

# Peterborough

## Active Lifestyles & Sport Strategy

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Nene Park



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# Peterborough: More people, More active, More often.

## Together, as a City we wish to send out a message in Peterborough that puts activity at the heart of everything we do.

Being more active is good for us all, whatever our age. Whether it's charging around the playground at school, cycling around Peterborough instead of using the car, playing sport or even talking a walk through our parks, it all helps us feel better about ourselves as well as helping us to feel healthier and happier.

Being active takes on different forms. Some people will go to our leisure centres for a swim or a gym work out and may move into more regular or demanding activity. Others will find outlets for their energies in competitive sports such as football, cricket or rugby at one of our many clubs or facilities. These are important places as they give us that social network and that motivational boost we sometimes need to keep playing. They also help to foster and develop local talent, build aspirations

and provide great role models for us all. For other people being more active can be quite simple and less organised. Walking the dog, dancing, cycling to work, or taking the stairs rather than using a lift - all these things help us become more active and happier people and will help us live longer together in healthier neighborhoods.

Our message is really quite simple. Being more active is fun, it can be easy to do, and it's social and will improve your health and wellbeing greatly. Let's be honest, we all know that exercise can make us healthier but did you realise that you can reduce the risk of life threatening diseases such as cancer, diabetes and stress by building more activity into our everyday lives?

This new strategy is about finding new ways to get more people up and taking part at all levels across the City. We want to see as many people as possible participating in quality activities and experiencing healthier lifestyles in Peterborough. This strategy is about targeted developments and interventions. It is both about making the very best use of the wealth of existing resources and partly about ensuring there is a long-term return on all of existing investments in sport.

The Active Lifestyles Strategy recognises the significance of the sports and leisure sectors in making Peterborough an active City, and advocates continued support and investment. It also addresses concerns facing the sector and considers how to maximise opportunities

for the active lives in Peterborough to flourish.

The strategy identifies priorities for the City Council and our sports partners that will help provide the leadership and coordination our strategy requires.

**Finally I would like to commend all our sports and health partners that strive to make a real difference in the City. I am proud of the work that we lead as a council and the work produced through our partners.**

*Councillor Allen*



# The need for a strategy

**Peterborough City Council and its partners has identified the need to refresh the current sports strategy which expired in 2014, now is the optimum time to have a fresh look at the city's needs and to develop a strategy that will assist in guiding the future provision of health and sport and facilities in the city. The need for a clear framework for future investment is particularly critical given the projected population growth within Peterborough and the surrounding area.**

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The development of this strategy has provided the opportunity to assess the condition of existing provision, establish whether it is appropriate to meet local needs and demand and ensure that potential provision helps address any current quantitative or qualitative deficiencies. In addition there is a need to facilitate increased participation and improve the health and wellbeing of the residents of Peterborough.

Peterborough City Council and its partners aim to promote the highest standard of sporting conduct and explore its wider social applications. Working together with key partners such as national governing bodies for sport Peterborough City Council takes a

leading role in promoting equality and diversity in sport to ensure there are no barriers to participation and involvement in the running of sport for any social group.

Equality and Diversity is about recognising and removing the barriers faced by people involved, or wanting to be involved in physical activity and sport. It is about changing the culture of sport to one that values diversity and enables the full involvement of disadvantaged groups in every aspect of sport.

Peterborough City Council embraces the spirit of all equalities legislation and is committed to eradicating any form of unfair discrimination. We will not tolerate discrimination either directly or indirectly, on the grounds of race, disability, class or social background, religious belief, sexual orientation, ethnic or national origins, gender, marital status, pregnancy, parental status, age, colour or political persuasion.

## The Vision for this strategy aims to get: **More people, More active, More often**

### **More People**

By inspiring more people to participate in regular physical activity and sport - PCC to act as a supporting role with partners engaging and delivering the results within the communities.

### **More Active**

By helping people to understand and enjoy the health benefits that can be achieved from increased and sustained activity - adapting to

meet the physical activity needs of the city and making sure they are accessible for all users.

### **More Often**

By encouraging people to set their own personal participation goals, irrespective of ability, and helping them succeed in leading more active and healthy lifestyles. Promotion, marketing and constant communication is key to delivering the messages across the city to meet our action plans, vision, mission and legacy.



# Peterborough City Council will take positive action to:

- Eliminate individual and institutional discrimination
- Comply with statutory/legislative obligations and wherever possible best practice
- Meet the needs of our employees and partner organisations
- Make equality and equal treatment a core issue in the development, delivery and refinement of our policies, initiatives and services and in the way we manage our employees



## Context and background

The Active Lifestyles Strategy is one of a set of subject specific strategies which support the themes and objectives of Peterborough's culture and leisure vision, with each setting out how this vision will be delivered. The other associated subject specific strategies are: Culture, Green Spaces, Sustainable Community and Health and Wellbeing, all with the common thread of improves residents lifestyles.

The strategy will demonstrate the important role of sport in the social, economic, and cultural life of the city and the positive impact on personal and community wellbeing, identity and sense of belonging, recognising that Peterborough is a multicultural city with diverse needs.

The strategy meets the challenges and delivers against the objectives for the sector as set out by the Department of Culture, Media and Sport (DCMS) and has been produced in conjunction with Sport England.

## Who will we work with and how?

The outcomes within Peterborough's vision for Active Lifestyles cannot be delivered in isolation. Peterborough City Council's role will be one of leadership, working with a range

of partners to develop a Strategy for the City rather than for the Council.

But with a single point of contact within the Council to coordinate matters, ensuring that all Departments within Peterborough City Council are aware of their respective roles and responsibilities in relation to sport and active lifestyles and that they are working together to achieve the outcomes, and working with partner organisations leading to improved coordination, clarity on what is expected, maximizing of impact on service delivery and reduced duplication of effort.

Effective coordination and communication will be required to succeed in delivering the activities that will lead to achieving positive outcomes with developments which reflect the needs of local communities.

