

Active Communities Strategy 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	Timeline for delivery	Success measure	Comments/Notes
Active Ageing						
Aim: to support physical activity opportunities for older adults to promote healthy lifestyles						
To work with SLM to develop initiatives suitable for older people	<ul style="list-style-type: none"> Development of opportunities to take part in walking sports Young at Heart sessions to be identified Introduction of toning suite to offer opportunities for lower impact exercise 	<ul style="list-style-type: none"> SDC Policy Officers, Social Inclusion Team Local healthcare providers SLM (Everyone Active) 	SLM	Ongoing	<ul style="list-style-type: none"> Opening of Toning suite Introduction of walking sports Development of table tennis programme using outdoor tables with regular participants No Strings session Two activities added to Young at Heart programme Development of annual Silver Sunday event 	
To raise the profile of the activities on offer for older people in the District	<ul style="list-style-type: none"> Work with SLM to deliver a 'Silver Sunday' event Raise awareness of the physical activity guidelines for older adults to lead a healthy life 	<ul style="list-style-type: none"> SLM Everyone Active SDC Policy Officers, Social Inclusion Team Local Community Groups Volunteer Groups 	SLM	Ongoing	<ul style="list-style-type: none"> 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 	

Active Communities Strategy Delivery Plan for 2021-2024

Objectives	How this will be achieved	Key partners	Project Lead	Timeline for delivery	Success measure	Comments/Notes
	<ul style="list-style-type: none"> • Work with partners to promote and signpost the activities available for older adults • Work with Think Active and SLM to support the development of Dementia Friendly sports clubs, organisations and leisure facilities. 					
Active Children & Young People Aim: to 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"> • Implement a scheme which involves re-distributing the kit previously used for holiday activities to primary schools, secondary schools and 	<ul style="list-style-type: none"> • SDC Policy Officers, Social Inclusion Team • Local young people's groups • Community groups • Everyone Active • Think Active 	SDC & SLM	12 months	<ul style="list-style-type: none"> • Distribution of kit to relevant organisations • Development of TAG Active facility provision at Stratford Leisure Centre • Expansion of Fit for Sport and Holiday activity provision at leisure centres • Youth Night event at leisure centres. 	

Active Communities Strategy Delivery Plan for 2021-2024

	<p>local community groups in the wider Stratford District.</p> <ul style="list-style-type: none"> • Support and promote opportunities during the summer and Easter holidays provided by the leisure centres and other local providers. • To work closely with the leisure operator to provide a range of opportunities for young people to be active. 	<ul style="list-style-type: none"> • Primary and Secondary Schools • PE teachers, coaches & PE co-ordinators • School Games Organiser 			<ul style="list-style-type: none"> • Leisure centres to offer free NPLQ courses to local colleagues and sixth forms to reduce barriers to local students gaining qualifications. 	
<p>Deliver of physical activity event for young people in Lighthorne Heath.</p>	<ul style="list-style-type: none"> • To work with partners to deliver physical activity event for young people with funding secured by WCC. 	<ul style="list-style-type: none"> • SDC Policy Officers, Social Inclusion Team • Local young people's groups • Community groups • Everyone Active 	SDC	<p>March 2021 – <i>conversation with funders required in regards to feasibility of this</i></p>	<ul style="list-style-type: none"> • Delivery of a relevant event • Feedback/testimonials from partners • Feedback from participants • Attendance figures 	

Active Communities Strategy Delivery Plan for 2021-2024

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

Active Communities Strategy Delivery Plan for 2021-2024

<p style="text-align: center;">Stratford-on-Avon District Leisure Centres</p> <p style="text-align: center;">Aim: to provide a variety of opportunities to participate in physical activity at SDC leisure centres.</p>						
<p>To raise awareness of the facilities and activities on offer at all five District Council leisure centres.</p>	<ul style="list-style-type: none"> • Work closely with Active Communities Manager for the Stratford Area at Everyone Active to promote the activities on offer at the leisure centres • Focus on promoting opportunities for target groups as highlighted in this document. • Share information on social media and local media organisations for use in all formats 	<ul style="list-style-type: none"> • SDC Policy Officer, Social Inclusion Team • Everyone Active, Active Communities Manager • SDC Corporate Communications • SDC Leisure Contracts Manager • Local media 	<p>SLM</p>	<p>12 months</p>	<ul style="list-style-type: none"> • Number of media releases in relation to the leisure centres, which are published • Everyone Active, Active Communities Manager to update at Client Meeting on a quarterly basis • Number of occasions facilities or activities are featured in local media 	

Active Communities Strategy Delivery Plan for 2021-2024

<p>To improve access to the SDC Leisure Centres</p>	<ul style="list-style-type: none"> • Implementation of activities and improvements highlighted in the leisure contractors active communities plan • Greater availability/access of SDC leisure centres for under-represented groups 	<ul style="list-style-type: none"> • SDC Policy officers, Social Inclusion Team • Think Active • Local community groups and sports clubs 	<p>SLM</p>	<p>12 months</p>	<ul style="list-style-type: none"> • Dedicated quiet hours in gym to enable those with learning disabilities to attend • Creation of a youth night programme • All centres to sign up to the Activity Alliance's 'Include Me' project • Annual taster day for disability sport across the district • Implementation of a concessionary pricing scheme for underrepresented groups from July 2021 onwards. • Development of TAG Active facility at Stratford Leisure Centre • Development of toning suite at Stratford Leisure Centre. • Staff trained to deliver Love to Move sessions on site and in community settings. 	
---	---	---	------------	------------------	---	--

