



## ACTIVE COMMUNITIES STRATEGY 2024-2027

### Introduction

Stratford-on-Avon District Council's ('the Council') Active Communities Strategy 2024-2027 ('the Strategy') sets out the Council's vision, objectives and action plan for sport and physical activity across the District. The Strategy is linked to the Council Plan 2023-2027 to ensure that health and wellbeing is at the heart of the decisions made by the Council. The Strategy aims to build on the success of the previous Active Communities Strategies (2013-2018 and 2019-2024) and established partnership working.

The Strategy highlights the importance of encouraging and promoting physical activity, together with the recommended guidelines for exercise. It also identifies the links to other national, regional and local strategies, and the Council's Growing Opportunities Plan 2023-2025 with regard to improving health and wellbeing and reducing rural inequalities. The Strategy considers the demographic profile, the population growth forecasts as set out in the Council's Core Strategy 2011 to 2031 and the rurality of the District.

Physical activity is an essential part of a healthy lifestyle and can have many other benefits for individuals and communities. The UK Chief Medical Officer recommends that adults should complete 150 minutes of moderate intensity physical activity a week. Whilst 64% of the adult population in the District meet this target, 36% currently do not. Tackling physical inactivity is a priority for national bodies such as Public Health England (PHE) and Sport England due to the associated benefits of exercise to people of all ages. PHE has also recognised the financial return that a shift to a 'prevention rather than cure' model can bring due to the reduction in demand for the National Health Service (NHS).

The Strategy aims to facilitate, support and provide opportunities for residents across the District to participate in physical activity by working with key partners to raise awareness of the offering available, in particular:

- Use physical activity as a cross-cutting tool to contribute to the delivery of the Council Plan 2023-2027 with focus on Health and Wellbeing;

- Increase the number of people participating in physical activity both within leisure facilities and through outreach programmes;
- Reduce the number of people who are classed as 'Inactive' (i.e. participate in less than 30 minutes of physical activity a week);
- Use physical activity as a means of promoting health and wellbeing and tackling inequalities.

The Strategy has three main themes with clear objectives:

**Strategic Theme 1 – Encourage** communities to be healthy and active through sustainable programmes:

- Increase participation with a focus on key groups and communities;
- Tackle existing health inequalities;
- Promote innovative solutions;
- Advocate for those who do not have a voice.

**Strategic Theme 2 – Enhance** and sustain existing facilities and provision:

- Ensure sufficient level of provision across leisure centres and public open spaces;
- Embed environmental sustainability throughout all we do.

**Strategic Theme 3 – Elevate** the importance of being physically active throughout our communities:

- Champion existing programmes, clubs and groups;
- Embed the idea of being physically active as crucial to physical and mental health, making it sustainable and a regular part of everyone's everyday life;
- Enable and steer system-wide partnership working and collaboration with key partners, including the Community Builder for the Clopton and Bishopston areas in Stratford-upon-Avon.

## **Physical Activity Guidelines**

PHE emphasises the detrimental impact physical inactivity can have on health, which in turn leads to additional strain on the health and social care services. Due to this, tackling physical inactivity is deemed a high national priority. PHE defines physical activity as movement of the body that increases heart rate and expends energy; this could include everyday activities (e.g. housework, active travel), active recreation (e.g. recreational walking, dance) or organised sport (e.g. tennis). The UK Chief Medical Officer recommends that adults (19-64 years) should complete 150 minutes of moderate intensity physical activity a week and should minimise the amount of time spent sitting. This could be completed in 30 minute slots over five days. To count towards this target, activities should be completed for at least 10 minutes. Activities that strengthen muscles should be included on two days a week. Adults over 65 years should also complete 150 minutes of moderate intensity physical activity a week

but should include activities that improve muscle strength, balance and co-ordination on at least two occasions a week. For children and young people (5-18 years), the UK Chief Medical Officer recommends at least 60 minutes of vigorous intensity activity every day; including activities that strengthen bone and muscle three times a week.

### **Barriers to Participation**

When attempting to tackle physical inactivity, the emotional, social and practical barriers to participation need to be considered and understood. These barriers could include lack of time, lack of mobility, social isolation, lack of confidence, disability, awareness, cost, distance to leisure facilities, safety concerns and choice of activities. Addressing the barriers to participation, and the inequalities people face in accessing physical activity, is essential to assist with behaviour change.

### **Key Local, Regional and National Strategies**

The Strategy follows that of local, regional and national strategies, aiming to make a positive impact on physical and mental health and wellbeing as well as social inclusion by encouraging active lifestyles.

