

Council Meeting: 25 January 2017

Briefing Note

Subject: **Sports and Leisure Services- Active Westminster: An Active City for All**

Background

Sports, leisure and physical activity opportunities in Westminster are delivered through a 'mixed economy' of voluntary, public, private and charitable organisations. The Council's Sports and Leisure team plays a key leadership, brokerage and commissioning role in coordinating, promoting and developing the overall offer to ensure the best possible opportunities are available to meet the needs of Westminster's diverse communities. The ActiveWestminster partnership and strategy has helped to provide a collective purpose for approximately 300 organisations with an interest and influence in the delivery and development of sport and physical activity opportunities across the city and the annual ActiveWestminster awards provides an opportunity to celebrate and recognise the excellent work being delivered across the City.

The core areas of the sports and leisure service include:

- Sports and Leisure Facilities
- Sports Development
- PE and School Sport

Sports and Leisure Facilities

The Council's sports and leisure facilities attract over 3.7 million visits per annum and visitor numbers have risen consistently over the past decade. Residents benefit from a variety of accessible activity programmes and discounted fees and charges which includes free swimming for young residents and resident concessions. The Council has recently awarded a new management contract to Everyone Active which has secured a number of additional benefits including:

- **£9m capital investment** in a variety of improvements in facilities and new equipment across the centres
- **130 hours of 'free to access' sport and physical activities** per week through a new ActiveCommunities programme, delivered in community settings
- A **free to access GP exercise referral** programme
- **£20,000 per annum additional financial support for local talented athletes**
- **Improved marketing and communications** activities
- **Increased social value** including Time Credits for volunteers to earn and spend, improved opportunities to promote local employment including 10 new Westminster apprenticeships per year and a free Christmas Lunch and entertainment for 300 lonely & isolated residents at Porchester Hall.

Significant investment in community sports and leisure facilities has been made including a £7m regeneration of Paddington Recreation Ground, the new Little Venice Sports Centre, a £12m investment to re-develop Marshall St Leisure Centre and a major capital investment across existing centres to enhance services and provide a wider range of facilities to promote accessibility. The Council has also achieved community use of new sports facilities at secondary schools and has invested in a variety of free to access facilities to help residents become active at no cost including outdoor gyms and new games areas.

Positive progress is being made with the £28m Active Queens Park project and the new Moberly Sports Centre is due for completion in March 2018. A new community sports and leisure centre has also been secured as part of the Chelsea Barracks development which is due for completion in 2024.

Officers are currently reviewing feedback from the first round of consultation on the use of a Development Opportunity Framework (DOF) for the Queen Mother Sports Centre site. A new or renovated sports and leisure centre would form a major part of any redevelopment of the site, as the site's use is strongly protected by planning policy. It is anticipated that a second round of consultation on the DOF will take place later this year.

Sports Development

Key sports development programmes include:

- **The Neighbourhood Sports Club Programme**- a flagship programme of over 120 hours of free 'door-step' sports activities in housing estates and community venues for children and young people, which engages 15,000 participants a year.
- **Low cost school holiday activities** including the popular 'Edutain' programme which attracts 2,000 participants each year.
- **'Unity in the Community' tournaments** which attract young people from different parts of Westminster and help to promote community cohesion.
- A range of **participation programmes** including 'ParkMakers' which encourages physical activity opportunities in parks and open spaces.
- **Health and Wellbeing activities** including a free to access exercise referral programme which attracts 6,000 participants annually.
- **Specific activities and programmes to encourage 'low participation groups'** including those with limiting disabilities, older people and women and girls.
- **Vocational training programmes** providing coaching courses for over 100 volunteer young people wishing to develop a career in sport.
- **School Competitions and London Youth Games** which engages over 14,000 participants in a variety of competitive sports opportunities' throughout the year.
- **Participatory events** including the flagship 'Westminster Mile' which attracted over 6,000 participants in 2016. A new Daily Mile programme is also set to be launched to all Westminster Primary Schools in 2017.

PE and School Sport

A comprehensive offer of **PE and School Sport services** has been developed in partnership with schools and includes:

- **An annual competitions programme** which provides around 300 competition fixtures each year and engages around 7,500 participants.
- **PE and School Sport 'health checks'** which ensures quality programmes and teaching is in place throughout Westminster Schools.
- A **Continued Professional Development (CPD)** programme that benefits around 120 teachers and coaches who work in schools every year.
- A **Leadership Academy** for over 100 older students each year which provides leadership training and opportunities to develop skills in coaching and sports management.
- A **Satellite Sports Clubs programme** utilising community use of schools to expand and develop community clubs throughout the city.

Summary

This briefing note provides a summary of the Council's sports and leisure offer. Overall participation in sport and physical activity continues to increase and Westminster is now the 5th most active borough in London.