## Key partners will include:

- **Sport England** – setting the national strategic context for sport and guiding investment to support achievement of the Government Strategy outcomes

- **National Governing Bodies of Sport** – delivery of their programmes and support for their clubs in Peterborough which support the objectives of this Strategy

- **Living Sport Cambridgeshire & Peterborough Sports Partnership** – providing leadership, and coordination and support to all those involved in delivering sport and physical activity
  - **Health (including the Clinical Commissioning Group and Public Health)** – strategic leadership, providing evidence which supports allocation of resources and commissioning programmes that promote active lifestyles
  - **Vivacity Culture and Leisure Trust** – successful operation of Peterborough's sports facilities and their sport and active lifestyles development services
  - **Nene Park Trust** – providing facilities and opportunities for people getting active outdoors
  - **Voluntary & Community Sector Groups** – key partners for engaging with communities across Peterborough
  - **Education (including Schools, Further and Higher Education)** – promoting sport and active lifestyles and providing facilities for community participation
  - **Friends of Parks and Green Spaces** – supporting the maintenance of these spaces and the development of activities which engage local residents
  - **Local Sports clubs (including Peterborough United Football Club)** – providing local accessible opportunities for people to participate
- The wider business community**  
– promoting active lifestyles to employees



### Effective coordination and communication will be required to succeed in delivering the activities that will lead to achieving positive outcomes. A number of priorities in relation to coordination supports this as follows:

- Offers and developments which reflect the needs of communities.
- Achieve greater clarity of the roles and expectations between departments and among partners, leading to improved coordination.
- Work across departments and organisations to commission in a more coordinated and joined-up way, which will maximise the impact of service delivery and reduce duplication of effort.
- Through the emerging Public Health structures and the Health and Wellbeing strategy, develop the links between health and wellbeing, and sport and active recreation, opening opportunities for

commissioning through partners and voluntary sector organisations.

In November 2017 an engagement workshop was delivered by PCC in partnership with Living Sport to engage with many community groups to understand their needs and their outlook on the current state of play with physical activity and sports and the greatest need moving forward.

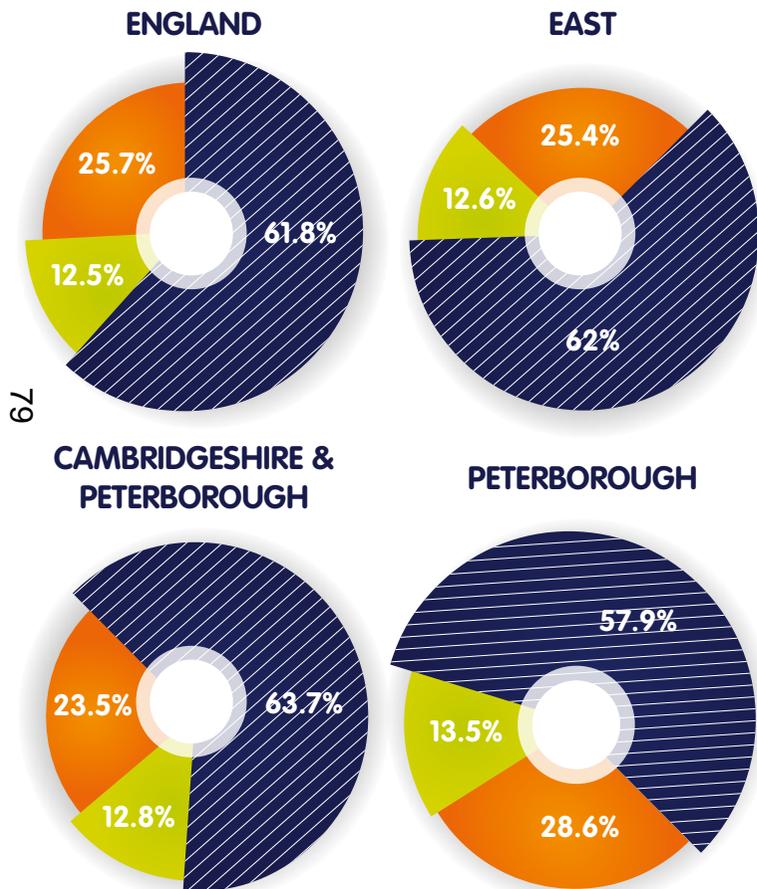
The feedback was invaluable and the 3 key points raised were lack of communication across the city in many activities especially in parks and open spaces, engaging and listening to children within education and marketing and promoting what is happening and when.

A survey has been designed using survey monkey and will be completed by students and other under 19's by working in partnership with Jack Hunt School and cluster, the Music Hub and other Culture groups along with youth workers when on outreach work. These results will be reported back before the summer of 2018 and added to the action plans as we move the strategy forward.



# Activity levels

Participation levels have been measured by Sport England through the Active People Survey from 2006, which changed to the Active Lives Survey in 2016. The most recent published figures (March 2018) highlighted the following:



**ACTIVE\*** % of people doing at least 150 mins of physical activity per week

**INACTIVE\*** % of people doing less than 30 mins of physical activity per week

**FAIRLY ACTIVE**

\*Duration of activity: bouts of **10 minutes** of moderate intensity (vigorous activity counts for double the minutes) based on the Chief Medical Officers recommendations

The **28.6%** inactive percentage for Peterborough equates to **43 700** people.

## Furthermore the figures for particular groups:

More women are inactive than men but with an improving trend (the gap is getting less)

People from lower social grades are significantly more inactive than those from higher NS Sec **1-4 25%** inactive; NS Sec **5-8 43%** inactive, and the trend is worsening (the gap is getting larger)

And for those with a Life Limiting Illness or Disability where the inactive numbers for those who do not have any life limiting illness or disability is at **24%** but those with is at **40%** and the trend is worsening (the gap is getting larger).

