

# Young People, Learning and Employment Policy and Scrutiny Committee

<b>Date of meeting:</b>	30 July 2024
<b>Classification:</b>	General Release
<b>Title:</b>	New ActiveWestminster Strategy – 2024 - 2028
<b>Report of:</b>	Frances Martin, Executive Director for Environment and Communities
<b>Cabinet Member Portfolio</b>	Cabinet Member for Communities
<b>Wards Involved:</b>	All
<b>Policy Context:</b>	Fairer Communities, addressing health inequalities.
<b>Report Author and Contact Details:</b>	Coreen Brown, <a href="mailto:cbrown@westminster.gov.uk">cbrown@westminster.gov.uk</a>

## 1. Executive Summary

- 1.1. The purpose of this report is to update Committee Members of plans to launch a new ActiveWestminster Strategy (2024 – 2028).
- 1.2. Following insight gathering and internal and external engagement the new ActiveWestminster Strategy (2024 – 2028) aims to provide a framework for a whole-council holistic approach to increasing people access to physical activity opportunities.

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

- 2.1. The report is coming to pre-decision scrutiny for feedback and recommendations on the ambitions of the new ActiveWestminster strategy.
- 2.2. The ActiveWestminster strategy aims to support #2035 and the Fairer Westminster agenda by improving access to physical activities and leisure services for residents to help them to live a healthy and active lifestyle and improve their health and wellbeing. Key lines of enquiry include:

- How does the Active Westminster strategy feed into the Fairer Westminster Strategy?
- How have the priorities for the strategy been determined?
- How will the Council obtain feedback from residents about active communities' services?
- Will all wards offer active communities services and how have the needs for each of these been determined?
- Are we working with Westminster schools to promote extra-curricular active communities' activities?
- How are the Council's health and wellbeing goals and findings of inactivity in the areas of deprivation being targeted?
- How will the council take the Active Westminster Strategy forwards?

### **3. Background, including policy context**

- 3.1. The new Active Westminster Strategy (2024 – 2028) will be named 'Move for Life' (summary in appendix 1).
- 3.2. Feeding into the Fairer Westminster Strategy, physical activity is a strong contributor to life expectancy (and by extension our #2035 target), mental health and stress, long and short-term physical health conditions, child development, economic wellbeing, and civic participation. There can even be connections to reducing crime, increasing pride in the local area, and encouraging engagement with the council and its services. It can drive social inclusion, tackle inequalities, and reduce isolation while increasing independence among the most vulnerable.
- 3.3. We know that inactivity is leading to health problems in Westminster. More than 1 in 5 adults are classed as 'inactive', doing less than 30 mins physical activity per week, and by the end of primary school, over 30% of Westminster's children are classified as obese - higher than the London and national average. We also know that the barriers and opportunities relating to physical activity are not experienced equally across all parts of the community.
- 3.4. The new Active Westminster strategy will provide a framework to deliver interventions for universal proportionality, thus opportunities across all wards, whilst additional resource targeted at individuals and communities who are most underrepresented, such as disabled people, older people, women and girls, Global Majority, vulnerable individuals and low socio-economic communities. Amongst this, supporting community and school provision for children and young people will be paramount, including working with schools to promote extra-curricular activity.
- 3.5. Through its three priority themes of Active Lives, Active Neighbourhoods and Active City, the new strategy sets out how the city council intends to reduce barriers and increase access and opportunities to physical activity.

