

# ACTIVE COMMUNITIES

## STRATEGY 2019 - 2024

“Get Stratford District Active”





Shipston Leisure Centre

# Contents Page

	Page
Executive Summary	3
Portfolio Holders Introduction	4
Context -	
• Purpose of the strategy	6
• Physical activity guidelines	6
• Barriers to participation	7
Key Local and National Strategies	
• Eight key strategies	9 - 11
Demographic of the District	
• Health profile of the district	13
• Mental health in children and young people	13
Participation Levels in the Stratford-on-Avon District	14 - 15
Priority Groups in the Stratford-on-Avon District	16
District Overview of Provision	
• Build leisure review	18
• Playing pitch strategy	18
Delivery Plans for the First 12 Months	19 - 27
Annual Review	28
References	28



Stratford Leisure Centre & Visitor Centre

# Executive Summary

Stratford-on-Avon District Council's (SDC) Active Communities Strategy (ACS) sets out the Council's vision, objectives and delivery plan for sport and physical activity. The strategy is linked to the Council's Corporate Objectives from the 2015-2019 Corporate Strategy. The ACS forms an agreed route for SDC from 2019 to 2024 in regards to physical activity. This strategy aims to build on the success of the previous ACS (2013-2018) and established partnership working.

The strategy highlights the importance of encouraging physical activity, and the recommended guidelines for exercise. It also identifies the links to other national, regional and local strategies. Drawing on demography and other key data, it details the delivery plans designed to achieve the strategy's three key themes, which are set out below.

Physical activity is an essential part of a healthy lifestyle and can have many other benefits to individuals and communities. The Chief Medical Officer (CMO) recommends that adults should complete 150 minutes of physical activity a week. Whilst a proportion of the population in the district meet this target (59.8%), 40.2% 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.

The ACS follows that of national and local strategies, aiming to make an impact on physical and mental health and wellbeing as well as social inclusion, by encouraging active lifestyles. A key feature of the strategy is to facilitate, support and provide opportunities for residents in the district to participate in physical activity.

The ACS (2019-2024) has three main themes, with clear objectives:

## **Strategic Theme 1 - Encouraging active communities to improve health and wellbeing**

To increase participation in physical activity through the facilitation and delivery of sustainable opportunities for local communities.

## **Strategic Theme 2 - Enhancing and sustaining facility provision**

To ensure a sufficient level of provision is available at the District Council leisure centres and open spaces for individuals to participate in formal and informal physical activity.

## **Strategic Theme 3 – To raise the profile of sport and physical activity**

To promote, champion and support physical activity opportunities to local communities to encourage health and wellbeing. Including effective partnership work, signposting and promotion of the offerings available to local communities. To build on the public enthusiasm for, and legacy of the 2022 Birmingham Commonwealth Games as a springboard in encouraging more residents to be active and participate in sport.

To maximise the success of this strategy, collaboration with new and existing partners will be required. The process of reviewing the offering is critical to this strategy's success.

# Stratford-on-Avon District Council

## Active Communities Strategy (2019 – 2024)

Our Mission – to create a coherent strategy in order to  
'Get Stratford District Active'



**Cllr Mike Brain**

Services for the  
Community Portfolio



**Cllr Jacqui Harris**

Health, Wellbeing and  
Housing Portfolio

### Portfolio Holders Introduction

We are delighted to introduce Stratford-on-Avon District Council's Active Communities Strategy (ACS) for 2019-2024. Health and Wellbeing is a key objective in the Council's Corporate Strategy which the ACS intrinsically links to by advocating physical activity to encourage local communities to lead a healthier lifestyle.

The ACS and delivery plan for the first 12 months, offers a diverse programme of opportunities for direct delivery alongside partnership work to support others across the district to deliver a wide range of activities. Raising awareness of the offering available is paramount to reaching the strategy's objectives as are accessibility and affordability. The ACS will help the Council meet these challenges and ensure that all residents of the district, be they young or old, are given the chance and support to become more active.



Climbing Wall at Stratford Leisure Centre

# Context

## Purpose of the Strategy

The ACS strives to facilitate and develop opportunities for participation in physical activity within the district. This strategy aims to contribute to the Council's Corporate Objectives by meeting the demands of the district's residents and visitors. This strategy links with the Council's Corporate Strategy (2015-2019) by focusing on enabling and providing activities for local communities with the aim to improve health and wellbeing. The ACS aims to champion opportunities for participation in physical activity by working with key partners to raise awareness of the offering available.

The strategy aims to:

- Use physical activity as a cross-cutting tool to contribute to the Council's wider strategy (e.g. health and wellbeing, anti-social behaviour)
- Increase the number of people participating in physical activity
- Reduce the number of people who are classed as 'inactive' (participate in less than 30 minutes physical activity a week)
- Use physical activity as a means of promoting health and wellbeing

This document has been formulated after consultation with Sport England – Central, SLM – Everyone Active and the Coventry Solihull & Warwickshire - County Sports Partnership (CSW-Sport).

## 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 (house work, active travel), active recreation (recreational walking, dance) or sport (organised sports such as tennis).