Older peoples participation rates are significantly lower than younger with **38.4%** 55-74 year olds inactive compared with **24.9%** 25-54 year olds (England **29.4%** : **21.3%**, and Cambridgeshire & Peterborough **29.7%** : **19.7%**)

Unfortunately figures are not available to compare Peterborough levels of inactivity or participation between White and Black, Asian and minority ethnic groups but the general

population differences between Cambridgeshire which are **81.36%** : **18.64%** white : BME and Peterborough **70.92%** : **29.08%**

**Access to facilities for sport and activity was a key issue highlighted through the Strategy consultation, with the study of built facilities and playing pitches highlighting that:**

- More than three quarters of the City's population resides within 20 minutes' walk of an indoor sports hall with **41.4%** of the population which reside in areas of higher deprivation living within a one mile walking catchment of one.
- Less than one third of the population resides within one mile of an accessible swimming pool but of the people resident in the City's deprived communities, **42.8%** live within one mile of a community accessible pool.
- Drive time assessments indicate that the whole Peterborough population lives within a 20 minute drive of a community use health and fitness facility with a minimum of 20 stations.



# Strategic context

**The provision of high quality and accessible community sports facilities and opportunities at a local level is a key requirement for achieving the targets set out by the Government and Sport England. It is vital that this strategy is cognisant of and works towards these targets in the national Strategies in addition to local priorities and plans.**

## 08 Government: Sporting Future: A New Strategy for an Active Nation

The Government published its strategy for sport in December 2015. This confirms the recognition and understanding that sport makes a positive difference and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development.

### It identified the following outputs:

- More people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport
- A more productive, sustainable and responsible sport sector
- Maximising international and domestic sporting success and the impact of major events

### It further identifies that provision should

- Meet the needs of the customer and enable them to engage in sport and physical activity
- Strengthen the sport sector and make it more effective and resilient
- Meet the needs of the elite and professional system and deliver successful major sporting events

### Sport England: Towards an Active Nation (2016-2021)

Sport England released its new five year strategy 'Towards an Active Nation' in May 2016 which sets out the following vision:

'We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers'.



**The aim is to target the 28% of people who do less than 30 minutes of exercise each week and will focus on the least active groups; typically women, the disabled and people from lower socio-economic backgrounds.**

Emphasis will be on working with a larger range of partners and the Strategy will help deliver against the five health, social and economic outcomes set out in the Government's Sporting Future strategy.

- Physical Wellbeing
- Mental Wellbeing
- Individual Development
- Social & Community Development
- Economic Development

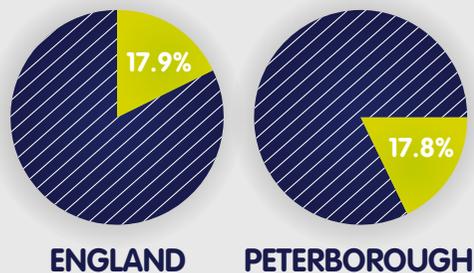
Peterborough is one of the fastest growing cities in England. It is a city with an ambitious growth strategy that is estimated to see the population increase by up to **35%** by 2031.

It is a city with a varied and robust economy and a diverse and multicultural population. It is a city that enjoys excellent transport connections, significant housing stock growth, an outstanding house-price-to-earnings ratio and one of the highest ratios of green space per person in the UK that supports the city aim to become the UK environment capital with award winning parks and open spaces - important resources as we strive to get people more active.

It is also a city with challenges. Peterborough is one of the most deprived areas in the East of England, with the highest Index of Multiple Deprivation (IMD) score in the area for 2015. The level of observed deprivation in Peterborough, at **27.7%** is not only higher than that of England (**21.8%**) but substantially higher than that of neighboring areas such as Cambridgeshire (**13.4%**) and Suffolk (**18.3%**).

### Public Health Outcomes Framework 2015-16

Percentage of people using outdoor space for exercise / health reasons

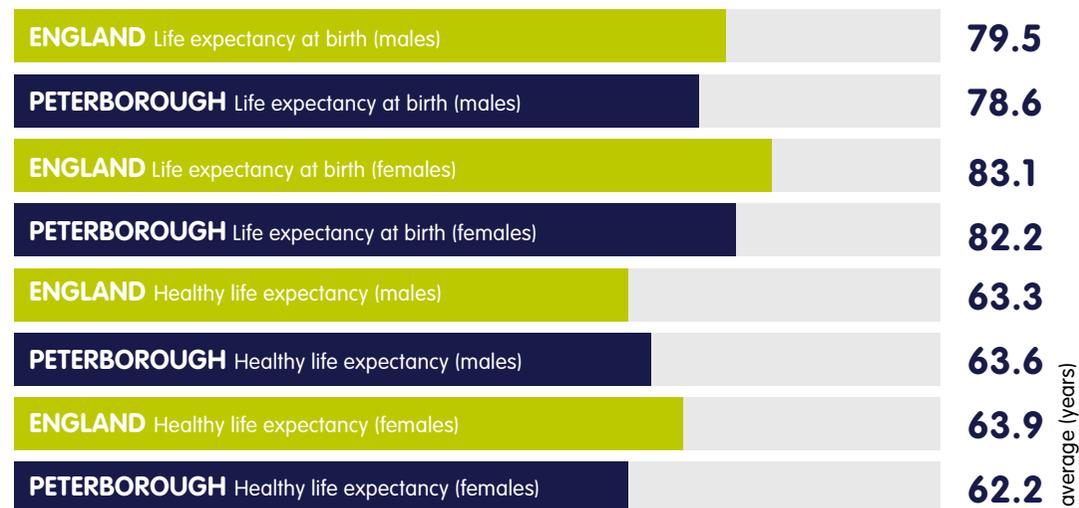


## Peterborough has some of the poorest healthcare outcomes in the East of England.

Life expectancy at birth, while similar to the England average for both males and females, is lower than the East of England average, while health inequalities across the city are evident in the fact that life expectancy can vary by up to 10 years between the most deprived and least deprived areas of the city.

As the tables below demonstrate Peterborough is either statistically similar or worse than the England average across a range of health measures, and is not considered to be better than the England average in any of the health measures listed.