### **Stratford-on-Avon District Council – Council Plan 2023-2027**

This plan is the Council's overarching strategy setting out key aims and objectives within six areas. One of these areas is Health and Wellbeing, placing it at the heart of the decisions made by the Council with the following aims:

- To improve access to Council services to those throughout the District;
- To improve the effectiveness of the Council through innovation, engaging with our peers to improve service delivery;
- Build the relationship and proactively foster partnership working with others to influence areas where the Council cannot deliver success alone;
- Support those most in need from inequality;
- To support opportunities for our residents to develop skills for the future.

### **Everyone Active – Community Health and Wellbeing Strategy**

Everyone Active's Community Health and Wellbeing Strategy provides a framework of programmes and tools to support the needs of individual communities by tailoring local delivery plans to meet council partners strategic priorities. The aim is to integrate community health and wellbeing to create social value in everything they do. Working collaboratively with their Integrated Care Systems ensures that they meet the real time challenges that they are facing. The aim is to be agile and responsive to changes in the needs of communities by providing solutions to prevent further health inequalities through increasing physical activity and reducing social isolation, therefore supporting the NHS. They will support communities to build resilience through increased opportunities in a place based and resident led approach.

The framework has six key themes:

- Healthy Children and Young People;
- Healthy Lives;
- Healthy Communities;
- Healthy Workplaces;
- Healthy Ageing;
- Active Environments.

The Active Environments theme will support the community outreach programme already in place throughout the District, with the Council supporting this from 2024 onwards with an additional £25,000 funding per year to expand the scheme. This will provide more classes, sessions and activities in local community centres and village halls with a social element to the programmes offered to combat rural isolation, together with targeting the inactive who are unable or unwilling to travel to a leisure centre with access to low-level exercise in which they can participate.

#### **Department for Culture, Media & Sport – ‘Get Active: a strategy for the future of sport and physical activity’**

‘Get Active’ is the government’s strategy for sport and physical activity. High levels of inactivity and health inequalities emphasise the need for increasing the nation’s activity levels whilst responding to the effects of the COVID-19 pandemic and rising financial challenges around the cost-of-living crisis. The government wants to tackle inactivity in order to build a healthier nation by having a thriving sport and physical activity sector.

The strategy focuses on three key aims:

- Driving participation and addressing inactivity;
- Strengthening the integrity of sport;
- Making sport more sustainable.

#### **Sport England – ‘Uniting the Movement’ 2021-2031**

This strategy is Sport England’s 10-year vision to transform lives and communities through sport and physical activity. It focuses on tackling inequalities, highlighting that inequality is different for everyone and that sport and physical activity can play a part in levelling up communities. It is also a response to the impact of the COVID-19 pandemic and the subsequent widening of existing health inequalities.

The strategy focuses on three key objectives:

- Advocating for sport, movement and physical activity;
- Joining forces on five big issues:

- Recover and reinvent
- Connecting communities
- Positive experiences for children and young people
- Connecting with health and wellbeing
- Active environments
- Creating the catalysts for change.

### **Warwickshire County Council – Health and Wellbeing Strategy 2021-2026**

This strategy is Warwickshire County Council’s high-level plan for improving health and wellbeing and reducing differences, or inequalities, in health within Warwickshire. The strategy has three overarching strategic ambitions for the health and wellbeing of residents:

- People will lead a healthy and independent life;
- People will be part of a strong community;
- People will experience effective and sustainable services.

### **West Midlands Combined Authority (WMCA) – ‘West Midlands on the Move’ Strategic Framework 2017-2030**

This strategy sets out WMCA’s ambition of ‘Getting More People Active’. In the West Midlands, approximately one-third of adults are categorised as ‘Inactive’ (i.e. less than 30 minutes of physical activity a week). The strategy looks to address the barriers to participation and opportunities created by inequalities in gender, disability, socio-economic groups and ethnicity. It also highlights the need to reduce the following consequences of physical inactivity:

- Poorer health;
- Lower productivity at work;
- More isolated societies;
- Reduced educational attainment and young people’s resilience;
- Increased costs to local public services.

The short-term target is to get 90,000 more people active with a long-term target of building physical activity into everyone’s everyday life.

### **Sport England – ‘We Are Undefeatable’**

This national campaign supports people who live with one or more long-term health conditions in England, such as diabetes, cancer, arthritis and Parkinson’s to build physical activity into their lives.

## Sport England – ‘This Girl Can’

This national campaign aims to get women and girls moving, regardless of shape, size and ability.