The CMO 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 per 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 aged 5-18 years the CMO 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 inactivity, the emotional, social and practical barriers to participation need to be considered and understood. These barriers could include lack of time, cost, distance to facilities, safety concerns and choice of activities. Sport England's 'Towards an Active Nation' strategy highlights the behavioural change model in regard to habits (such as a sedentary lifestyle) that need to be addressed. This involves shifting the attitudes of individuals who are not active, in order for them to become active. Addressing the barriers to participation is essential to assist with this behaviour change.



Stratford Leisure Centre

# Key Local and National Strategies

## Government - 'Sporting Future – A new Strategy for an Active Nation' (2015)

'Sporting Future' is the government's strategy for sport and physical activity. The rising levels of child and adult obesity emphasise the need to address physical inactivity. This strategy highlights the government's commitment to reducing sedentary lifestyles. 'Sporting Future' demonstrates the need to engage the population in regular exercise, to encourage people to change their lifestyles for the better. To achieve this, it suggests a focus on a broader range of physical activity opportunities. 'Sporting Future' recommends that engagement in physical activity should be treated as a journey throughout the stages of life; indicating the need for physical activity to meet the different demands of a participant throughout their life.

To focus on the wider benefits of physical activity, this strategy aims to reconsider what is successful by focusing on five outcomes:

- Physical Wellbeing
- Mental Wellbeing
- Individual Development
- Social and Community Development
- Economic Development

## Public Health England - 'Everybody Active, Every Day' (2014)

PHE's 'Everybody Active, Every Day' report highlights inactivity as the fourth largest cause of disability and disease in the UK, putting huge financial cost and capacity pressure on primary, secondary and tertiary health and social care services. The strategy emphasises how physical activity can reduce the likelihood of developing certain health conditions including heart disease, obesity and type II diabetes. Tackling physical inactivity can help increase quality of life for individuals as well as increase productivity as a nation.

In order to tackle inactivity, work is required across the following areas at a local and national level:

- Active Society: "creating a social movement"
- Moving Professionals: "activating networks of expertise"
- Moving at Scale – interventions: "scaling up interventions that make us active"
- Active Environments: "creating the right spaces"

## Sport England - 'Towards an Active Nation' (2016-2021)

'Towards an Active Nation' mirrors the aims and objectives of the 'Sporting Future' strategy. The central aim for this strategy is to tackle the level of inactivity and to create physical activity habits that are more resilient and sustainable.

Sport England's key investment areas are:

- Tackling Inactivity
- Volunteering
- Mass Markets – making it easier for people to stay active
- Sustaining the Core Market – "ensuring those with a strong affinity for sport are treated as a valued customer"
- Working Locally
- Facilities

Sport England plans to invest £120million from 2016-2021 into tackling inactivity. The investment in the above areas is designed to engage more participants in a variety of ways whilst also offering greater support to the sector. One aspect of this is encouraging physical activity habits in young people by supporting the School Games. Sport England measures participation in their annual 'Active Lives Survey' report.

### **Warwickshire Health and Wellbeing Board - 'Warwickshire Health and Wellbeing Strategy' (2014-2018)**

The 'Warwickshire Health and Wellbeing Strategy' was devised by the Warwickshire Health and Wellbeing Board whose aims are to improve public health, community services and local health and social care provision. Another key responsibility of the Board is to address health inequalities across the county. To achieve this, the strategy highlights three key priorities:

- Promoting independence for all –  
Enable the public to effectively maintain mental and physical health. It also highlights the need to ensure older people remain active and healthy for as long as possible.
- Community resilience –  
To ensure opportunities are available for individuals to take responsibility for their own health and wellbeing. This can be achieved through effective signposting to local services.
- Integration and working together –  
To maximise cost effectiveness through the efficient use of resources. It also highlights the need for community strategies to have a shared focus on health and wellbeing.

### **Coventry, Solihull and Warwickshire Sport (CSW Sport) – 'Inspiring Active Communities'**

The strategy created by CSW Sport (the local County Sport Partnership) has the vision that everyone in the Coventry, Solihull and Warwickshire area has the opportunity to enjoy an active and healthy lifestyle. In order to achieve their vision CSW Sport aim to:

- Engage individuals with complex lives through physical activity
- Keep people living well
- Develop and support effective systems and places

### **West Midlands Combined Authority (WMCA) 'On the Move' Physical Activity Strategy (2017-30)**

The 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 consequences of physical inactivity, ie.:

- Poorer health
- Lower productivity at work
- More isolated societies
- Reduce 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.

### **Stratford-on-Avon District Council - Corporate Strategy (2015-2019)**

The Corporate Strategy's second key objective is 'People and their Environment' with a focus on improving the health and wellbeing of local communities. Priorities under this objective include: "Maintaining quality leisure facilities district wide, with particular emphasis on enhancing facilities in Alcester and completing the refurbishment of Stratford-upon-Avon Leisure Centre.

To promote health and wellbeing including playing an active role in the Warwickshire Health and Wellbeing Board."

### **Stratford-on-Avon District Council's Core Strategy (2011–2031)**

SDC's Core Strategy sets out the population growth forecast for the district. The growth in population and changes in demographics need to be taken into account when considering future sport and physical activity opportunities.

