

ActiveWestminster:

An Active City for All

Physical Activity, Leisure & Sport Strategy 2017 – 2021

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1. Forewords

Councillor Nickie Aiken, Leader of the Council

(200-300 words - to cover show/where An Active City for All will fit with the corporate strategy/vision)

Cllr David Harvey, Cabinet Member for Environment, Sports and Community

(200-300 words - to cover sports and leisure, volunteering, Olympic legacy, parks and open spaces, arts and culture)

Councillor Heather Acton, Cabinet Member for Adults and Public Health

(100-200 words – to cover public health and health & wellbeing strategy)

Councillor Richard Holloway, Cabinet Member for Children, Families and Young People

(100-200 words – to cover children's health and commissioning, early years, schools and education, play services)

Councillor Danny Chalkley, Cabinet Member for City Highways

(100-200 words – to cover cycling and walking strategies)

2. Executive Summary [one page summary/videos]

The value of physical activity, leisure and sport is significant and extremely well evidenced.

Through our previous ActiveWestminster strategy and partnership work, Westminster has become a genuine City of Sport. Over the past decade we have made a major investment in developing new and improved facilities and Westminster now provides the best access to community sports facilities. As a result our commitment to Olympic and Paralympic legacy, we now offer a range of flagship programmes which encourage participation in physical activity, help to sustain and grow our voluntary and community sports sector, provide support for volunteers and talented athletes and really celebrate physical activity and sport through new high profile events. We have a very vibrant partnership and we work closely with hundreds of public, private and voluntary sector organisations to promote a wide variety of attractive and accessible opportunities which encourage people to take part at every level.

However, despite such positive investment, achievement and collective effort, 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, our 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, supportive and permissive 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.

Our Active City for All strategy provides a framework which will build on the positive achievements made to date and to help us work together to better address our key challenges. This strategy has not been developed in isolation. It has been developed to facilitate impact, not simply to sit on a shelf. It sets out clearly our ambitions for physical activity, leisure and sport and how we will work together via our underpinning principles to achieve these ambitions.

We cannot achieve these changes alone. We recognise that no single department or organisation can, on its own, significantly increase and sustain the activity levels of our people. It will require the involvement and commitment of many partners and stakeholders to achieve this common goal. Reaching that goal will require persistence, patience and resolution, therefore it is not just about doing the same things more efficiently - at times more innovative, radical and bold change will be required and we want to ensure that there is an openness to explore new options. We want to work collaboratively to encourage innovation and share best practice, particularly through applying the principles and practical learning of behaviour change in order to better engage those who are inactive.

Evidence shows us that if we engage more people, more often in physical activity, leisure and sport a wide range of benefits will be realised and Westminster will become an Active City for All.

3. Context

- a. **Context:** the value of physical activity, leisure & sport

“If medication existed which had a similar effect to physical activity it would be regarded as a wonder drug or miracle cure” Chief Medical Officer, 2010

As highlighted in the latest report from our Director of Public Health - sitting is the new smoking. We know that participation in physical activity, leisure and sport makes a positive impact to physical, mental, social and emotional wellbeing in a variety of different ways.

The costs of inactivity cannot be ignored. Physical inactivity presents a growing burden to our society. The costs to the local economy, adult social care, health services and the Council’s services are significant and physical inactivity and sedentary behaviour have a considerable negative impact and cost for the individual, local communities and society.

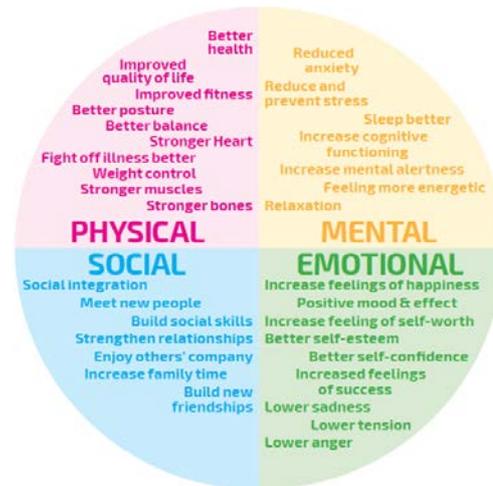
We know that:

- ✓ Physical activity is good for both your mental and physical health and wellbeing
- ✓ Any physical activity is better than none
- ✓ Simple, daily physical activity as part of everyday life is what we should aim for

Contributing to 1 out of every 6 deaths, physical inactivity is the fourth largest cause of disease and disability in the UK. As a result of changing social, cultural and economic trends, physical activity is slowly diminishing as a part of our everyday lives. This is causing profound knock-on effects to health and social care across the country. The City of Westminster is not immune to these challenges, currently 44,400 (21.8%) Westminster residents are considered physically inactive in accordance with the Chief Medical Officer’s (CMO) guidelines¹.

Public Health England’s Everybody Active Everyday² sets out the context in which long term health conditions associated with inactivity such as diabetes and cardiovascular disease attribute not only to NHS costs, but cause a greater dependency on homes, residential and nursing care. They recommend action needs to be concentrated in 4 areas:

- 1) **Creating a social movement towards an active society:** The message that being active is not just fulfilling and fun but can also be an easy choice, needs to be a linking thread that unites the public sector with the voice of charities, local residents and community leaders. It’s a message that should be woven into the policies, commissioning and planning decisions made every day across the country.
- 2) **Activating a network of moving professionals:** This is about encouraging and supporting the hundreds of thousands of professionals and volunteers who work directly with the public every day to do what’s best to make physical activity the social norm.

