Foreword

It would be hard to disagree that we are entering one of the most important eras for sport and culture in the United Kingdom. So, it gives me great pleasure to introduce Elmbridge’s Sport and Physical Activity 2011 – 2014 strategy.

Elmbridge Borough Council continues to recognise the benefits that sport and physical activity, coupled with healthy living has on people’s lives within the Borough.

With the London 2012 Olympic and Paralympic Games on the horizon the Council must harness the effect that the games will have on encouraging participation, bringing cultural pride to our local residents and developing ways for the games to be more than just a one off event, for it to be a lasting memory to all that it touches.

The strategy sets out a structure for the future direction and development of sport in Elmbridge in the lead up and beyond the London 2012 Games. In addition a yearly action plan will ensure the strategic focus is current and meets local needs.

The strategy has been developed in consultation with key stakeholders and residents and directed by national policies from Sport England. There are six key themes that reflect the needs of the Borough for the development of sport and physical activity, and commitment of partners to deliver these in a joined up approach.

Councillor Jan Fuller, Portfolio Holder for Leisure and Cultural Services.

“entering one of the most important era’s for sport and culture in the United Kingdom”
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Executive Summary

The Sport and Physical Activity Strategy 2011 – 2014 is a comprehensive and broad strategic document that will provide the direction with which to develop and increase participation and promote healthy living through the wide range of networks and local sports clubs.

The strategy sets out why sport and physical activity opportunities are important to leading healthier lifestyles and increasing participation for individuals and communities within Elmbridge.

Sport is a fast moving and changing landscape and therefore the Council will work strategically to deliver the six main strands.

Through extensive consultation with key partners the main strands are:

- Clubs, Coaches and Volunteers;
- Facilities and Funding;
- Inclusive Sport;
- Physical Activity;
- Schools and Colleges; and
- London 2012 Olympic and Paralympic Games.

The overall aim of the strategy is to promote sport and physical activity within Elmbridge, improving the standard of local sports clubs, coaches and volunteers, ensuring that sport is open and inclusive to all and raise participation levels to increase the health of residents.

It is vital that this strategy links into the national, county as well as the local agendas in terms of both sport and physical activity.

The Active People Survey will provide the measure to track improvements.

Places, People, Play is the Department of Culture, Media and Sports mass participation strategy for the London 2012 Games legacy

Places, People, Play will encourage community sports participation by:

- Upgrading up to a thousand local sports clubs and facilities.
- Investing in a number of iconic multi-sport facilities.
- Protecting and improving hundreds of playing fields preserving high-quality spaces for local people to play and enjoy sport.
- Recruiting, training and deploying 40,000 sports leaders to organise and lead grassroots sporting activities.
- Motivating more than 100,000 adults to test themselves in multiple Olympic and Paralympic sports, and in doing so raise millions of pounds for charity through the Gold Challenge.
- Giving young people the opportunity to receive six weeks of coaching in the sport of their choice and guiding them into regular participation within their community – through the Sportivate campaign.
- Investing £8 million on tackling the barriers disabled people face when they want to play sport, as well as ensuring that every element of Places, People, Play works for disabled sportspeople.
1. Introduction
1. Introduction

The London 2012 Olympics and Paralympics are set to capture the imagination of the United Kingdom. It will provide a focal point for developing a world class community sports system. This is the best opportunity to achieve both a national and local re-prioritisation of the value of sport and physical activity, including the positive benefits of health.

1.1 Profile of Elmbridge

Elmbridge’s latest population statistics show that there are 129,500 residents. The Borough is situated in the north of Surrey, bordering five other Surrey Boroughs and two London Boroughs, 15 miles west of central London. Elmbridge has nine major centres with their own distinctive characteristics.

It is a compact urban area covering 37.2 square miles, bordered by the M25 to the south and the River Thames to the north.

Population figures in detail

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Population</th>
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<tr>
<td>Children (0–15)</td>
<td>26,600</td>
</tr>
<tr>
<td>Working age (16–64)</td>
<td>78,700</td>
</tr>
<tr>
<td>Older people (65+)</td>
<td>24,200</td>
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1 Mid year population estimates 2008

1.2 Our resident groups

The residents of Elmbridge can be split into groups by using the Sport England market segmentation tool. This helps to recognise dominant groups within Elmbridge and how they respond to varying types of targeting (see appendix ‘B’).

The most dominant group in Elmbridge is ‘settling down males’ (17.4%), with ‘fitness class friends’ (15.9%) and ‘competitive male urbanites’ completing the top three.

This information can then be used in conjunction with the segments to establish the best ways to interact and target the various groups.

“capture the imagination of the United Kingdom in the lead up to the London 2012 Games”
1.3 Health baseline for Elmbridge

A summary of the health of Elmbridge residents (2010) produced annually by the Association of Public Health Observatories, gives a statistical snapshot of how the health of Elmbridge compares with the England average.

- The health of people in Elmbridge is generally better than the England average and life expectancy is high.

- Overall, Elmbridge is one of the least deprived districts in England. However, there are health inequalities within the area.

- Life expectancy for men from the most deprived areas is almost four years lower than for those from the least deprived areas.

- While the level of overall poverty is low, there are over 2,500 children living in low income households.

- Rates of early deaths from cancer, and from heart disease and stroke, have fallen over the last 10 years and are lower than the England average.

- Estimated levels of healthy eating and physical activity among adults are above the England average.

- Hospital stays for alcohol related harm are low, but an estimated 1 in 6 adults binge drink.

- An estimated 1 in 7 adults smoke and while the smoking related death rate is low compared to the England average, smoking accounts for over 140 deaths each year.

1.4 Purpose of this strategy

The overall purpose for the Elmbridge Sport and Physical Activity Strategy 2011 - 2014 is to provide strategic direction for shaping sport and physical activity for residents, clubs and facilities in Elmbridge.