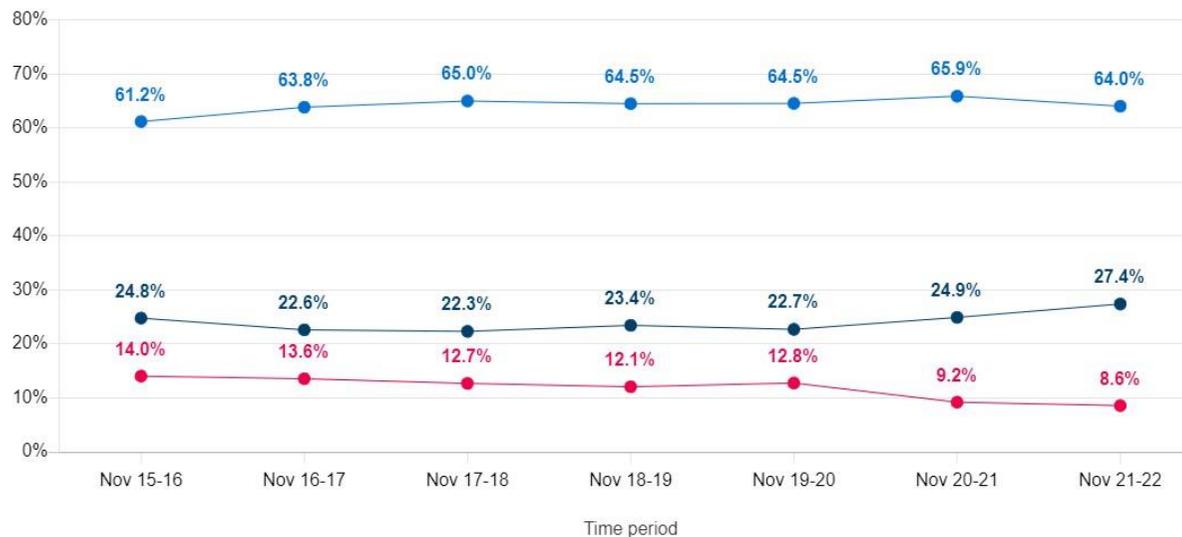
### Participation Levels in Stratford-on-Avon District

Sport England’s ‘Active Lives Survey’ measures the number of adults (16+ years) who participate in sport and physical activity. The Active Lives Survey measures the level of physical activity in three categories – ‘Active’, ‘Fairly Active’ and ‘Inactive’:

- Active: 150+ minutes a week
- Fairly Active: 30-149 minutes a week
- Inactive: less than 30 minutes a week

Levels of activity (Main - 3 categories)

Stratford-on-Avon LA



% Levels of activity (Main - 3 categories):

■ Inactive: less than 30 minutes a week ■ Fairly active: 30-149 minutes per week ■ Active: at least 150 minutes a week

The number of residents in the District being physically active each week has fluctuated slightly but has remained fairly constant over the last seven Active Lives Surveys carried out by Sport England. However, the number of residents who are ‘Inactive’ has increased since the COVID-19

pandemic. With the number of 'Fairly Active' residents falling, it appears that the effect of the COVID-19 pandemic together with the cost-of-living crisis has meant that those residents occasionally taking part in physical activity have now stopped.

### **Priority Groups in Stratford-on-Avon District**

It is important that physical activity is available and accessible to all due to the benefits it can have on an individual's health and wellbeing. However, the following priority groups are a key focus for the Strategy due to local, regional and national priorities:

#### **Older People**

- Stratford-on-Avon District has a growing ageing population. Between the last two censuses, the average (median) age of residents has increased by two years, from 46 to 48 years of age.
- There has been a shift to a 'prevention rather than cure' approach to tackling health and social care issues. Prevention aims to result in people staying independent and healthy for longer (Source: Department of Health and Social Care, 2018).
- By 2039, there will be a 51.5% increase in the 80-89 age category and a 37.2% increase in the 70-79 age group.
- The Active Lives Survey results from 2021/22 show that the percentage of individuals who are classed as 'Active' is lower for the older age groups than the younger groups (16-34 years: 75.8%; 35-54 years: 68.3%; 55-74 years: 66.6%; 75+ years: 39.4%).

#### **Women & Girls**

- Participation in sport and physical activity is generally higher in males than females.
- Nationally, in the Active Lives Survey 2021/22, 65.6% of males were classed as 'Active' compared to 60.8% of females. Stratford-on-Avon District managed to buck this trend with 65.5% of females classed as 'Active' compared to 62.6% of males. However, females are more likely to be 'Inactive' compared to males (i.e. 27.7% to 27.1%).
- There is a higher percentage of females (51.5%) than males (48.5%) in Stratford-on-Avon District.
- Activity levels among women are taking longer to recover from the COVID-19 pandemic.