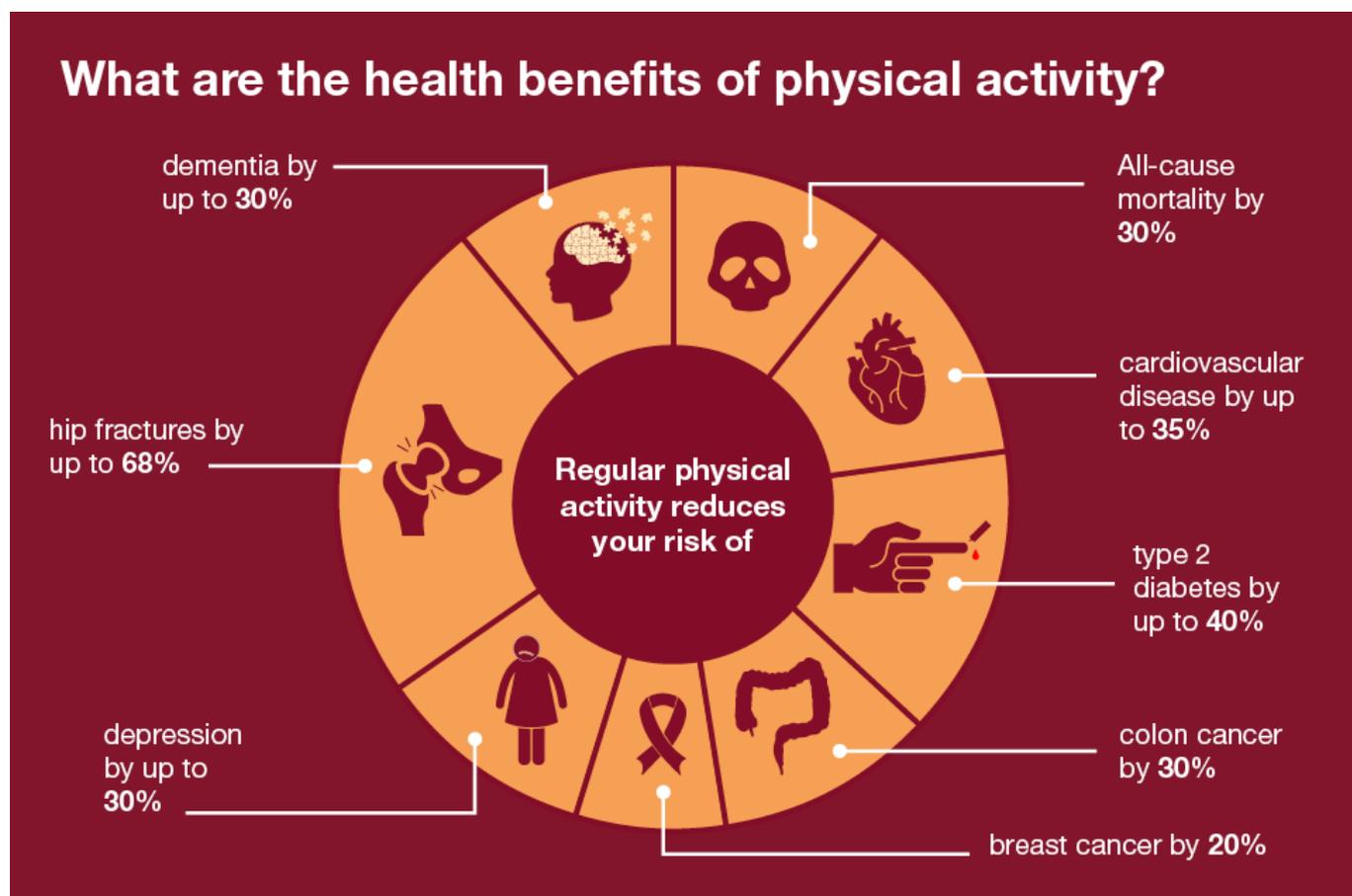


Source: <http://www.activegrand.ca/healthy-living-tips/benefits-regular-activity>

¹ [Sport England Active Lives 2015/16](#)

² [Public Health England 'Getting Every Adult Active Every Day' \(2016\)](#)

- 3) **Creating the right spaces in active environments:** Shaping the built and natural environment so that being active becomes the default choice.
- 4) **Scaling up working interventions that make us active:** Understanding what works using evidence based approaches and significantly scaling up such interventions to achieve large impact.



**Public Health England – Getting Every Adult Active Every Day*

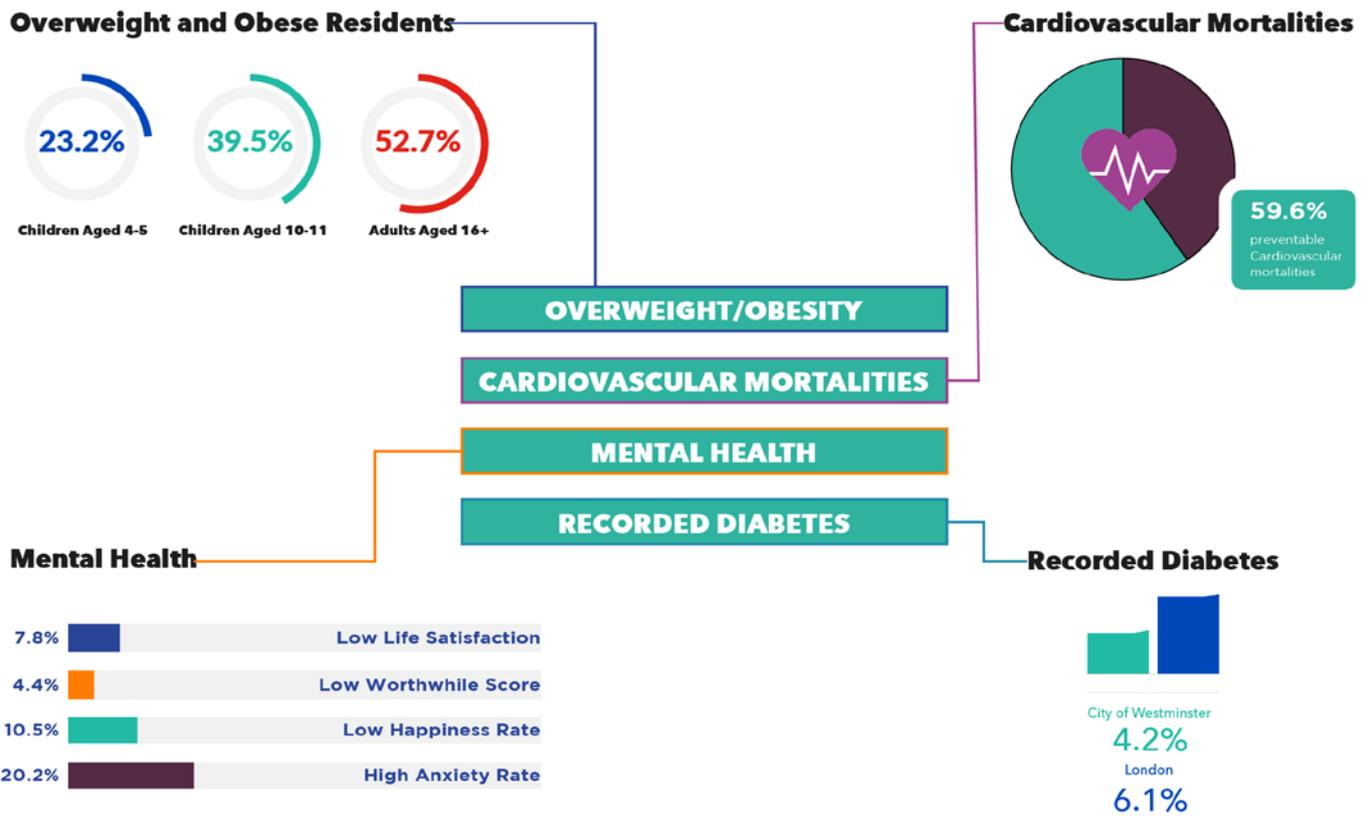
[infographic on mental statistics]