The goals and objectives of the Sport and Physical Activity Strategy 2011 - 2014 are to:

- provide a local framework for achieving national and county objectives;

- promote and extend partnership working between organisations;

- maximise sport and physical activity opportunities for residents and visitors to the Borough;

- set priorities for sport and physical activity in a clear and rational way as identified by local people and organisations;

- bring about improvements to sport and physical activity provision in the Borough;

- make sport and physical activity more accessible;

- emphasise the importance of sport and physical activity for the wellbeing and enjoyment of residents; and

- help access funding from external sources for sports clubs.

“strategic direction for shaping sport and physical activity”
2. Context
Elmbridge’s Sport and Physical Activity Strategy will seek to contribute towards national outcomes and targets for both sport and health. The strategies and guidance in this section provide the context in which the strategy is written from.

For sport:

National Direction

Places, People, Play (October 2010)

Places, People, Play will bring the sporting legacy to life in communities across the country, answering London 2012’s Singapore promise to inspire a new generation to play sport.

The £135 million initiative has been made possible by the Government’s National Lottery reforms, which are bringing additional funding into grassroots sport.

Places, People, Play will be delivered by Sport England, in partnership with the British Olympic Association (BOA) and the British Paralympic Association (BPA) with the backing of The London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) and the London 2012 Inspire mark.

It will bring the inspiration and magic of a home Olympic and Paralympic Games into the heart of local communities, encouraging more people to get involved in sport.

Places

Transforming the places where people play sport, making the benefits of London 2012 visible in cities, towns and villages across the country by:

• Upgrading up to a thousand local sports clubs and facilities;
• Investing in a number of iconic multi-sport facilities that set the standards for future facilities development;
• Protecting and improving hundreds of playing fields across the country, preserving high-quality spaces for local people to play and enjoy sport.
• These facilities will be the only ones to carry the London 2012 Inspire mark, a permanent celebration of their role in the legacy of the Games.

People

Inspire people to make sport happen at the local level, embedding the Olympic and Paralympic values in grassroots sport, by:

• Recruiting, training and deploying 40,000 sports leaders as the next generation of sports volunteers to organise and lead grassroots sporting activities.

Play

Create the sporting opportunities and challenges that give everyone the chance to become part of the mass participation legacy, through:

• Gold Challenge – an independent initiative that will motivate over 100,000 adults to test themselves in multiple Olympic and Paralympic sports, and in doing so raise millions of pounds for charity:
• Sportivate – a nationwide campaign that will capture the excitement of sport, providing opportunities for teenagers and young adults to receive six weeks of coaching in the sport of their choice and guiding them into regular participation within their community.

At least £8 million will be focused on tackling the barriers disabled young people face when they want to play sport.

“to inspire a generation of young people”
Sport England Strategy 2008 - 2011

Sport England’s vision is to create a world class community sport system in England and to target “sport for sport sake’. The strategy recognises the past cross agenda working with the Department of Health and believes there are still similar goals that can be achieved together through community sport.

The strategies three main outcomes are:

**Grow**

- 1 million people doing more sport by 2012 - 2013.
- More children and young people taking part in physical education and sport per week.

**Sustain**

- More people satisfied with their sporting experience.
- 25% fewer 16 - 18 year olds dropping out of at least nine sports - badminton, basketball, football, hockey, gymnastics, netball, rugby league, rugby union and tennis.

**Excel**

- Improve talent development in at least 25 sports.

UK Sports World Class Performance Programme

The Performance Programme covers three distinct levels of elite athletes that can access UK Sports funding.

- **Podium** – supporting athletes with realistic medal winning capabilities at the next Olympic / Paralympic Games. (i.e. a maximum of four years away from the podium).

- **Development** – comprising of athletes whose performances have suggested that they have a realistic medal winning capability for 2012 and newly funded sports that are demonstrating the ability to be competitive by 2012.

- **Talent** – designed to support the identification and confirmation of athletes who have the potential to progress through the World Class pathway with the help of targeted investment.

County Direction

There are 49 county sports partnerships (CSP) covering England. Active Surrey covers the 11 Surrey Boroughs (not including London Boroughs).

County Sports Partnerships bring together local authorities, national governing bodies, schools, primary care trusts and other agencies involved with increasing participation in sport and physical activity. They are co-ordinated by the CSP network.

They are led by a central team of people whose job it is to provide leadership and co-ordination of the network.

Active Surrey’s Vision

‘To make Surrey a more active and successful sporting county’.

Active Surrey’s Mission

‘To establish, by 2012, a strategically co-ordinated approach to the provision of sport and physical activity in Surrey, making best use of resources and helping to meet the needs of local residents and funding partners’.

“to make Surrey a more active and successful sporting county”
For health:

National Direction


The foresight report gives a very detailed analysis for future health scenarios and these have formed the basis of the Government’s strategy set out in ‘Healthy Weight, Healthy Lives 2008’. It shows that on current trend, 60% of the UK population will be obese by 2050. The result of this being millions of adults and children face deteriorating health, lower quality of life and all face spiralling health and social care costs.

Healthy Weight, Healthy Lives (January 2008) the Cross Government Strategy for Obesity

The aim of this strategy is to support everyone to make healthy choices to reduce obesity, reverse the rising obesity trend by 2020 and reduce it back to 2000 levels. The initial focus was on children but it is essential to see progression in adults as well.

The main areas of focus for Healthy Weight, Healthy Lives are healthy walks, exercise referral by health professionals for patients, weight management services, health at work, support for healthy schools and for the MEND (Mind, Excercise, Nutrition, Do it!) programme for overweight and obese children.

Change4Life

Change4Life is the social marketing campaign of the Healthy Weight, Healthy Lives strategy. The Change4Life mission is to encourage people to eat well, move more and live longer. Change4Life has been successful in schools with general practitioners, community centres and supermarkets.