- **Active Lives** - The infrastructure across the City should support people to be active; whether this is our leisure centres, activity facilities, school facilities, parks, open spaces, green spaces, playgrounds, community places/spaces, cycle and walking routes on our streets and highways.
  - **Active Neighbourhoods** - We will strive to ensure all neighbourhoods have opportunities for our residents, students and workers to be active and connect in their local neighbourhood. We recognise that all neighbourhoods are distinct and we will work at a local level to determine what needs to be in place to support an active neighbourhood
  - **Active City** - The infrastructure across the City should support people to be active; whether this is our leisure centres, activity facilities, school facilities, parks, open spaces, green spaces, playgrounds, community places/spaces, cycle and walking routes on our streets and highways.
- 3.6. These three themes were identified as priorities through listening to Westminster residents, community organisations, schools, external partners, internal colleagues and cross-referencing data regarding health inequalities, inactivity and barriers to being physically active.
- 3.7. Taking a place-based approach, delivering a whole-council holistic approach and working closely with the Voluntary and Community Sector (VCS) and are key to achieving **“a city where everyone is active and has a healthier and happier life.”**
- 3.8. To work smart and achieve efficiencies, expertise, resources and appropriate lead officers from across the council will be required to achieve objectives.
- 3.9. The strategy will outline six areas of impact measurement, as outlined below.
1. **ACTIVE HEALTH AND WELLBEING** - People who live, work and study in Westminster move more for improved health, well-being and happiness.
  2. **EQUALITY** - There is equal opportunity to be active, regardless of background.
  3. **ACCESSIBLE** - There are accessible opportunities to be active in leisure centres, activity facilities, school facilities, parks, open spaces, green spaces, playgrounds, community places/spaces, streets and highways via an active environment.
  4. **STRONG NEIGHBOURHOODS** - Leisure centres, activity facilities, school facilities, parks, open spaces, green spaces, playgrounds, community places/spaces, streets and highways are strong contributors in creating neighbourhoods which people want to live and work in.

5. **ENVIRONMENTAL SUSTAINABILITY** - Contribute towards reducing our carbon footprint, improve air quality and make active travel a way of life.

6. **SKILLS DEVELOPMENT** - Develop skills and access to employment for people to thrive.

3.10. Following the launch of the ActiveWestminster strategy, to take the strategy forwards both internal and external stakeholders will be contributors to developing an ActiveWestminster Delivery Plan which will set out Key Performance Indicators for delivery, under the six areas of impact measurements.

3.11. To ensure a whole-council holistic approach a monitoring and reporting mechanism will be in place to monitor progress against the ActiveWestminster strategy whilst also cross-referencing to related strategies, for example Health and Wellbeing Strategy and Sustainable Transport Strategy to name a few, to ensure strategies are joining up and not duplicating efforts. To monitor progress and achieve continued growth, receiving both informal and formal feedback from residents, communities, schools and partners via engagement events, talking to the community and an annual survey will be critical.

#### **4. Financial Implications**

4.1. There are limited financial implications in developing the new ActiveWestminster Strategy, however upon developing the ActiveWestminster Delivery Plan a whole-council approach will be required to identify appropriate investment required to improve physical assets, opportunities and programmes for Westminster residents, VCS and Communities.

#### **5. Legal and Governance Implications**

5.1. There are limited legal and governance implications in developing the new ActiveWestminster Strategy, however it is proposed that the new ActiveWestminster Strategy goes to informal cabinet ahead of final signoff. In addition, upon developing the ActiveWestminster Delivery Plan a whole-council approach will be required to identify any legal and governance implications required to deliver the strategy.

#### **6. Carbon Impact**

6.1. A carbon impact assessment is not possible at this time, however upon developing the ActiveWestminster Delivery Plan a whole-council approach will be required to identify carbon impact on any key activities.

## 7. Equalities Impact

- 7.1. The new ActiveWestminster Strategy aims to increase opportunities for people with protected characteristics through interventions that increase access and opportunities to Westminster residents and communities who are underrepresented and need it most. This includes tackling health inequalities and contributing to reducing the life expectancy gap.

## 8. Consultation and Engagement

- 8.1. Between 2021 and 2023 there have been two sets of formal engagement with residents, community and external stakeholders and a number of informal engagement opportunities, to help inform the priorities in the new ActiveWestminster Strategy. Feedback received includes:

- Affordability – providing physical activity opportunities that are affordable to all.
- Accessibility – providing physical activity opportunities that are fairly distributed across the City, and diverse options.
- Safety - providing physical activity opportunities where people feel safe.
- Communication – effectively communicate the offer for awareness.

- 8.2. These headline points will also help inform the detail in the delivery plan once developed.

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

## APPENDICES:

Appendix 1 – Summary Headlines and General Approach to ActiveWestminster Strategy (2024 – 2028) Slides