Furthermore, it is proven that physical activity has a positive impact on mental health, including boosting wellbeing, and reducing anxiety, depression and social isolation³.

Currently, it is estimated that physical inactivity costs the City of Westminster £18,648,227 per 100,000 residents⁴. 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 [MIND – 'How to improve mental through physical activity and sport'](#)

⁴ [UK Active – 'Turning the tide on physical inactivity'](#)



[Infographic to demonstrate the benchmark against the London picture]

b. Context: Local, London & National

Westminster

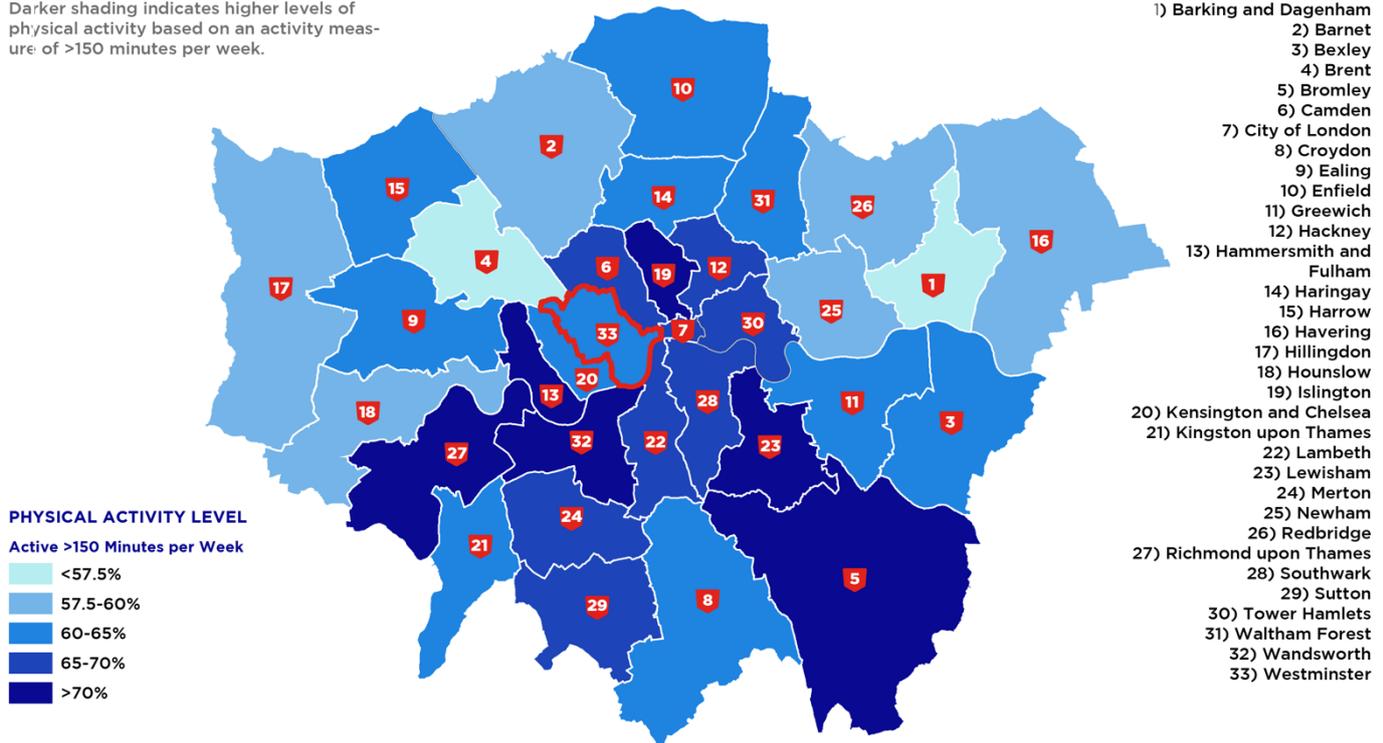
This Physical Activity, Leisure and Sport strategy has emerged through a review of national, regional and local policy and strategy. Aligned to priorities, evidence indicates that sustained physical activity will have a significant and lasting benefit for residents of the City of Westminster.

The City of Westminster has a population of 239,684⁵ and it is projected that by 2020 it will grow to 244,668, by 2025 to 251,698 and by 2030 to 258,389. If these levels of inactivity were to remain, it is estimated that 56,328 residents would be classified as inactive and a further 38,499 as insufficiently active.

⁵ [GLA Round Population Projections \(2015\)](#)

LEVEL OF PHYSICAL ACTIVITY

Darker shading indicates higher levels of physical activity based on an activity measure of >150 minutes per week.



*Westminster Physical Activity Levels (2015/16)⁶

London

Getting people to do more physical activity has countless benefits for London; from improving health and wellbeing, to saving money, contributing to economic growth, creating happier, stronger communities and so much more. Through the **Blueprint for a Physically Active City**, London Sport has established five objectives to help achieve a vision of London as the most physically active city in the world. To achieve their objectives they need to work with physical activity and sport across London to make them happen. The network is a complex structure and includes all organisations that influence Londoners to be active, including schools, National Governing Bodies of Sport, leisure centres/providers, coaches, clubs and many more organisations. London Sport is the body that pulls the network together.