Of the seven key brands that Change4Life will continue to support in year 2, the Walk4Life (in conjunction with Walking for Health, Natural England and Bike4Life sub-brands are seen as priorities.

The focus will also move to adults to encourage obese adults to lose weight helping to prevent the onset of type 2 diabetes, coronary heart disease and some cancers.

Working for a Healthier Tomorrow (March 2008)

Working for a Healthier Tomorrow focuses on the health of people of working age and identifies factors that stand in the way of good health and how to overcome them.

The importance of improving health at work, enabling people with health problems to stay at work and adapting work to suit their circumstances, are areas to be developed. Evidence shows that work is good for your health and the focus should be on what work can be done, rather than have a blanket policy for sick leave.

Be Active, Be Healthy (February 2009)

Be Active, Be Healthy establishes a framework for delivery of physical activity aligned with sport leading up to 2012 and sets out the cost of health care if the population does not become active. The main aim is to have two million more people taking part in regular activity by 2012. The key activities encouraged within this strategy are walking, swimming and dancing.

Active Travel Strategy (February 2010)

The strategy concentrates on public health benefits of using active travel. Walking and cycling are beneficial to both health and the environment. It suggests that we try to increase the number of short journeys (less than five miles) that could be taken by bike and journeys of less than a mile could be walked. It also stresses that walking needs to be safe, convenient and enjoyable.
Let’s Get Moving (September 2009)

The National Health Service has released a new commissioning guidance document, distributed to all primary care trusts (PCT) called ‘Let’s Get Moving’. The guidance prompts health professionals to promote an active lifestyle to their patients through four commonly used methods:

• brief interventions in primary care;
• exercise referral scheme;
• pedometers; and
• community based exercise programmes for walking and cycling.

Local Strategy

Corporate Plan – Building on Excellence 2008 - 2013

The Council’s five-year vision.

The Council will work in partnership towards an Elmbridge

• with safe and healthy communities, vibrant town centres and a strong local economy;
• with high quality community services, affordable housing and efficient public services;
• that integrates all sectors of the community in a thriving and inclusive Borough;
• where those with extra needs can have better access and support from their communities;
• which leads in promoting environmental responsibility, and adapts to the challenges and opportunities of climate change; and
• which retains its attractive, green and unique character.

Elmbridge Borough Council’s Vision

Elmbridge Borough Council is committed to creating opportunities for all. The vision is to develop a thriving and inclusive borough, to promote equality, challenge discrimination and tackle social exclusion. The Council want to improve the quality of life and wider participation for all in the economic, educational, cultural, social and community life of the Borough.

Elmbridge Sustainable Community Strategy 2006 - 2015

The Elmbridge Sustainable Community Strategy aims to improve quality of life in the Borough of Elmbridge. One of our aims for the Environment of Elmbridge in 2015 is that 'residents, businesses and all other organisations of Elmbridge have modified their behaviour to reduce the negative impact they have on the environment.'

Following consultation, the Elmbridge Community Partnership agreed to have six themes within the Sustainable Community Strategy:

• Protecting and Enhancing the Natural Environment
• Promoting Health and Well Being
• Enhancing the Local Economy
• Building Safer Communities
• Fostering Inclusion
• Partnership Development.

Elmbridge’s health and well being statement

The Council considers the health and well being of its residents vital to its ongoing commitment to promote an active lifestyle. Although the Council recognises the Surrey primary care trust (PCT) leads on health and well being, by virtue of being the principle commissioner of health care services within the Borough, the Council also has a statutory role to improve well being in the area.
3. Definitions and Guidance
3. Definitions of Sport and Physical Activity

**What is sport and physical activity?**

There are various interchangeable terms used to define sport, physical activity and inactivity.

**Sport**

Sport England have adopted the Council of Europe’s definition for sport.

Sport means all forms of physical activity, which, through casual or organised participation, aims to express or improve physical and mental well-being, forming social relationships or obtaining results in competition at all levels (Council of Europe, European Sports Charter, 1993).

This can apply to recreational or competitive sport.

**Recreational sport**

Recreational sport is a term used to describe Sport England’s recognised sports without competing in a league or structured competition usually governed by the national governing body.

**Competitive sport**

Competitive sport is a term used to describe participants who compete, challenge or try to win a league, cup or event. This would be governed by the specific national governing body of sport.

“any force exerted by skeletal muscle that results in energy expenditure above resting level”

**Physical activity**

Physical activity is defined as:

‘Any force exerted by skeletal muscle that results in energy expenditure above resting level’. (Caspersen et al, 1985)

This describes activities that are beyond the daily routine of sitting, standing and walking upstairs. Everyone can benefit from increased physical activity.

**Inactivity**

Inactivity is a term that classifies someone who is not physically active or not reaching the five sessions of 30 minutes of activity per week.

**Diagram showing which team targets what physical ability level**

![Diagram of sport and physical activity levels]

- Competitive Sport
- Recreational Sport
- Physical Activity
- Inactivity
How much sport and physical activity is enough?

**Recommended levels**

It is important to be clear how each national organisation measures participation levels. This is to ensure the Council delivers the correct message at a local level in order to deliver the right message to the right person.

**For sport benefits....**

- Adults – Sport England is now focusing on ‘sport for sports sake’ they measure 3 x 30 minutes of sport per week.

**For health benefits....**

The Department of Health, under advice from the Chief Medical Officer, recommends a target of 5 x 30 minutes of moderate intensity physical activity per week to increase health and well being.

Physical activity does not need to be strenuous to have significant effects on health.

The Department of Health’s guidance recommends that:

- Young People - should accumulate at least 60 minutes of moderate intensity physical activity each day. This can be continuous activity or intermittent throughout the day;

- Adults - should accumulate at least 30 minutes of moderate intensity physical activity on five or more days a week; and

- Older Adults - should take particular care to keep moving and retain mobility through daily activity. Particularly beneficial to older people are activities that promote improved strength, co-ordination and balance.

