



A sports and physical activity policy
for Kensington and Chelsea
2010 to 2016



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA



The Animation Decathlon 2008 to 2009 project was devised by the Royal Borough of Kensington and Chelsea Arts Service to unite visual arts, animation, sports and new media. It was also a chance to provide opportunities for the local residents and visitors to get involved and be inspired by London 2012. The sporting images reproduced here and throughout this document are the work of children from the borough who were involved in the project.

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Foreword

One of the lessons we have learnt from previous Olympic Games and Paralympic Games is the need to plan early. The long-term rewards from London hosting the 2012 Games can be best realised if we invest now.

With this in mind, the Council hopes to see our community becoming increasingly active through focused investment in our sporting and physical activity infrastructure. We want to offer better support and information for those residents wanting to be active.

I firmly believe that our residents should be able to enjoy physical activity, whatever their circumstances or abilities. It is a valuable way of keeping healthy and developing personally, socially, emotionally and physically. It can also provide opportunities to have an enormous amount of fun and increase your circle of friends. In addition, by setting and achieving their own goals in sport, participants can overcome the impact of challenges and barriers in other areas of their lives.

In particular, through taking part in sport and physical activities, young people will have an additional opportunity to develop valuable qualities including leadership, independence, cooperation, confidence and self-esteem. Physical exercise has the potential to enrich people's quality of life, raise self-esteem and confidence levels, and provide enjoyment.

There is also strong evidence available suggesting that high quality sport and physical activity, delivered effectively and in the right settings, can contribute to

four outcomes that residents have told us that they consider to be significant:

- healthy communities and tackling health inequalities
- meeting the needs of children and young people
- safe and sustainable communities
- economic vitality.

In Kensington and Chelsea, we recognise the enormous contribution that sport and physical activity can make to these objectives.

I am delighted that local people have had an opportunity to contribute to this policy, and that we now have a document that reflects their aspirations.

Clr Nicholas Paget-Brown

Cabinet Member
Transport, Environment and Leisure

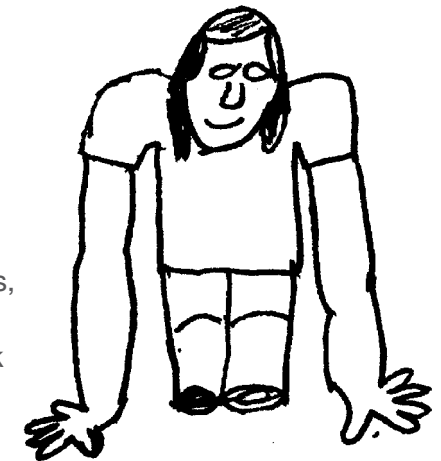


1. Why do we need a sports and physical activity policy?

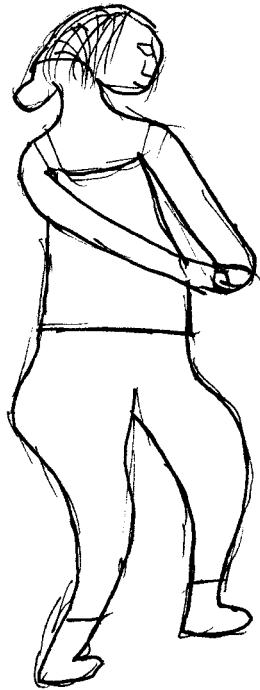
- 1.1 This policy will help the Council and its partners ensure that they can target their activities so that they make a real difference to the lives of our residents.
- 1.2 If we want to narrow the health inequalities across the borough and ensure that our young and old people lead healthy active lives, we need to start a cultural shift that will help people choose a more active lifestyle.
- 1.3 Without a policy, our work runs the risk of being un-coordinated, opportunistic and, ultimately, unproductive.
- 1.4 If we want to see more of our residents playing sport and taking part in physical activity, we need to increase community participation and target those priority groups and areas with poor health and low participation levels.
- 1.5 This policy sets out how we can make those changes and provide our residents with the opportunity to take part in sport and physical activity as part of a healthy lifestyle.
- 1.6 This policy identifies key priorities for the Royal Borough and indicates where we may need to invest to bring all our facilities and services up to an equally high standard across the whole borough.



- 1.7 This policy and outline action plan have been developed following consultation across the Council and with community amateur sports clubs, voluntary organisations, and sports development agencies. It is an agreed framework for us to work together for the future benefit of the people of the Royal Borough.



2. Why should the Council and its partners spend on sport and physical activity?



2.1 Sport and physical activity can make a major impact on the quality of our lives. We take part because they provide us with opportunities to meet new people, develop friendships, and challenge and feel good about ourselves, whether we are participants or volunteers. They can also provide learning opportunities, help to tackle antisocial behaviour, and promote community engagement.

2.2 Our health and well-being depends upon a wide range of factors including our lifestyle choices, living and working conditions, economic circumstances, and access to goods and services. (Appendix one sets out a profile of the borough, including information on inequalities of income across the Royal Borough.) Regular physical activity can contribute to our well-being because it has a beneficial effect on our health and on our ability to enjoy life to the full, both now and later.

2.3 Local authorities have always promoted public health by providing opportunities for leisure and sport. For example, they have built municipal swimming pools, created public parks, supported voluntary sports organisations, and promoted healthy activities and sports for children. Our partners in the PCT are keen to use leisure

and sports activities to reduce the incidence of health problems among residents. Many local organisations are interested in providing healthy activities, and sports organisations are keen to increase their memberships and promote their particular sports.

2.4 In Kensington and Chelsea, there are many opportunities for residents to take part in sport and physical activity – see Appendix two for details. These opportunities include starting a sport at the foundation level, but residents can also join local sports clubs that provide top level competition in sports such as judo, swimming and wrestling. There are also plenty of opportunities for informal activities, such as walking and cycling.

2.5 However, people in the UK are less physically active than they were in the past. Health problems associated with inactivity have increased to the point where inactivity now ranks alongside smoking, high cholesterol, and high blood pressure as a major health risk factor. Coronary heart disease and strokes account for over 200,000 of the 500,000 deaths that occur in the UK each year.¹ In 2000, more than half of all deaths to people living in the Royal Borough and aged under 75 were caused by

¹ Saving Lives: A Healthier Nation (Government White Paper published 1999)

cancer and cardiovascular disease. Furthermore, premature death rates from heart disease and strokes were higher in the more deprived wards than in other wards.²

Obesity

2.6 On average, obesity reduces life expectancy by nine years. It is now a global health challenge and is an increasing problem in England. One in five adults in England is obese – three times the level of 20 years ago. Kensington and Chelsea GP registers suggest that one in six of our adult population is obese. One in seven pupils in the Council’s primary schools were classified as obese in 2006 to 2007, replicating a pattern across London and the country as a whole.

2.7 The most likely reasons for the rapid increase in obesity are changes in eating patterns and increasingly sedentary lifestyles. The Council and the local PCT have described the benefits increased physical activity can have on health.³ Increasing levels of physical activity have beneficial effects on weight control and diabetes.

2.8 Physical activity is one of the five areas identified as a priority in the Government’s Obesity Strategy, *Healthy Weight, Healthy Lives*. This strategy focuses on bringing organisations together to help build physical activity into people’s lives.⁴ Contained in

the strategy is a call to review, at a local level, the approach to physical activity and to develop a fresh set of programmes ensuring a legacy of increased physical activity leading up to and after the London 2012 Olympic and Paralympic Games. In response to this, our partners in the PCT are leading on the development of a Kensington and Chelsea Obesity Strategy.

Maintaining good health as we get older

2.9 In Kensington and Chelsea, just over 16 per cent of residents are over 60 years old, slightly more than the London average.⁵ Regular exercise helps to protect older people against developing brittle bones, it maintains muscle power, helps to reduce falls, and helps maintain a better quality of life.

Reducing health inequalities

2.10 Recent research by the Government⁶ showed that Kensington and Chelsea is one of the healthiest places to live in the UK. However, that statistic masks a significant inequality across the borough.

2.11 Currently, a resident in Golborne ward, where participation in physical activity is particularly low, has a life expectancy of 12 years lower than a resident in the Queen’s Gate ward.



