



Greenwich Get Active **Physical activity and sports strategy** 2019-2023



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Forewords

There have never been so many different ways to be active. Whether it's cycling to work, enjoying a stroll through our parks and open spaces, gardening, walking to the shops or taking part in one of the many physical activities and sports sessions on offer in the borough – there really are opportunities for everyone to be active every day.

Physical activity and sport is one of our key priorities and plays a part across our corporate plan. We want our residents to be happy, healthy and take advantage of all opportunities on offer.

Physical activity and sport is a big part of my life and I encourage my family and friends to get involved and have a go at something new. Why don't you have a go – there may be something on offer you haven't tried before and you may even like it! I would like to thank all our partners for working together to improve our residents lives and opportunities through physical activity and sport.

**Councillor Danny Thorpe,
Leader of the Council**



In these financially challenging times, we must be smarter and more creative than ever before to make the best use of our resources. Greenwich Get Active is the start of an exciting four-year journey in which we will work collaboratively with our partners to pool our resources and address the cycle of inactivity.

One of our priorities will be to work specifically with young people and adults to support them to become more active, making sure information about physical activities and sports sessions is accessible and visible to potential participants.

We must work with our voluntary and community sector to ensure there are local opportunities available to residents. Our local community centres, community groups and sports clubs are crucial in helping us reach those people who only need to be given a little nudge to be more physically active.

A big thank you to all those individuals, groups and organisations who have made this strategy and action plan possible. Over the coming years we really want to get more residents active – young people, adults and those a little older – so let's join together to make this happen.

**Councillor Miranda Williams,
Cabinet Member for Culture, Leisure
and the Third Sector**

The health and wellbeing benefits of being regularly active are immense – with the biggest health benefits realised by those people who start doing some activity, even just 30 minutes a week, if they have previously been inactive.

There are very clear links between physical inactivity and conditions such as heart diseases, certain types of cancer, obesity and poor mental health. I recognise that it can be hard to be more active – we are too busy, we don't always feel safe out walking and cycling, we are unwell or have disabilities, we are worried about the costs or needing special clothes and equipment, or even looking silly. So this strategy sets out some of the ways we are making it easier for everybody to do something.

Physical activity not only benefits the individual, but also communities. If more people walk, cycle and take the bus or train, air quality will improve, and this is one of the biggest challenges we face in Royal Greenwich. And in turn, if air quality is better, more people will feel confident to be more physically active. Physical activity and sport can be transformative in other ways too – tackling loneliness, bringing different cultures and communities together, improving skills and even boosting the local economy. I am delighted we're working in collaboration with our partners to deliver this strategy and action plan.

**Councillor Avril Lekau,
Cabinet Member for Adults, Social
Care, Health and Anti-Poverty**

*We all look forward to working with you to help
Greenwich Get Active.*



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Our vision

By 2023, Royal Greenwich will be a healthier, happier and more active community.

Greenwich Get Active is a four-year strategy for physical activity and sport. It is a commitment from partners across the borough to work collaboratively to make Royal Greenwich a healthier, happier and more active community.

Our challenges

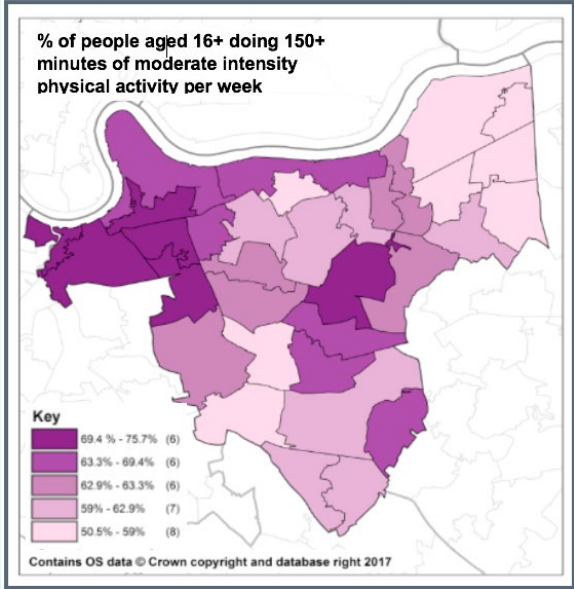
- **To embed activity into all aspects of community life, promote and normalise everyday activity and make it as visible as possible.**
- **To continue to develop our understanding of what physical activity and sport people living, working and studying in Royal Greenwich want to do.**
- **To work together to ensure we have an appealing and accessible activity offer which is supported by a skilled workforce and underpinned by high-quality facilities and open spaces.**
- **To appreciate the wider value of physical activity and sport including the significant benefits to physical and mental health and wellbeing.**
- **To understand the sections of our community that need more help than others and target support to those who will benefit the most.**