Active Communities Strategy Delivery Plan for 2021-2024

Theme 2 – Enhancing and sustaining facility provision

Objectives	How this will be achieved	Key partners	Project Lead	Timeline for delivery	Success measure	Comments/Notes
Stratford-on-Avon District Leisure Contract - Intelligent Client 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"> To meet regularly with the SLM's Active Communities Team Annual performance and KPI reviews with Active Communities Team 	<ul style="list-style-type: none"> SLM Active Communities Team SDC Social Inclusion Team Think Active 	SDC	Ongoing	<ul style="list-style-type: none"> Achievements and targets met in the SLM Active Communities Plan 	

Active Communities Strategy Delivery Plan for 2021-2024

Objectives	How this will be achieved	Key partners	Project Lead	Timeline for delivery	Success measure	Comments/Notes
Open Spaces Action Plan 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"> • Detail facilities available on SDC website • Promote open spaces and play areas • Promote activities taking place on SDC land using SDC communication channels and local media • Promoting facilities available at the leisure facilities. 	<ul style="list-style-type: none"> • SDC Corporate Communications • Local Media • SDC Leisure Provider 	SDC and SLM	12 months (ongoing)	<ul style="list-style-type: none"> • Number of physical activity/sport events on SDC land • Number of groups using SDC-owned open spaces regularly • SDC website shows up to date information • Leisure centre staff to offer free outdoor gym inductions and boot camps. 	

Active Communities Strategy Delivery Plan for 2021-2024

Objectives	How this will be achieved	Key partners	Project Lead	Timeline for delivery	Success measure	Comments/Notes
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"> Contribute to the completion of the Recreation Ground landscaping design project as part of the Riverside Green Corridor Project. 	<ul style="list-style-type: none"> SDC Construction Services Stratford-upon-Avon Town Council Community groups Other agencies occupying/using the public open space 	SDC	12 months (ongoing)	<ul style="list-style-type: none"> Development of the learn to cycle area for children Development of the natural play area Expansion of the outdoor gym equipment on the Recreation Ground 	
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"> Use Built Leisure Review to determine which facilities are currently community accessible and which are not 	<ul style="list-style-type: none"> Community facilities management/committees Schools Private sector facility providers 	SDC and SLM	Ongoing	<ul style="list-style-type: none"> Development of programme of activities for the 3G at The Grieg Annual service improvement plan for the leisure centres. Development of group cycling facility at The Grieg Development of TAG Active at Stratford Leisure Centre. 	

Active Communities Strategy Delivery Plan for 2021-2024

Theme 3 – Raise the profile of sport and physical activity

Objectives	How this will be achieved	Key partners	Project Lead	Timeline for delivery	Success measure	Comments/Notes
Community Sports Development Initiatives						
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"> Maintain the online Sport and Physical Activity Club Directory Promotion of sports and physical activity initiatives and opportunities within the District through a range of media channels Recognition of local contributions and achievements via an online show case Promote Everyone Active's Sporting Champions Scheme 	<ul style="list-style-type: none"> SDC Corporate Communications Local sport and physical activity clubs Think Active Everyone Active Local Media 	SDC	12 months (Ongoing)	<ul style="list-style-type: none"> Number of news releases by the Active Communities Team which are published Number of successful Sporting Champions applications in the Stratford-on-Avon District Work with Active Communities team from SLM to develop club forum 	

Active Communities Strategy Delivery Plan for 2021-2024

Objectives	How this will be achieved	Key partners	Project Lead	Timeline for delivery	Success measure	Comments/Notes
Promoting Health & Wellbeing Aim: To promote health & wellbeing opportunities which encourage residents to take part in more physical activity.						
To work with partners to facilitate and support the delivery of a range of physical activity opportunities to encourage health and wellbeing.	<ul style="list-style-type: none"> • 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 • Develop a communication plan for the Active Communities Team to raise awareness to physical activity opportunities • Work with partners to support national campaigns e.g. This Girls Can, We are Undefeatable • Continue to work with Think Active to 	<ul style="list-style-type: none"> • SDC Corporate Communications • SDC Social Inclusion team • Think Active • Everyone Active • Local sports and physical activity groups • Public Health Warwickshire • Other local authorities 	SDC and SLM	12 months (ongoing)	<ul style="list-style-type: none"> • Successful implementation of a delivery plan • Number of news releases by the Active Communities team which are published • SDC activities accessed by priority groups • Number of physical activity campaigns supported by the Active Communities team. • All five SDC leisure centres to complete Think Active's Mental Health Pledge • Each centre to have a dementia advocate and to develop an action plan • Quarterly dementia friends sessions held with access to the public 	

Active Communities Strategy Delivery Plan for 2021-2024

	<p>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.</p> <ul style="list-style-type: none"> • Leisure centres to identify areas of the district that would benefit from outreach activity • Leisure centres to organise family open days to promote wellbeing 				<ul style="list-style-type: none"> • Develop plans for health hubs and community spaces at the leisure centres • Development of a plan for outdoor activities delivered by leisure centre. • Area of district identified to develop outreach programme with the leisure centres. 	
<p>To work with partners to support and promote local Commonwealth Games related events/opportunities.</p>	<ul style="list-style-type: none"> • Work with Commonwealth Games partners on opportunities that would benefit the local community. 	<ul style="list-style-type: none"> • SDC Corporate Communications • SDC Social Inclusion Team • SDC Markets and Projects Officer • Commonwealth Games organisers 	SDC	2022	<ul style="list-style-type: none"> • Completion of tasks associated with key projects. 	

Note: New leisure contract is due to start July 2021. This document is subject to change and updates where appropriate or necessary.