### Public Health Outcomes Framework 2014-16



**Excess weight data** Public Health Outcomes Framework

<b>ENGLAND</b>	Child excess weight (4 to 5 year olds) 2016-17	<b>22.6</b>
<b>PETERBOROUGH</b>	Child excess weight (4 to 5 year olds) 2016-17	<b>23.2</b>
<b>ENGLAND</b>	Child excess weight (10 to 11 year olds) 2016-17	<b>34.2</b>
<b>PETERBOROUGH</b>	Child excess weight (10 to 11 year olds) 2016-17	<b>36.8</b>
<b>ENGLAND</b>	Percentage of adults as overweight or obese 2015-16	<b>61.3</b>
<b>PETERBOROUGH</b>	Percentage of adults as overweight or obese 2015-16	<b>62.9</b>

average (%)



**Peterborough has a very diverse population and we need to make sure that everyone is included.**

**Physical activity data**  
Public Health Outcomes Framework 2016-17

<b>66</b>	<b>ENGLAND</b> Percentage of physically active adults
<b>61.1</b>	<b>PETERBOROUGH</b> Percentage of physically active adults
<b>22.2</b>	<b>ENGLAND</b> Percentage of physically inactive adults
<b>26</b>	<b>PETERBOROUGH</b> Percentage of physically inactive adults

average (%)

The identified levels of deprivation, the disparity in life expectancy and the associated health inequalities in Peterborough highlight the need for local action through a range of aligned approaches. The responsibility for aligning action rests with the Peterborough Health and Wellbeing Board, a statutory partnership across Peterborough City Council, local NHS commissioners and Peterborough HealthWatch. Therefore the focused plans outlined within this strategy document to improve physical activity levels among the local population will be embedded within the work of the Health and Wellbeing Board.

Sport and physical activity are unique in the way they bring people together from all walks of life and from every aspect of society. Peterborough has a very diverse population and we need to make sure that everyone is

included. Peterborough needs to develop a culture that enables and values the full involvement of all, free from discrimination, creating an environment in which all have equal opportunities to take part. From responding to diverse needs, capabilities and preference, to overcoming potential barriers for those individuals and groups who are currently underrepresented.

Sport and physical activity facilities need to be welcoming for all as many residents are taking steps towards becoming more physically active. The council need to ensure that people working in sport, including partners such as Vivacity, governing bodies and sports clubs are all aware of and can communicate the health benefits of sport and physical activity, they also need to understand the range of needs for different groups.



It is essential for us to work together in a coordinated way to make a positive impact on the quality of life for individuals as well as improving the health and well-being of the whole community.

Peterborough's Health and Wellbeing Board working in partnership with Clinical Commissioning Groups are reviewing how physical activity solutions to health problems can be used effectively in the City. This means that it will be increasingly important to work with health sector to break down barriers and improve understanding between sport, physical activity and health professionals.

The Council recognises the importance of developing this strategy to tackle the issue of low participation and health challenges together. So far the Council has:

- Undertaken consultation with the community to understand what is needed to help them become more active and more healthy
- Established the priority areas where we can use influence and allocate resources to encourage people to become more active and more healthy
- Brought together partner priorities and targets based upon the needs of Peterborough's residents
- The formation of a Health & Wellbeing Board with a Health & Wellbeing Strategy

### **What have we done so far**

Peterborough has a strong sporting tradition and a range of sport and recreational facilities. Alongside programmes run through the Council and its partners, a

## **The Chief Medical Officer has set out clear guidelines<sup>1</sup> about how much physical activity is required. Adults should be doing 150 minutes of moderate physical activity per week, which can take the form of organised activity to sports to walking the dog.**

<sup>1</sup> [www.gov.uk/government/publications/uk-physical-activity-guidelines](http://www.gov.uk/government/publications/uk-physical-activity-guidelines)

tremendous amount of Peterborough's physical activity and sport is delivered by a wide network of other organisations; from voluntary groups to schools and educational facilities, and from sports clubs to support groups, religious groups and the private sector.

In 2010 all of Peterborough City Council's sports and leisure facilities were put out to tender and are currently managed by Vivacity Culture and Leisure, a charitable trust limited by guarantee. [www.vivacity-peterborough.com](http://www.vivacity-peterborough.com).



Vivacity is the council's partner/contract provider for culture and leisure; an independent charitable trust responsible for the city's arts, heritage, library and sports services. Vivacity has expert knowledge and plays the lead role in the city for leisure and sports development. Vivacity works with the council to jointly tackle the increasing levels of inactivity in the city and recognises the major contribution physical activity and sport can make to health improvement. Vivacity deliver a wide range of health referral classes to City residence.

Vivacity's ambition as outlined in their business plan is to continue to play a significant role in helping Peterborough residents enjoy a longer and better quality of life using sport and physical activity as a catalyst for optimising health and wellbeing.

Vivacity provides a choice for residents and visitors to Peterborough meeting their sporting and healthy living needs. Vivacity have worked and continue to work in partnership with a wide range of local, regional and national organisations to achieve this, developing relationships that create opportunities for people to

participate at the level of their choice in either a recreational, playing, competing, coaching or voluntary capacity.

Vivacity has historically focused on and will continue to focus on helping people to gain: health benefits; sporting success; new skills and opportunities to play, enjoy and compete if they so wish.

Vivacity also provide services that are inclusive and deliver appropriate opportunities to those with long term health conditions where is known their health can be improved wellbeing enhanced.

**The Council has invested over £5 Million pounds into new sporting facilities and improvements to the existing portfolio**

(together with Vivacity who have heavily invested in equipment and resources) providing much needed access to this new community and wider resistances within Peterborough. The council works closely with developers to secure funding for new provision such as:

- Refurbished Hampton community pitches
- Refurbished the Regional Pool and Jack Hunt Pool
- Gladstone 3G pitch
- Netherton 3G pitch

# Why is physical activity and sport important?

**Improving current levels of participation in sport and physical activity locally will bring a range of benefits:**

## Physical wellbeing

Being active can reduce the risk of developing type 2 diabetes by 30-40% and can reduce the risk of a range of medical conditions, including cancer, dementia, strokes, heart disease and depression.

## Mental wellbeing

Physical activity contributes to enjoyment and happiness, and more broadly to life satisfaction, with the element of social interaction often cited as central to this.

## Individual development

Evidence shows a positive association between sport and physical activity and self-efficacy (for example motivation, goal setting and commitment), for groups including elderly people and disaffected young people. Other evidence

includes an increased willingness to volunteer and the development of soft skills, such as integrity, responsibility and leadership.