# Demographic of the District

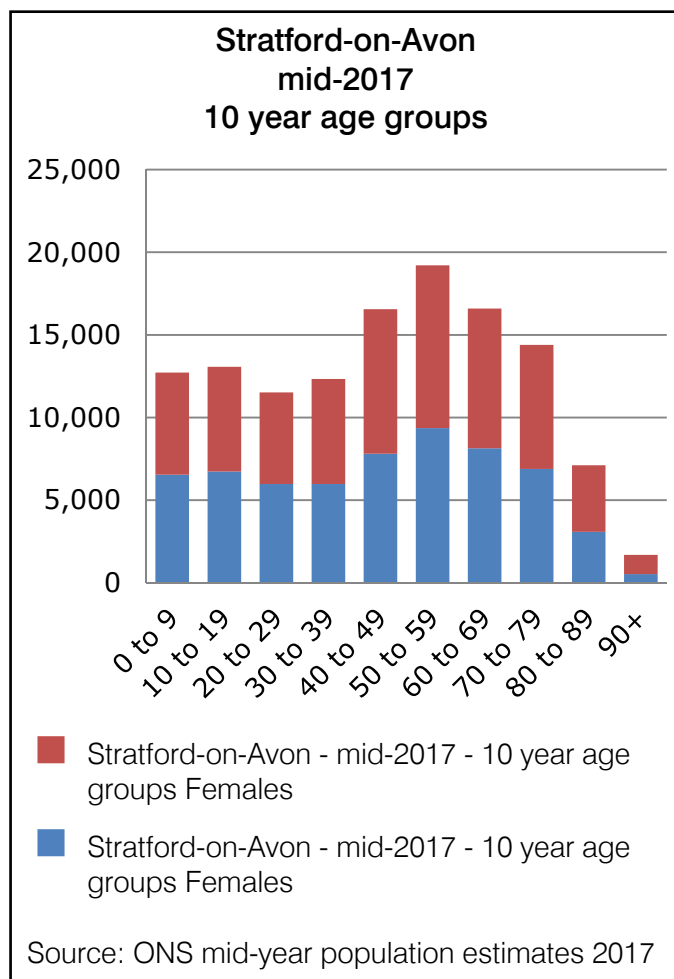
The following section details the demographic of the Stratford-on-Avon District.

In 2017, the resident mid-year population of the District was 125,202 (a 5.7% increase from 2007-2017). Of the population, 61,038 (49%) were male and 64,164 (51%) were female. Of the 125,202 people in 2017, 19% were 17 years or under, 56% were 18-64 years and 25% 65 years or over. The Stratford-on-Avon District has a higher percentage of people aged 65+ than Warwickshire (21%) and England (18%).

'Older people' were the fastest growing sector of the population in the District over the last 10 years. In contrast, the age groups 10-19 years, 30-45 years and 60-64 years have decreased. 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. For Warwickshire, the median age is 43 years, in the Stratford-on-Avon District it is 48 years.

Source: ONS mid-year population estimates 2017

## Stratford-on-Avon District Male and Female Population Figures by Age Group



Age	Males	Females	All
0 to 9	6,538	6,186	12,724
10 to 19	6,735	6,337	13,072
20 to 29	5,977	5,541	11,518
30 to 39	5,983	6,346	12,329
40 to 49	7,810	8,742	16,552
50 to 59	9,363	9,847	19,210
60 to 69	8,141	8,454	16,595
70 to 79	6,886	7,512	14,398
80 to 89	3,079	4,035	7,114
90+	526	1,164	1,690
<b>Total</b>	<b>61,038</b>	<b>64,164</b>	<b>125,202</b>

Source: ONS mid-year population estimates 2017

An ageing population can create challenges for local services such as health and social care. Warwickshire as a whole has an ageing population, with the Stratford-on-Avon District having the largest percentage of older people in its population. Social isolation and loneliness is another issue for the county; loneliness can have an impact on an individual's mental, physical and social health. Public Health Warwickshire estimates that in Warwickshire, 1 in 3 of the population aged 65+ is lonely 'some of the time' and 7% is lonely 'all of the time'.

Source: Warwickshire Joint Strategic Needs Assessment (JSNA) and Public Health Warwickshire

It is also important to address the challenges associated with inactivity of children and young people. Early intervention is vital to encourage children and young people to lead an active life helping to ease the pressures on other services in the future.

## **Health Profile of the Stratford-on-Avon District**

The Health Profile of the Stratford-on-Avon District is an annual report produced by PHE. The profile details the health of people in the Stratford-on-Avon District. The profile aims to help local services understand the needs of the communities. The following information is from the 2018 Health Profile of the Stratford-on-Avon District.

In the Stratford-on-Avon District the health of the population is generally higher than the average for England. The District is one of the 20% least deprived districts/unitary authorities (in England); however 8% of children live in low income families. The life expectancy of both women and men is higher than the national average. However, in the most deprived areas of the District the life expectancy is 4.7 years lower for women and 3.7 years lower for men.

In 2016/17, 15.9% of children in Year 6 were classed as obese. For adults, over the same period, 50.5% were classed as obese or overweight.

