

SPORTS AND PHYSICAL ACTIVITY STRATEGY: 2017-2022



REDDITCH BOROUGH COUNCIL

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FOREWORD

This strategy highlights Redditch's priority to encourage active participation in sports and physical activity which contributes to healthy lifestyles, promotes social inclusion, supports independent living, ensures equity of access and helps to tackle physical and mental health issues. The Council Plan underpins and supports the delivery of health, wellbeing and physical activity throughout the Redditch community in partnership with voluntary sector groups, sports clubs, health partners and other organisations.

In order to build on this and contribute towards the health and activity levels in Redditch, this strategy outlines the contribution and ambition that key stakeholders who have a vested interest in sports and physical activity wish to achieve with regard to support, promotion and delivery of sports and physical activity. This strategy is guided by the Council's strategic purposes, local, regional and national strategies, and from feedback through consulting with key stakeholders.

Over the next five years, local government will face challenges both nationally and locally which may impact on the health and well-being of our residents. This provides both challenges and opportunities for Redditch. We are committed to maximising the opportunities to increase physical activity by utilising parks and open spaces, leisure centres and community facilities. Robust partnerships with community groups, voluntary sector organisations, sports clubs and schools will ensure consistency of delivery and enable us to work together to achieve a shared vision.

In order to meet what Redditch sees as its 'well-being' challenge, a change in approach from the traditional structured sports and facility service offer is required. More opportunities for informal and family based activities will come to the fore, steering away from traditional provision. Equally the Town, with its partners, also wants to be ambitious and become synonymous with excellence, innovation and success.

The key for us now and moving forward over the next five years will be strengthening partnerships and the customer experience we are able to provide. As a collective of key partners, the way we use our major resource, people, to deliver added value, engagement, community leadership, encouragement and motivation that will make the real difference.

Bill Hartnett, Leader of Redditch Borough Council.

This strategy sets out to inform, direct and facilitate a range of relevant decision makers, practitioners and agencies involved in Sports and Physical Activity. It will identify key sports and physical activity priorities for the Redditch Community; taking into consideration national and regional trends and data SETS. Shared practise between comparable local authorities and Health and Leisure organisations, as well as researching intervention case studies will shape our approach to delivery and influence how we support and facilitate the community to become more active. In addition to this, local knowledge and experience will contribute to action plans, assisting in the Council, partner organisations and community to support and achieve improved health, more active communities, better mental wellbeing and increased social cohesion within wards across Redditch.

Key partners including community groups, sports clubs, voluntary sector organisations and health agencies will use this strategy as a tool for future planning, delivering ideas and local initiatives, empowering communities to implement projects within their areas. The Council can help to facilitate and advise on local initiatives as well as support on funding applications, supply insight and data to inform local projects. Partner development plans should consider the Council's role and how it can assist in future planning and funding opportunities.

These stakeholders are as follows (but not exclusive to);

- Educational establishments, including local schools/academies, Heart of Worcestershire (HOW) College, Worcester University and University of Birmingham
- National and Regional Agencies such as Sport England, CSP (County Sports Partnership) and NGB's (National Governing Bodies), B&RCCG (Bromsgrove & Redditch Clinical Commissioning Group), Public Health Worcestershire, Worcestershire Health and Wellbeing Board, Children's services and the Police.
- Sports clubs – this includes both accredited and non-accredited clubs in the local area
- Voluntary Organisations and Community Groups that have an interest in working with the Council to deliver Sports and Physical Activity development priorities such as BARN (Bromsgrove and Redditch Network), YMCA and Parish Councils. Also any other groups that meet the following criteria:
 - *organisations currently in receipt of Council investment*

- *organisations wishing to apply for investment*
- *organisations working independently of Council investment*
- Council Departments including Leisure and Cultural Services, Planning, Community Safety, Early Help, Housing and Environmental Services

Redditch is committed to providing high quality services in the most effective and efficient way to understand and meet the needs of local residents. Through listening to what really matters to residents and assessing what demand is placed upon services, local organisations can come together to deliver and facilitate a range of opportunities to enhance community activities. **The Redditch Local Strategic Partnership (LSP)** brings together key groups from the public, private, business, community, and voluntary sector backgrounds to work together effectively to deliver a range of local projects, services and initiatives. It provides an overarching co-ordination role in ensuring that resources are better allocated at the local level and effectively meet the needs and aspirations of local communities. The LSP hold quarterly meetings for all partners to update on current or upcoming projects, as well as discussing ideas or concerns, funding opportunities and changes to national or regional priorities.

The Vision:

“Redditch will be successful and vibrant with communities that have access to good job opportunities, good education, and good health and are communities that people will be proud to live and work in.”