This strategy and action plan will help guide our work for the next four years as we support local people to improve their health and wellbeing and enjoy living active lives. We will use it to support partnership working, inform delivery planning and guide commissioning and invest within the priorities set by the Department of Culture, Media and Sport and Sport England, as well as our own priorities for growth and tackling poverty.

Where are we now?

To tackle inactivity across Royal Greenwich, it is essential that we understand our residents and their participation habits. The diagram below shows the varying activity levels of adults across the borough.

Over the next four years we will be looking to focus on the least active communities to help bring their activity levels in line with those who are most active.



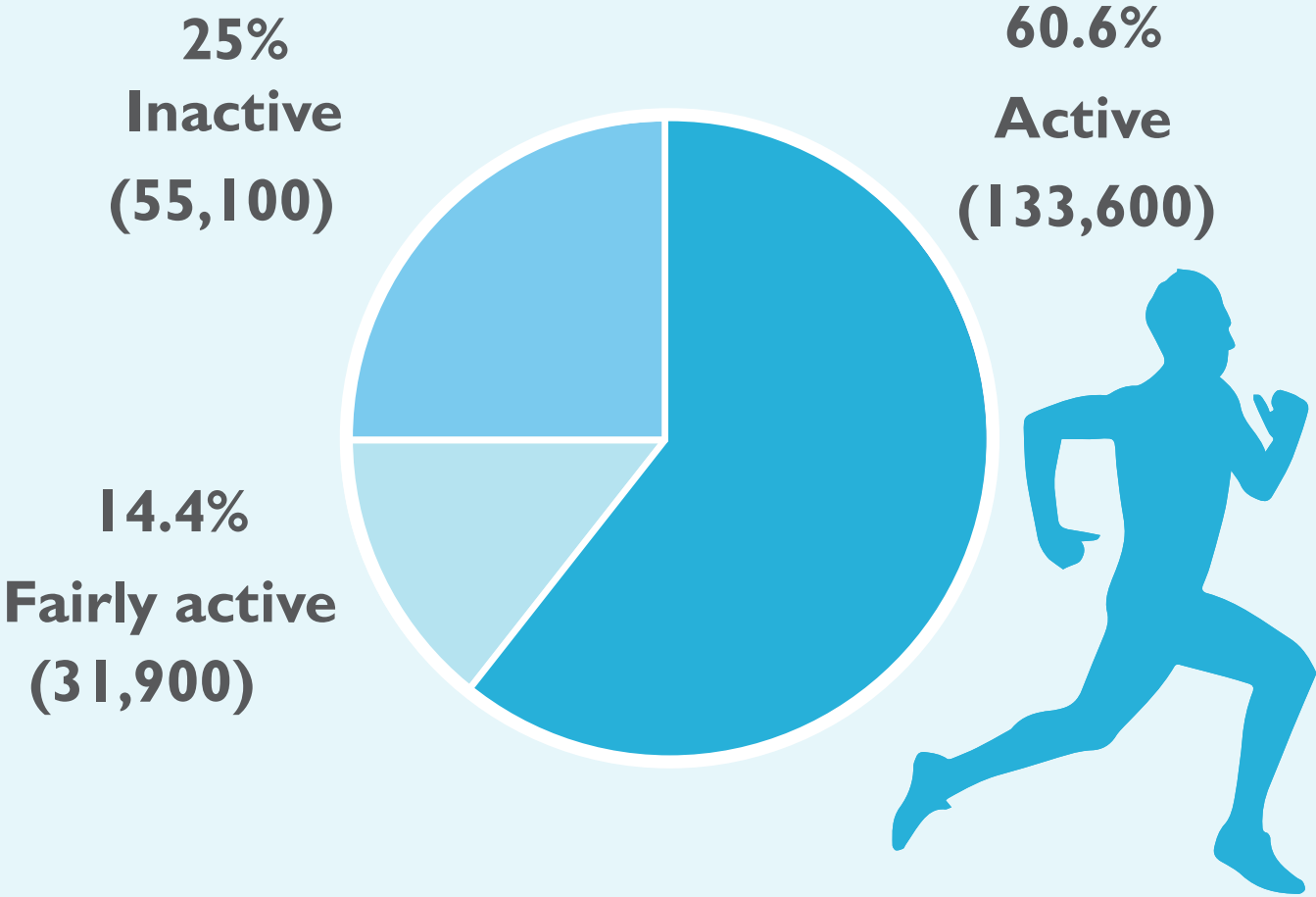
Demographics



	U16	16-35	36-54	55+	BAME	Disabled
Royal Greenwich	22%	33%	26%	19%	38%	15%
England	19%	27%	26%	28%	15%	18%

Source: London Sport Borough profile, 2017

Adults



Children

% of pupils doing physical activity that makes them out of breath at least five days per week



10% Primary

21% Secondary

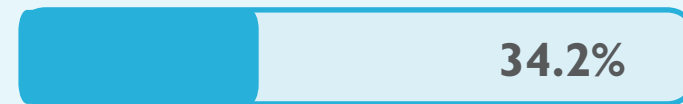
Source: London Sport Borough profile, 2017

Latent demand

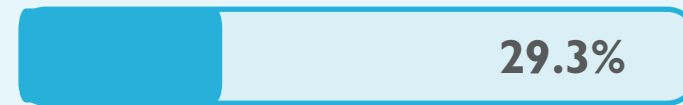
Total Latent demand



Fairly active/active latent demand



Inactive latent demand



Latent demand refers to the percentage of people who would like to do more activity than they currently do.

We need to help these people access the right opportunities to enable them to be more active.

Economic impact of sport

85 Physical activity and sport employers in Royal Greenwich

2,006 people employed

£74.6m Contribution of sport to Royal Greenwich economy

£21.7m Cost of inactivity to Royal Greenwich each year

*Per 100,000 adults aged 16+



The challenges we face

Greenwich Get Active has been shaped by extensive consultation with a wide range of residents, partners and community groups who have an interest in physical activity and sport in the borough. They shared their views on the existing offer in Royal Greenwich and their priorities for the future. The findings of this consultation are strongly represented within our vision, aims and objectives and are summarised in the challenges identified below.