## **Warwickshire JSNA – Mental Health in Children and Adults**

Mental health problems affect 1 in 4 people in their life. It is estimated that in England, mental health problems cost the economy £105 billion per year. Improving mental health and wellbeing can have many benefits for an individual including better productivity, educational achievement and social interaction. In Warwickshire, it is estimated that 46,000 (16-74 years) people have a common mental health problem. In 2011-2013, the suicide rates in Warwickshire were marginally higher than the national and regional rates; with rates of male suicide higher than female. In 2012/13 the hospital admissions for young people due to self-harm was significantly higher than the regional and national averages.

# Participation levels in the Stratford-on-Avon District

Sport England's 'Active Lives Survey' replaces the previous data collection project, the 'Active People Survey'. The final 'Active People Survey' data report was released in December 2016. With new sport and physical activity strategies having a much broader focus, the 'Active Lives Survey' aims to measure engagement in a variety of ways.

Similar to the 'Active People Survey', 'Active Lives' measures the number of adults (16+) who participate in physical activity and sport. However, it has been designed to encompass the Sporting Futures' Key Performance Indicators (KPIs) of volunteering, spectating and levels of physical inactivity.

The 'Active Lives Survey' measures the level of physical activity in three categories – 'Active', 'Fairly Active' and 'Inactive'. (Sport England classes most sports and physical activity in their figures).

**Active = 150+ minutes per week**

**Fairly Active = 30 – 149mins per week**

**Inactive = less than 30mins per week.**

The following information refers to the participation figures for adults in the Stratford-on-Avon District. Sport England plan to release the first 'Active Lives Children' report in December 2018; this report will detail the physical activity habits of children aged 5-16 years.

The number of adults (16+) in the Stratford-on-Avon District who are classed as 'Active' is slightly higher than the regional average but is lower than the national average. The percentage of adults classed as 'Active' in the Stratford-on-Avon District has fallen by 2.4% since the previous 'Active Lives Survey' (May 16/17, 62.2%). The figure for the Stratford-on-Avon District for those who are 'Fairly Active' is higher than the regional and national averages. The number classed as 'Fairly Active' has increased in the District since the last 'Active Lives Survey' (previously 15.2%). The percentage of individuals who are 'Inactive' in the District is lower than both regional and national averages. However, the number of people classed as 'Inactive' has increased since the last 'Active Lives Survey' (previously 22.6%).

The below SDC target for participation is an aspiration of the Council's for improvements as part of a bigger picture including other organisations.

<b>Active – 150+ minutes of physical activity a week</b>		<b>SDC Target (by 2024)</b>
Stratford-on-Avon District	59.8%	61.0%
West Midlands	58.1%	
England	62.3%	
<b>Fairly Active – between 30 to 149 minutes of physical activity a week</b>		
Stratford-on-Avon District	16.2%	17.0%
West Midlands	13.4%	
England	12.5%	
<b>Inactive – less than 30 minutes of physical activity a week</b>		
Stratford-on-Avon District	24.0%	22.0%
West Midlands	28.6%	
England	25.2%	

Source: Sport England – Active Lives Adult Survey May 2017-2018

Sport England recognises the importance of volunteering and the need for volunteers to facilitate physical activity opportunities. Stratford-on-Avon District has a higher percentage of volunteering (Adults, 16+) to support sport and physical activity than the national and regional averages.

<b>Volunteering to Support Sport and Physical Activity at least twice in the last year</b>	
Stratford-on-Avon District	17.0%
West Midlands	12.7%
England	13.9%

Source: Sport England – Active Lives Adult Survey May 2017-2018

# Priority groups in the 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 this strategy due to local and national priorities.

## Older People –

- Stratford-on-Avon District has a growing ageing population.
- 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 & 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.
- 'Sporting Future' highlights the benefits physical activity can have on health and social issues. One of which is loneliness, known to have an impact on older adults
- 'Sporting Future' also emphasises how over half of disabled people are 60 years or over
- The Active Lives Survey results from November 2016/17 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 = 70.7%; 35-54 years = 70.6%; 55-74 years = 61.2%; 75 years and older = 50.2%)

## Women & Girls –

- Participation in sport and physical activity is generally higher in males than females.
- Nationally in the 2016/17 Active Lives Survey, 64.9% of males were classed as 'Active' in comparison to 59.8% of females. This trend in physical activity is reflected at local level in Stratford-on-Avon (in 2016/17), 64.8% of males were classed as 'Active' in comparison to 62.9% of females.
- There is a higher percentage of females (51%) than males (49%) in the Stratford District

## 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 is a key investment area for Sport England.

## People with disabilities –

- Sport England's 'Towards an Active Nation' aims to tackle inactivity as a key priority. Disabled people have been identified as an under-represented group in sport and physical activity by Sport England.
- 'Sporting Future' states that disabled people are twice as likely to be inactive (less than 30 minutes a week) than non-disabled people.

# District Overview of Provision

The following details the provision of swimming, sports halls and health & fitness facilities available at the SDC-owned leisure centres.