Membership of Redditch Partnership is open to any organisation that provides services in Redditch and wishes to support the aims and work of the Partnership. The work of the Redditch Partnership is overseen and guided by the Redditch Partnership Executive Group (RPEG) which consists of representatives from the following organisations:

Redditch Borough Council	Bromsgrove and Redditch Network (BARN)
Worcestershire County Council	West Mercia Constabulary
Department for Work and Pensions (DWP)	YMCA Worcestershire
Worcestershire Health and Care Trust	NHS Redditch and Bromsgrove Clinical Commissioning Group (RBCCG)

Priorities of Redditch Community Trust Group:

	Topic	Issues	Link to Physical Activity
Priority One	Health Inequalities	Focus is on three issues: smoking, alcohol, drugs; obesity / healthy lifestyles; and mental health and wellbeing.	Increasing activity levels will promote healthier lifestyles, decreasing levels of smoking, alcohol and drug intake. Improved mental health through activity enables people to make better choices and increases confidence and self-efficacy
Priority Two	Education attainment, school readiness and raising aspirations of young people.	Focus is on three issues: improving literacy and numeracy; raising aspirations; and improve statistical levels of attainment particularly for Early Years and Key Stage 2.	Being physically active from an early age will reduce health issues in later life and create healthy behaviours. Working with schools to address physical inactivity will improve student engagement and self-esteem, therefore contributing to better attainment levels
Priority Three	The economy of Redditch with a focus on providing a larger and more diverse job offer.	Focus is on three broad issues: promotion of Redditch as a business location; jobs and worklessness; and fostering economic ambition in young people.	Support local businesses to have an active workplace which reduces sickness absence and improves motivation, morale and productivity. Work with employability organisations to include physical activity as part of a person's mental and physical health and wellbeing
Priority Four	Lead on transformational change of services for citizens in Redditch	Focus is on leading and implementing the Connecting Families programme which is being piloted in Redditch.	Supporting Connecting Families with physical activity and health and wellbeing initiatives, enhancing opportunities for development, education and family cohesion

The LSP creates a greater impact to the community through joined up working and has the flexibility to adapt its priorities depending on current topics or services. It also promotes joint partnership bids encouraging groups to work together, which helps to bring organisations together and realise resources within the local community. Silos are broken down and best practice and lessons learnt can be shared, improving delivery by all partners. Insight, data and knowledge can be discussed within the network, shaping priorities and justifying decisions for future interventions.

Strategic Purposes and Implementation Plans

Redditch Borough Council works to the priorities within the Council Plan to deliver the overarching six strategic purposes. To achieve this, the Council are reliant on services working together internally within the Council as well as external partnerships from local organisations:

Help me to live my life independently (including health and activity)	Provide good things for me to see, do and visit	Help me to find somewhere to live in my locality	Help me to be financially independent (including education and skills)	Help me run a successful business	Keep my place safe and looking good
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Sports and Physical Activity directly contribute to two of the six strategic purposes.

These purposes have been designed to prioritise the needs of the Borough and how, together with key partners, the lives of residents and the prospects for Redditch as a whole, can be improved. They are based on customer demands and evidence related to the needs and issues affecting the people of Redditch. To better understand the two strategic purposes directly related to Sports and Physical Activity, actions have been agreed to keep a focus on achieving outcomes. These are reflected on pages 11-13.

Each purpose has an action plan which determines how the purpose will be achieved over the next 3 years. A strategic group agrees actions from relevant council departments in order to achieve and influence the strategic purpose. The group is forward thinking and identifies opportunities as well as barriers, enabling lead officers to plan appropriately in order to achieve the desired outcomes of 3 years. Each department links their team action plans to these actions; this ensures delivery remains focussed and relevant to the strategic purposes.

Provide me with good things to see, do and visit

We will do what matters	How we will do it
Help create flourishing town and district centres	<ul style="list-style-type: none"> » Review the best use of buildings in the town centre area » Progress the redevelopment of Matchborough and Winyates » Work with Town Centre Partnership to promote and enhance the Town Centre » Improve the vibrancy and variety of the outdoor market » Develop and manage a targeted town centre arts and events offer
Support the provision of leisure opportunities for the whole Borough	<ul style="list-style-type: none"> » Develop a Sports and Physical Activity Strategy » Ensure leisure facilities are fit for purpose and engage with residents to understand their needs » Review concessions to best support the vulnerable and those on lower incomes » Deliver the best option for the provision of leisure services » Promote healthy lifestyle by utilising our parks and green spaces and our leisure facilities
Provide well maintained community parks and green spaces	<ul style="list-style-type: none"> » Review allotment provision to ensure it is sustainable and meets customer need » Develop a Parks Strategy to ensure parks and green spaces meet resident and visitor needs » Ensure play areas and parks meet the needs of all ages of the community » Provide appropriate and well maintained facilities in parks
Provide and support high quality, culturally diverse events and arts activities	<ul style="list-style-type: none"> » Engage with communities to review the events programme » Work with communities and partners to develop a diverse range of arts and cultural activities and promote Redditch as a location of choice for arts professionals and organisations » Develop an Arts and Events Strategy to reflect community need » Work with partners to develop a programme to address social isolation through the arts and social activities

(Information taken from Redditch Council Plan, 2017-2020. See appendix A.)