- **There are 55,100 inactive adults in Royal Greenwich – this means that they do less than 30 minutes of moderate-intensity activity a week.**
- **A further 31,900 adults do some activity but need to do more to meet recommended weekly activity guidelines – meaning there are 87,000 insufficiently active adults in total.**
- **Only two in 10 secondary school aged pupils are active on five or more days each week – the recommended activity guidelines for children.**
- **Those on lower incomes are less likely to participate in physical activity which continues to drive inequalities in the borough.**
- **15% of residents have a disability which impacts on their health and wellbeing.**
- **The older population of Royal Greenwich (aged 65+), who are statistically less active, is projected to increase by almost 30% by 2026 from 26,116 to 37,830.**
- **Royal Greenwich has one of the lowest recorded levels of volunteering in sport across London.**

To address these challenges, we must look at opportunities to:

- **target resources to the 87,000 insufficiently active adults in the borough and those in greatest need of our support**
- **encourage young people to do more physical activity and sport, including engaging positively with schools**
- **recognise and use sport and physical activity as a tool to promote social integration and develop social mobility**
- **develop an inclusive programme to help residents with a disability to become more active**
- **strengthen and grow the volunteer workforce that delivers physical activity and sport in Royal Greenwich**
- **improve communication networks to ensure activity information is accessible and visible to potential participants**
- **look to embed behaviour change techniques in programmes to help increase participation levels**
- **use digital technology to help get more people active, including making best use of the Live Well Greenwich infrastructure**