The key points to support this guidance:

- Moderate activity can be characterised by breathing slightly harder and feeling slightly warmer than normal. A brisk walk will achieve this.

- The recommended levels of activity can be achieved by doing all daily activity in one 30 minute session or can be accumulated through the day in shorter 10 – 15 minute periods.

- A wide range of activity is beneficial including walking, cycling, dancing, gardening and work related physical activity.
4. Consultation
4. Consultation

**Process**

The consultation carried out for this strategy was split into three areas:

• public consultation;
• stakeholder consultation; and
• secondary research (desk research).

In forming this strategy the Council have consulted with a wide range of interested parties including sports clubs, residents, leisure providers and key stakeholders.

**Public consultation**

The public consultation was split into two parts, sports clubs and residents.

An open consultation evening for sports clubs was held and a sports club survey was distributed to all local clubs.

A residents survey was randomly distributed to 1,500 residents and it was also available to complete online.

A Healthy Walk consultation was distributed to 1,200 individuals (residents and non-residents). It was also available to complete online.

**Stakeholder consultation**

A stakeholder working group was set up to explore ideas and opinions created from the public consultation. Stakeholders and partners were able to examine and group suggestions that form the main priorities in this strategy.

**Healthy Walks consultation**

A Healthy Walks consultation was also undertaken to review and improve how the Council delivers the programme.

**Secondary Research**

Desk research has been collected to ensure that this strategy is in line with the regional and national direction. The Active People Survey, collated by Sport England, will provide a baseline year-on-year measure to find marked improvements towards the priorities within this strategy.

**Active People Survey (Sport England)**

The Active People Survey is the largest ever telephone survey of sport and active recreation to be undertaken in Europe.

Active People Survey 3 (2008/2009) began on 15 October 2008 and was completed on 14 October 2009.


The survey provides the largest repetitive sample size ever established for a sport and recreation survey and allows levels of detailed analysis previously unavailable. It identifies how participation varies from place to place and between different groups in the population.

The questionnaire was designed to enable analysis of the findings by a broad range of demographic information, such as gender, social class, ethnicity, household structure, age and disability.

**Results**

Results for the public consultation, stakeholder consultation and desk research can be found in appendix C. The findings have formed the strategic direction for the strategy which is detailed in the next section.
5. Looking ahead
The overall aim of the strategy is to promote the benefits of leading a healthier lifestyle and increasing participation for individuals and communities within Elmbridge.

The following sections detail the direction that the Council will work strategically to achieve.

Through extensive consultation the vision and key aims for Elmbridge’s Sport and Physical Activity Strategy 2011 – 2014 are:

**Vision**

Working with partners to encourage and promote sport and physical activity opportunities open to all, to ensure residents, sports clubs and leisure providers reach their full potential in sport and physical activity.

**Aims**

- To **increase opportunities** in sport and physical activity to improve the health of residents.
- To **widen access** to facilities, activities and opportunities, pro actively targeting low participant groups.
- To **improve levels of performance** by supporting individuals, clubs and facilities to reach their full potential.
- To **promote the benefits** of achieving a healthy and active lifestyle.

The strategies six priorities:

1. Clubs, Coaches and Volunteers;
2. Facilities and Funding;
3. Inclusive Sport;
4. Physical Activity;
5. Schools and Colleges; and
6. The London 2012 Olympic and Paralympic Games

The Sports Development Team is here to:

**Work with sports clubs to:**

- help them become sustainable;
- share best practice;
- achieve club accreditation;
- develop coaches and volunteers;
- signpost available external funding;
- support applications and help write and apply for funding;
- give help and guidance.

**Work with partners:**

- on targeted initiatives;
- to avoid duplication of work;
- to share resources;
- to work together to achieve common goals;
- to ensure projects are delivered to the highest standards; and
- to target areas of low activity.

The Health Development Team is here to:

- deliver and co-ordinate a programme of free healthy walks and cycle rides;
- be a link between doctors and health professionals to promote activity and deliver the exercise referral gym sessions;
- work with partners to promote a healthy and active lifestyle for those with health problems;
- seek funding to target areas where childhood obesity is high and work on projects to lower obesity levels;
- advise on training and development for exercise specialists; and
- work with schools to raise awareness of healthy eating.
Clubs, Coaches and Volunteers
Clubs

Elmbridge has over 160 sports clubs ranging from football, rugby (league and union) and hockey to netball, martial arts and water based sport.

Elmbridge is proud to develop a high calibre of sporting talent from recreational players to Olympians.

Clubmark

Clubmark is the only national cross sports quality accreditation scheme for clubs with junior sections. It is built around a set of core criteria which ensure that accredited clubs operate to a set of consistent, accepted and adopted minimum operating standards.

Our commitment to sports clubs is to:

- help unaccredited clubs achieve Clubmark.
- help Clubmark clubs to develop school – club links to ‘grow’ and ‘sustain’ membership;
- continually improve links with national governing bodies to share best practice and enable local direction for sports clubs;
- assist in writing club development plans;
- provide guidance to sport clubs when employing and deploying a paid or voluntary coach; and
- support and advise on funding applications.

The Council will monitor success through the Sport England Active People Survey’s Key Performance indicator 6 – Satisfaction with local sports provision (all sports)

Coaches

The backbone of a high quality sports club are the coaches that nurture and develop talent. The recent changes undergone by Sports Coach UK shows a more athlete centred approach.

Our commitment to local sports coaches is to:

- work in partnership to deliver local Continual Professional Development (CPD) courses; and
- identify local gaps in qualifications in target sports and aid coaches to gain a suitable level to deliver the sport.

Volunteers

Volunteers are the foundation of any sustainable sports club and other organisations. They can range from qualified coaches to club secretaries, chairman or the child protection officer.

Our commitment to volunteers is to:

- give guidance on suitable local clubs or opportunities to start volunteering;
- work with partners to highlight and promote ongoing volunteer opportunities;
- To help sports clubs retain volunteers through best practice; and
- To recognise the value of volunteers.