Good things to see, do and visit: Sports and Physical Activity directly benefits health and wellbeing. This encompasses recreational activities such as walking or attending community exercise classes, right the way through to joining a sports club or purchasing a leisure centre membership. To understand if there are good things to see, do and visit in the Borough, attendance is monitored and measured to evaluate any gaps in provision. This will mean close partnership working with all groups, to ensure that a variety of provision is catered for. Providing clean, accessible and well maintained parks and open spaces also contributes to this purpose. Physical activity trends have shifted from formal, competitive participation to a more informal approach. The Parks and Open Spaces strategy will link into this document to support actions and

decisions based on community provision, ensuring the environment is fit for purpose and maximising its potential to deliver access to the community by supplying the demand presented.

To achieve this purpose, Leisure and Culture have developed the following operational purposes:

- » Entertain and educate me at a time and place that I want
- » Provide me with opportunities to live an independent, active and healthy lifestyle that suits me
- » Provide me with local, safe, clean facilities within my park which meet my needs
- » Give me a venue that has what I need and is available when I want it

Help me to live my life independently (including health and activity)

Help me to live my life independently (including health & activity)	
We will do what matters	How we will do it
Understand and support the additional needs of our residents	<ul style="list-style-type: none"> » Work with health and other partners to reduce hospital admissions and hospital stays » Work with partners to support victims of domestic abuse » Work with partners to support people with mental health needs » Support people to access to appropriate housing » Work with partners including the voluntary sector to raise awareness of available services » Engage people in the design and delivery of the services we provide » Continue to promote Redditch as a Dementia Friendly Community
Promote independence and reduce social isolation	<ul style="list-style-type: none"> » Enable people to be able to stay in their homes and communities » Work with partners to support and promote access to clubs and services » Enable residents to access appropriate and sustainable transport and mobility schemes
Help people to have active bodies and active minds	<ul style="list-style-type: none"> » Work with partners to promote and deliver appropriate mental wellbeing support » Support and promote the delivery to the Five Ways to Wellbeing » Support residents to be physically active
Strengthening and supporting families and individuals	<ul style="list-style-type: none"> » Work with partners within localities to deliver preventative services/family support » Support people into sustainable work, education and training » Provide diversionary sports and activities in targeted areas

(Information taken from Redditch Council Plan, 2017-2020. See Appendix A.)

Live my life independently: Being independent is essential to quality of life and can negatively impact on ability to access services due to health, disability or isolation. This purpose works to identify sports and physical activity opportunities which can enable people to live independently and reduce the need for residential care, decrease NHS admissions and utilise resources from other support services. Key partners include Worcestershire County Council, NHS, CCG, County Sports Partnership, Charities, Community and Voluntary sector groups, all of which provide the most appropriate support to our communities. By capturing information on the health issues affecting Redditch (social care, independent living, NEET data, benefits distribution, levels of deprivation) the need of residents will be captured and evaluated, influencing action plans and priorities. This will help the Council and its partners to plan effectively for the future needs of our residents, whether in terms of home adaptations or numbers of suitable and accessible properties, community activity groups and health specific interventions.

To achieve this purpose, Leisure and Culture have developed the following operational purposes:

- » Inspire and support me to improve my health and wellbeing
- » Give me access to green spaces which let me enjoy the benefits of being outdoors in a way that makes me proud of where I live
- » Help me to be healthy and active in my later life

Actions to deliver the strategic purposes are supported by operational measures to ensure consistent monitoring and evaluation of services is achieved. These measures are available to Councillors and Council Officers with detailed commentary to explain progress against the data. They are analysed on a frequent basis and recommendations are made to improve service delivery.

How will these themes be delivered?

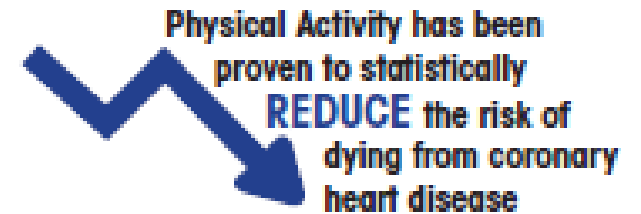
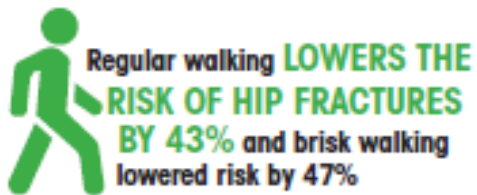
- » There is an intrinsic link between the themes in the strategy and the objectives in the Council Plan
- » Each objective in the Council Plan has a number of actions that, when delivered, will address the aims and priorities in the strategy
- » Leisure and Cultural Services Officers are responsible for facilitating and delivering on these actions which will contribute to achieving the aims and priorities of this strategy
- » Close partnership working will establish a consistent approach and work to achieve desired aims and objectives set within the strategy
- » Partnership groups will drive the actions with a joined up approach

WHAT IS PHYSICAL ACTIVITY?