National

The development of this Framework further sits within the context of a series of new and updated national and regional strategies, each of which helps to inform the role of this Framework within the City of Westminster locality.

In December 2015 the Government published **Sporting Future: A New Strategy for an Active Nation**. It sets a bold and ambitious direction for sport policy which has been widely welcomed. It looks beyond participation and promotes how sport changes lives and becomes a force for social good. At its heart are five outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development.

⁶ [Sport England Active Lives 2015/16](#)

In May 2016 Sport England launched their strategy, *Towards an Active Nation*, which outlined the work they will do between 2017 and 2021 to increase the number of people getting active. It's their response to the Government's Sporting Future strategy. Sport England's vision is that everyone in England, regardless of age, background or ability, feels able to take part in sport or activity. Some might be fit and talented, but others won't be so confident.

At a London level, the Blueprint for a Physically Active City (London Sport, 2015) sets out a series of strategic areas aimed at helping London to become the most physically active city in the world. This Framework is designed to contribute directly to each of these national and regional strategic overviews, consolidating a position within sport's wider national context.

c. Context: An Active City for All Standard

To develop and deliver a truly meaningful strategy means joining up effectively across the Council internally, but more importantly connecting externally with key and valued partners and stakeholders. Where every possible, every policy, programme and decision we make should look to promote and facilitate an Active City for All. Our **PACE** principles of **Promote, Active, Collaborate** and **Enable** will be built into the way we work each and every day and the way we develop our future plans. Everything we do as a Council is about creating a great place to live, work, study and visit and we're more effective when we work together.

Promoting participation in physical activity, leisure and sport is valued across the Council and achieving an Active City for All will make a positive impact in a variety of Council strategies and priorities including Greener City, Health and Wellbeing, Walking and Cycling, Regeneration and Education and Employment.

As a Council we have an important leadership role to play, bringing schools, voluntary sport clubs, National Governing Bodies of sport (NGBs), health providers, housing providers, the private sector and our local communities together to develop an attractive and accessible local physical activity, leisure and sport system.

The Council believes that participation in physical activity, leisure and sport can be truly transformative, inclusive and inherently positive. It is now time to turn that belief into something tangible, to create a truly Active City for All. This strategy sets a bold, ambitious framework on how we might achieve this and seeks to highlight the value of taking part, building on what we have in place already and our previous successes and focusing on our challenges and areas of priority.

To achieve a truly Active City for All, means we need to make some different decisions than the ones that would be made today. But they will be better decisions, because they will start to take into account a collaborative approach based on a shared ambitious vision that will be underpinned by insight, impact and improvement that will maximise the extraordinary value and contribution of physical activity, leisure and sport.

4. Vision

An Active City for All

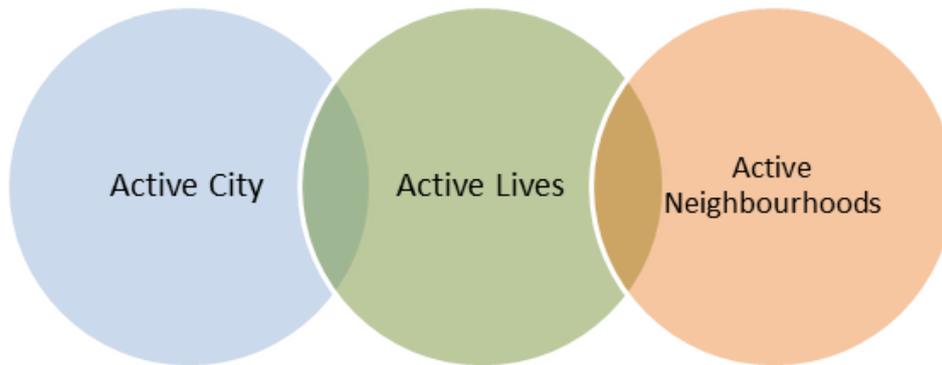
Our ambition is for Westminster to be the most active place in London – An Active City for All.

This vision will be at the very heart of all we do and will be achieved by working together and applying our PACE principles of Promote, Activate, Collaborate and Enable. We will actively promote the

fundamental contribution that physical activity, leisure and sport makes in individual physical and mental wellbeing, the economy, the community and the development of our city.

5. Our strategy; An Active City for All

[infographic of Active City, Active Lives & Active Neighbourhoods and how they all fit together]



a. 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.

Public Health England's Everybody Active Everyday⁷ Recommend 2) Shaping the built and natural environment so that being active becomes the default choice

Planning & Active Travel

Decisions made through the planning system often can provide the opportunity to create the right, supportive environment to help people get more active, more often. Through our new City Plan, we will ensure that planning guidance and principles, build in physical activity by default, such as Sport England's [Active Design](#) guidance. We will ensure that these are used in the day to day work of our planners, urban designers and health professionals. The ten Active Design Principles are grounded in the promotion of a healthy community, as expressed within the [National Planning Policy Framework](#) from the Department for Communities and Local Government.

We will work closely with our Housing and Regeneration teams to ensure that investments in neighbourhoods promote physical activity within and between areas of our City.

Active Places

Westminster has made significant investment in community facilities over the past decade and now offers excellent access to high quality sports and leisure facilities. Investments include a major regeneration of Paddington Recreation Ground, the new Little Venice Sports Centre, the redevelopment of Marshall St Leisure Centre and a significant capital investment across existing centres to enhance services and provide a wider range of facilities to promote accessibility. We've worked closely with our schools to promote community use of new sports facilities at secondary

⁷ [Public Health England 'Getting Every Adult Active Every Day' \(2016\)](#)

schools and we've invested in a variety of 'free to access' facilities including outdoor gyms and new games areas, to help residents become active at no cost.

As part of our Active City for All strategy, we will:

- Deliver the new £28m Moberly and Jubilee Sports Centres in Queens Park.
- Deliver a new community sports and leisure centre within Chelsea Barracks development.
- Work closely with the private sector to secure better access and benefit for our community.
- Secure genuine community use of all sports facilities in our schools and colleges.