The Council will monitor success through the Sport England Active People Survey Key Performance Indicator 2 – At least 1 hour of volunteering to support sport per week (all adults).
Facilities and Funding
Facilities

The need for high quality facilities is essential in order to accomplish high quality sport. Elmbridge is fortunate to have a range of top class facilities within the Borough.

Residents have a range of facility options available to increase participation, whether the facility is Council owned, a private leisure club or a sports club.

Council owned provision includes:

Elmbridge Leisure Complex and Xcel 3

The Elmbridge Xcel Leisure Complex boasts:

- a 25-metre, 8-lane, competition swimming pool;
- a 20-metre learner pool with spectator viewing;
- an 8 court sports hall (providing badminton, netball, basketball, volleyball, five-a-side football and cricket nets);
- three squash courts;
- two multi-purpose studios;
- health and fitness suite with 120 stations.
- a permanent children’s soft play play area crèche;
- a 4-rink indoor bowls hall;
- a cafeteria;
- a 13-metre climbing wall for all ages and abilities; and
- a full-sized, floodlit, third generation synthetic turf football pitch with dedicated changing facilities.

The Hurst Pool

The Hurst Pool boasts:

- a 25m x 13m main pool;
- a 13m teaching pool;
- changing facilities; and
- refreshments centre.

All facilities are on the ground floor, with accessible toilet, changing and showering facilities. Both pools can be accessed via hydraulic hoist on request.

Public halls

Managed on behalf of the Council by DC Leisure, the multi use public halls offer a local indoor alternative for classes of physical activity.

Commons and open spaces

The commons are used by many residents to increase physical activity. These are managed by our Parks and Open Spaces Team as well as our Countryside Rangers. The majority of our Healthy Walks routes use the commons and open spaces.

Our commitment to facilities is to:

- identify and target sport development initiatives where provision can be improved; and
- encourage resident to access the facilities around the Borough.

“High quality facilities”
Recreation Grounds in Elmbridge

Cobham
A Cobham, Anyards Road.

Esher
B Lower Green, Farm Road.
C West End, West End Lane.

Hinchley Wood
D Lynwood Road, Lynwood Road.

Hersham
E Coronation, Molesey Road.
F Hersham, Pratts Lane.

Long Ditton
G Long Ditton, Windmill Lane.

Molesey
H Graburn Way, Graburn Way.
J Grovelands, Walton Road.
K Molesey Hurst, Molesham Way.

Molesey Hurst
L West Molesey, Walton Road.

Thames Ditton
M Thames Ditton, Thames Ditton Way.

Walton on Thames
N Elm Grove, Highfield Road.
O Thames Mead, Felix Road.

Weybridge
P Brooklands Community Park
Q Churchfields, Churchfield Avenue.
R Cricket Way Open Space, Cricket Way.
S Grotto Road, Grenside Road.
T Oatlands, Oatlands Drive.
Funding

Sport England

Sport England has reduced bureaucracy by turning to a ‘single pot’ funding model. Instigating a shift in the core funding from county sport partnerships to national governing bodies has meant that funding can be adapted and distributed to the national governing bodies ‘whole sport plans’.

Sports clubs are also able to access the small grant fund, funding of up to £10,000 to support their development work and equipment.

Sports grants

The Elmbridge Sports Council annually administers grant aid funding to a variety of clubs and individuals. Affiliations to the Sports Council and a club with Clubmark accreditation will provide a stronger application.

“Single pot funding”

Other funding

While the Sports Development Team cannot directly fund sports clubs projects, we are able to give guidance and advice on submitting strong applications.

Club accreditation or a club working towards accreditation increases funding application success.

The Sports Development Team will also endeavour to highlight different funding streams that become available over the lifetime of this strategy.

Our commitment to **funding** is to:

- provide clubs and individuals with information on funding that is currently available; and

- enable clubs to write a strong application by suggesting and adding value to external grants.
Open to all

Sport has the capacity to fundamentally tackle a broad range of social issues. By changing sports club values and awareness of barriers, inclusive sport can be at the forefront of a more inclusive Elmbridge.

The use of sport as a catalyst can engage the hard to reach groups and tackle social inclusion, minority groups and disabled people.

Social inclusion

Sport has for many years boasted the ability to engage deprived communities and promote positive futures. It also has the ability to change behaviours, prevent anti-social behaviour and reduce crime. By working in partnership, we can avoid duplication of resources and engage with areas of relative deprivation in Elmbridge.

Disabled sport

Everyone has the right to take part in sport or physical activity. There are an increasing number of adapted sports available for people with disabilities and/or additional needs, the benefits of which are guaranteed to be more than just physical exercise improvement.

With a wide spectrum of disabilities, tailor-made projects are essential in meeting the needs of individuals. Enhanced opportunities through ‘playground to podium’, a national project run on a county level through school sport, ensure young people with disabilities can access competitive opportunities.

Partnership working with local special schools are an important continuation of the current development work to improve opportunities for disabled individuals.

Female Participation

Understanding why females participate less than their male counterparts in sport or physical activity is key to addressing inequality.

Studies have formulated the need to tackle various social barriers and perceptions that hinder female participation levels. It is important to acknowledge that ‘one shoe doesn’t fit all’ and therefore we must connect and sell sport and physical activity to females with a more customised approach.

Our commitment to inclusive sport is to:

- work with partners to provide opportunities for young people with special and/or additional needs;
- work with partners to tackle low participation rates within communities of deprivation; and
- identify new ways of encouraging female participation in sport and physical activity.

“Sport can fundamentally tackle a broad range of social issues”
Physical Activity
Physical Activity

Good health is essential to the lives of everyone, and the Council would like to improve health and prevent people dying from preventable illnesses. There has long been a link between exercise and reducing the fatality rate to coronary heart disease, stroke and mental health.