#### **Children & Young People**

- It is vital to give children and young people a positive physical activity experience in order to create good habits for life. Early intervention is essential in order to encourage an active lifestyle.
- One of Sport England's key tasks is to foster more positive attitudes towards physical activity in children and young people to encourage an active life.
- Children and young people are a key investment area for Sport England.

### People with Disabilities

- Disabled people account for one in five of the national population and are twice as likely to be classed as ‘Inactive’, although 77% want to be more active. However, only 41% of disabled people feel that they have the opportunity to be active compared with 70% of non-disabled people (Source: Activity Alliance Annual Disability and Activity Survey 2022-23).
- In Stratford-on-Avon District, 16.1% of residents are classed as disabled of which 55% are classed as ‘Inactive’.

### **Sports Facilities in Stratford-on-Avon District**

In an Office for National Statistics / Sport England analysis of amenity access to sports and leisure facilities (October, 2023), Stratford-on-Avon District was ranked 75<sup>th</sup> out of all 309 English authorities, including county and unitary ones, with 376 public and private facilities. The District was also ranked 19<sup>th</sup> out of the 309 authorities for the number of facilities per 10,000 head of population (see neighbouring authorities below):

Local Authority	No. of public and private sports & leisure facilities	Ranking out of 309 authorities
West Northamptonshire	835	8
Coventry	521	26
Solihull	432	47
<b>Stratford-on-Avon</b>	<b>376</b>	<b>75</b>
Cherwell	349	94
Wychavon	313	117
Warwick	266	156
Bromsgrove	256	164
Cotswold	254	166
Rugby	242	178
Malvern Hills	223	204
Nuneaton and Bedworth	206	219
North Warwickshire	180	254
Redditch	111	304

Source: Office for National Statistics / Sport England

Local Authority	No. of facilities per 10,000 people	Ranking out of 309 authorities
Cotswold	27.96	18
<b>Stratford-on-Avon</b>	<b>27.91</b>	<b>19</b>
North Warwickshire	27.68	20
Bromsgrove	25.81	33
Malvern Hills	25.66	36
Wychavon	23.62	56
Cherwell	21.67	89
Rugby	21.16	99
Solihull	19.98	126
West Northamptonshire	19.61	134
Warwick	17.92	163
Nuneaton and Bedworth	15.35	218
Coventry	15.09	228
Redditch	12.75	270