Active Spaces

High quality streets, parks and spaces can and should encourage, facilitate and enable physical activity by default and well-designed spaces should be flexible and support a range physical activity, leisure and sport. Through this strategy, we really want to focus our attention towards less traditional spaces which are often more attractive and accessible for those currently not participating in physical activity, leisure and sport.

As part of our Active City for All strategy, we will:

- Remove restrictive signage such as 'No Ball Games' & 'No Cycling' to create a more permissive and supportive environment for physical activity and sport, wherever possible and appropriate.
- Develop and implement an ActiveStreets programme across Westminster to enable physical activity, leisure and sport opportunities 'on the doorstep' in our neighbourhoods.
- Maximise the use of our Parks and Open Spaces for physical activity & sport, ensuring that this is permitted, supported and enabled by default.
- Promote active opportunities in accessible community settings including libraries, family hubs and residential homes.

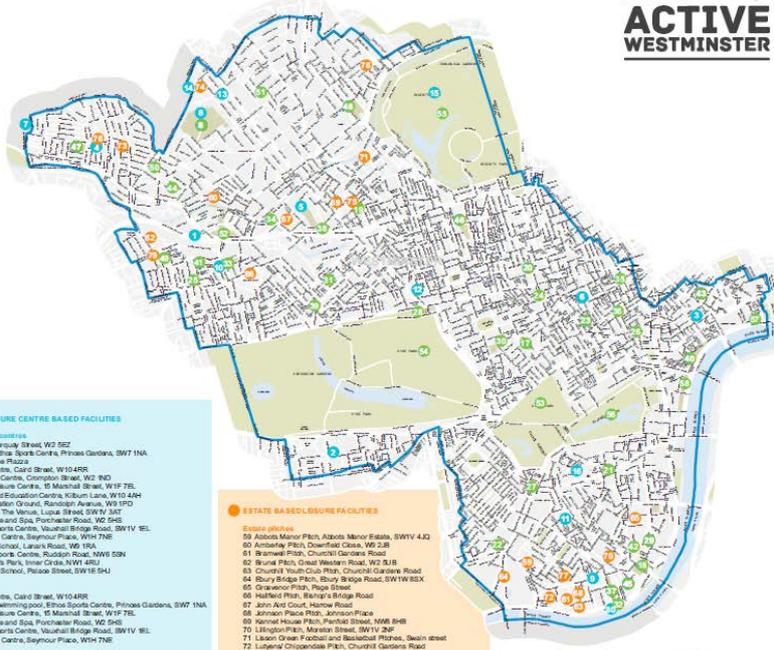
SPORTS, LEISURE AND OPEN SPACES IN WESTMINSTER



- PARK BASED LEISURE FACILITIES**
- Swimming pools**
- 8 Paddington Recreation Ground, Randolph Avenue, W9 1PD
 - 43 Crury Lane Garden, Market Court, WC2B 5SQ
 - 45 Trinity Meads Multi-Use Games Area, Beesborough Place, SW1P 4AT
 - 47 Queen's Park Gardens, Third Avenue, W10 4RG
- Football pitches**
- 8 Paddington Recreation Ground, Randolph Avenue, W9 1PD
 - 43 Crury Lane Garden, Market Court, WC2B 5SQ
 - 45 Trinity Meads Multi-Use Games Area, Beesborough Place, SW1P 4AT
 - 47 Queen's Park Gardens, Third Avenue, W10 4RG
- Tennis and table tennis**
- 17 Berkeley Square Gardens, Berkeley Square, W1J 6BB
 - 18 Beesborough Gardens, Beesborough Gardens, SW1V 2JQ
 - 19 Broadway Street Gardens, Broadway Street, NW6 8BN
 - 20 Cavendish Square Gardens, Cavendish Square, W1G 1DB
 - 21 Christchurch Gardens, Victoria Street, SW1W 5DY
 - 22 Ebury Square Gardens, Ebury Square
 - 23 Garden Square Gardens, Garden Square, W1F 9HW
 - 24 Hanover Square Garden, Hanover Square, W1S 1HP
 - 25 Victoria Gardens, Victoria Gardens, W2 5LS
 - 26 Leicester Square, WC2H 7LE
 - 27 Lower / Upper Grosvenor Gardens, Buckingham Palace Road, SW1W 0QP
 - 28 Marina Arch Green House, Marina Arch, W1H 7AP
 - 29 Milbank Garden, John Inip Street
 - 30 Mount Street Garden, Mount Street
 - 31 North Square Garden, Norfolk Square, W2 1RU
 - 32 Penion Gardens, Grosvenor Road, SW1V 9YJ
 - 34 Rambrandt Gardens, Warwick Avenue, W9 2PT
 - 35 Soho Square Garden, Soho Square, W1D 3QH
 - 36 St Anne's Churchyard, Woburn Street, W1F 0UN
 - 37 St George's Square Gardens
 - 38 St Mary's Churchyard, Paddington Green, W2 1LG
 - 39 St James Gardens, St James Gardens, W2 5JA
 - 40 Victoria Embankment Gardens, Victoria Street, WC2N 8ND
 - 41 Westbourne Gardens, Durham Terrace, W2 5PB
- Tennis with spectators**
- 39 Pouchter Square Gardens, Pouchter Square, W2 6AL
 - 42 Cavendish Street Playground, Cavendish Street, SW1P 4AU
 - 43 Crury Lane Garden, Market Court, WC2B 5SQ
 - 45 New Trinity Meads Playground, Beesborough Place, SW1P 4AT
 - 46 Robinson Road, Robinson Road, W1D 2DE
 - 47 Queen's Park Gardens, Third Avenue, W10 4RG
 - 48 Paddington Street Gardens, Paddington Street, W1U 4HE
 - 49 St. Stephen's Gardens, St Stephen's Gardens, WC2E 8YF
 - 50 St. John's Wood Church Grounds, Wellington Place, NW6 7FF
 - 51 Temple Gardens, Temple Gardens, W9 3LR
 - 52 Victoria Embankment Gardens, Victoria Street, W2 5PB
 - 53 Westbourne Green Open Space, Harrow Road, W2 5TG
- Special pools**
- 53 Green Park, Piccadilly, W1V 9NA
 - 54 Hyde Park / Kensington Gardens, Sepulchre Road, W2 2UH
 - 55 Regent Park, Inner Circle, NW1 4AU
 - 56 St. James Park, The Mall, SW1A 1AA
- Outdoor table tennis facilities**
- 8 Paddington Recreation Ground, Randolph Avenue, W9 1PD
 - 20 Cavendish Square Gardens, Cavendish Square, W1G 1DB
 - 23 Garden Square Gardens, Garden Square, W1F 9HW
 - 29 Milbank Garden, John Inip Street
 - 37 St George's Square Gardens
 - 40 Victoria Embankment Gardens, Victoria Street, WC2N 8ND
 - 45 Paddington Street Gardens, Paddington Street, W1U 4HE
 - 47 Queen's Park Gardens, Third Avenue, W10 4RG
 - 48 St. John's Wood Church Grounds, Wellington Place, NW6 7FF
 - 57 Temple Gardens, EC9V 8BB
 - 58 Whitnall Gardens
- Outdoor gym equipment**
- 29 Milbank Garden, John Inip Street