Residents can improve their health through physical activity, improving their diet as well as the quality and type of food they eat, reducing alcohol consumption and not smoking. Many residents would benefit from health education to help them make informed and improved decisions.

Health inequality can be due to community factors such as low wages and unemployment.

Healthy walks

The successful Healthy Walk and Cycle Ride scheme is a full programme of walks and cycle rides taking place around the Borough most days of the year. It is led by trained volunteers and is a free service to all, co-ordinated by the Council. There are a range of routes, for all types of walkers.

Exercise referral

Exercise referral continues to be a high priority project with both health specialists and patients. The scheme aims to target at risk groups and prescribe exercise instead of medicine.

Through continual professional development courses, the Council trains specialist staff in cardiac rehabilitation, chronic pulmonary disease and back care.

Specialised exercise classes run alongside the exercise referral gym programme.

Smoothie bike

The Smoothie Bike allows children and their families to learn about health whilst using their imagination, having fun and being active. The Smoothie Bike is used in school assemblies and at food tasting sessions at open days throughout the year.

Our commitment to physical activity is to:

- encourage residents to take part in the diverse range of Healthy Walks and Cycle Rides;
- encourage patients who have been referred for exercise to attend classes utilising the knowledge and skill of exercise specialists leading the classes.
- increase to health of residents through education about healthy lifestyles;
- ensure those residents that have been referred for exercise are encouraged onto the programme.

“Good health is essential to the lives of everyone”
Schools and Colleges
Elmbridge has 36 Surrey County Council maintained schools, 2 colleges and 15 independent schools.

The Sports Development Team will work in partnership to link suitable clubs to schools. This function aims to bridge the gap between school sport and community or club sport ensuring opportunity to progress from school sport to high quality club sport.

Schools Olympics

As part of the London 2012 Games legacy plans, the Schools Olympics have been created. Working with partners the Council will support opportunities for young people of Elmbridge and high quality sports clubs to be involved.

Surrey Youth Games

The Surrey Youth Games provides young people with the opportunity to take part in a new sport, in a joined up approach the Council will work with partners to ensure that both the Schools Olympics and the Surrey Youth Games are delivered to the target audience and that opportunities for every level are available.

Our commitment to schools and colleges is to:

- work in partnership with schools and colleges to increase the number of young people taking part in more sport.
- facilitate and bridge the gap between school / college and community sport, ensuring easy transition between both.
- work with local sports clubs to achieve Clubmark and recommend accredited sports clubs to local schools and colleges to work with.
- work with all local schools to promote and deliver Team Elmbridge’s entry into the Surrey Youth Games.
The 2012 London Olympic and Paralympic Games are the focal point for developing a world-class community sports system.

Elmbridge has three venues included in the official 2012 training venue guide, they are:

• American Community School, Cobham;
• Elmbridge Xcel Leisure Complex, Walton on Thames; and
• Surbiton Hockey Club, Hinchley Wood.

**The Olympic vision for Elmbridge**

Working in partnership to maximise the opportunities provided by the Olympic and Paralympic Games to:

• increase participation in sport and healthy living;
• increase local volunteering before, during and after the Games;
• raise participation in local cultural activities as part of the cultural Olympiad;
• develop the visitor count and local economy though Visit Surrey;
• strengthen a sense of belonging and community cohesion through events especially reaching out to young people; and
• enhance the reputation of Elmbridge.

**Cultural Olympiad**

The Olympic and Paralympic Games are more than just a mega sporting event; they deliver on many other platforms such as tourism, social inclusion, heritage, community engagement and culture.

The Surrey Strategic Partnership aims to exploit the inspiration of the 2012 Games by encouraging employers to adopt a healthy lifestyle and participate in sport and cultural activities. This level of awareness is achieved by encouraging employers to drive a healthy workplace initiative.

**Places, People, Play**

With national investment to inspire the local community, the Council will harness the effect of the London 2012 Games by ensuring opportunities for volunteers, sports clubs and participants to get involved in a variety of ways.

The Council will work with local sports clubs to deliver the Olympic and Paralympic values and make information available to create local excitement and involvement within the games.

**Open weekend**

The ‘Open Weekend’ is a national initiative that encourages local residents to get involved with the 2012 London Games by opening up Elmbridge. Sports clubs, coaches, volunteers work in partnership with the Sports Development Team to deliver a range of sporting activities for all to try

Our commitment to the **London 2012 Olympic and Paralympic Games** is to:

• assist in the delivery of the London 2012 Olympic Elmbridge working group action plan;
• promote facilities, venues and activities to residents as part of the Olympic themed events such as the annual ‘Open Weekend’; and
• investigate how Places, People, Play will effect local sports clubs and disseminate further information.
Appendix A - Active Elmbridge CSPAN

To facilitate wider involvement in the delivery of the strategy, a steering group called the Community Sports Physical Activity Network (CSPAN), will be set up to monitor and evaluate the success of the first year’s action plan, to assist with the development of future years action plans and to work together to attract funding to assist with the delivery of initiatives.

Active Elmbridge CSPAN is a working group that consists of many partners that will produce an annual action plan which covers the six priorities within this strategy.

Partners include:

• Active Surrey - County Sport Partnership;
• Community Safety Partnership;
• Contract Leisure Provider;
• Elmbridge Sports Council;
• Special Olympics (Surrey);
• Sports Clubs and Coaches; and
• Surrey Youth Service.

Mission statement

To make Elmbridge a more physically active Borough.

Purpose

• To formulate an annual action plan for the Sport and Health Development Teams as part of the Sport and Physical Activity Strategy 2011 – 2014.

• To share knowledge, experience, common aims and resources.

• To promote physical activity across all groups of Elmbridge.

• To encourage partners to work together by sharing and combining resources.

• To work together when major projects are taking place.

Action Plan

The action plan will consist of six sections following the SMART principles (specific, measurable, achievable, realistic, timely).