Source: Office for National Statistics / Sport England

# Stratford-on-Avon

## Population

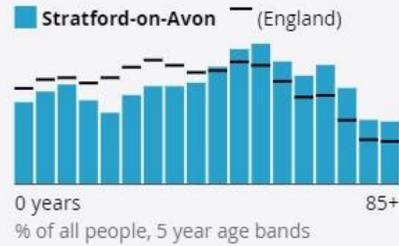
**134,700**

people

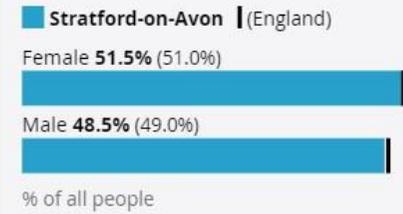
**56,490,000** people in England

Rounded to the nearest 100 people

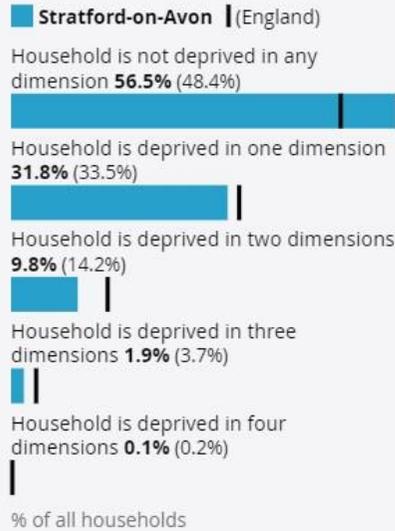
## Age profile



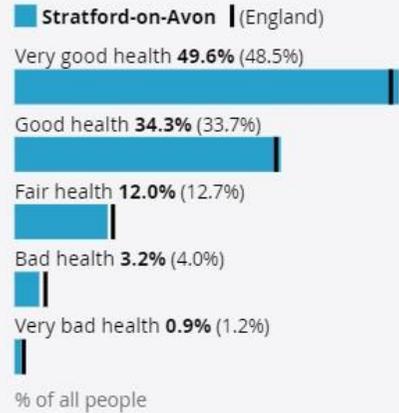
## Sex



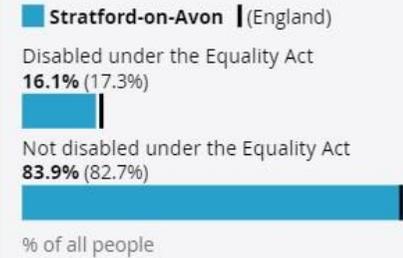
## Household deprivation



## General health

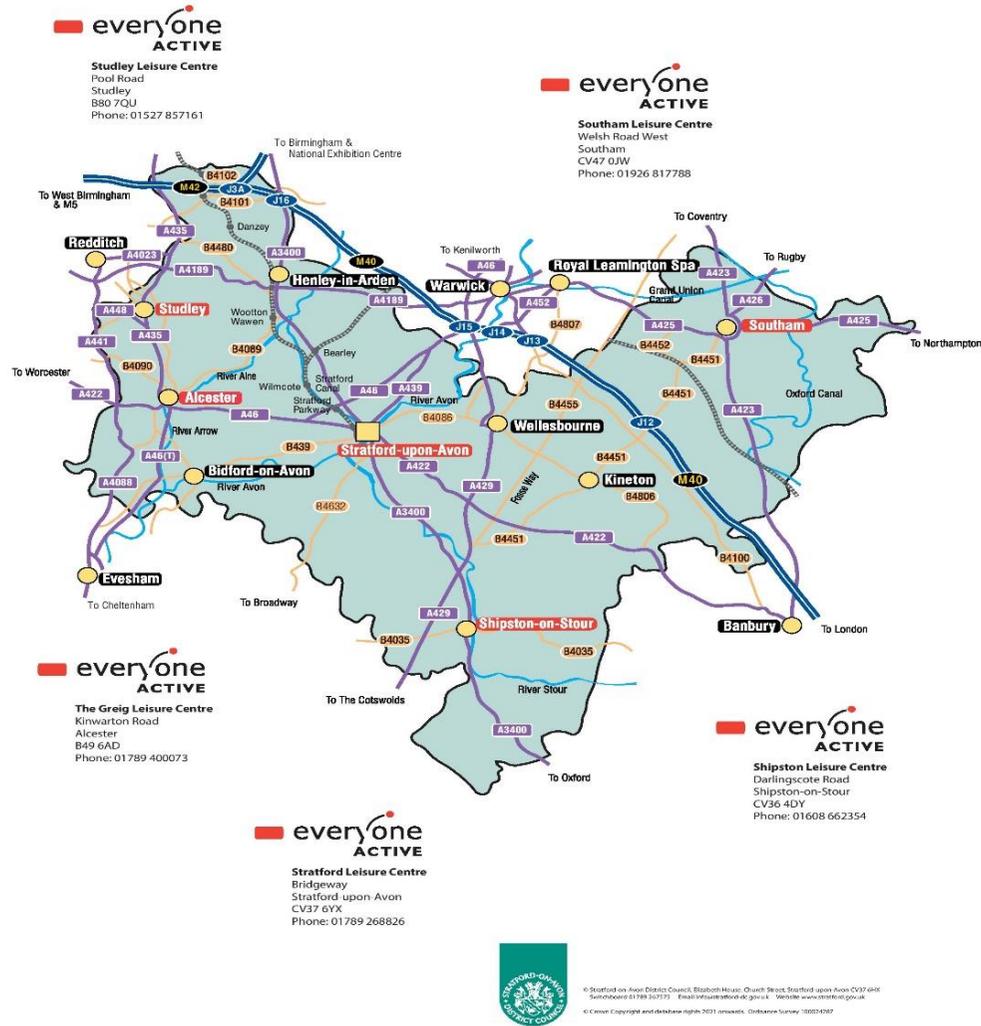


## Disability



Source: Office for National Statistics - Census 2021

# Stratford-on-Avon District Leisure Centres



© Stratford-on-Avon District Council, Elizabeth House, Church Street, Stratford-upon-Avon CV37 6HX  
 Southam CV47 0JW Email: info@stratford-on-avon.gov.uk Website: www.stratford-on-avon.gov.uk  
 © Crown Copyright and database rights 2021 Ordnance Survey 100047827