² A Picture of Our Community, The Kensington and Chelsea Partnership, 2005

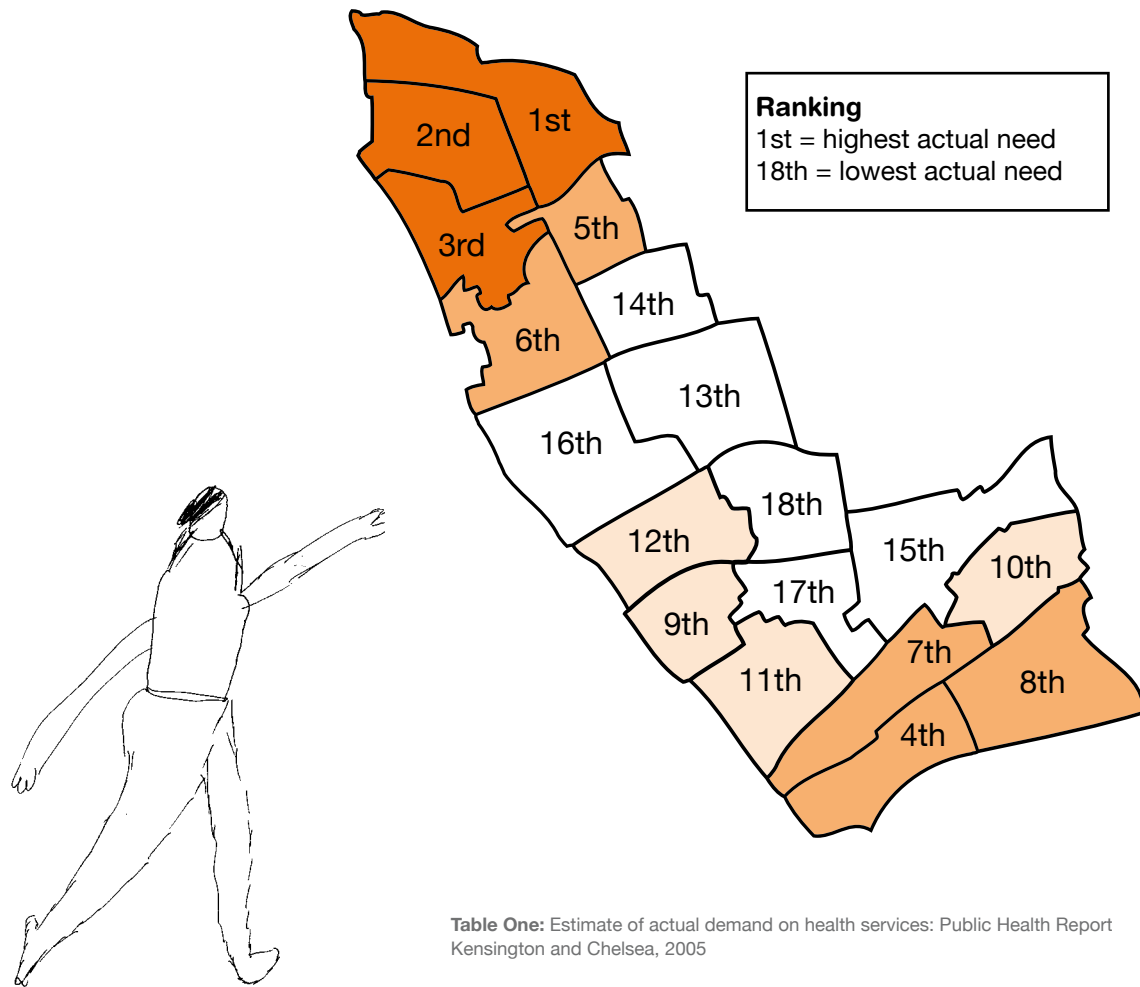
³ Choosing Good Health Together 2007 to 2012, The Council’s Public Health and Well-being Strategy

⁴ Healthy Weight, Healthy Lives: A Cross-Government Strategy for England, 2008

⁵ Census 2001, www.neighbourhood.statistics.gov.uk

⁶ Active People Survey – Ipsos Mori for Sport England, December 2006

2.12 Table One (below) shows the variations in the call on health services across the Royal Borough:



Summary

2.13 The Chief Medical Officer's report in 2005 on physical activity sums up our challenge:

"A mass shift in current activity levels is needed. This will only be achieved if people see and want the benefits, but also if opportunities are created by changing the physical and cultural landscape - and building an environment that supports people in more active lifestyles.

"If people of all ages can be engaged in a new way of thinking about active lifestyles, better health can be a realistic goal for all."

2.14 We might engage in sport and physical activity for many reasons, but one of the main benefits is to improve our long-term health and well-being. The Council and its partners want to attain that benefit for all residents, and this ambition drives our Sports and Physical Activity Policy.

3. The policy: Raising the bar – A vision for sport and physical activity in the Royal Borough

3.1 The Community Strategy sets out a vision for the Royal Borough as: “a borough where everyone has the opportunity to enjoy its public parks and open spaces, and engage in a wide variety of high quality leisure activities”.⁷

3.2 This policy takes that vision further. We aim to make the Royal Borough a place where everyone has the opportunity to live a healthy life and participate in sports and physical activity.

3.3 To achieve this, we will need to improve the quality and accessibility of our sports and physical activity provision, and target inequalities in participation levels.

3.4 We have to increase community participation if we are to see a substantial and growing number of people from across our community playing sport and taking part in physical activity to the benefit of their health and well-being. In particular, we need to target priority groups among our residents, especially those where a relatively large number of residents suffer poor health and have low levels of participation in physical activity. We have to provide affordable and accessible facilities and activities that can be integrated into healthy lifestyles.

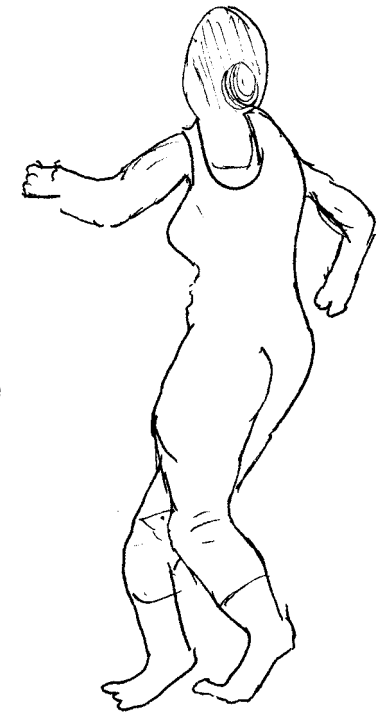
3.5 We will use the opportunities presented by the London Olympic and Paralympic Games to promote sports and physical activity, by seeking to engage residents in activities that will have a positive impact on their health and well-being.

3.6 This is how we will deliver this vision.

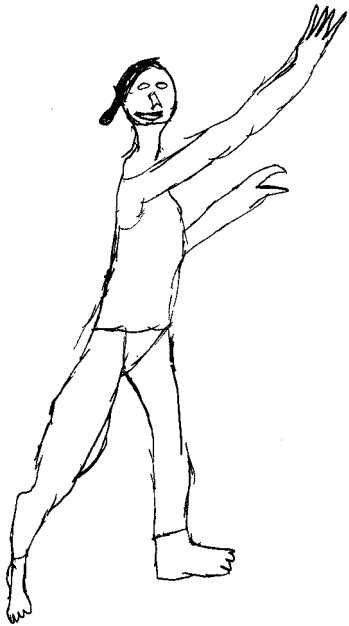
- **We will: Create partnerships**

We will work in partnership with voluntary and private sports and physical activity organisations through the local Community Sports and Physical Activity Network (CSPAN) to increase opportunities for people to participate in high quality and accessible activities and facilities.

The CSPAN has been set up to improve communication between local partners and increase participation in sport and physical activity. It will take the lead in promoting active, healthy lifestyles and will make sure it caters for the specific needs of different local communities. This partnership will deliver many of the actions outlined here in the policy.



⁷ Community Strategy 2008 to 2018, The Future of Our Community



- **We will: Give the best start**

We will make children and young people a priority, recognising that developing sporting skills, fostering an interest in sport and being physically active at an early age is likely to lead to lifelong participation. We believe that sport teaches children and young people a great deal about how to win and lose, how to live their lives, how to work in teams, and to always try their best.