Active Elmbridge will meet to:

• create and agree the six action plans following the key priorities and commitments of this strategy;

• review the action plan after six months to check progress;

• hold a 12 month review workshop before forward planning for the next year; and

• present the action plan results at an open Sports Club Forum and at the Sports Council Annual General Meeting.

The annual action plan will be available to download at www.elmbridge.gov.uk/sport
Appendix ‘B’ - Market Segmentation Tool

Sport England has developed a segmentation model, made up of nineteen ‘sporting’ segments which will help us to understand the attitudes, motivations and perceived barriers to sports participation. The segmentation model enables us to develop tailored interventions, communicate more effectively with our target market and to better understand participation in the context of lifestage and lifecycles.

The most dominant group in Elmbridge is Tim ‘settling down males’ (17.4%), followed by Chloe ‘fitness class friends’ (15.9%) and finally Ben ‘competitive male urbanites’.

The least dominant groups in Elmbridge are Terry ‘local old boys’ and Paula ‘stretched single mum’ (0.6%) followed by Brenda ‘older working mum’ (0.8%).

Profiles of each segment can be found at www.sportengland.org
Appendix ‘C’ - Consultation Results

Results

Public consultation

Open consultation evening findings

Sports clubs felt the Council needed to continue improving two-way communication and develop a good balance between delivering projects, working strategically and building capacity at local clubs.

They also felt that duplication on similar projects could be improved through partnership working. Sports clubs also asked for greater clarity between roles of the various organisations and partners.

Continuing to develop coaches was a high priority for sports clubs in order to achieve Clubmark accreditation. Clubs also felt the need to continue sharing information and best practice on issues such as child protection.

High priority was given from sports clubs to be kept up to date about new funding sources and they wanted help in writing applications.

Sports club survey findings

22.6% of the respondents did not know what Clubmark accreditation was, while 29% did not feel it was beneficial. 16.1% wanted help to achieve accreditation or wanted to know more information.

35.7% of clubs were currently represented on the Elmbridge Sports Council with 25% wanting to know more information.

In terms of good practice and vetting checks, 67.9% of clubs said they run Criminal Record Bureau (CRB) checks on all volunteers and coaches. 17.8% said they sometimes or never check. 64.3% of clubs said they were aware of the Independent Safeguarding Authority vetting and barring scheme and were waiting for more information.

47.2% of clubs felt they fell into the ‘sustain’ Sport England category, with 36.1% looking to ‘grow’ and 13.9% felt they were providing high class provision to ‘excel’ participants.

The main challenges that clubs face are funding (33%), poor facilities (13%) and not enough qualified coaches (13%).

 Resident survey findings

57.1% of respondents said they did at least 5 x 30 minutes of moderate intensity physical activity per week, with 36.7% falling below the recommended levels. 77% felt that sport or physical activity was important to them and it was part of their weekly routine.

Many common barriers to participation were cost, lack of time and ease of access, as well as age restricting activity. 65% said that the ease of access was good or very good and 59% said facilities were in a good location. 70% felt that opening times were good or very good and 73% said the quality of venue was also very good.

25% of respondents felt the cost of facilities was poor, although 33% said it was good or very good. 42% said that the cost was acceptable.

43.8% said they were members of a sports club or facility. With 17.5% of respondents currently volunteering but 73.1% said they did not because of time. 20% of volunteers classed themselves as coaches.

52% of residents agreed or strongly agreed that local sports clubs provided high quality sport, with 3% disagreeing with the statement.

30.2% of residents said they were aware of Healthy Walks. Exercise referral (11.7%), Cardiac circuits (4.5%) and MEND (Mind Exercise Nutrition Do IT) (7.6%) being less well known.
69.4% of respondents said that they spend 1-2 hours in front of the television everyday, with 27.5% stating they watch 3-4 hours a day. 84.7% of respondents said their dependants spent at least 1-2 hours in front of the television.

60.5% of respondents said they involved their children in cooking and meal choices. 42.9% achieved the recommended five portions of fruit or vegetables a day with 27.2% just under with four portions. 60.8% of respondents felt they lead a healthy lifestyle.

**Healthy Walk Consultation**

96% of walkers thought the walks were either good or very good and 66% thought the cycle rides were good or very good.

6% took part 2-3 times per week, 10% once per week and 29% take part either fortnightly or monthly.

The most common reasons for not walking were the lack of time, ill health and lack of access to a car. 63% of walkers travel by car.

41% of people like to walk within Elmbridge and 56% like a variety in and outside Elmbridge. 45% of people were happy to drive 15 minutes and 31% up to 30 minutes to take part in a walk. 78% say that we have the balance about right between walks in and outside Elmbridge.

Most people prefer 90 minute to two hour walks of a moderate to brisk pace with moderate slopes. Cyclists prefer to cycle for two hours.

Only 1% of walkers are interested in becoming walk leaders. 60% of participants felt their health improved and 39% stayed the same.

Most people found out about the programme through word of mouth (40%), 27% via a leaflet and 13% through the newspaper. 4% learned about the walks via their GP surgery.

"69.4% spend 1-2 hours in front of a TV"
Active People Survey (Sport England)

The following statistics were compiled from the Active People Survey diagnostic tool. The graphical gauge (images 1 – 6) area representation of the Active People Survey 2 and 3. The gauge measures Elmbridge against the National Average.

There are six key performance indicators (KPI’s) that the survey measures.

KPI 1 - At least 3 x 30 minutes, moderate intensity participation (sport and recreational walking and cycling) per week (all adults).

The results show residents in Elmbridge have increased participation in 3 x 30 minutes of sport from 26.2% (APS 1) to 28.5% (APS 2) to 29.1% (APS 3).

Elmbridge figures are above the county (24.9%) and the national average (21.6%) (APS 3).