- SPORTS AND LEISURE CENTRE BASED FACILITIES**
- Sports and leisure centres**
- 1 Academy Sport, Torruy Street, W2 5EZ
 - 2 Imperial College - Rishu Sports Centre, Phoenix Gardens, SW7 1NA
 - 3 Jubilee Hall, 20 The Piazza
 - 4 Jubilee Sports Centre, Cold Street, W10 4RR
 - 5 Lilla Venice Sport Centre, Clompton Street, W2 1ND
 - 6 Marshall Street Leisure Centre, 15 Marshall Street, W1F 7EL
 - 7 Monkey Sports and Education Centre, Victoria Lane, W10 4AH
 - 8 Paddington Recreation Ground, Randolph Avenue, W9 1PD
 - 9 Pencil Academy - The Venue, Luke Street, SW1V 3AT
 - 10 Pouchter Centre and Spa, Pouchter Road, W2 5HS
 - 11 Queen Mother Sports Centre, Vauxhall Bridge Road, SW1V 4EL
 - 12 Seymour Leisure Centre, Seymour Place, W1H 7NE
 - 13 St George's RC School, Lark Road, W9 1DA
 - 14 St. Augustine's Sports Centre, Rusdon Road, NW6 5SN
 - 15 The Hub, Regent Park, Inner Circle, NW1 4DJ
 - 16 Westminster City School, Palace Street, SW1E 5HJ
- Swimming pools**
- 4 Jubilee Sports Centre, Cold Street, W10 4RR
 - 2 Imperial College swimming pool, Rishu Sports Centre, Phoenix Gardens, SW7 1NA
 - 6 Marshall Street Leisure Centre, 15 Marshall Street, W1F 7EL
 - 10 Pouchter Centre and Spa, Pouchter Road, W2 5HS
 - 11 Queen Mother Sports Centre, Vauxhall Bridge Road, SW1V 4EL
 - 12 Seymour Leisure Centre, Seymour Place, W1H 7NE
- Outdoor sports and leisure facilities**
- Swimming facilities**
- 80 Westminster Boating Base, 136 Grosvenor Road, SW1V 3JY

- ESTATE BASED LEISURE FACILITIES**
- Swimming pools**
- 59 Abbots Manor Flat, Abbots Manor Estate, SW1V 4JZ
 - 60 Ambury Flat, Churchill Close, W6 2JH
 - 61 Bramwell Flat, Churchill Gardens Road
 - 62 Brunel Flat, Great Western Road, W2 5LS
 - 63 Church's Youth Club Flat, Church's Gardens Road
 - 64 Brunel Bridge Flat, Brunel Bridge Road, SW1W 8SX
 - 65 Grosvenor Flat, Page Street
 - 66 Hatfield Flat, Blagay's Bridge Road
 - 67 John Aid Court, Hanover Road
 - 68 Johnson Place Flat, Johnson Place
 - 69 Kennel House Flat, Portland Street, NW6 8BB
 - 70 Lillington Flat, Mowbray Street, SW1V 2NF
 - 71 Ligon Green Flat and Basement Flat, South Street
 - 72 Lynton Flat, Johnson Road
 - 73 Madia Vale Flat, Randolph Gardens, NW6 8DB
 - 74 Madia House Flat, Portland Street
 - 75 Mount Estate Flat, Jubilee Sports Centre, Cold Street, W10 4RR
 - 77 Russell House Flat, Cambridge Street
 - 78 Townsend Flat, NW6 8LS
 - 79 Weaux Gardens, Weaux Gardens Estate, W11 1DS



Events

Events can provide a fantastic way to showcase opportunities and to inspire people to take part physical activity, leisure and sport. Westminster hosts a variety of events ranging from high profile international events such as the London Marathon to more local and neighbourhood orientated events. We want to maximise the potential of events to provide opportunities for local participation and engagement and to secure value to the community.

As part of our Active City for All strategy, we will:

- Publish a calendar of relevant events and actively ensure positive community engagement.
- Ensure there are tangible benefits for our community from events held in Westminster. This might include things such as, free or discounted tickets, local opportunities to participate in the events themselves and/or support or funding for community organisations and schools.
- Ensure a broader focus around physical activity for events. For example a number of walking events take place each year that ActiveWestminster would be keen to support and promote with local opportunities.
- Actively participate in the MyWestminster Day to promote the range of local physical activity and sporting opportunities.
- Participate in community events to promote local and relevant opportunities to take part in sport and physical activity.
- Create the #MyActiveWestminster weekend events where we open up all our the collective physical activity, leisure and sport offer for two weekends per year as a free to attend event

Case study- Westminster Mile

The proposal of a Westminster Mile event was first discussed before London 2012 and soon became Westminster's very own piece of true sporting legacy. Set along the iconic Mall in the heart of

Westminster, the mile route takes families, keen runners and elite athletes around a stunning route that finishes in the shadows of Buckingham Palace. Working in partnership with London Marathon Events and the Royal Parks, the event is now in its 5th year (2017) with 8,500 participants registered making it one of the largest mile events of its type in the world. The Westminster Mile has many elements, first and foremost it gets people active, in 2016 over 50% of the participants were in the family categories – just like Dymphna Delaney and her family from Paddington, an experience that inspired her son to take up running.