- **We will: Have more volunteers**

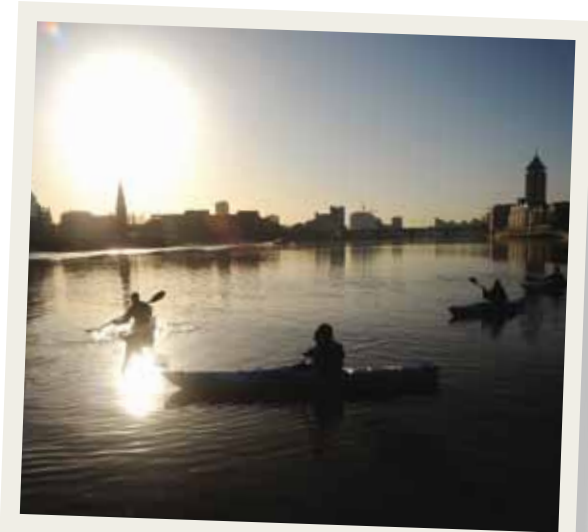
We will improve local skills and build capacity by maximising the number and quality of local volunteers, sports coaches and instructors, PE teachers, officials, administrators, and other sports industry workers.

- **We will: Support the voluntary sector**

We will help the voluntary sector – this includes Community Amateur Sports Clubs (CASC) – to be high quality organisations that serve the community and unite to offer the best possible sporting and physical activity opportunities.

- **We will: Have places to play**

We will protect and aim to increase the number of places where residents can play sport and take part in physical activity. We will provide high quality, accessible sports and physical activity facilities based on an analysis of local needs.



4. Making the policy

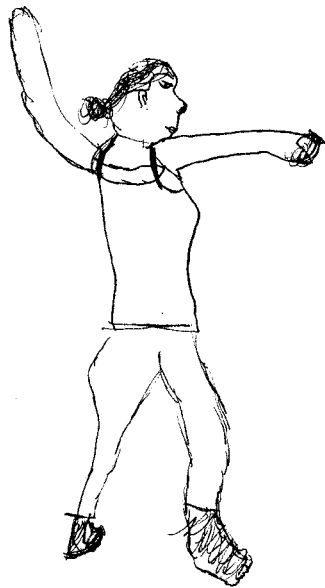
- 4.1 This policy is the product of collaboration by a number of organisations and individuals. It reflects the work of all business groups in the Council, as well as the views and priorities of our partners from the local and regional sport and physical activity sector. It was developed between January and November 2008 following public consultation, including a conference and workshops with residents, elected Members, Council departments, local sport and physical activity organisations, and regional agencies such as Sport England London and Pro-Active Central London.
- 4.2 The various sport and physical activity organisations within the Royal Borough have, in the past, worked together in a piecemeal fashion; however, the Kensington and Chelsea CSPAN, formed in late 2007, has brought together all the local partners. It has contributed to creating this policy and will now help to drive it forward.
- 4.3 The CSPAN will provide leadership, helping to pull together the priorities of member organisations and coordinate the type of initiatives and projects that are delivered locally to increase levels of participation.
- 4.4 It will also be able to access external funding opportunities. For example, the CSPAN has already attracted over £570,000 in partnership funding towards delivering the policy's action plan. This includes funding from Sport England's Community

Investment Fund, NHS Kensington and Chelsea, the Westway Development Trust, the Council's Leisure Services, and Open Age.⁸

- 4.5 The CSPAN will produce a delivery plan which will be refreshed each year. In addition, other plans and strategies, such as the Kensington and Chelsea Children and Young People's Plan, will help get more people more active. (See Appendix three for a full list of relevant strategies.) We will use the annual Sport England Active People Survey to gauge how well we are doing.
- 4.6 We have reviewed the role that sport and physical activity plays across Council departments in supporting the delivery of excellent services, and how it is identified in the Council's strategies.
- 4.7 The Council has made specific annual budget provision of £40,000 to help deliver the policy with CSPAN partners. They will also make external funding bids, for example to Sport England's Community Investment Fund. More importantly, there are already significant mainstream budgets and resources that can be focused on the delivery of this policy. The Council spent around £6.5 million on leisure, sport and physical activity in 2007 to 2008, as follows:



⁸ Kensington and Chelsea CSPAN's REACH Project, 2008 to 2011



Direct spend on activity	£1,131,000
Grant or subsidy to external organisations	£130,000
Payments to contractors	£5,296,000

This spending was split between the Council's business groups as follows:

Family and Children's Services	£531,000
Health, Housing, and Adult Social Care	£52,000
⁹ Transport, Environment and Leisure Services	£5,948,000
Central Services	£26,000

⁹ Includes the cost of the leisure centres and the parks and open spaces maintenance parts of the contracts.



5. What we will do:

A framework for action planning

5.1 In order to make the greatest impact, we will initially concentrate on four key areas of work:

1. Targeting areas and groups where health is poor and participation levels are low.
2. Providing children with a positive experience of sport and physical activity from an early age, and providing pathways for them to continue to enjoy sport and physical activity throughout their lives.
3. Helping our clubs and organisations provide high quality opportunities for residents to volunteer their skills and services.
4. Ensuring that, over time, all our parks, sports, leisure, and transport infrastructure reaches a consistently high standard across the whole borough.

"Targeting areas and groups where health is poor and participation levels are low."

5.2 On the basis of evidence set out in Appendix two, we want more people from the following groups to take part in sport and physical activity:



- people aged 55 and over
- people who are black or members of other ethnic minorities (BME groups)
- people who are disabled or vulnerable (including children in care)
- people on low incomes.

5.3 We want more people who live in the north of the borough, or who live in Cremorne ward in the south, to take part in regular sport and physical activity.





People aged 55 and over

- 5.4 While we have a number of borough-wide programmes for this age group, there are still gaps. Our existing programmes are well attended by women, but not by men.
- 5.5. We need to develop programmes that encourage access for residents in housing care.
- 5.6 We will work closely with Older Peoples Services, Open Age, Age Concern/Sixty Plus, and the PCT to share resources and develop programmes to fill gaps in provision.

People who are black or members of other ethnic minorities (BME groups)

- 5.7 The recent Sport England Benchmark¹⁰ surveys suggest that we need to do more work in the north of the borough to increase participation of the BME target group.
- 5.8 We need to find out why participation rates are low among BME people and develop programmes and schemes that will meet the needs of this group.
- 5.9 We will focus the Physical Activity Coordinator's¹¹ work on this area of need.

People who are disabled or vulnerable

- 5.10 There are pockets of good practice across the borough, but we need to locate gaps in provision and better coordinate the way we provide information and services for these target groups.
- 5.11 Substantial improvements have been made to increase access to sport and physical activity for disabled children. For example, the number of children with disabilities using play and sport facilities in mainstream settings with a support package increased from six to 21 in 2008. However, there is still a considerable way to go.
- 5.12 We recognise that different disabled people have different needs. To help us increase participation,

¹⁰ Sport England Benchmark Surveys for Kensington Leisure Centre and Chelsea Sports Centre, 2007

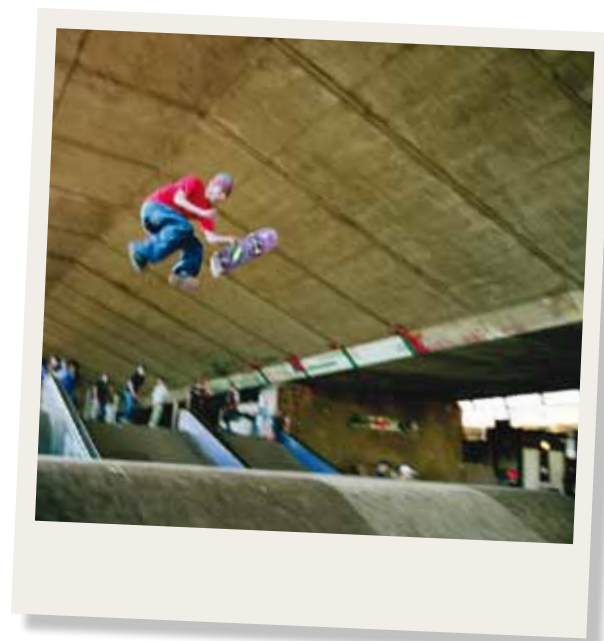
¹¹ Part of the Kensington and Chelsea CSPAN's CIF bid

we will be adopting the principles in Inclusive and Active – the London Sports Forum’s sport and physical activity action plan for disabled people in London.