## Economic development

The direct impact of the sport sector on the economy (largely in terms of gross value added or job creation) has been evidenced as has the indirect impact of participation in sport and physical activity on the economy (reduced healthcare costs due to a healthier population, reduced crime, and improved employability).

## Social and community development

There is compelling evidence around the role of sport and the integration of migrants, that is particular relevant for a city such as Peterborough with a diverse population. Sport is widely seen as a way for people of different backgrounds to interact and integrate by participating, volunteering and spectating.

*Source: PHE Health matters: Getting every adult active every day*



# What are the **health benefits** of physical activity?



## PARTICIPATION

Gross value added

**£47.3m**

Jobs

**1275**

Sports/class subscription fees  
Gross value added  
**£17.8m**  
Jobs 898

Sportswear  
Gross value added  
**£0.5m**  
Jobs 10

Sport education  
Gross value added  
**£17m**  
Jobs 211

Sports equipment  
Gross value added  
**£8m**  
Jobs 156

Participation sports  
Gross value added  
**£3.9m**  
Jobs 898

## VOLUNTEERING

Wider economic value

**£6.6m**

## TOTAL DIRECT ECONOMIC VALUE OF SPORT

**£66.7m**

Total employment

**1803**

Economic value of sport for Peterborough, stats provided by **Sport England**

## HEALTH

Wider economic value

**£63.4m**

## NON-PARTICIPATION

Gross value added

**£19.4m**

Jobs

**527**

Sports gambling  
Gross value added  
**£1.6m**  
Jobs 80

Sportswear  
Gross value added  
**£2.7m**  
Jobs 52

TV/Satellite subscriptions  
Gross value added  
**£0.7m**  
Jobs 80

Spectator Sports  
Gross value added  
**£4.5m**  
Jobs 200\*

Spectator equipment  
Gross value added  
**£10m**  
Jobs 195

## WIDER SPENDING

Wider economic value

**£9.3m**

# The financial impact of physical inactivity - **Living Sport area**

Health costs of physical inactivity  
 (Peterborough - £2,746,729) [Source  
 Sport England British Heart  
 Foundation 2010]

## Health costs of physical inactivity



## 87 Disease category cost breakdown per year

<b>Breast Cancer</b>	<b>Cancer Lower GI</b> e.g. bowel cancer	<b>Cerebrovascular Disease</b> e.g. Stroke	<b>Diabetes</b>	<b>Coronary Heart Disease</b>
<b>£731,038</b>	<b>£759,787</b>	<b>£759,787</b>	<b>£3,035,539</b>	<b>£6,408,791</b>

The above illustrations provided by Sport England and Living Sport highlight the economic impact value of sport and activity for Peterborough and this region and the health benefits associated with undertaking regular exercise.

Our role and challenge is to encourage Peterborough residents to take responsibility for choosing a more active lifestyle. We have to ensure that people are more aware of the

type, frequency and intensity of physical activity required to achieve significant improvements in health and well-being.

### We will adopt the following two simple messages:

- Adults should be active for half an hour on most days of the week
- Children should do at least an hour of moderate activity on most days of the week

There is a common misconception that to be

active for better health means taking part in strenuous activities or competitive sport.

Whilst some people enjoy intense levels of exercise, this is certainly not the case for everyone. Significant health benefits can still be gained by regular, moderate and recreational levels of activity. To achieve a health benefit the heart rate needs to be raised for a minimum period of 10 minutes per activity. We

need to focus more on demonstrating the benefits of all types of physical activity & communicate this message.

Much of the confusion seems to lie with how we define sport and physical activity, resulting in people not knowing 'what counts'. To help, the table below gives a simple illustration of four key areas of physical activity - 'Active Living, Active Education, Active Recreation and Active Sport'.

Physical activity encompasses all of these different areas and, as a result, is relevant to anyone and everyone - whether you do virtually no activity at all or you are training towards a long term goal.

### Where does our strategy fit in?

The social and physical benefits of participation in sport and physical activity are recognised by national, regional and local government as leading to:

- Improvement in health and well-being
- Promoting economic development and the environment
- Contributing to the regeneration of communities and improved transportation
- Tackling issues such as anti-social behaviour, crime and problems relating to social inclusion as well as helping develop stronger and safer communities
- Providing opportunities to gain skills & competencies to enhance people's lives
- Recognising the valuable contribution of those who take part, volunteer, officiate, coach or spectate
- Providing patient choice and encouraging them to be responsible for their own health and well-being
- Assistance with budgetary control

This strategy will ensure the promotion and development of physical activity and sport in our City will result in all of Peterborough's communities experiencing the wide range of benefits that greater involvement and participation can bring about.

# Active Lifestyles 4 key Priorities

## Active living

- Healthcare and exercise referral programmes
- Occupational activities
  - Moderate to vigorous housework, gardening & DIY

## Active education

- Physical Education in schools
- Learning, Skills and Development

## Active recreation

- Exercise
- Active play
  - Dance
- Walking or cycling for fun
- Outdoor activities

## Active sport

- Organised participation, including clubs
- Structured competitive activity
- Fitness programmes

**Promote cycling and walking whenever possible within all 4 priorities and work travel plans. Disability, Equality and Diversity will be outlined throughout the strategy.**

**The Active Lifestyles Strategy sits within a core group of three strategies detailed below which link and have impact on local strategies and national priorities.**

## National

Sporting Future  
A new strategy for an active nation  
Sport England towards an active nation  
Active Peoples Survey

## Local

Health and wellbeing strategy  
Local transport plan  
Sustainable community strategy  
Supplementary planning documents  
Green open spaces improvement plan

## Core

Active lifestyles strategy  
Culture strategy  
Green spaces strategy  
Sustainable community Strategy  
Health and wellbeing strategy

# Our Vision

**This Vision for this strategy aims to get: More people, More active, More often**

## More People

By inspiring more people to participate in regular physical activity and sport

## More Active

By helping people to understand and enjoy the health benefits that can be achieved from increased and sustained activity

## More Often

By encouraging people to set their own personal participation goals, irrespective of ability, and helping them succeed in leading more active and healthy lifestyles