## ACTIVE COMMUNITIES ACTION PLAN

### Strategic Theme 1 – Encourage communities to be healthy and active through sustainable programmes

Objective 1.1 - Deliver activities suitable for the older generation					
No.	Action	Main Partners	Project Lead	Timescale	Measure of Success
1.1.1	Develop inclusive activities	SDC, Think Active, Social Prescribers	SLM	Mar-25	Enhance participation from current inclusive sport sessions and to add additional three sessions to the timetable.
1.1.2	Provide a Senior Open Day to support activities provided for age group	SDC, Think Active, Social Prescribers	SLM	Oct-24	Take part in Silver Sunday in October.
1.1.3	Additional walking sports available to local residents	SDC, Think Active, Social Prescribers	SLM	Jan-25	Add an additional three sessions to the timetable.
1.1.4	Introduce older peoples' focus groups for each leisure centre	SDC, Think Active, Social Prescribers	SLM	Aug-25	Set up focus groups across the District with regular meetings and actions for improvement.
1.1.5	Establish a District-wide senior activity programme aimed at 60+ years including walking sports	SDC, Think Active, Social Prescribers	SLM	Apr-25	Create a District-wide timetable for the 60+ years offering and increase participation in current activity offering. Increase the timetable with an additional six inclusive and walking sessions.
1.1.6	Work with older people groups and Age UK to promote activities available and combat social isolation targeting rural locations	SDC, Think Active, Social Prescribers, Age UK	SLM	Ongoing	Develop a relationship with local older people groups and Age UK to gain support for older people. Also, mitigate the risk of social and rural isolation by targeting these main groups as a priority.
1.1.7	Provide specific Community Cafes across the District	SDC, Think Active, Social Prescribers	SLM	Dec-25	Create specific Community Cafes targeting key events across the year including Easter, Halloween, Christmas and have 15 attendees minimum.

### Objective 1.2 - Promote and provide activities for Children and Young People

No.	Action	Main Partners	Project Lead	Timescale	Measure of Success
1.2.1	Provide a wide range of activities and opportunities for children and young people	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council	SLM	Jul-25	Increase the offering of activities available by adding an additional ten sessions across the District aimed at children and young people.
1.2.2	Promote holiday camps during Easter and Summer holidays	SDC, Play Sport, Barnardo's, Warwickshire County Council	SLM	Ongoing	Advertise and fill spaces for the Play Sport holiday camps, plus maximise opportunities for HAF activities across the District (average 30 per day).
1.2.3	Introduce a Children and Young People's focus group for each leisure centre	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council	SLM	Jul-26	Set up focus groups across the District with regular meetings and actions for improvement.
1.2.4	Free NPLQ courses for young people aged 16+ from low-income families who are not in employment, education or training (NEET)	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council	SLM	Aug-24	Provide free NPLQ courses and fill all spaces on the courses to maximise entry into leisure and employment.
1.2.5	Recruitment pathways into leisure put in place with local education establishments	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council	SLM	Sep-25	Pathways created with five local colleges and sixth forms.
1.2.6	Free 'Born to Move' sessions introduced to local schools across the District	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council, Les Mills	SLM	Nov-25	Connect with local schools and include 'Born to Move' within their curriculum. Three local schools to participate.

1.2.7	Increase participation in under 18's physical activity and sports	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council	SLM	Ongoing	Increase participation by 10% year on year, focusing on initiatives such as TAG Youth Club, provision for young girls football, plus disco and inflatable swim sessions across the District.
-------	---	--	-----	---------	--

### Objective 1.3 - Improve accessibility to SDC Leisure Centres

No.	Action	Main Partners	Project Lead	Timescale	Measure of Success
1.3.1	Greater availability for under-represented groups	SDC, Think Active, Social Prescribers	SLM	Annually	Increase attendance by 5% amongst priority groups each year.
1.3.2	Introduce disability focus groups for each leisure centre	SDC, Think Active, Social Prescribers	SLM	Sep-25	Set up focus groups across the District with regular meetings and actions for improvement.
1.3.3	Annual 'Include Me' Games in place to promote inclusion within sport and physical activity	SDC, Think Active, Social Prescribers	SLM	Jul-24	Take part in annual 'Include Me' Open Day for all sites.
1.3.4	Free swimming for those living with dementia and their carers across the District during Dementia Action Week each year	SDC, Think Active, Social Prescribers	SLM	Ongoing	Sessions in place across the District during Dementia Action Week in May each year.
1.3.5	Stratford Leisure Centre to continue to offer free venue hire for Dementia Next Steps sessions for those with a new diagnosis and their loved ones	SDC, Think Active, Social Prescribers	SLM	Ongoing	Free hire available for Dementia Next Steps sessions throughout the year to support.
1.3.6	Adult quiet swim sessions to be introduced at all swimming pools in the District to complement the existing quiet gym sessions	SDC, Think Active, Social Prescribers	SLM	Nov-25	Add quiet swims into all available timetables with a minimum of one at each site.
1.3.7	Accessibility audits completed at each leisure centre with improvement action plans in place	SDC, Think Active, Social Prescribers	SLM	Annually	Audits completed with action plans in place and timescales for improvement.