- 5.13 Research has shown that long-term outcomes for children who have been Looked After are poorer than for their peers, including their health outcomes. We are currently piloting a free access to leisure card for Looked After Children to encourage a proactive approach to fitness and leisure.

People on low incomes

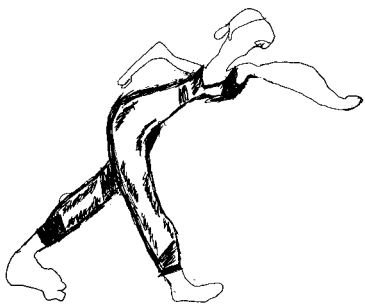
- 5.14 The Royal Borough provides a concessionary Leisure Pass that gives residents on benefits and others, access to our leisure facilities. A similar scheme is operated by the Westway Development Trust at their two venues.
- 5.15 We do not know in detail what impact these schemes have had on levels of participation in the borough. All we can say is that over the last few years, the number of Leisure Passes issued annually has remained fairly constant.
- 5.16 More research needs to be done, but on the available evidence concessionary Leisure Card holders appear to form a small percentage of users at the Council’s main facilities.
- 5.17 We need to offer more targeted programmes in wards where there is low participation and poor



health. In the future, social housing estates in these wards should be a particular focus for this work. We will need to work more closely with agencies that have regular contact with residents, such as the housing associations and other housing management groups.

- 5.18 We need to give residents information that matches their needs, so that they can make informed choices about their own well-being. By listening to residents, we will be able to offer a better matched range of sport and physical activities. With other partners such as the PCT, these activities could form a wider programme offering advice on how to get and enjoy a healthier lifestyle.





"Providing children with a positive experience of sport and physical activity from an early age, and providing pathways for them to continue to enjoy sport and physical activity throughout their lives."

Children and young people

- 5.19 Children and young people's habits and attitudes to physical activity affect the choices they make in later life. Sport teaches children and young people important life skills such as how to win and lose, how to live their lives, and how to work in teams. It prepares them for citizenship, and interacting with people and being part of a team teaches good habits. Learning to compromise and to do something for the overall good of the side are valuable attributes when it comes to the outside world. Equally, it is important to develop an understanding of fair play and to accept winning and defeat with equal dignity.
- 5.20 The Council provides or supports many services for children and young people at various stages of their lives that can encourage them to be physically active. These include play services, schools, the Youth Service, and voluntary clubs and organisations.
- 5.21 We need to give positive messages at every stage. We must be sure that the coaches we employ are not only suitably qualified, but also that they can engage with the children they coach.
- 5.22 We are generally good in our schools and clubs at engaging and finding opportunities for young people to have an active lifestyle. However, as our children get older they often disengage with sport. This can be due to a lack of self-confidence

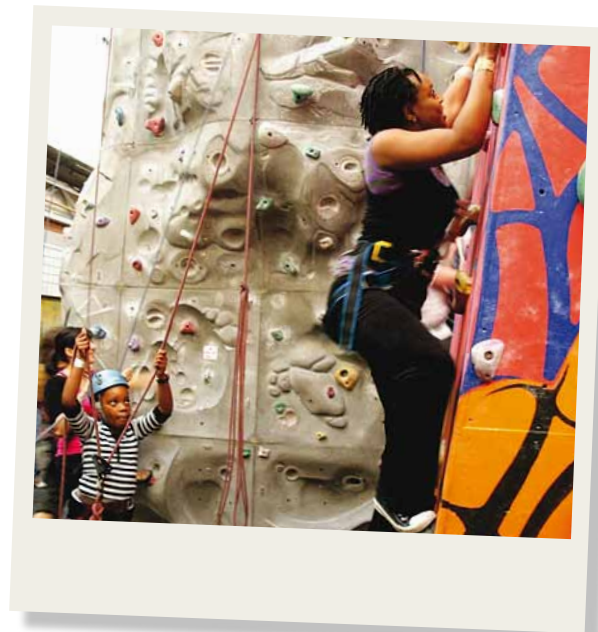
in group activities, something that can become a particular problem in secondary schools where team sports feature more prominently than in primary schools.

5.23 We welcome and encourage competition in sports. The experience of winning and losing is important – as is being part of a team and learning to work with others. However, we also recognise that team sports may not be the answer for all our children, so we need to develop programmes and schemes that allow children of all abilities to learn and engage with physical activity and strive to do their personal best.

5.24 The development of the School Sports Partnership (SSP) has had a very positive effect. The SSP now operates in 20 schools across the Royal Borough and has increased the opportunities available to school children. Over 90 per cent of children in our schools now take part in two hours of good quality Physical Education (PE) a week.

5.25 Additional government investment over the period 2008 to 2011 means the local SSP will manage the 'Five Hour Offer'. This is designed to increase the time five to 16 year olds do PE and sport to five hours per week, and to increase the time for 16 to 19 year olds to three hours per week.

5.26 Working through the Local Area Agreement, we have increased the number of young people gaining qualifications as sports coaches from eight to 30.



5.27 A lot is happening for young people. There are arguably more opportunities now than there ever have been for young people to engage in sport and physical activity. However, the evidence suggests that there is still a lot of work to be done.

5.28 Kensington and Chelsea's Children and Young People's Plan demonstrates the part sport and physical activity can play in improving outcomes for children and young people. Sport can contribute to successful outcomes in relation to the following priorities in the plan:





- halting the year-on-year rise in childhood obesity
- encouraging and supporting children to have healthy lifestyles
- improving outcomes for Looked After Children
- ensuring that every child has opportunities to have fun
- reducing the number of young people involved in crime
- increasing physical activity and promoting the participation of young people in sport
- increasing the number of young people gaining accredited outcomes.

5.29 The Council's Youth Sports Plan 2007 to 2010 sets out our objective to increase levels of physical activity:

- ensuring that there is a range of sporting sites offering access for young people to participate in sports and physical activity
- offering sporting provision at a standard that not only meets basic health and safety considerations, but also ensures a positive and enjoyable experience for the participant
- providing encouragement, expertise, advice, and support to service providers and deliverers of local sports and physical activity programmes



- providing advice, guidance, and support to young people who are seeking to gain access into sports, whether as a participant, a competitor, or as a coach or teacher.

5.30 We will continue to work with our partners from the PCT and other local agencies to ensure a more holistic approach to providing positive experiences with sport and physical activity for children and young people. If we want to change future generations' attitudes to sports and physical activity, we have to get this part of our provision right. The evidence on increasing obesity suggests that we still have a long way to go.

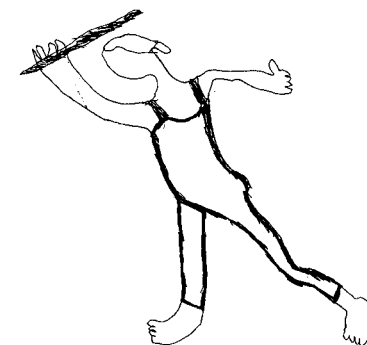
Voluntary organisations

"Helping our clubs and organisations provide high quality opportunities for residents to volunteer their skills and services."

- 5.31 There are few Community Amateur Sports Clubs (CASCs) in the borough and this is unlikely to change in the medium term. Our role in this area is to help maximise the benefits the existing CASCs provide to our residents and local communities.
- 5.32 We currently provide grant aid and facility subsidies through several different departments in the Council. We need better coordination and a longer-term strategic direction to maximise the benefit of our grants. We currently award most grants and subsidies on an annual basis, but we may want to consider commissioning services for longer periods in future.
- 5.33 Future grant aid, commissioned services, or subsidies should be better focused on priority groups and wards. Organisations should see this as an opportunity and not as an optional extra.
- 5.34 In addition to providing financial support, the Council needs to help build the capacity of the

voluntary sector. This may mean providing generic courses on matters such as child protection, health and safety, coach development, finance, meeting management, and applying for grants.