# The Mission

**“For Peterborough to become more active, healthier and more successful by creating opportunities and overcoming barriers to take part in physical activity and sport.”**

The mission will guide our direction to create a more active, more healthy and successful Peterborough. To help us achieve this, we plan to use our influence and resources within the following six key strategic priorities:

- 1 Participation** - championing to reduce inactivity and increasing participation for everyone making sure everyone can access activity
- 2 People and Places** - having the right places in which to take part and the right people to support increased engagement and participation, further growth plan for the city.
- 3 Communication** - improving our marketing and communications - targeted to inspire

behaviour change and help people make the active choice

- 4 Partnership Approach** - developing more partnerships, strengthening existing ones and making effective use of our resources.
- 5 Sports Pathways and accessibility** - activities and Sports available for the demand of the city, sporting pathways clear to follow and easy to access.
- 6 Facilities and Infrastructure development** - lever in investment and support delivery against the shared ambition. Look to develop an investment plan and guide partners to secure investment to support community delivery.

# Active lifestyles

Participation

People & Places

Partnerships

Facilities

Sporting Pathways

Communication

# Our legacy

The legacy will be exceeding our vision and mission by improving our measures and outcomes beyond our thinking.

Peterborough is a growing City with plenty of opportunity for more sports and recreational activity to take place and be set up. Inactivity within the City is poor and this will be addressed not only by this Strategy but also by the Health and Wellbeing Strategy.

Success will be lowering all health statistics and increasing engagement and participation with sports and leisure based activities long term. Communication and marketing will prove essential to driving this so information is easily available and activities and services are easily accessible.

06 Increase of **38,000** more active lives by 2023. Based of 190,000 population and a 20% improvement on activity levels. The following 5 years to grow further in line with housing developments and future population growth of the City.

This strategy is intended to secure mutually reinforcing benefits over the next five to ten years:

- To raise the profile of participation in active lifestyles within the City
- To raise Health and Wellbeing indicators of the City against the national average
- Assistance with budgetary control, support through Invest To Save opportunities to improve facilities and services available



## As a result of the actions identified in this strategy, we expect:

- **More** people to take part in activities more often
- **More** activities to be taking place
- **More** facilities being used to provide activities

### The people of Peterborough – individuals and community groups – and potential visitors will know:

- The benefits of an active lifestyle
- What's on where and when;
- Who to ask for advice, guidance and support if they want to take part in, support or host activities.

### Organisations, and their leaders, will develop:

- The Know How to grow participation and develop users;
- Programmes of work that are relevant to and supportive of Peterborough's ambitions;
- A compelling range of marketing materials and activities, promoting lifestyle activities.

### Peterborough's community will be:

- **Resilient** – there will be a determined effort to grow memberships and users in active lifestyle activities
- **Strategic** – engaged in the long-term planning within the city to secure benefits for and from our residents, our visitors, our businesses and investors,
- **Collaborative** – operating productive and mutually beneficial partnerships with other organisations, individuals, community groups and businesses,
- **Ambitious** – focused relentlessly on the quality of the offer, with the skills, knowledge and confidence to recognise, promote and support active lifestyle activities, and
- **Confident** – enthusiastically promoting an active lifestyle

# Priority 1: Active Living

**We know that an active lifestyle is the most influential factor for improving and maintaining people's health. A large proportion of Peterborough's adult population undertakes no activity at all whilst a minority are active on less than 2 occasions each week. We need to introduce people to physical activity widening the scope of opportunities linking with health partners, as well as encouraging and supporting them to do more. Small changes to lifestyles can bring about big improvements in health and the greatest improvements are seen in those who move from doing no activity at all to some activity.**

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who have traditionally been underrepresented or possibly even excluded from participation in sport and physical activity. We will give special attention to the needs of young people within the city and how we can increase sustained participation levels.

Using Sport England reports such as Active Lives annual report review the data and use within action plans to steer national trends to the local area along with the actual local feedback. Current trend suggests no change in uptake in physical activity with the percentages within 0.1% of the previous years.

Working with cohesion and diversity groups within the city support actions regarding physical activity and sport to bring groups together and promote engaging more to increase participation levels. Supporting the new integrated communities green paper to bring communities

We will adopt a range of different methods to stimulate people's interest and understanding of the health benefits of being more active. We must encourage people to take responsibility for introducing activity into their daily lifestyles and ensure that local programmes are in place to enable them to be more active.

We will also develop programmes which are targeted at those people in Peterborough

together over the next 5 years is a great opportunity to support both strategies to increase participation as Peterborough is one of only 5 cities successful in being awarded this funding. This paper clearly highlights culture and leisure is a key area to focus on to enable projects to get communities groups engaged and participating in physical activity to increase social interaction, confidence and reduce inactivity.

Continued community support for health rehabilitation will continue with Solutions 4 Health, Vivacity and NHS nurses delivering classes and outreach work to engage and increase participation levels for all community groups. Work will continue to look at using more parks and green open spaces to participate in more activity when available such as walking groups with a walk leader, informal or relaxed classes such as Tai Chi or bootcamp style sessions.



Spaces such as allotments and vegetable patches at venues such as Nene Valley Community Centre to be promoted more so communities are aware of other activities that can be utilised to improve health and activity benefits. Attractive green routes from the embankment and Thorpe Meadows to be celebrated once completed to encourage use from cyclists, walkers and joggers as part of the local cycling and walking infrastructure plan which only 35 local authorities have been funded to produce.

Sustrans, the charity that's making it easier for people to walk and cycle, is committed to working in Peterborough, illustrated by their regional office being located in the City. At present Sustrans run their award winning Bike It schools engagement programme, working with 28 primary schools currently supporting parents teachers and pupils to change the way they travel for school by running innovative and educational interventions. On top of this Sustrans continues to chair the Peterborough cycle forum, lead of strategic support for Peterborough's local cycling and walking infrastructure plan.

Choosing to walk, cycle or catch public transport to work can combine your commute with daily physical activity and is something to be encouraged moving forward.