1.3.8	'Level Water' swimming sessions taking place at all swimming pools in the District	SDC, Think Active, Social Prescribers	SLM	Dec-25	'Level Water' swim sessions available at all sites with ten participants.
1.3.9	SEND physical activity sessions available across the District	SDC, Think Active, Social Prescribers	SLM	Mar-25	Provide specific SEND physical activity sessions at all sites.
1.3.10	Pride swims to take place each year as part of the Warwickshire Pride event	Warwickshire Pride	SLM	Annually (August)	Pride swims in place across the District.

## Strategic Theme 2 – Enhance and sustain existing facilities and provision

<b>Objective 2.1 - To promote and raise awareness of existing facilities</b>					
<b>No.</b>	<b>Action</b>	<b>Main Partners</b>	<b>Project Lead</b>	<b>Timescale</b>	<b>Measure of Success</b>
2.1.1	Advertise and promote on the SDC website	SDC	SLM	Ongoing	Update SDC with changes at sites and community venues.
2.1.2	Free physical activity advice offered to workplaces across the District	BID, Local work establishments, Chambers of Commerce	SLM	Annually	Contact and visit 16 workplaces each year.
2.1.3	Promote facilities available at each leisure centre	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council	SLM	Ongoing	Regular press releases and marketing provided for promotion.
2.1.4	Promote and support TAG Active offering at Stratford Leisure Centre	SDC, Think Active, BID, Warwickshire County Council	SLM	Ongoing	Increase TAG Active participation by 10% year on year.
2.1.5	Introduce new TAG Active products such as TAG Fitness sessions	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council	SLM	Sep-24	Include two new sessions a week in the timetable.
2.1.6	Community Games Day at Stratford Leisure Centre	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council	SLM	Jul-24	Provide a Community Games Day with a minimum of five participating teams of four or five individuals.

**Objective 2.2 - Maintain public open spaces for sustainability and protection**

No.	Action	Main Partners	Project Lead	Timescale	Measure of Success
2.2.1	Support completion of the Riverside Project on the Recreation Ground	SDC, parkrun, Stratford Sports Club	SLM	Aug-25	Regular Boot Camps, Run Clubs, Love Parks Days, plus other activities established and promotion of parkrun in place.
2.2.2	Promote the use of public open spaces and play areas	SDC, Town/Parish Councils, Stratford Town Football Club, Stratford-upon-Avon Table Tennis Club	SLM/SDC	Ongoing	Health walks in place across the District; active travel plans in place at all leisure centres across the District, regular promotions of outdoor activity and outdoor gym equipment; support the use of the children's cycle track and youth football pitch at the Recreation Ground, the adult football pitch at Shottery Fields, plus the PING table tennis tables in public open spaces.
2.2.3	Annual 'Playday' event on the Recreation Ground	Local Community Groups and Sports Clubs	SLM/SDC	Aug-24	Provision of sports, physical and wellbeing activities aimed at children and young people.

### Strategic Theme 3 – Elevate the importance of being physically active throughout our communities

Objective 3.1 - Work with partners to promote and support local sports and physical activity					
No.	Action	Main Partners	Project Lead	Timescale	Measure of Success
3.1.1	Promote sports and physical activity initiatives and opportunities across the District	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council, WCAVA	SLM	Mar-25	Increase participation in physical activity by 5% year on year.
3.1.2	Promote Sporting Champions scheme	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council, WCAVA	SLM	Annually (May to April)	Complete marketing to advertise Sporting Champions scheme and throughout their membership via social media.
3.1.3	Recognition of local contributions and achievements	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council, WCAVA	SLM	Ongoing	Provide press releases through SLM Head Office and local media.
3.1.4	Set up regular sports club forum for the District	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council, WCAVA	SLM	Mar-26	Forums set up across the District with five sports clubs attending regularly.
3.1.5	Develop relationships with NGBs and local groups to support with development of activities available for 60+ years	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council, WCAVA	SLM	Annually	Enhanced relationship with NGBs and create relationships with local groups. Increase participation by 5% year on year.

3.1.6	Engage with local priority groups within the community to drive participants to activities	SDC, Think Active, Social Prescribers, Barnardo's, Town/Parish Councils, Warwickshire County Council, WCAVA	SLM	Ongoing	Create relationships with local groups and increase participation by 5% year on year.
3.1.7	Work with local schools on the importance of health and wellbeing	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council, Les Mills	SLM	Ongoing	'Born To Move' initiative advertised and leisure centre activities increased by 10% year on year.