- 5.35 We need to consider how we improve our facilities and the impact they could have on the future development of clubs. For example, through the Building Schools for the Future programme and Extended Schools Programme, clubs could use school facilities through community use agreements. Through these partnerships, clubs could expand the services they offer and schools could benefit from expert coaching. Work has already begun on developing community use agreements for the new facilities at Holland Park School and at the new Chelsea Academy.
- 5.36 Volunteering is a particular strength of the community sport and physical activity sector in England. Volunteer coaches and instructors play a critical role in encouraging participation, improving satisfaction, and developing talent.
- 5.37 However, Kensington and Chelsea has the lowest sports volunteering rate in the country.¹² We need to work more closely with local partners (such as the Kensington and Chelsea Volunteer Centre) and national organisations (such as Volunteering England), to ensure that clubs are well briefed on how to increase volunteering.

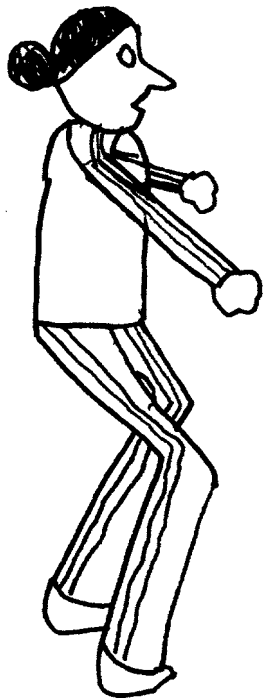


¹² Sport England – Active People Survey, 2005 to 2006

5.38 We need to help clubs recognise and support volunteers and ensure that schemes are put into place to encourage more people to get involved. We need to make sure that clubs retain their volunteers, reduce the burdens faced by volunteers, and ensure that professional support enhances voluntary systems.

Facilities

"Ensuring that, over time, all our parks, sports, leisure, and transport infrastructure reaches a consistently high standard across the whole borough."



5.39 The Council has a major role to play in providing facilities for sport and physical recreation. Our parks play a significant role in the provision of play facilities across the borough. This is especially important given the low number of households with private garden space. The partnership between sports development and play services has led to improvements to access and to play facilities themselves. For example, the work of this partnership resulted in improvements to Westfield Park and the five star Royal Society for Prevention of Accidents (RoSPA) award for design and accessibility.

5.40 As the borough has very limited outdoor space, we have decided not to develop a Playing Pitch Strategy. There are four grass football pitches in the borough and many of our schools use pitches in Hammersmith and Fulham, and Battersea to meet their needs.

5.41 We have few public outdoor spaces where residents can play sports informally without pre-booking. Many of our formal outdoor sports facilities need upgrading to maximise their benefit to residents and clubs in the borough.¹³

5.42 Our priority should be to make the best possible use of our existing public outdoor space. We have recently obtained Play Pathfinder status, which means that through a play investment programme, children and young people will get new adventure playgrounds and exciting and innovative play areas in some of our public open spaces.

5.43 Indoor sports space is at a premium in the Royal Borough and we lack indoor sports provision, particularly in the south of the borough. Fitness memberships at Chelsea Sports Centre are at capacity and there is latent demand for these services. Despite this, the evidence tells us that the services offered at Chelsea Sports Centre fail to meet our residents' expectations.

5.44 We will continue to examine how indoor sport and physical activity provision in the south of the borough can be improved. In particular, we will seek a community use agreement with the new Chelsea Academy.

¹³ Parks and Open Spaces Strategy, 2006 to 2015

5.45 The Council's capital programme, *Renewing the Legacy*,¹⁴ has funded a three-year programme of refurbishing the plant and equipment in our facilities, ensuring they are fit for purpose. The work has included improvements to the pool and changing facilities at Chelsea Sports Centre. In the long-term, the Council is examining how it could improve and renew all our leisure facilities.

5.46 Our research suggests that the proportion of users satisfied with the borough's public sports and leisure facilities has not changed greatly over time. The most recent survey showed that 72 per cent of the users at Kensington Leisure Centre and 66 per cent at Chelsea Sports Centre were satisfied with the facilities and services on offer. This reflects the range and quality of the facilities at each centre.

5.47 We only have limited school sports provision in the Royal Borough and we need to maximise the benefits obtained from existing space and services. The Building Schools for the Future programme (BSF) will bring in up to £30 million of external funding to improve facilities in our secondary schools. This, coupled with the improved facilities proposed for Holland Park School and Chelsea Academy, will ensure a marked improvement in school sports provision for young people and the wider community through Community Use Agreements during the life of this policy.

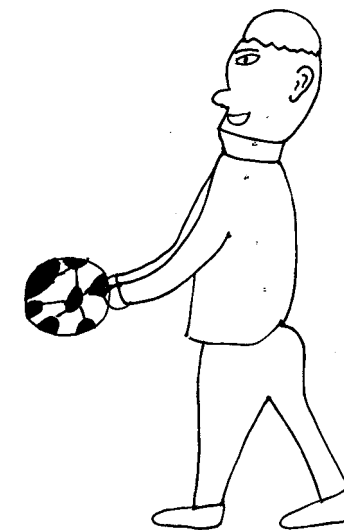
5.48 We need to ensure a range of travel options throughout the borough. Walking and cycling



have health benefits, but we must ensure that pedestrians and cyclists feel safe. We will continue to maintain our streets to a high standard so that walking is easy and safe, and cyclists can move easily.

5.49 We can improve road user and pedestrian safety: by promoting safer behaviour by drivers, cyclists and pedestrians; by tackling antisocial behaviour; and by promoting positive road safety messages in schools and with residents and the business community.

5.50 We should use our influence and planning powers to ensure that recreational, educational and health facilities are easily accessible by public transport.

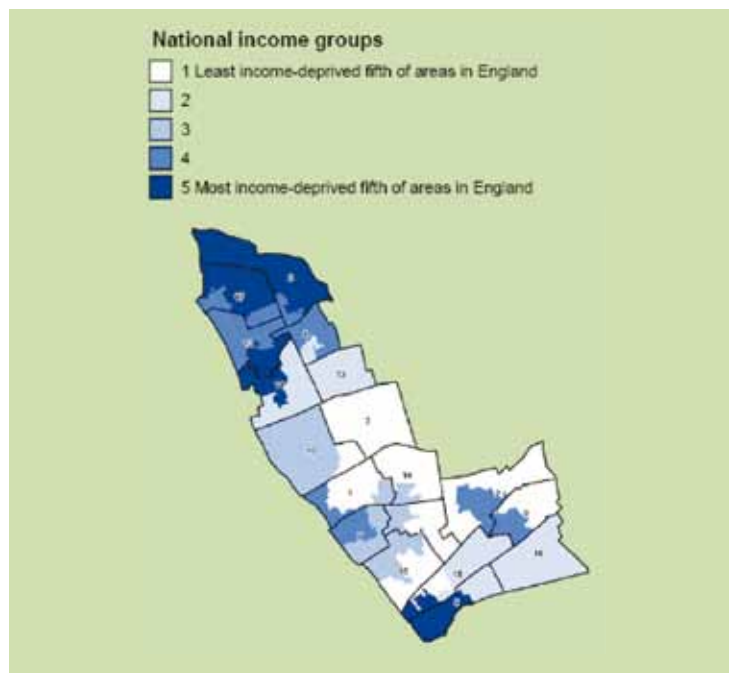


¹⁴ The Council's Capital Strategy, 2007 to 2010

Appendix one: A profile of the Royal Borough

Density of population

1. The Royal Borough of Kensington and Chelsea is the most densely populated local authority in the United Kingdom, with an estimated population of 178,600. ¹⁵



Kensington and Chelsea Health Profile NHS (2007)

Areas of deprivation

2. One third of all wards in Kensington and Chelsea are classified as having levels of deprivation that are higher than the national average. Two wards in the north of the borough fall into the ten per cent most deprived wards in the country, while other wards are in the 20 per cent least deprived.

Age profile

3. The population is characterised by a relatively small proportion of children and older people, and a comparatively large number of young adults. However, the population is aging and this will have implications for future provision.