Underpinning the 4 priorities travel by way of public transports, cycling or walking will be encouraged and developed working with sustrans.

Walking and cycling, known collectively as active travel, are a very simple way of incorporating physical activity into our daily lives.

In addition, active travel is also important for increasing access to jobs and services whilst helping to reduce emissions and ease congestion when replacing journeys made by car.

Active travel can include any type of travel that involves physical activity such as walking, cycling, and incidental activity associated with the use of public transport.

Choosing to walk, cycle or catch public transport to work can combine your commute with daily physical activity.

Free, easy and not requiring any special equipment, walking is one of the most accessible forms of healthy activity. An average person can walk one kilometer in about 10 minutes. A brisk walk burns the same amount of calories as a run over the same distance.

# Priority 2: Active Education

**Education will be a key driver especially as Primary Schools are currently receiving Primary PE and Sports Premium funding over the next 2 years, roughly £17k each year to be used for sports and physical activities. Inspire + will look to work with local Primary Schools across the city to mentor, upskill and deliver sports and activities which offer a framework and governance for the schools.**

Since the introduction of the Primary PE and Sport Premium in 2013, teachers have told Sport England that the quality of sporting provision at Primary School has improved. The next challenge is securing the legacy of this investment for future generations of pupils. Sport England have introduced new grant conditions and guidance for this academic year which place greater emphasis on our expectation that funding should generate sustainable improvements which enhance, rather than maintain, existing provision. For example, where schools are using their funding to employ

specialist coaches, these should be deployed alongside class teachers, rather than displacing them, in order for their impact to be sustainable and enable the upskilling of existing teachers. The 2014 NatCen evaluation<sup>23</sup> found that the impact of the Premium is strongest when there is strong commitment from the school's senior leadership team.

Sport England and national partners have developed resources specifically aimed at headteachers to support effective use of the Premium. Schools should continue to be made aware of and signposted to these resources. Under the new inspection framework, Ofsted inspectors will assess how effectively leaders use the Primary PE and Sport Premium and measure its impact on outcomes for pupils, and how effectively governors hold them to account for this. DfE is already doing more to encourage governors to play an active role in deciding how the Premium is spent and has added guidance on this in the new Governors Handbook<sup>24</sup>.

Schools are required to publish information about their Premium spending on their websites. Reporting requirements have been enhanced so that we can evaluate the impact the investment



# Priority 3: Active Recreation

**Promoting physical activity and active recreation is a core part of the City's Health and Wellbeing Strategy. Active recreation is a significant part of the overall picture in influencing people's attitude to an active lifestyle. This notion is very relevant in encouraging inactive people to take part in physical activity in any form.**

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A common theme and barrier repeated throughout our research was that people are not sure how much physical activity is needed to bring about significant health benefits. People also seem unaware about what opportunities are available to them in the city and are not used to using them, particularly in our diverse communities. For example, whilst most people are aware of our parks and open spaces, fewer are fully aware of the range and location of leisure facilities, school facilities or other local programmes.

Some residents in Peterborough currently find it difficult to choose an active lifestyle and consequently they may face challenging health issues in the future. The Council must play a leading role in advocating the benefits and the opportunities of leading a more active lifestyle.

Active recreation and physical activity can help prevent a range of physical and mental illness and in Peterborough can

have positive effects on cardiovascular disease, stroke, dementia, depression and type 2 diabetes along with weight management.

Active recreation can take many forms and has the most diverse range of activities from walking, dancing, bike rides, gardening, bowls, swimming, canoeing to a family kick about in the local park, any activity that achieves the minimum minutes of activity per day or week.

Active recreation is very important and for many people very enjoyable and integrated into their lives. It is also a positive way of introducing an active lifestyle to a wide audience, getting people active for the first time, or getting people active again after a period of inactivity. The range and variety available means that there is a menu of opportunities for residents to get active, we just need to point them in the right direction and provide supporting information breaking down barriers and promoting both sport and wider physical activity.



# Priority 4: Active Sport

**Significant levels of physical activity and sport are delivered through a network of organisations outside of the Council. There are many examples of how working together has been effective and successful. Increasing the levels of physical activity in the city will be a real challenge. We must encourage people to change their current lifestyles and practices and put activity at the heart of a healthy lifestyle. This work cannot be done by the Council and Health alone.**

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Vivacity as the culture and leisure lead within the city will support local groups in seeking funding and general information on facilities and services.

Services must be directed to where they have the most impact. Innovative solutions will be sought in partnership with organisations who share the same commitment and passion for increasing participation and bringing about healthier lifestyles.

Sporting activity is nothing without the people working in it, this works its way all the way through from chairs, board members, chief executives to parents and volunteers in helping their local clubs and groups. It is important to have the right

expertise and the right support to enables activity to continue and flourish.

Skills developed and delivery through informal sporting activity are an important foundation and essential in giving people working or volunteering the chance to reach their potential and develop skills for the further. Many informal sporting activities give opportunities to not only develop valuable life and health skills, but develop a strong sense of self and connection to the local community.

The London 2012 Games inspired a generation of young people across the country to choose sport and this has been reflected within our own City, a legacy for which we want to build on.

Our strategy recognises the need to encourage and motivate people to be the best they possibly can at any type of activity, alongside those striving for

sporting excellence on a local, regional, national or international stage. As well as increasing and improving people's everyday levels of activity through active sport, active living and active recreation, we have a strong commitment across the whole spectrum of participation, including gifted and talented schemes in schools and supporting excellence through community sport.

The city does not have a tradition of producing successful athletes and sports stars and there

are many individuals and teams who have a natural sporting talent that will need to be nurtured and supported to enable them to achieve their sporting potential. This can be supported through the following areas:

- Skills
- Coaching
- Apprenticeships
- Volunteering
- Strong governance



### Skills

The skills within sport are as broad as the activities on offer, the sector needs to ensure that everyone working in sport is equipped with the necessary skills to do their job effectively. We also need to make sure that the sector is open to all and not a closed shop, taking on the consideration of participants they represent and the communities in which they are situated.