## Swimming Pools

Centre	Lanes	Length	Width	Area
Stratford Leisure Centre – Main Pool	6	33.0m	12.5m	412.5m <sup>2</sup>
Stratford Leisure Centre – Teaching Pool	N/A	12.0m	11.0m	102.0m <sup>2</sup>
Shipston Leisure Centre	5	25.0m	10.5m	262.5m <sup>2</sup>
Southam Leisure Centre	4	25.0m	10.0m	250.0m <sup>2</sup>
Studley Leisure Centre	4	20.0m	9.0m	180.0m <sup>2</sup>

## Sports Halls

Centre	Badminton Courts
Stratford Leisure Centre	8
Studley Leisure Centre	4

## Gyms

Centre	No. of fitness stations
Stratford Leisure Centre	79
Shipston Leisure Centre	30
Southam Leisure Centre	50

## Studios

Centre	No. of studios
Stratford Leisure Centre	3
Southam Leisure Centre	1

(Source: SDCs Built Leisure Review)

## Built Leisure Review

A review of the current built leisure facilities is currently being undertaken to determine whether the provision is fit for purpose now and in the future. The review gives greater detail of the provision currently available in the district including facilities that are run by the private sector as well as facilities on education sites. It includes the following headings:

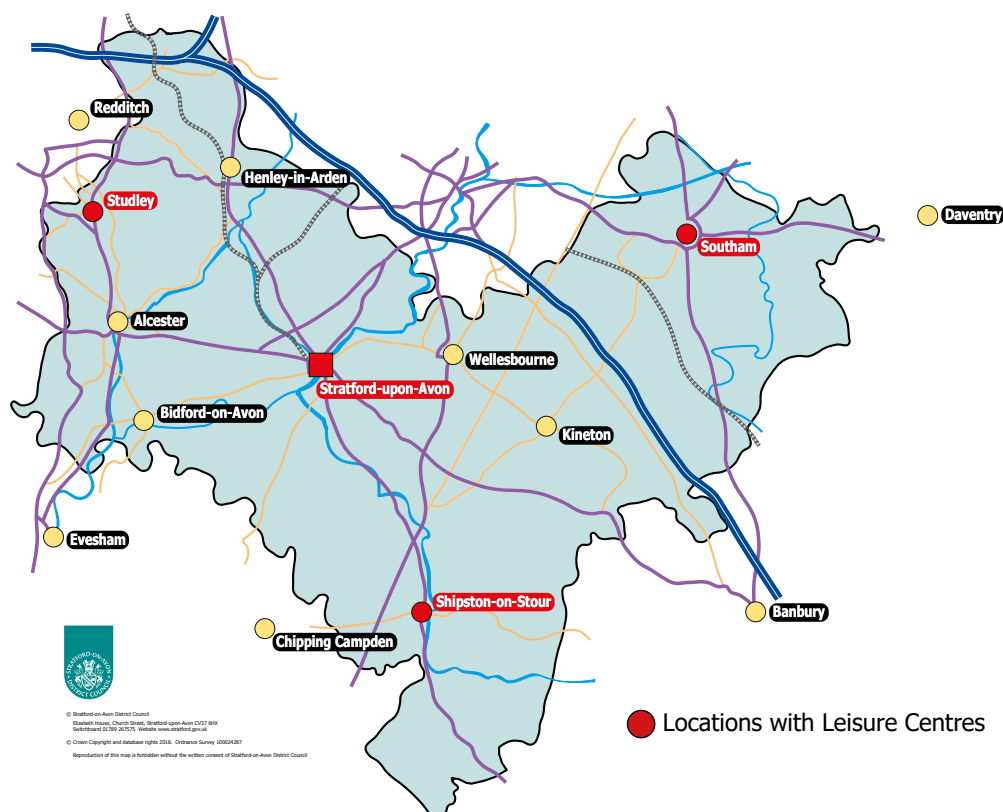
- Current Provision
- Condition of Facilities
- Accessibility
- Availability
- Future Demand
- Committed Provision

## Playing Pitch Strategy (Date TBC)

A review of the Playing Pitch Strategy (PPS) is currently taking place which will highlight the current levels of provision available for football, hockey, cricket and rugby. The PPS will also state whether the current provision will have the capacity to cater for the growth in population expected in the Core Strategy and future iterations.

Play areas and outdoor spaces are a vital asset for informal and formal physical activity opportunities. Ensuring Stratford-on-Avon District Council's play areas and outdoor spaces are accessible for people to use helps to encourage more informal physical activity. These opportunities could be in the form of traditional play areas, outdoor gyms or cycle networks. Play areas form the start of a journey to an active life.