Disability

4. Four per cent of the borough's working age population (6,000 residents) have a severe disability and are economically inactive. However, a broader assessment of the whole disabled community puts the figure between 12 per cent and 16 per cent. ¹⁶

¹⁵ The Royal Borough of Kensington and Chelsea Community Strategy, 2008 to 2018 Introduction, page 7

¹⁶ Inclusive and Active: A sport and physical activity action plan for disabled people in London, 2007 to 2012

Ethnicity

5. The borough is culturally and ethnically diverse. Over 21 per cent of residents come from a black and ethnic minority (BME) group. Fifty per cent of the residents are white British, with a further 28 per cent from other white ethnic groups.



A Picture of Our Community, Facts and Figures about the Royal Borough of Kensington and Chelsea 2005. The Kensington and Chelsea Partnership.

Education

6. The borough funds four nursery schools, 26 primary schools, four secondary schools and three special schools. The number of children attending these schools from a disadvantaged background is twice the national average. On the other hand, 50 per cent of the children living in our borough receive a private education.

Employment

7. Unemployment levels in some wards in the north are twice the local average of 2.1 per cent. In particular, the St. Charles and Golborne wards have unemployment levels above the inner London average.

Housing

8. Property prices and private sector rents are the highest in the country. Half the permanent lettings by registered social landlords are to homeless households, and there are over 1,000 families living in temporary accommodation.



Appendix two: A picture of sport and physical activity in and around the Royal Borough

Leisure facilities

1. Three main public leisure centres serve the borough. Kensington Leisure Centre and Chelsea Sports Centre are managed by the Council, and the Westway Sports Centre is run by the Westway Development Trust. Also, our main parks have a range of sports and play facilities on offer.
2. In addition to these three main centres, there are other facilities including: two skate parks in the north of the borough; Portobello Green Fitness Club; horse riding stables; Canalside Activity Centre; Cremorne Riverside Centre; Kensington and Chelsea College facilities; and community centres, such as the New Horizons Centre, managed by Open Age.
3. Some of these facilities enable users to develop their skills to the highest level. For example, Westway Sports Centre is home to one of the largest indoor climbing centres in Europe, and is also recognised by the Lawn Tennis Association as a Performance Tennis Centre.
4. Together, these facilities cater for over two million visitors each year and provide opportunities for our residents to enjoy sport and an active lifestyle.
5. There are gaps in provision. The lack of open space in the borough restricts the provision of certain outdoor sports. However, many of these deficiencies are catered for in neighbouring London boroughs. For example, there are athletics tracks close to our boundary at Wormwood Scrubs, Battersea Park, and Paddington Recreation Ground.
6. The lack of indoor sports provision, particularly in the south of the borough, is not so easily solved – though it could be addressed by the Council’s long-term ambition to improve existing facilities.¹⁷
7. Also, there is a network of community facilities, including community and day centres, where sport and physical activities take place. This includes venues such as the Pepper Pot Day Centre, which provides services to older people from the local African and Caribbean community.

Club membership

8. The Community Amateur Sports Club (CASC) is core to many people’s experience of sport – everything from coaching and facilities, to competition is centred on the club structure. There are 30 registered sports clubs within the borough.

¹⁷ Renewing the legacy, Capital Strategy 2007 to 2011

9. We currently provide grant aid and facility subsidies through different departments within the Council to support the work of CASCs.
10. There are around 28 private health and fitness clubs within the borough. These private facilities play an important part in maintaining the high club membership rates that exist in the borough, and they form an important part of the offer to our residents.
11. Currently, 36 per cent of our residents are members of sports clubs.¹⁸

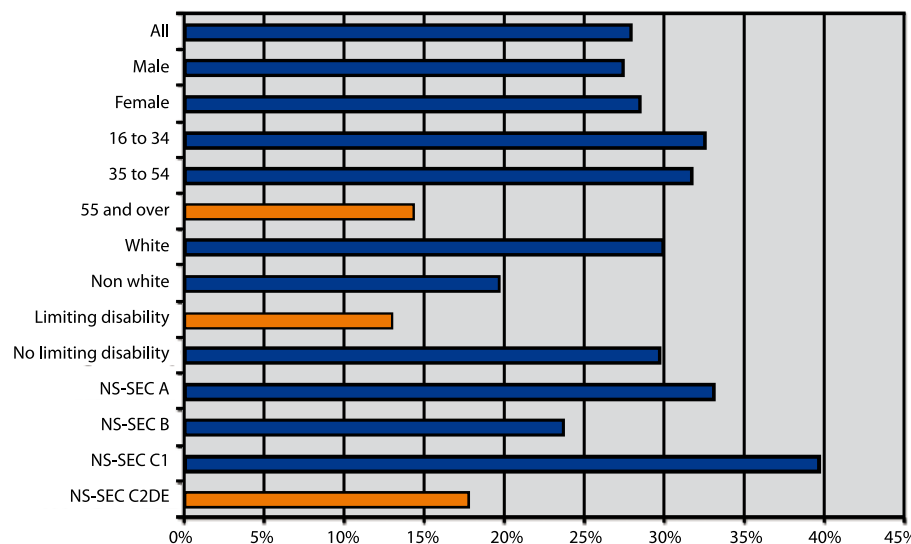
Volunteering rates

12. In a recent survey, Kensington and Chelsea was found to have the lowest volunteering rate in England.¹⁹

Physical activity rates

13. Participation rates in Kensington and Chelsea are above the national average, with 28.5 per cent of females and 27.4 per cent of males participating in at least 30 minutes of sport and physical activity, three days a week.²⁰
14. However, these figures mask the fact that nearly 50 per cent of our residents lead completely sedentary lives.
15. In Kensington and Chelsea, participation rates fall below the national average within the following groups:

- people aged 55 and over
- people who are black or members of other ethnic minorities (BME groups)
- people with a limiting disability
- people in socio-economic groups C2/D/E.



Participation Rates in Kensington and Chelsea Active People Survey – Ipsos Mori for Sport England (2006)

16. There is a strong link between the areas of low physical activity and estimated demand on health services.

¹⁸ Active People Survey – Ipsos Mori for Sport England, December, 2006

¹⁹ Active People Survey – Ipsos Mori for Sport England, December, 2006

²⁰ Active People Survey – Ipsos Mori for Sport England, December 2006

Priority groups

17. A Leisure Pass scheme currently provides subsidised access to Kensington Leisure Centre, Chelsea Sports Centre, and the parks' sports facilities for permanent residents who have one or more of the following characteristics: they are over 60; or disabled; or in receipt of income support; unemployed or receiving Job Seekers Allowance; or they are a full time student. Also entitled are spouses or partners of these applications in receipt of income support or unemployed plus two children under 16.
18. The Westway Sports Centre and Portobello Green Fitness Centre operate a similar concessionary scheme.
19. More research needs to be done but concessionary Leisure Pass holders appear to represent a small percentage of the total users at the main facilities.
20. An exercise referral scheme operates at Kensington Leisure Centre, Chelsea Sports Centre and Portobello Green Fitness Club. Local medical professionals refer their patients to exercise specialists based at the centres in order for them to reap the benefits of exercise and improve their health.

Older people

21. We worked on increasing participation for older people in April 2004 as part of a three year stretch target within the Local Area Agreement.

22. The work brought together information on what was happening across the Royal Borough and led to the publication of Active for Life – an annual guide providing information on the opportunities that are available for our older residents.
23. Through this work we were able to develop partnerships with various different groups, such as Open Age, and build a picture of existing provision within the Royal Borough.
24. There were 40 new programmes developed to meet some of the gaps identified and these attracted over 1,000 new participants, many of whom were women.

People with disabilities

26. All of our facilities have been audited for accessibility and a three year capital programme has been put in place to ensure that they are compliant with the Disability and Discrimination Act (DDA). This work has been prioritised with advice from ADKC.
27. Portobello Green Fitness Club is now accredited to the Inclusive Fitness Initiative (IFI) standard. Sports sessions take place specifically for disabled adults at both Kensington Leisure Centre and Chelsea Sports Centre.
28. There are two sports clubs for disabled people within the Royal Borough. The Council provides subsidised use for both the Emperors Swimming

Club and the Raiders Wheelchair Basketball Club to use Kensington Leisure Centre.

