democracy below.

SUPPLEMENTARY ADVICE FROM OTHER OFFICERS

Director of Law and Democracy

71. This report seeks approval of the new sports strategy entitled 'Active Southwark – sports and physical activity strategy 2019 to 2023' (the Strategy). The decision to agree the Strategy is one that can be taken by the cabinet collectively.

Strategic Director of Finance and Governance (FC18/043)

72. The report is requesting the cabinet to approve the new sport and physical activity strategy entitled 'Active Southwark – Sports and physical activity strategy 2019 to 2023'. Full details are provided within the main body of the report.
73. The strategic director of finance and governance notes that there are no new financial implications arising from this report as the costs of implementing the initiatives outlined in this report are expected to be funded within existing approved budgets.
74. Any proposals from this strategy leading to additional financial implications will be subject to further reports for cabinet approval.
75. Staffing and any other costs connected with this report to be contained within existing departmental revenue budgets.

BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
None		

APPENDICES

No.	Title
Appendix 1	Active Southwark - Sport and Physical Activity Strategy 2019 to 2023

AUDIT TRAIL

Cabinet Member	Councillor Rebecca Lury, Culture, Leisure, Equalities and Communities	
Lead Officer	Rebecca Towers, Interim Director of Leisure	
Report Author	Tara Quinn, Interim Head of Parks and Leisure	
Version	Final	
Dated	30 April 2019	
Key decision?	Yes	
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER		
Officer Title	Comments Sought	Comments Included
Director of Law and Democracy	Yes	Yes
Strategic Director of Finance and Governance	Yes	Yes
Cabinet Member	Yes	Yes
Date final report sent to Constitutional Team	11 April 2019	