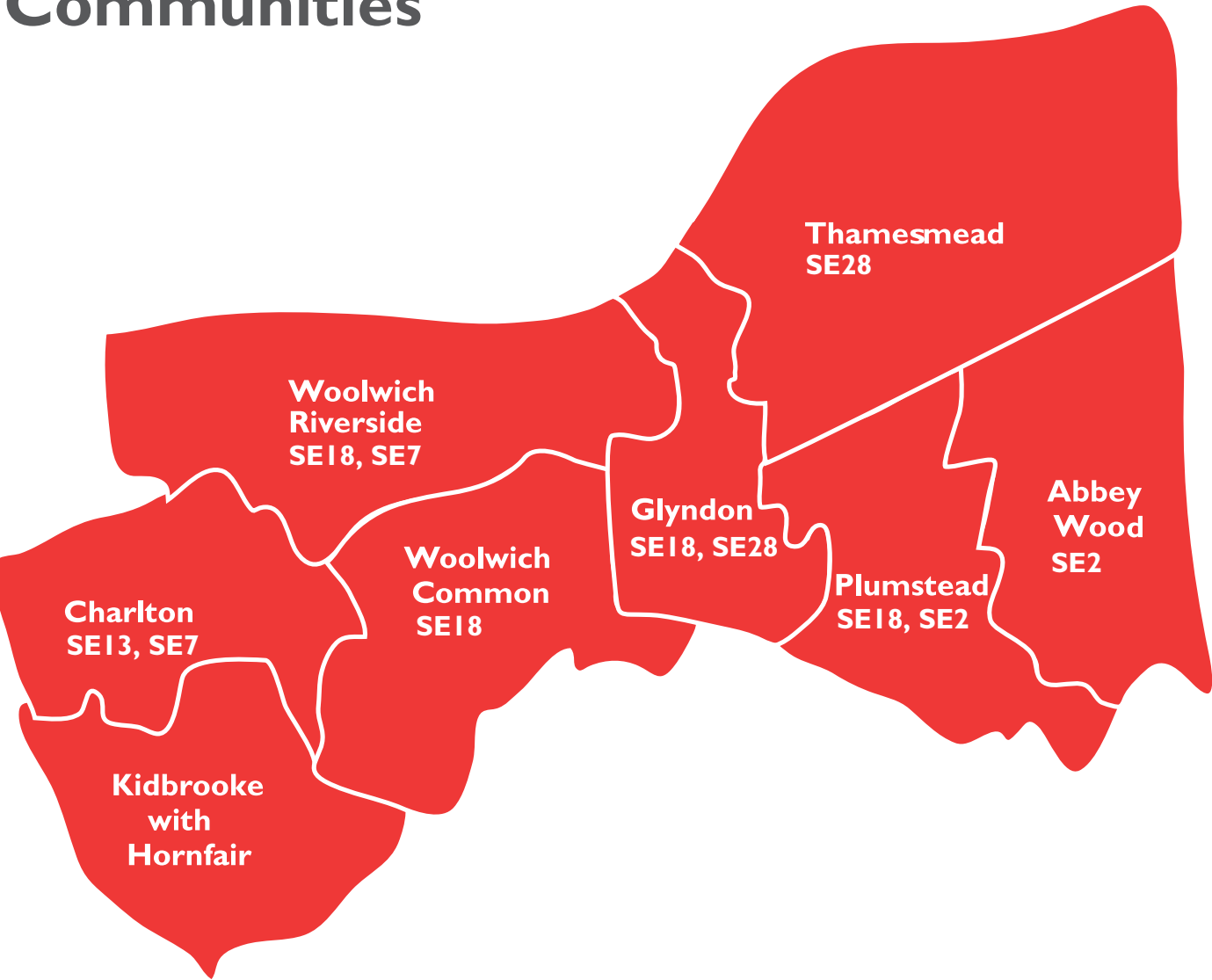


Areas of focus

Based on the insight we have collected, along with the latest participation data for Royal Greenwich, we have identified a number of priority communities and groups which are least active in the borough. To help address health inequalities, we will raise awareness of physical activity and sport and provide a range of opportunities to encourage, engage and inspire people to take part.

Though we will focus attention on these areas, we will also develop opportunities to encourage inactive residents across the whole of the borough to take part in physical activity.

Priority Communities



Priority Groups

- **Women and girls**
- **Older adults (aged 65+)**
- **Disabled people**
- **Lower socio-economic groups**
- **BAME groups**



Our governance

This Greenwich Get Active strategy and action plan will be managed through the Greenwich Get Active Partnership Board consisting of internal and external partners, which will report bi-annually to Greenwich Health and Wellbeing Board, and will report on an annual basis to Royal Borough of Greenwich Cabinet Committee.



Our aims and objectives

To deliver our vision of a healthier, happier and more active community, we will focus our collective efforts on achieving four aims for physical activity and sport in the borough.