## Map showing locations of the District Council Leisure Centres



# Delivery Plan for 2021-2024

Theme 1 – Encouraging Active Communities to improve health and wellbeing					
Objectives	How this will be achieved	Key Partners	Project Lead	Timelines for delivery	Success Measure
<b>Active Ageing Programme</b> Aim: To support a physical activity programme for older adults that promotes a healthy active lifestyle.					
To work with SLM to develop initiatives suitable for older people	<ul style="list-style-type: none"> <li>Development of opportunities to take part in walking sports</li> <li>Young at Heart sessions to be identified</li> <li>Introduction of toning suite to offer opportunities for lower impact exercise</li> </ul>	<ul style="list-style-type: none"> <li>SDC Policy Officers, Social Inclusion Team</li> <li>Local healthcare providers</li> <li>SLM (Everyone Active)</li> </ul>	SLM	Ongoing	<ul style="list-style-type: none"> <li>Opening of Toning suite</li> <li>Introduction of walking sports</li> <li>Development of table tennis programme using outdoor tables with regular participants</li> <li>No Strings session</li> <li>Two activities added to Young at Heart programme</li> <li>Development of annual Silver Sunday event</li> </ul>
To raise the profile of the activities on offer for older people in the District	<ul style="list-style-type: none"> <li>Work with SLM to deliver a 'Silver Sunday' event</li> <li>Raise awareness of the physical activity guidelines for older adults to lead a healthy life</li> <li>Work with partners to promote and signpost the activities available for older adults</li> <li>Work with Think Active and SLM to support the development of Dementia Friendly sports clubs, organisations and leisure facilities.</li> </ul>	<ul style="list-style-type: none"> <li>SLM Everyone Active</li> <li>SDC Policy Officers, Social Inclusion Team</li> <li>Local Community Groups</li> <li>Volunteer Groups</li> </ul>	SLM	Ongoing	<ul style="list-style-type: none"> <li>Delivery of Silver Sunday Event including activities delivered by the centre and external partners. Also provide opportunities for service and health providers to offer information and tasters</li> </ul>

### Active Children & Young People

Aim: To provide, promote and support opportunities for children to participate in sport and physical activity.

Promote and provide opportunities for Children and Young People to participate in physical activity	<ul style="list-style-type: none"> <li>• Implement a scheme which involves re-distributing the kit previously used for holiday activities to primary schools, secondary schools and local community groups in the wider Stratford District.</li> <li>• Support and promote opportunities during the summer and Easter holidays provided by the leisure centres and other local providers.</li> <li>• To work closely with the leisure operator to provide a range of opportunities for young people to be active.</li> </ul>	<ul style="list-style-type: none"> <li>• SDC Policy Officers, Social Inclusion Team</li> <li>• Local young people's groups</li> <li>• Community groups</li> <li>• Everyone Active</li> <li>• Think Active</li> <li>• Primary and Secondary Schools</li> <li>• PE teachers, coaches &amp; PE co-ordinators</li> <li>• School Games Organiser</li> </ul>	SDC & SLM	12 months	<ul style="list-style-type: none"> <li>• Distribution of kit to relevant organisations</li> <li>• Development of TAG Active facility provision at Stratford Leisure Centre</li> <li>• Expansion of Fit for Sport and Holiday activity provision at leisure centres</li> <li>• Youth Night event at leisure centres.</li> <li>• Leisure centres to offer free NPLQ courses to local colleagues and sixth forms to reduce barriers to local students gaining qualifications.</li> </ul>
Deliver of physical activity event for young people in Lighthorne Heath.	<ul style="list-style-type: none"> <li>• To work with partners to deliver physical activity event for young people with funding secured by WCC.</li> </ul>	<ul style="list-style-type: none"> <li>• SDC Policy Officers, Social Inclusion Team</li> <li>• Local young people's groups</li> <li>• Community groups</li> <li>• Everyone Active</li> <li>• Think Active</li> </ul>	SDC	March 2021 – conversation with funders required in regards to feasibility of this	<ul style="list-style-type: none"> <li>• Delivery of a relevant event</li> <li>• Feedback/testimonials from partners</li> <li>• Feedback from participants</li> <li>• Attendance figures</li> </ul>

To raise the profile of sport and physical activity for Children and Young People	<ul style="list-style-type: none"> <li>• Work closely with SLM to develop alternative physical activity opportunities for older children.</li> <li>• Work with SLM to create a youth night programme at Stratford Leisure Centre</li> <li>• Raise awareness of the physical activity guidelines for Children and Young People (5-18 years)</li> <li>• Work with partners to promote and signpost the activities available locally and digitally.</li> </ul>	<ul style="list-style-type: none"> <li>• SDC Policy Officers, Social Inclusion Team</li> <li>• SDC Corporate Communications</li> <li>• Local young people's groups</li> <li>• Community groups</li> <li>• Everyone Active</li> <li>• Think Active</li> <li>• Parish councils</li> <li>• Schools</li> </ul>	SLM	12 months	<ul style="list-style-type: none"> <li>• List of activities for Children and Young People</li> <li>• Relevant page on SDC website up to date and comprehensive</li> <li>• To attend Stratford Youth Forum</li> <li>• Implementation of communication plan for promotion of activities available</li> </ul>
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### Stratford-on-Avon District Leisure Centres

Aim: to provide a variety of opportunities to participate in physical activity at SDC leisure centres.