KPI 2 - At least 1 hour of volunteering to support sport per week (all adults)

The results show residents in Elmbridge have slightly increased their volunteering to support sport from 5.5% (APS 1) to 4.4% (APS 2) to 5.6% (APS 3).

Elmbridge is relative to the county Average (5.6%) and above the national Average (4.7%) (APS3)

KPI 3 - Member of a sports club (all adults)

The results show that there has been a significant decrease from 37.4% (APS 1) to 37.3% (APS 2) to 32.6% (APS 3).

The local figure is still above the county average of 30.3% (APS 3) and the national average of 24.1 % (APS 3).

KPI 4 - Received sports tuition or coaching (all adults)

Local results show a significant decrease in Elmbridge from 27.8% (APS 1) (APS 2) to 21.5% (APS 3).

The results show Elmbridge has fallen below the county average of 22.3% (APS 3) but not the national average of 17.5% (APS 3).
KPI 5 - Taken part in competitive sport (all adults)

The local results show a significant decrease in adults who take part in competitive sport from 21.3% (APS 1) to 18% (APS 2) to 14.5% (APS 3). This means that Elmbridge has fallen below the Surrey average of 17.4% (APS 3) but not the National average 14.4%.

“Increased participation in 3 x 30 mins of sport”

KPI 6 - Satisfaction in local sports provision (all adults)

The results show Elmbridge has significantly increased satisfaction levels in local sports provision from 63.8% (APS 1) to 71.9% (APS 2) to 74.6% (APS 3).

The county and national averages have also significantly increased to 72.5% (county, ASP 3) and 68.4% (national, APS 3).

“Increased volunteering”
Active Elmbridge CSPAN – a partnership of a variety of key agencies that form a common goal of getting Elmbridge residents more active by developing a yearly action plan for the Sport and Health Development Teams.

Active Surrey – County Sports Partnership – One of 49 CSPs tasked with being the county body or representative the enables partnerships and gives direction from Sport England. Elmbridge Sports Development Team takes direction and guidance from Active Surrey.

Competition Managers – they are tasked with organising a competition structure for school sport partnerships.

Elmbridge Sports Council – the Sports Council distributes grants, hosts the Elmbridge Sports awards and can help support planning applications.

Further Education Sport Co-ordinator (FESCO) (Discountinued as of August 2011) – based at Brooklands and Esher Colleges they find ways to enable college students to access three hours of sport per week.

Health Development Officer (HDO) delivers the healthy walks programme, exercise referral and administers the hiring of the smoothie bike as well as advising residents on how to eat well and lead a more active and healthy lifestyle.

Healthy Walk Leader – a volunteer who is trained to lead a healthy walk or cycle ride on behalf of the Health Development Team.

National Governing Body (NGB’s) A sport governing body is a sports organization that has a regulatory or sanctioning function. They lead on the development and direction of their sport at a national level. Many have County Development Officers.

Partnership Development Manager (PDM) (Discountinued as of August 2011) - tasked with achieving the ‘Five Hour Offer’ for the young people in their School Sport Partnership. Working with the local Sports Development Officer, and local accredited clubs.

Primary Care Trust (PCT) - An NHS primary care trust (PCT) is a type of NHS trust, part of the National Health Service in England, that provides some primary and community services or commission them from other providers, and are involved in commissioning secondary care.

Primary Link Teachers (PLTs) (Discountinued as of August 2011) – there is one based in every primary school, sometimes called Sport Co-ordinators.

School Sport Co-ordinator (SSCo) (Discountinued as of August 2011) – usually a PE teacher in a secondary school, they lead their ‘family’ or group of primary schools, organising or taking part in School Sport Partnership events.

School Sport Partnerships (SSPs) (Discountinued as of August 2011) – Elmbridge is split between two school sport partnerships, North Surrey SSP (Esher High and Hinchley Wood) and Bishop Wand SSP (Rydens and Heathside) and the associated families that are attached to the secondary schools. A SSP is usually a group of secondary schools and their ‘families’ of primary schools that form the competition framework for that partnership.

Sport England - Sport England is the brand name for the English Sports Council and is a non-departmental public body under the Department for Culture, Media and Sport. Its role is to build the foundations of a community sport system by working with national governing bodies of sport, and other funded partners, to grow the number of people doing sport; sustain participation levels; and help more talented people from all backgrounds excel by identifying them early, nurturing them, and helping them move up to the elite level.

Sports Development Officer (SDO) - identifies lack of sports provision, engages inactive young people, increases satisfaction in sport and works with clubs to gain Clubmark and coaches to become qualified.
Active Travel Strategy. Department of Health and Department of Transport. (February 2010)

A Passion for Excellence – An improvement Strategy for Culture and Sport. Department of Culture, Media and Sport (March 2008)

Be active, be healthy. Framework for delivery of Physical Activity. Department of Health (February 2009).

Before, during and after: making the most of the London 2012 Games. Department of Culture, Media and Sport. (June 2008).

Change4Life. Department of Health (April 2009)

Change4Life. One year on. Department of Health. (February 2010)


Foresight report – Tackling Obesity –Future choices project. Foresight (October 2007)


Healthy Weight, Healthy Lives. Department of Health (January 2008)

Let’s get moving. Department of Health (September 2009)

Places, People, Play. Department of Culture, Media and Sport. (November 2010).

Playing to win: A new era for sport. Department of Culture, Media and Sport (June 2008).


Strategy Summary and Annual Action plans available to download from:

www.elmbridge.gov.uk/sport
Useful contacts

Active Surrey County Sports Partnership
www.activesurrey.com
01483 518951

Department of Culture, Media and Sport
www.dcms.gov.uk

Department of Health
www.dh.gov.uk

London 2012 Olympic and Paralympic Games
www.london2012.com

Natural England (Healthy Walks and Cycle Rides)
www.wfh.naturalengland.org.uk

National Health Service
www.nhs.uk

Sport England
www.sportengland.org

UK Sport
www.uksport.gov.uk

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