- 1. Enable Royal Greenwich to get active and stay active
- 2. Improve health and wellbeing in Royal Greenwich
- 3. Develop Royal Greenwich people and grow the local economy
- 4. Strengthen Royal Greenwich’s communities and facilities infrastructure

Physical activity and sport action plan

The Greenwich Get Active Partnership Board will produce an annual action plan to accompany this strategy. The plan will be a live document that details the actions to be taken, the owners/leaders, baseline data, targets, timescales, resources and stakeholders involved. It will be structured under each of the four aims and will include reference to our eight objectives.

Aim 1: Enable Royal Greenwich to get and stay active

Objective 1: Increase communication and raise awareness about the physical activity and sport offer in Royal Greenwich.

Objective 2: Increase participation rates among Royal Greenwich’s young people and adults.

Aim 2: Improve health and wellbeing in Royal Greenwich

Objective 3: Use behaviour change interventions to tackle inactivity among under-represented groups in Royal Greenwich.

Objective 4: Use physical activity and sport as a means of preventing and managing health conditions, improving wellbeing and tackling social isolation.

Aim 3: Develop Royal Greenwich people and grow the local economy

Objective 5: Use physical activity and sport to boost the Royal Greenwich economy, inspire social mobility and support people to be the best they can be.

Objective 6: Grow, support and celebrate Royal Greenwich’s paid and volunteer workforce.

Aim 4: Strengthen Royal Greenwich’s communities and facilities infrastructure

Objective 7: Widen access to community assets and embed physical activity and sport in planning policies and regeneration schemes.

Objective 8: Use local insight to ensure the physical activity and sport offer is relevant and engage more people in community life.

Aim 1 Enable Royal Greenwich to get active and stay active

Tackling inactivity is a priority at both the local and national level. Around one in three adults in Royal Greenwich are not achieving the recommend levels of physical activity each week (150 minutes) and around one in four adults are classified as inactive. It is recommended that children and young people should do at least 60 minutes of activity every day – and for children under five it is a recommended 3 hours of activity. Only two in 10 secondary school pupils in the borough are active at least five days per week. We will encourage schools to sign up to our Healthy Schools programme and Healthy Schools Award.

We have a strong network of facilities, parks and open spaces across the borough which offer invaluable opportunities for people to be active in a range of formal and informal ways. We also have a large number of community sports clubs who work tirelessly to provide opportunities for those who have or want to develop a sporting habit. We are committed to ensuring that a diverse, accessible and inclusive offer exists in Royal Greenwich for anyone wanting to take part.

It is our responsibility to ensure that these opportunities are promoted effectively to appeal to those who are least active, while also tackling other barriers which prevent so many from taking their first steps into activity. We want to ensure that physical activity is embedded in everyday life for everyone living and working in Royal Greenwich and will encourage everyday activities like walking and cycling through both active travel and as recreational activities. We know that some sections of our communities need more help and encouragement than others. We will work to tackle inactivity by promoting the benefits of being active and developing targeted support for those that need the most help.



High level objectives

- » **Increase communication and raise awareness about the physical activity and sport offer in Royal Greenwich.**
- » **Increase participation rates among Royal Greenwich's young people and adults.**

Aim 2

Improve health and wellbeing in Royal Greenwich

We have an unwavering commitment to improving the health and wellbeing of people living in Royal Greenwich and are developing a strong approach to preventing ill health through Live Well Greenwich. While a great deal of residents live well and experience good health, we face a number of serious ongoing health and wellbeing challenges.

Life expectancy in Royal Greenwich is increasing, however, life expectancy for women remains significantly lower than the London and England averages. Overweight and obesity levels, mortality rates linked to cancer and cardiovascular disease, emergency hospital admissions due to falls by people aged 65-79 and social isolation among adult social care users and adult carers are notably higher than national averages. Rates of depression, anxiety and long-term mental health problems are also higher than the London average. We are determined to tackle these issues and ensure Royal Greenwich is healthier, happier and more active.

There is strong scientific evidence that being physically active can help people live healthier, happier lives by:

- **boosting mood, sleep quality and energy levels**
- **reducing the risk of chronic diseases, some cancers, falls in the elderly, stress, depression and dementia**
- **helping to maintain a healthy weight and reducing the risks of early death.**

We will prioritise tackling inactivity among underrepresented groups. We will proactively use physical activity and sport to transform the health and wellbeing of our residents and encouraging social prescription and promoting self-care.