To raise awareness of the facilities and activities on offer at all five District Council leisure centres.	<ul style="list-style-type: none"> <li>• Work closely with Active Communities Manager for the Stratford Area at Everyone Active to promote the activities on offer at the leisure centres</li> <li>• Focus on promoting opportunities for target groups as highlighted in this document.</li> <li>• Share information on social media and local media organisations for use in all formats</li> </ul>	<ul style="list-style-type: none"> <li>• SDC Policy Officer, Social Inclusion Team</li> <li>• Everyone Active, Active Communities Manager</li> <li>• SDC Corporate Communications</li> <li>• SDC Leisure Contracts Manager</li> <li>• Local media</li> </ul>	SLM	12 months	<ul style="list-style-type: none"> <li>• Number of media releases in relation to the leisure centres, which are published</li> <li>• Everyone Active, Active Communities Manager to update at Client Meeting on a quarterly basis</li> <li>• Number of occasions facilities or activities are featured in local media</li> </ul>
To improve access to the SDC Leisure Centres	<ul style="list-style-type: none"> <li>• Implementation of activities and improvements highlighted in the leisure contractors active communities plan</li> <li>• Greater availability/access of SDC leisure centres for under-represented groups</li> </ul>	<ul style="list-style-type: none"> <li>• SDC Policy officers, Social Inclusion Team</li> <li>• Think Active</li> <li>• Local community groups and sports clubs</li> </ul>	SLM	12 months	<ul style="list-style-type: none"> <li>• Dedicated quiet hours in gym to enable those with learning disabilities to attend</li> <li>• Creation of a youth night programme</li> <li>• All centres to sign up to the Activity Alliance's 'Include Me' project</li> <li>• Annual taster day for disability sport across the district</li> <li>• Implementation of a concessionary pricing scheme for underrepresented groups from July 2021 onwards.</li> <li>• Development of TAG Active facility at Stratford Leisure Centre</li> <li>• Development of toning suite at Stratford Leisure Centre.</li> <li>• Staff trained to deliver Love to Move sessions on site and in community settings.</li> </ul>

Theme 2 – Enhancing and Sustaining Facility Provision					
Objectives	How will you achieve this objective	Key Partners	Project Lead	Timelines for delivery	Success Measure
<b>Stratford-on-Avon District Leisure Contract - Intelligent Client</b> Aim: to work with the leisure contractor to achieve the outcomes of the Active Communities element of the leisure contract.					
To hold leisure contractor to account for objectives in the Active Communities section of the leisure contract.	<ul style="list-style-type: none"> <li>To meet regularly with the SLM's Active Communities Team</li> <li>Annual performance and KPI reviews with Active Communities Team</li> </ul>	<ul style="list-style-type: none"> <li>SLM Active Communities Team</li> <li>SDC Social Inclusion Team</li> <li>Think Active</li> </ul>	SDC	Ongoing	<ul style="list-style-type: none"> <li>Achievements and targets met in the SLM Active Communities Plan</li> </ul>
<b>Open Spaces Action Plan</b> Aim: To sustain high quality, safe and accessible open spaces and play areas that meet the demands of the local communities.					
To promote and raise awareness of existing facilities	<ul style="list-style-type: none"> <li>Detail facilities available on SDC website</li> <li>Promote open spaces and play areas</li> <li>Promote activities taking place on SDC land using SDC communication channels and local media</li> <li>Promoting facilities available at the leisure facilities.</li> </ul>	<ul style="list-style-type: none"> <li>SDC Corporate Communications</li> <li>Local Media</li> <li>SDC Leisure Provider</li> </ul>	SDC and SLM	12 months (ongoing)	<ul style="list-style-type: none"> <li>Number of physical activity/ sport events on SDC land</li> <li>Number of groups using SDC-owned open spaces regularly</li> <li>SDC website shows up to date information</li> <li>Leisure centre staff to offer free outdoor gym inductions and boot camps.</li> </ul>
To maintain public open spaces and play areas to a high standard, to ensure sustainability and protection e.g. from development	<ul style="list-style-type: none"> <li>Contribute to the completion of the Recreation Ground landscaping design project as part of the Riverside Green Corridor Project.</li> </ul>	<ul style="list-style-type: none"> <li>SDC Construction Services</li> <li>Stratford-upon-Avon Town Council</li> <li>Community groups</li> <li>Other agencies occupying/using the public open space</li> </ul>	SDC	12 months (ongoing)	<ul style="list-style-type: none"> <li>Development of the learn to cycle area for children</li> <li>Development of the natural play area</li> <li>Expansion of the outdoor gym equipment on the Recreation Ground</li> </ul>

### Facility & Asset Management Action Plan

Aim: To provide and maintain the Council's recreation and leisure facilities in order to offer formal and informal physical activity opportunities.

To maintain and develop the facilities available at the District Council's Leisure Centres	<ul style="list-style-type: none"> <li>• Use Built Leisure Review to determine which facilities are currently community accessible and which are not</li> </ul>	<ul style="list-style-type: none"> <li>• Community facilities management/committees</li> <li>• Schools</li> <li>• Private sector facility providers</li> </ul>	SDC and SLM	Ongoing	<ul style="list-style-type: none"> <li>• Development of programme of activities for the 3G at The Grieg</li> <li>• Annual service improvement plan for the leisure centres.</li> <li>• Development of group cycling facility at The Grieg</li> <li>• Development of TAG Active at Stratford Leisure Centre.</li> </ul>
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Theme 3 – Raise the profile of sport and physical activity					
Objectives	How will you achieve this objective	Key Partners	Project Lead	Timelines for delivery	Success Measure
<b>Community Sports Development Initiatives</b> Aim: To promote activity throughout the district to develop health and wellbeing					
To work with partners to promote and support local sport and physical activity clubs	<ul style="list-style-type: none"> <li>• Maintain the online Sport and Physical Activity Club Directory</li> <li>• Promotion of sports and physical activity initiatives and opportunities within the District through a range of media channels</li> <li>• Recognition of local contributions and achievements via an online show case</li> <li>• Promote Everyone Active's Sporting Champions Scheme</li> </ul>	<ul style="list-style-type: none"> <li>• SDC Corporate Communications</li> <li>• Local sport and physical activity clubs</li> <li>• Think Active</li> <li>• Everyone Active</li> <li>• Local Media</li> </ul>	SDC	12 months (ongoing)	<ul style="list-style-type: none"> <li>• Number of news releases by the Active Communities Team which are published</li> <li>• Number of successful Sporting Champions applications in the Stratford-on-Avon District</li> <li>• Work with Active Communities team from SLM to develop club forum</li> </ul>

### Promoting Health & Wellbeing

Aim: To promote health & wellbeing opportunities which encourage residents to take part in more physical activity.

