



City of Westminster

**Children, Environment and Leisure P&S  
Committee**

<b>Date:</b>	<b>21 June 2017</b>
<b>Classification:</b>	General Release
<b>Title:</b>	ActiveWestminster: <b>An Active City for All:</b> <i>Physical Activity, Leisure &amp; Sport Strategy 2017 – 2021</i>
<b>Report of:</b>	Head of Sport, Leisure and Wellbeing
<b>Cabinet Member Portfolio</b>	Cabinet Member for Environment, Sports and Community
<b>Wards Involved:</b>	All
<b>Policy Context:</b>	City for All
<b>Report Author and Contact Details:</b>	Andy Durrant, Head of Sport, Leisure and Wellbeing. <a href="mailto:adurrant@westminster.gov.uk">adurrant@westminster.gov.uk</a>

**1. Executive Summary**

The Council's previous ActiveWestminster (2008-2013) strategy and partnership work has resulted in a number of positive improvements and has sought to position Westminster as a genuine 'City of Sport'.

Over the past decade significant investment has been made in developing new and improved facilities and there is a range of flagship programmes which encourage participation in physical activity, help to sustain and grow the voluntary and community sports sector, provide support for volunteers and talented athletes and celebrate physical activity and sport through new high profile events.

The ActiveWestminster Partnership continues to be a very vibrant partnership and brings together a variety of public, private and voluntary sector organisations to promote attractive and accessible opportunities which encourage people to take part at every level.

However, there remain a number of significant challenges. Levels of childhood obesity in Westminster are alarmingly high; participation in physical activity amongst particular groups is very low, the voluntary and community sport sector face continual challenges to sustain and meet the growing demands and participation in competitive sport could be better. Some areas of our City present less attractive environments to take part in physical activity and whilst the overall

offer is extremely comprehensive, often there is a lack of awareness of the opportunities available, particularly at a neighbourhood and individual level.

The draft Active City for All strategy is shown as **Appendix 1** and seeks to provide a framework to build on the positive achievements made to date and to help partners to work together to better address key challenges.

## 2. Key Matters for the Committee's Consideration

It is recommended that:

- (a) Members review the draft strategy and consider if the key thematic areas are appropriate and cover the most important issues concerning physical activity, leisure and sport.
- (b) Members provide feedback to Officers to help shape the underpinning programmes and initiatives in order to maximise the impact of the new strategy.
- (c) Members provide suggestions to improve the communication of the overall offer to increase awareness and engage Westminster residents and neighbourhoods.

## 3. Background

3.1 The draft Physical Activity, Leisure and Sport strategy (shown as **Appendix 1**) has emerged through a review of national, regional and local policy and strategy and an assessment of the key issues in Westminster.

3.2 Evidence indicates that sustained physical activity will have a significant and lasting benefit for residents in Westminster and it is estimated that physical inactivity costs Westminster £18,648,227 per 100,000 residents<sup>1</sup>. With childhood overweight/obese levels higher than the national average, the role of physical activity and sport in improving health will become more prevalent.

3.3 ***The ambition is for Westminster to be the most active place in London – An Active City for All.*** This vision will be at the very heart of all we do and will be achieved by working together and applying the PACE principles of Promote, Activate, Collaborate and Enable.

3.4 The draft Active City for All has been designed around 3 key thematic areas:

- **ActiveCity- an attractive, supportive and permissive environment:** *Achieving an Active City for All through Planning, Places, Spaces and Events that encourage people to be physically active, by default where and when they choose and ensure the whole of Westminster can benefit from an attractive, supportive and healthier environment.*

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<sup>1</sup> [UK Active – 'Turning the tide on physical inactivity'](#)

- **ActiveLives - promoting opportunities:** *Achieving an Active City for All by promoting relevant and meaningful opportunities at a personal level which recognise individual motivations, challenges and take a considered life cycle approach underpinned by behaviour change.*
- **ActiveNeighbourhoods- Enabling connections in our neighbourhoods:** *Achieving an Active City for All by promoting connections in our neighbourhoods to ensure opportunities are visible and accessible to all and that the offer is relevant to local needs.*

3.5 The proposed timescales for a finalised strategy and publication are:

- Feedback from Policy & Scrutiny Committee Members – 21<sup>st</sup> June 2017
- Cabinet Member report and decision - August 2017
- Website and Communications plan agreed (including short films/case studies) –August 2017
- Strategy launch events - September 2017

**If you have any queries about this Report or wish to inspect any of the Background Papers please contact Andy Durrant**  
[adurrant@westminster.gov.uk](mailto:adurrant@westminster.gov.uk)

#### **4. BACKGROUND PAPERS**

None

#### **5. APPENDICES**

Appendix One: An Active City for All- draft strategy