### Objective 3.2 - Work with partners to facilitate and support delivery of physical activity opportunities

No.	Action	Main Partners	Project Lead	Timescale	Measure of Success
3.2.1	Deliver activities that promote health and wellbeing, including promotion of the GP Exercise Referral Scheme	SDC, Think Active, Social Prescribers	SLM	Aug-25	Establish a leisure offer for the new settlement at Upper Lighthorne; increase uptake of the GP Exercise Referral Scheme at all participating sites.
3.2.2	Continue to work with Think Active to support social prescribing and local groups and clubs offering a welcoming safe experience	SDC, Think Active, Social Prescribers	SLM	Quarterly	Meetings with Social Prescribers, local groups and clubs each quarter.
3.2.3	Work with partners to support national campaigns	SDC, Think Active, Social Prescribers	SLM	Ongoing	Advertise and promote national campaigns through social media, press releases and offer activities in relation to the campaign, including the Active Practice Charter.
3.2.4	Organise a Family Open Day to promote wellbeing	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council	SLM	Annually	Host 'We are Family' Open Days throughout the summer and increase numbers by 5% year on year.
3.2.5	Increase in sporting volunteers throughout the District	SDC, Think Active, Social Prescribers, Barnardo's, Warwickshire County Council	SLM	Mar-25	Have five volunteers across the District.
3.2.6	Champion mental health initiatives through sport and physical activity	SDC, Think Active, Social Prescribers, MIND	SLM	Jan-26	Work with MIND to offer inclusive groups.
3.2.7	Recruit, train and develop employees, activity leaders and coaches for sites and community to expand offering	CIMSPA, British Gymnastics, Arrampica	SLM	Ongoing	Support colleagues to attend training courses provided by SLM.

**Objective 3.3 - Continuation of community seated exercise classes throughout the District**

No.	Action	Main Partners	Project Lead	Timescale	Measure of Success
3.3.1	Continuation of current class offering and introducing a new class within the Alcester and Henley-in-Arden areas	SDC, Think Active, Social Prescribers, Warm Hubs	SLM	Jun-25	Increase attendance at current classes operating. Securing Alcester and Henley-in-Arden locations for a class each week.
3.3.2	Deliver community classes at 20 community venues throughout the District facilitated through the Council's contribution towards the project	SDC, Think Active, Social Prescribers, Warm Hubs	SLM	Mar-27	Have a minimum of ten attendees at each session.
3.3.3	Introduce free health walks to the District	SDC, Think Active, Social Prescribers, Warm Hubs	SLM	Apr-25	Provide four or five health walks across the District with ten attendees at each walk.
3.3.4	Establish exit routes from community seated exercise classes into health walks	SDC, Think Active, Social Prescribers	SLM	Apr-26	Promote health walks within community seated exercise classes.
3.3.5	Use community outreach delivery as a tool to promote other services such as WFRS free fire safety checks	SDC, Warwickshire Fire and Rescue	SLM	Ongoing	Work with WFRS to attend one open day across the District each year.

### Objective 3.4 - Encourage system-wide partnership and collaboration to create new referral pathways into physical activity

No.	Action	Main Partners	Project Lead	Timescale	Measure of Success
3.4.1	Set up local health and wellbeing boards and partnerships across the District to compliment work done by Alcester Town Council and the Stour Health & Wellbeing Partnership	SDC, Social Prescribers	SLM	May-26	Arrange six monthly meetings with a minimum of ten attendees at each meeting.
3.4.2	Social prescribing networking sessions in place across the District to showcase physical activity opportunities	SDC, Social Prescribers	SLM	Quarterly	Sessions arranged with Social Prescribers to increase their clients participating.
3.4.3	Referral pathways set up for Good Boost MSK sessions at Southam Leisure Centre	SDC, Social Prescribers, GPs, NHS	SLM	Ongoing	Customers to be referred to SLM for MSK sessions and see five participants for every session.
3.4.4	Work with local partners to champion community transport schemes and link with those most in need	SDC, Social Prescribers, Back and Forth, UBUS, VASA	SLM	Ongoing	Work in connection with Back and Forth, UBUS and VASA to provide information of transport to customers for each leisure centre.
3.4.5	Creation of a District-wide physical activity pathway partnership group to encourage more joined-up working, co-production of physical activity solutions to systemic health issues	SDC, Social Prescribers, GPs, NHS	SLM	Mar-26	Create a partnership group with ten attendees.

### Annual Review

The Strategy, and the associated Action Plan, will be reviewed annually and take into consideration the national, regional and local government direction of travel, local demographic change and trends. As part of the annual review, quantitative Key Performance Indicators and qualitative evidence will be gathered to support the feedback from, and the success of, the Action Plan.