High level objectives

- » **Use behaviour change interventions to tackle inactivity among underrepresented groups in Royal Greenwich.**
- » **Use physical activity and sport as a means of preventing and managing health conditions, improving wellbeing and tackling social isolation.**



Aim 3

Develop Royal Greenwich people and grow the local economy

Physical activity and sport has a profoundly positive impact on the economy. Royal Greenwich has a proud sporting heritage and an impressive array of landmarks which attract inspiring sporting events including The London Marathon, The Big Half, and a range of mass participation and charity events including 5k and 10k runs.

We need to seize the opportunity of these local and regional events to inspire and encourage our residents and families to become more active in their lives.

In addition, the sports sector directly contributes £74.6m per year to the Royal Greenwich economy and supports 2,005 paid jobs. We will continue to actively encourage the growth of the sector by promoting the borough as a home for sports businesses, a destination for inspiring events and facilities, and seeking to maximise investment opportunities.

The paid and volunteer workforce make an enormous contribution and underpin the delivery of physical activity and sport across the borough. Our volunteers are a much cherished resource who contribute £20m per year of added value to the economy. However, levels of volunteering in sport by residents aged 16+ are approximately 50% lower than the national average and fall notably short of the London rate. Volunteering to support physical activity and sport can be hugely rewarding, help connect people to their local community and improve skills for employment. We are committed to working together to boost the number of volunteers, including Live Well Champions and sports club volunteers.



High level objectives

- » Use physical activity and sport to boost the Royal Greenwich economy, inspire social mobility.
- » Grow, support and celebrate Royal Greenwich's paid and volunteer workforce.



Aim 4 **Strengthen Royal Greenwich's** **communities and** **facilities infrastructure**

We actively celebrate our diverse communities in Royal Greenwich. Almost four in 10 residents are from Black, Asian or Minority Ethnic groups and a third of our population were born outside of England. Our borough also has contrasting areas of affluence and pockets of severe deprivation with 23% our population living in neighbourhoods that need our support.

There are ambitious plans in place to guide the regeneration of the borough over the next 10+ years, which will increase the number of people that call Royal Greenwich their home. With any change comes both opportunity and challenges. We will make sure our planning and regeneration policies help us to embed physical activity and sport into the everyday life of Royal Greenwich by protecting, enhancing and encouraging investment into our already vast network of built and open spaces.

We are committed to improving the physical environment, including the walking and cycling infrastructure, to make it easier for our residents to be more physically active.

We will continue to invest(ment) in our leisure and library services – the new Plumstead centre and Abbey Wood library are due to be completed in 2019, and the relocation of the Waterfront Leisure Centre to the heart of Woolwich Town Centre.

We will work together to make sure our existing assets and resources are having maximum impact and have a collective commitment to understanding and responding to local needs. We will harness the unique power of physical activity and sport to help bring our communities together, strengthen their voice, encourage positive actions and opportunities and engage more people in community life.

High level objectives

- » **Widen access to community assets and embed physical activity and sport in planning policies and regeneration schemes.**
- » **Use local insight to ensure the physical activity and sport offer is relevant and engage more people in community life.**





Conclusion

Greenwich Get Active sets out a simple vision to make Royal Greenwich a healthier, happier and more active community. After extensive consultation with local stakeholders, we understand that partners across Royal Greenwich share this vision.

Our focus for the next four years will be to deliver our vision by:

- **ensuring that we communicate information to residents in a way that is easy to understand and is relevant to them**
- **working closely with partners to ensure a joined-up approach is taken to inspire and facilitate behaviour change**
- **equipping people with the skills, knowledge and opportunities they need to lead more active lives**
- **introducing and embedding activity into the environment and culture of everyday life in Royal Greenwich so that it becomes the natural choice.**

Our action plan sets out how partners will work together to deliver this vision and achieve outcomes for the benefit of local communities.

Greenwich Get Active is an invitation for everyone with an interest in physical activity and sport, health and wellbeing, and social and economic development to get involved and commit to playing their part. We look forward to working with you.

The Health and Wellbeing Board will adopt this strategy. Its implementation will be co-ordinated by a new **Greenwich Get Active Partnership Board** which will be independently chaired and governed by terms of reference. The partnership will be supported by **The Greenwich Get Active Network**, comprising of a range partners who have an interest in physical activity, sport, health, wellbeing and community development

For further information regarding the [intelligence](#), [insight](#) and [consultation](#) that was used and carried out as part of the development of this strategy, please refer to the accompanying [Technical Appendices](#).



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