<p>To work with partners to facilitate and support the delivery of a range of physical activity opportunities to encourage health and wellbeing.</p>	<ul style="list-style-type: none"> <li>• Work with the leisure operator to deliver activities that promote health and wellbeing e.g. exercise referral or use of leisure centre for health and wellbeing groups</li> <li>• Develop a communication plan for the Active Communities Team to raise awareness to physical activity opportunities</li> <li>• Work with partners to support national campaigns e.g. This Girls Can, We are Undefeatable</li> <li>• Continue to work with Think Active to increase social prescribing to community sport/physical activity provision by supporting local groups and clubs in the Stratford District to provide a welcoming and safe experience.</li> <li>• Leisure centres to identify areas of the district that would benefit from outreach activity</li> <li>• Leisure centres to organise family open days to promote wellbeing</li> </ul>	<ul style="list-style-type: none"> <li>• SDC Corporate Communications</li> <li>• SDC Social Inclusion team</li> <li>• Think Active</li> <li>• Everyone Active</li> <li>• Local sports and physical activity groups</li> <li>• Public Health Warwickshire</li> <li>• Other local authorities</li> </ul>	<p>SDC and SLM</p>	<p>12 months (ongoing)</p>	<ul style="list-style-type: none"> <li>• Successful implementation of a delivery plan</li> <li>• Number of news releases by the Active Communities team which are published</li> <li>• SDC activities accessed by priority groups</li> <li>• Number of physical activity campaigns supported by the Active Communities team.</li> <li>• All five SDC leisure centres to complete Think Active's Mental Health Pledge</li> <li>• Each centre to have a dementia advocate and to develop an action plan</li> <li>• Quarterly dementia friends sessions held with access to the public</li> <li>• Develop plans for health hubs and community spaces at the leisure centres</li> <li>• Development of a plan for outdoor activities delivered by leisure centre.</li> <li>• Area of district identified to develop outreach programme with the leisure centres.</li> </ul>
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To work with partners to support and promote local Commonwealth Games related events/opportunities.	<ul style="list-style-type: none"> <li>• Work with Commonwealth Games partners on opportunities that would benefit the local community.</li> </ul>	<ul style="list-style-type: none"> <li>• SDC Corporate Communications</li> <li>• SDC Social Inclusion Team</li> <li>• SDC Markets and Projects Officer</li> <li>• Commonwealth Games organisers</li> </ul>	SDC	2022	<ul style="list-style-type: none"> <li>• Completion of tasks associated with key projects.</li> </ul>
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**Note:** New leisure contract is due to start July 2021. This document is subject to change and updates where appropriate or necessary.

# Annual Review

This strategy and the associated delivery plan will be reviewed annually and will take into consideration the national and local government direction of travel, local demographic change and trends. As part of the annual review, quantitative KPIs and qualitative evidence will be gathered to support the feedback and success of the delivery plan.

Note: The current leisure centre contract with Everyone Active is due to expire in 2021.

## References

Chief Medical Officer (2011) 'Guidance: UK physical activity guidelines'

Coventry, Solihull and Warwickshire Sport (2018) 'Inspiring Active Communities'

Department of Health and Social Care (2018) 'Prevention is better than cure: our vision to help you live longer'

Government (2015) 'Sporting future: a new strategy for an active nation'

ONS (2017) 'Mid-year population estimates 2017'

Public Health England (2014) 'Everybody active, everyday'

Public Health England (2018) 'Stratford-on-Avon' local authority health profile 2018'

Public Health Warwickshire (2018) 'Keeping healthy and well – prevention and self-help'

Sport England (2018) 'Active lives adult survey – May 17/18 report'

Sport England (2017) 'Active Lives Online' <https://activelives.sportengland.org/>

Sport England (2016) 'Towards an active nation'

Stratford-on-Avon District Council (2018) 'Built leisure review'

Stratford-on-Avon District Council (2016) 'Core strategy'

Stratford-on-Avon District Council (2015) 'Corporate strategy'

Warwickshire Health and Wellbeing Board (2014) 'Warwickshire health and wellbeing strategy'

Warwickshire JSNA (n.d.) 'Mental health in children & adults' <http://hwb.warwickshire.gov.uk/themes/ill-health/mental-health/>

Warwickshire JSNA (n.d.) 'Older people' <http://hwb.warwickshire.gov.uk/warwickshire-people-and-place/older-people/>

West Midlands Combined Authority 'On the Move' Physical Activity Strategy (2017-30)  
<https://www.wmca.org.uk/media/1865/wm-on-the-move-strategy.pdf>



National Play Day



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