29. Discounted provision is also provided at all of our centres for all disabled residents through the existing Leisure Pass scheme.

Children, young people and school sport provision

30. The importance of the use of PE and sport in schools to deliver the curriculum has been recognised, with Sion-Manning Roman Catholic Girls' School hosting the School Sports Partnership. Holland Park School recently attained the Sportsmark award, and 23 primary schools have attained Activemark. These two awards recognise schools that help towards delivering the outcomes of the National PE, School Sport and Club Links Strategy (PESSCL).
31. The Youth Support and Development Service in Family and Children's Services and, in particular, the Youth Sport Development Team, provide children and young people with the support they need to be healthy, ensuring delivery against the five Every Child Matters²¹ outcomes.
32. Over 1,100 young people aged eight to 19 access the Youth Sports Development Team's programmes each year, taking part in football, basketball, archery, fencing, swimming, trampolining, squash and badminton.

33. The Lawn Tennis Association Performance Centre, based at Westway Sports Centre, coaches over 300 children from our schools every week. Through our partnership with the Westway Development Trust, special access is also provided for our schools to have free use of facilities during school hours and for after school programmes. These engage over 700 children every week.

34. Over £45,000 of 'free space' at our sports centre is currently provided through our Leisure Management Contract. This enables the Sports Development Teams to access Kensington Leisure Centre and Chelsea Sports Centre to help support their year-round generic sports and physical activity programmes.

35. In addition to this, Nuffield Health has recently introduced a teen gym programme.

36. The West London Sports Trust supports young people through its programmes of sports scholarship, coach education, sports leadership, and sports seminars. Based in Kensington and Chelsea, it operates across West London and helps many to achieve great personal and national achievements.

Informal activities

37. Innovations for borough cyclists include creating a more direct network of cycle routes. Cyclists are able to use a number of local one-way roads in both

²¹ Every Child Matters: Change for Children, 2004

directions. There are also proposals to significantly increase the amount of free parking for bicycles, including pressing into service under-used pay and display bays for bikes. Free cycle awareness training is provided in schools to children aged ten years and over, and the Council provides two hours free cycle training for adults living or working in Kensington and Chelsea.

38. 'Walking the Way to Health' is the largest national body promoting and setting the standards for guided health walks. They aim to encourage people, particularly those who take little exercise, to do regular short walks in their communities. The Kensington and Chelsea Walking Alliance is part of this network and has helped to create local health walk schemes and trained local volunteer walk leaders. In addition, we want to encourage residents to walk more by helping them feel safe where they live, and by providing outstanding pavement surfaces. Innovations, such as pedestrians sharing space with vehicles as part of the improvements to Exhibition Road area, will encourage more people to be more active.



Appendix three: The policy context

This policy complements the aims and objectives of several other planning and strategic documents which relate to the provision of sport and physical activity. These include:

Local plans and strategies

Community Strategy, 2008 to 2018

The strategy says that Kensington and Chelsea should be:

“A borough where everyone has the opportunity to enjoy its public parks and open spaces and a wide variety of high quality cultural, artistic and leisure activities.”

The main focus is to:

"Improve the quality and accessibility of sports and leisure provision for all in the borough, and encourage participation and physical activity."

The Community Strategy identifies the role sport and physical activity can play in meeting cross-cutting goals such as enhancing the environment, safer communities, healthier communities, equality, and learning and skills.

Public Health Strategy, 2007 to 2017: 'Choosing Good Health – Together'

This is a joint health and well-being strategy prepared by the Royal Borough of Kensington and Chelsea, and the Kensington and Chelsea Primary Care Trust.

The strategy is not about treating people who are already ill, but about preventing disease, prolonging life, and promoting health throughout life. It identifies seven priority issues which reflect local health needs, including physical activity and mental health and well-being.

The headline objectives in the strategy include narrowing the gap in life expectancy between different parts of the Royal Borough, and a reduction in premature mortality (death rates in those under the age of 75).

The Sport and Physical Activity Strategy will help deliver the Public Health Strategy's objectives in relation to physical activity.

Children and Young People's Sports Plan, 2007 to 2010

The plan focuses on the development of young people aged eight to 19 years – in particular, on increasing levels of participation in sport and active recreation for this age group.

The plan aims to develop opportunities for qualification-based training. It also aims to use the Youth Sport

Development programme to target vulnerable and ‘at risk’ children and young people, including those who are Looked After.

Another important aim is to work with partners to promote a healthier lifestyle for children and young people.

Older People’s Strategy, 2007 to 2017: ‘A bright future for us all’

The overall purpose of this strategy is to promote healthier, more fulfilling and enjoyable later life for all. This will be achieved by having joined up services, services to promote independence, promoting physical and mental well-being, and a ‘one-stop’ approach to older people’s information and services.

Play Strategy, 2006 to 2009

The recommendations within the Play Strategy highlight the need for physical activity, health and well-being:

“Play is key to the development of good physical and mental health. Physical activity in play provides exercise, promotes physical coordination, and develops skills for the growing child. We will support healthy lifestyles through play.”

“All children and young people need to play. The impulse to play is innate. Play is a biological, psychological and social necessity, and is fundamental

to the healthy development and well-being of individuals and communities.”

Parks and Open Spaces Strategy, 2006 to 2015

This strategy identifies that one of the areas for improvement within the parks is the play facilities.

"Many people of all ages visit parks to take exercise. The current focus upon encouraging all ages to take more exercise and enjoy a healthier lifestyle will put the existing, very limited, playing facilities under extreme pressure."

Every space will be evaluated for its potential to offer opportunities for exercise. In addition to formal games and established exercise regimes, green gyms will be evaluated and introduced where they are suitable. The Council and the Mayor of London have made funding available for the first green gym in Little Wormwood Scrubs.

Conflicts between active and passive recreational aspirations will be carefully assessed and managed before implementing any changes.

Local Development Framework

The Local Development Framework outlines the Council's intention to protect and promote sport and recreation facilities by resisting the loss of such facilities and seeking improvements to existing premises where possible.

Regeneration Programme, 2007 to 2010

The Regeneration Team will work on the delivery of a regeneration programme that seeks to:

- improve the employment prospects of local residents
- maintain an attractive business environment to encourage enterprise and increase employment
- contribute to the longer-term regeneration of North Kensington.

The current and potential level of sporting and active recreation businesses in the locality has been recognised in the proposed action plan.

Kensington and Chelsea Local Area Agreement (LAA), 2006 to 2009

The LAA was designed to improve public services and outcomes that were a priority for residents of Kensington and Chelsea. There were a number of outcomes specific to sport and active recreation, but there were also other outcomes where sport and physical activity played a part in achieving these outcomes.



These included: increasing the participation of young people in sport; halting the year-on-year rise in obesity among children under 11; increasing the number of young people attaining accredited learning outcomes; improving health and reducing health inequalities; and increasing the number of people engaged in formal volunteering.

Regional plans and strategies

The London Plan for Sport and Active Recreation, 2004 to 2008

The London Plan for Sport and Active Recreation 2004 to 2008 aims to:

"... unite London in one goal: to be the best at improving sporting performance; helping our best talent to succeed on the international stages; and raising levels of participation in sport and active recreation across the region by one per cent a year."

The plan addresses six key themes:

- maximising opportunities for sport and active recreation through effective and sustainable partnerships
- helping to overcome barriers and enabling excluded or hard to reach groups to take part
- providing opportunities and incentives for people in workplace settings to build activity into their daily routine
- helping children and young people make physical activity part of their daily lives
- developing potential within organisations and individuals to achieve personal and sporting success
- changing attitudes by raising awareness of the economic, educational, and social and health benefits of sport and physical activity.

Pro-Active Central London Partnership Sport and Physical Activity Strategy, 2007 to 2016

Pro-Active Central London is one of five sport and physical activity partnerships operating across Greater London covering the Royal Borough of Kensington and Chelsea and the boroughs of Camden, Islington, Lambeth, Southwark, Wandsworth, and the City of Westminster.

It is a network of organisations from local communities, health, education and sport operating in the commercial, public, and voluntary sectors intent on increasing participation and widening access to sport and active recreation.