“Staying active is very important for us as a family for our overall wellbeing, and helps us deal with the stress that comes with living in London. We heard about the Westminster Mile from another local family who did it last year, so it was on my radar. My husband, 11 year old son and I all took part and since then my son has joined Serpentine Juniors Running Club.

“Westminster Mile is a great way to spend a fun family day in a beautiful part of London. There were warm smiles and a sense of amusement from everyone, with whoops of ‘well done’ and cheers from onlookers. At the end we all posed for a family photo of us biting our huge chunky medals – the joy evident all around.

“If an opportunity is offered to do this together as a family, in a safe way on roads that are traffic free, then it is not to be missed!”

As well as running the mile, Green Park hosts an Activation Zone that showcases a number of activities and sports to engage visitors and hopefully reinforce the importance of ActiveLives. The event has also led to Westminster's Daily Mile programme, giving all school children the opportunity to take part in a mile each and every day – support Public Health England and City for All's ambition to ensure children and young people are active for at least 60 minutes a day.

b. 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.

As recommended in Public Health England's Everybody Active Everyday^{8 4}) Scaling up working interventions that make us active: Understanding what works using evidence based approaches and significantly scaling up such interventions to achieve large impact.

⁸ [Public Health England 'Getting Every Adult Active Every Day' \(2016\)](#)

We know that participation in physical activity, leisure and sport has many benefits from a positive impact on our physical and mental health to community cohesion and creating life chances. Engagement in physical activity, leisure and sport needs to be thought of as a journey throughout different stages of life. We all have specific experiences, are from different backgrounds and take individual life journeys that mean being more attracted to different activities and different settings.

For example, whilst at school, most children will experience a varied programme of PE and additional activities in extra-curricular time, whereas as we get older more individual pursuits such as running, walking and going to the gym may fit better with a busy work and family life. Equally we know that older people often enjoy having social contact with one another and that the activity is considered secondary to the meeting up with others. Creating, increasing and maintaining active lives in older age are vital. It increases community cohesion, reduces isolation and loneliness and promotes long term physical and mental wellbeing, whilst reducing reliance on support services and care.

It is therefore essential that the offer is tailored to suit these needs as what works for one individual may not work for another - no matter where you are on your life journey, will want to ensure there is something for you!

We will work closely with partners and stakeholders to encourage innovation and share best practice particularly through applying the principles and practical learning of behaviour change and ensure people have a positive experience of physical activity, leisure & sport, build active healthy habits for life.

As part of our Active City for All strategy, we will:

- Adopt a 'People Like Me' approach when delivering activities and programmes to ensure that participants feel comfortable with the activity, the setting and person leading and promoting the activity so they are motivated to participate.
- Launching a Daily Mile programme in every school in Westminster. The initiative will promote daily activity in addition to PE and School Sport and assist in achieving the recommended 60 minutes of physical activity a day for children and young people.
- Promote new outdoor learning opportunities including an expanded Forest Schools offer in a variety of locations across the City to provide more physical activity opportunities in natural settings.
- Offer a comprehensive PE and School Sport programme including a broad mix of competitive sport, leadership opportunities, teacher networks and specialist support to increase quality and safe activity in our schools.
- Ensure the overall offer of activities provides variety, exciting new opportunities and accessible programmes for the whole community. We will ensure that everyone is able to take part in the sports or physical activities which appeal to them most.
- Design intergeneration activities to engage and involve people of all ages and abilities.
- Promote more family activities within our ActiveNeighbourhoods programme and activities can be modified to suit different needs. For example walking football developed in partnership with the Football Association is expanding in Westminster and includes a social meeting of players at the local café, which the coach joins.
- Facilitate and support 'new' sports and physical activities, along with new and more flexible formats of traditional sports – as we pioneered the development of Parkour/Freerunning in the UK.

- Support and encourage talent through an improved Champions of the Future programme. This will offer a broader range of services, support and funding to over 100 talented athletes each year from all sports.

Case Study- Encouraging and Supporting Talent Yasmin Marghini (Athletics)

In 2017 Yasmin Marghini, 15, completed the London Borough Challenge at the Virgin Money Mini Marathon in the under 15 girls category finishing in first place, achieving the 4th fastest time nationally. Yasmin, who is part of our Champions of the Future scheme, finished the 5km course in 16 minutes 46 seconds, beating her previous best by 30 seconds. Yasmin also won the Junior British Athletes challenge at the 2016 Vitality Westminster Mile, and became the 3rd fastest female ever to complete the Highbury Fields Parkrun. She is also the winner of the Champions of the Future award at the ActiveWestminster Awards 2016. The awards celebrate those who change lives through their outstanding contribution to sport in Westminster.

Yasmin said: *"The Champions of the Future scheme helps me financially in my athletics career as the money received pays for transport, facility expenses and running gear. I've been training really hard to represent England in my age category in the 3000m, and if not this year then I'll work really hard for next year. It's my goal and my dream to eventually run in the Olympics so I'll keep working really hard to achieve it one day."*

c. 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.

Public Health England's Everybody Active Everyday⁹ recommends 1) Creating a social movement towards an active society: The message that being active is not just fulfilling and fun but can also be an easy choice, needs to be a linking thread that unites the public sector with the voice of charities, local residents and community leaders. It's a message that should be woven into the policies, commissioning and planning decisions made every day across the country.

We want to collaborate with partners and stakeholders to develop firm connections between the ActiveCity and ActiveLives themes and to make local neighbourhoods thriving, active places in order to increase sustained participation in physical activity, leisure and sport.

At the core of our approach to ActiveNeighbourhoods sits a new 'hub and spoke' model of delivery. This represents a significant shift from a City wide / individual service approach to a coordinated programme of activity and a more local level. Key community sports facilities, parks and open spaces will be repositioned as physical activity hubs with a remit for promoting connections between different facilities and services and ensuring that the local offer meets local needs and is developed and promoted holistically with partners. The approach will be much more outward facing and will seek to increase the quantity and quality of physical activity opportunities in less traditional, but often more attractive, settings.