### Coaching

Sport England state that good quality coaching can be the thing that makes the difference between building a sporting habit for life or equally putting them off. Coaches need to provide the right environment to support new and current participants to maintain and promote an active lifestyle. Coaches and the clubs and groups they represent have the skills and continuous professional development they need.

### Apprenticeships

Peterborough already have a number of apprenticeship active within sports, the Peterborough District Football League have led the way in promoting and administering a number of places. The Government has committed to 3 million apprenticeships by 2020 and the sports sector need to take advantage of this positive way of engaging young people. Sport has the potential to increase the number of young people taking up apprenticeships with the learning shared across Peterborough.

## Volunteering

Peterborough has a huge resource of volunteers, Vivacity have been particularly successful in recruiting and retaining volunteers to support their sports activities and for the city's greatest sporting event the Great Eastern Run. Volunteers perform a wide range of role from coaching teams to supporting clubs in their day to day activities through to fundraising, or just being that extra pair of hands. Learning should be shared across the city to not only engage with more volunteers but how to make sure they have a productive experience, and continue to support the sector.

Peterborough Council for Voluntary Services also operates a successful service as part of its programme for communities or individuals wanting advice or information on setting up clubs or groups.



## Strong Governance

Both Sport England and UK Sport have jointly brought in a new framework where they work together with national governing bodies to ensure they maintain high standards of governance and that these principles are passed down to clubs and groups working with funders and national governing bodies. **Governance needs to be clear and transparent** at all levels and be representative of the sporting area and community in which it is situated.

# What will be done?

**Peterborough City Council and its partners will promote use of the UK Sport and Sport England code of practice for all clubs, facilities and users within the city.**

The code has three tiers and will apply to any organisation seeking funding from us or UK Sport, regardless of size and sector, including national governing bodies of sport, clubs, charities and local authorities. The code is proportionate, expecting the highest standards of good governance from organisations requesting the largest public investments, including:

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- Increased skills and diversity in decision making, with a target of at least 30 per cent gender diversity on boards
- Greater transparency, for example publishing more information on the structure, strategy and financial position of the organisation
- Constitutional arrangements that give boards the prime role in decision making.

Sustrans, the charity that's making it easier for people to walk and cycle, is committed to working in Peterborough, illustrated by their regional office being located in the City. At present Sustrans run their award winning Bike It schools engagement programme, working with 28 primary schools

currently supporting parents teachers and pupils to change the way they travel for school by running innovative and educational interventions. On top of this Sustrans continues to chair the Peterborough cycle forum, lead of strategic support for Peterborough's local cycling and walking infrastructure plan.

PCC and its partners aim to promote the highest standard of sporting conduct and explore its wider social applications. Working together with key partners such as national governing bodies PCC takes a leading role in promoting equality and diversity in sport to ensure there are no barriers to participation and involvement in the running of sport for any social group.



## Moving forward: keeping on track

**The Peterborough Active Lifestyles Strategy recognises the significance of the sport and leisure sectors in making Peterborough an Active City, and advocates continued support in leisure and recreation activities. The strategy also addresses concerns facing the sector and considers how to maximise opportunities for the Active life of Peterborough to flourish.**

Peterborough City Council is well placed to lead the development of the strategy and to oversee its delivery. However, the diverse nature and scope of the sector is such that a range of other organisations will be central to ensuring that there is full engagement in the process. This is particularly the case in Peterborough where the City Council already has predominantly a commissioning role and operates via a network of funded delivery partners both in leisure and health.

The development of the strategy was overseen by the Active Lifestyles Strategy Steering Group. This successful partnership approach and subsequent consultation on the strategy, suggests the need for a small executive group informed by and interconnected with a wider consultative forum. It is therefore proposed to establish a core delivery group – Peterborough Active Lifestyles and Sports Group– supported and informed by a wider forums, such as the Health and Wellbeing Board and the capital projects board and Peterborough’s sporting governing bodies. Together, this alliance of organisations and individuals will take ownership of the strategy and oversee its delivery.

The consortium will be built around the leisure and recreation institutions in the City with Sport England. The group will be an open and relatively free-form group that has seamless links with the wider sector.

**97 The proposed functions of Peterborough Active Lifestyles and Sports group will include:**

- Inform, own and oversee the delivery of this strategy;
- Provide a voice for the sector;
- Networking, lobbying and information-sharing;
- Seek resources to deliver the strategy;
- Make strategic connections with and contribute to the Local Enterprise Partnership
- Advise on selected projects and programmes;
- Encourage collaboration in the sector;

- Monitor progress on the strategy and other key cultural projects.

**The City Council will play a central role in the Peterborough Active Lifestyle and Sports group and will support the development of the Forum. The specific priorities for the Council will include:**

- Advocating the importance of Active Lifestyles;
- Supporting partnership working;
- Delivering selected programmes;
- Commissioning and funding key programmes;
- Linking Active Lifestyles to other key city priorities;
- Liaising with national and regional governing bodies on behalf of the city.



# Delivering the strategy

**The budget challenge**

Leisure and recreation sector will not be immune from the unprecedented public spending deficit faced by the UK and the City. Work is already underway between the City Council and the sector to identify responses to the challenges ahead. In summary, the overarching approach will include:

- Greater collaboration and synergy between organisations, programmes and projects. For example, changes in school and NHS structures provide an opportunity for agencies to come together to deliver a single, coordinated package of activity;
- Seeking to drive down costs through shared services; smarter procurement, review of

delivery structures, and where possible engagement of volunteers;

- New income streams – by differentiated products and pricing, capturing income that is currently benefiting out of city organisations, and continuing success in attracting grant income, making sure Peterborough gets its fair share.

# Action Planning

Progress on delivering the strategy will be done in three ways:

- An officer will be employed to make sure that priority areas within this strategy are considered and actioned.
- Open annual review involving the sector and wider public each year and an annual action plan agreed by March of each year. This will set out what needs to be done, by whom and by when;
- Agree a set of indicators which measure strategic progress (e.g. participation levels) and also measure

progress of key programmes and projects. The indicators will also take account of the objectives and outcomes set by key partners such as Sport England. As national performance indicators disappear, a key measure of success will be customer, citizen and satisfaction with the city's Active Lifestyles programmes.