The key success measures for the strategy are:

- to increase, by one per cent every year, the percentage of adults taking part in sport and physical activity for at least 30 minutes, three times every week
- to narrow the gap between participation for the population as a whole and low participation groups
- to increase the percentage of young people taking part in physical education and sport in and beyond school for at least four hours each week to 100 per cent.

London 2012 – the Olympic and Paralympic Games legacy plans

An objective of the Olympic and Paralympic Games programme is:

"To achieve sustained improvement in UK sport before, during and after the Games, in both elite performance – particularly in Olympic and Paralympic sports – and grass roots participation."

One of the sub-objectives is: “to maximise the increase in London participation at community and grass roots level in all sport and across all groups”. In response to this the Mayor of London, London councils and Sport England in London have identified a legacy plan covering five themes to achieve this sub-objective:

- Club 2012
- Skills 2012
- Talent 2012
- Access 2012
- Fit 4 2012.





Inclusive and Active: A sport and physical activity action plan for disabled people in London, 2007 to 2012

This is a sport and physical activity action plan for disabled people in London created by the London Sports Forum for Disabled People. The vision for 2013 is:

"More active disabled Londoners, achieving their full sporting potential."

The three main targets for the plan are:

- an increase in the percentage of disabled people participating in sport for 30 minutes, three times a week, with a target of 14 per cent by 2012
- an increase in the percentage of young people receiving at least two hours of sport within the curriculum and at least two hours of sport out of school, with a target of 100 per cent by 2010
- ten per cent of athletes in the 2012 Paralympic squad to be disabled Londoners.

National plans and strategies

Game Plan

This strategy for delivering the Government's sport and physical activity objectives was published in 2002,

setting out the aim of raising the levels of sport and physical activity across the population to achieve a range of benefits.

It answered the question, “Why should government invest in active recreation?” by stating that:

"It has a major part to play in promoting health and, as part of a basket of measures, can contribute to improved educational outcomes, reduced crime and greater social inclusion."

The strategy addresses three broad areas:

- increasing grassroots participation
- improving international performance
- hosting large-scale events.

Through a public service agreement, the Department of Culture, Media and Sport has set out what it intends to achieve for the population as a whole. This is:

- to increase the take-up of cultural and sporting opportunities by adults and young people aged 16 and above from priority groups by increasing the number who participate in active sports at least 12 times a year by 33 per cent

- to increase the numbers who engage in at least 30 minutes of moderate intensity level sport at least three times a week by three per cent.

Framework for Sport in England, 2004

The Framework for Sport in England (2004) set out two key targets:

- to increase the number of people regularly taking part in sport and active recreation (measured as three times a week, of moderate intensity) as a contribution to the Government’s physical activity targets, with a minimum of at least one per cent increase in participation annually up to 2020
- to reduce inequality in participation amongst priority groups.



Sport England Strategy 2008 to 2011

The strategy commits Sport England to deliver on a series of demanding targets by 2013:

- one million people doing more sport
- a 25 per cent reduction in the number of 16 to 18 year olds who drop out of five key sports
- improved talent development systems in at least 25 sports
- a measurable increase in people's satisfaction with their experience of sport – the first time the organisation has set such a qualitative measure
- a major contribution to the delivery of the five hour sports offer for children and young people.

Sport England will work closely with the national governing bodies of sport to deliver the new strategy, and will also build strong partnerships with local authorities.

PE, School Sport and Club Links (PESSCL) Strategy, 2002

The national PE, School Sport and Club Links (PESSCL) Strategy was launched in October 2002 by the Department for Education and Skills, and the Department for Culture, Media and Sport with an investment of £978m from 2003 to 2008.

The national organisation, Youth Sports Trust, is responsible for this area of work. Its overall objective is to enhance the take-up of sporting opportunities by five to 16 year olds, with the following targets:

- **Short-term** – To increase the percentage of school children who spend a minimum of two hours a week on high quality PE and school sport, both within and beyond the curriculum, to 75 per cent by 2006, and then 85 per cent by 2008.
- **Long-term** – By 2010, to offer all children at least four hours of sport every week. This will be made up of at least two hours of high quality PE/sport in schools, plus two to three hours beyond the school day delivered by a range of school/community/club providers.

The UK Coaching Framework, Sportscoach UK

Sports Coach UK is a charitable organisation and the lead agency for development of the UK Coaching System. Sports Coach UK is dedicated to guiding the development and implementation of a coaching system recognised as a world leader for all coaches at every level in the UK.

Every Child Matters, 2004

Change for Children is a new approach to the well-being of children and young people from birth to age

19. The Government's aim is for every child, whatever their background or their circumstances, to have the support they need to:

- be healthy
- stay safe
- enjoy and achieve
- make a positive contribution and
- achieve economic well-being.

Sport and play organisations have a unique role to play in helping to deliver the Every Child Matters agenda, by delivering these five outcomes, particularly 'enjoying and achieving', and 'making a positive contribution'.

Youth Matters, 2005

Youth Matters requires every local authority to ensure that there is a comprehensive range of out of school leisure and personal development opportunities for 13 to 19 year olds, including arts and culture provision.

Choosing Health, 2004 – Making Healthier Choices Easier

The White Paper, 'Choosing Health – Making Healthier Choices Easier', was published by the Department of Health in 2004 and included reducing obesity and increasing exercise as two of its principal priorities.



Healthy Weight, Healthy Lives: A Cross-Government Strategy for England, 2008

Obesity causes approximately 30,000 deaths a year in the UK through problems such as heart disease, stroke, and diabetes. The Government estimates the total annual cost of inactivity (including loss of earnings) in England is £8.2bn.

The dramatic rise in the prevalence of obesity over the past 20 years, especially amongst young people, is a major concern; by 2020, current trends indicate that over a third of adults, a fifth of boys and a third of girls will be obese. There is a proven connection between inactivity and obesity.

Draft guidance from the National Institute for Health and Clinical Excellence (NICE) published in November 2006 recognises that the environment in which people live may influence their ability to maintain a healthy weight.

It calls on local authorities to address the provision of cleaner, safer streets and safe spaces, such as parks and playgrounds. It also calls on head teachers and governors to undertake assessments of the school environment and the impact of school policies on active recreation.

Be Active, Be Healthy: A plan for getting the nation moving – Department of Health, 2009

This plan establishes a new framework for the delivery of physical activity aligned with sport for the period leading up to the London 2012 Olympic Games and Paralympic Games and beyond.

It also sets out new ideas for local authorities and Primary Care Trusts to help determine and respond to the needs of their local populations, providing and encouraging more physical activity to benefit individuals and communities, as well as delivering overall cost savings.

This plan is largely focused on adults, as children and young people's physical activity is being taken forward through other government initiatives.





The 2008 to 2009 Animation Decathlon project was devised by the Royal Borough of Kensington and Chelsea Arts Service to unite visual arts, animation, sports and new media. It was also a chance to provide opportunities for the local residents and visitors to get involved and be inspired by London 2012. The sporting images reproduced here and throughout this document are the work of children from the borough who were involved in the project.

English

Information from this document can be made available in alternative formats and in different languages. If you require further assistance please use the contact details below.

Arabic

يمكن توفير المعلومات التي وردت في هذا المستند بصيغ بديلة ولغات أخرى. إذا كنت في حاجة إلى مزيد من المساعدة، الرجاء استخدام بيانات الاتصال الواردة أدناه.

Farsi

اطلاعات حاوی در این مدارک به صورتهای دیگر و به زبانهای مختلف در دسترس می باشد. در صورت نیاز به کمک بیشتر لطفا از جزئیات تماس ذکر شده در ذیل استفاده کنید.

French

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Portuguese

A informação presente neste documento pode ser disponibilizada em formatos alternativos e em línguas diferentes. Se desejar mais assistência, use por favor os contactos fornecidos abaixo.

Somali

Macluumaadka dokumentigan waxaa lagu heli karaa qaabab kale iyo luuqado kala duwan. Haddii aad u baahan tahay caawinaad intaas dhaafsiisan fadlan isticmaal xiriirka faahfaahinta hoose.

Spanish

La información en este documento puede facilitarse en formatos alternativos y en diferentes idiomas. Si necesita más ayuda por favor utilice la siguiente información de contacto.