As part of our Active City for All strategy, we will:

⁹ [Public Health England 'Getting Every Adult Active Every Day' \(2016\)](#)

- Create physical activity, leisure & sport (PALS) hubs across Westminster by repositioning key facilities, places and spaces. The approach will be more outward facing and will ensure the offer is joined up and effectively promoted at a local level.
- Launch a series of #MyActiveWestminster Networks to promote a high level of community engagement and an environment where people can work together to ensure that the local offer meets local needs.
- Deliver an ActiveNeighbourhoods programme providing at least 130 hours of free physical activity, leisure and sport opportunities every week.
- Engage with employers through a new ActiveWorkplaces programme which will encourage participation in physical activity and sport in the work place.
- Continue to support voluntary sport and physical activity providers through the ActiveWestminster Mark programme to help the sector to grow and sustain.
- Create PALS (Physical Activity, Leisure & Sport) Champions, StreetMakers and ParkMakers to engage and support people in areas of high inactivity.
- Actively encourage people to volunteer in sports and physical activity by removing the barriers to volunteering and providing links with meaningful and exciting volunteering opportunities.

[CASE STUDY- JUBILEE HALLS- an example of a Physical Activity Hub]

6. Our Underpinning Principles

- Promote
- Active
- Collaborate
- Enable

Our underpinning principles of **PACE** do not just represent doing more of the same. They present the step-change needed to create the opportunities that maximise the impact of existing work, develop new approaches and ensure we take an evidenced and needs driven approach.

We will work collaboratively, both internally and externally with partners and stakeholders to encourage innovation and share best practice particularly through applying the principles and practical learning of behaviour change.

Promote

- We will develop and implement an annual marketing and communication plan to ensure a high degree of visibility of the physical activity and sport offer.
- We will promote the ActiveWestminster brand across the Council's offer and with our partners and stakeholders to ensure a consistent and high profile identity across the partnership.
- We will create a dedicated #MyActiveWestminster website to be the 'one front door' for all physical activity, leisure and sport opportunities across Westminster, including events promoting key messages.
- We will maximise the potential of digital technology to promote timely and relevant opportunities, particularly utilising Open Data
- We will take a more localised approach to marketing and communications to ensure the opportunities within neighbourhoods are consistently understood.

Activate

- We will work together to activate places and spaces wherever possible and promote an active environment.
- We will remove barriers to make participating in physical activity, leisure and sport the default choice for all, wherever possible.

Collaborate

- We will provide leadership and work with partners and stakeholders to develop and deliver services.
- We will encourage and support an engaged and empowered network of people and organisations working towards our common goal of creating an Active City for All.
- We will constructively work together to resolve issues and maximise opportunities and will listen to one another and respect one another's point of view.

Enable

- We will take a 'People like me' approach- making people comfortable and motivated to take part whenever possible.
- Utilise behaviour change models and principles to make it possible for individuals to be physically active, where and when they want.
- We will utilise Business Intelligence to better understand the data we hold and generate to better drive activation and participation in physical activity, sports & leisure

7. Accountability

a. The Active City for All Board

Our Strategy championed by the Council and key partners and a strategic Active City for All Board will be established to review progress and drive the work of the partnership. The Board will be supported by a partnership working group made up of the senior representatives for key Council services, partners and stakeholders and residents.

The Board and working group will meet at least twice a year and will discuss a range of shared issues and opportunities. The Board will ensure that the strategy is accountable and impactful and key responsibilities will include:

- Ensure effective joint working and genuine collaboration between partners and stakeholders.
- Ensure every policy, programme and decision we make promotes an Active City for All, by default.
- Ensure that plans to commission services and programmes are joined up, address identified needs and allocate resources to best meet that need, within available means.

The Board will receive annual reports on the progress of the strategy against the annual Action Plans and will ensure this strategy drives change to achieve our ambitions.

b. Active Neighbourhoods - My Active Westminster Networks

In order to ensure that the physical activity, leisure and sport offer meets the different local needs, we will establish a number of My Active Westminster Networks. The networks will include key providers, Council representatives and local people who will be responsible for identifying key issues and shaping the local offer to meet recognised needs and priorities.

8. 'On track' - what does success look like?

This strategy sets out the ambitions we want to achieve over the next four years. Every year we will produce an Active City for All action plan which will clearly set out the key activities we will deliver to drive forward our priorities, and the measures and targets we will use to check how we are doing.

Assessment of our progress will be informed by **Insights, Impact** and **Improvement**.

Insights

We will use a variety of insights to provide a rounded assessment of the key successes, issues and challenges concerning physical activity, leisure and sport in Westminster. This will include:

- The national Sport England – Active Lives Survey (ALS)
- An annual profile for Westminster concerning physical activity, leisure and sport
- The annual City Survey to consider resident satisfaction for services
- A more granular approach to data and business intelligence which will enable a better understanding of who are engaged in the offer and where we should be prioritising resources.

Impact

As set out in the Government's Strategy – Sporting Future; *sport and physical activity moves beyond merely looking at how many people take part. It considers what people get out of participating and what more can be done to make a physically active life truly transformative. In the future, funding decisions will be made on the basis of the social good that sport and physical activity can deliver, not simply on the number of participants. We are redefining what success looks like in sport by concentrating on five key outcomes: **physical wellbeing, mental wellbeing, individual development, social and community development and economic development.***

Therefore, our success will be judged by the impact against these set of outcomes that define why our Government and we invest in physical activity, leisure & sport.

Improvement

We want to ensure that we continually improve and will independently review our progress through an annual partnership survey and a partnership wide and facility specific QUEST assessments.

Appendices and References

Westminster strategies

- [Westminster – City for All](#)
- [Joint Health & Wellbeing Strategy](#)
- ['Sitting is the New Smoking'](#) – Report of the Director of Public Health (2015/16)
- [Greener City Action Plan](#)
- [Cycling Strategy](#)
- [Walking Strategy](#)
- Open Spaces & Biodiversity Strategy

Regional strategies for London

- [London Sport: Blueprint and Strategy for a Physically Active City](#)
- Transport for London: [Improving the Health of Londoners](#)
- Mayor of London: [A City for All Londoners](#) & [Health Streets for London](#)

National strategies and policies

- HM Government Strategy: [Sporting Future](#)
- Sport England: [Towards an Active Nation](#)
- Department for Transport: [Walking & Cycling Investment Strategy](#)
- HM Government: [Childhood Obesity: A Plan for Action](#)
- Sport England- [Active Design](#) guidance
- Department for Communities and Local Government [National Planning Policy Framework](#)