Physical activity is defined as “any bodily movement produced by skeletal muscles that requires energy expenditure and is a fundamental means of improving people's physical and mental health” (WHO, 2016). This includes sports, exercise, and other activities such as playing, walking, household chores, gardening, and dancing. Any activity, be it for work, to walk or cycle to and from places, or as part of leisure time, has a health benefit.

BENEFITS OF PHYSICAL ACTIVITY

Being active is one of the most beneficial ways to improve a person’s health and wellbeing. Maintaining good health and wellbeing throughout life enables a better quality of life in later years, and reduces the risk of many co-morbidities and ill health. It improves mental and physical health which helps people to become more resilient and able to cope with everyday stresses.



CURRENT NATIONAL TRENDS

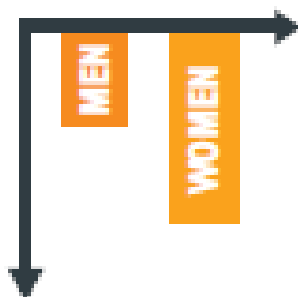
National focus has shifted from a target of 3 x 30 minutes of activity per week, to 1 x 30 minutes. This has evolved from the statistics showing an increase in already active people becoming more active, but fewer people are moving from 0 x 30 minutes per week to 1 x 30 minutes. The inactive population are where the biggest health risks lie, and this has been realised within the Department of Culture, Media and Sport (DCMS) strategy and Sport England strategy, featured later in this document.

FACTORS AFFECTING PHYSICAL ACTIVITY AND INACTIVITY

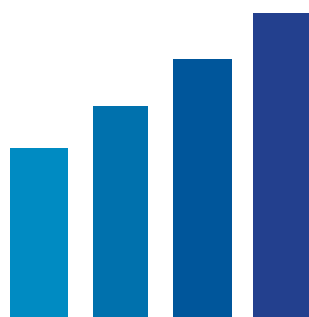
Trends of activity have changed over the past 10 years with many factors attributing to the choices made by adults regarding physical activity. Opportunities for physical activity are decreasing from daily life, and more enticements to be physically inactive have been introduced. Pressures of maintaining a healthy work-life balance can impact on the level of physical activity a person does. Sedentary lifestyles are becoming increasingly common and this is linked to a more pressured work life, poor diet, decreased motivation, and poor mental health. However, by being active, these can often be improved, leading to a more balanced lifestyle. The current environment favours an imbalance between food intake and physical activity, therefore, contributing to obesity and chronic diseases. WHO (2011) states “Adults aged 18–64 should do at least 150 minutes of moderate-intensity aerobic physical activity throughout the week or do at least 75 minutes of vigorous-intensity aerobic physical activity throughout the week or an equivalent combination of moderate- and vigorous-intensity activity” and this is also the Chief Medical Officer’s (CMO) recommendation. This measure is also the total duration of activity can be split into shorter durations i.e. 10 minutes of activity would contribute to the 150 minutes of total activity, becoming more realistic to achieve the recommended target. This makes it more feasible for physical activity to become part of a person’s daily life and influence positive behaviour change. National activity trends show more people taking part in recreational sports such as running (Couch 2 5k, Parkrun), cycling (Get into cycling) and park activities (Outdoor physical training, multi-sport games, recreational tennis leagues). Informal activities, such as playing after school with neighbours or a group of friends, are also being physically active. Realising that informal activity can be as (if not more) beneficial compared with formal activity contributes to shaping the way physical activity interventions are delivered. This knowledge will help to inform deliverers which activities are the most appropriate for the local community.

WHO recommends 150 minutes of activity per week, but trends have shown more people are staying or becoming inactive. 150 minutes of activity is a big step for people who have been completely inactive, so Sport England have identified the need to increase activity levels within this population by smaller increments in order to achieve the 150 minutes eventually.

Life expectancy is **6.1 years lower for men and 9.1 years lower for women** in the most deprived areas of Redditch than in the least deprived areas



Individuals living in a deprived area are **TWICE AS LIKELY** to be physically inactive than those living in the least deprived areas



Physical Inactivity is the **4th LARGEST CONTRIBUTOR** to disease and disability in the UK

Physical Inactivity costs the UK approximately **£7.4bn PER YEAR**



KEY CONSIDERATIONS

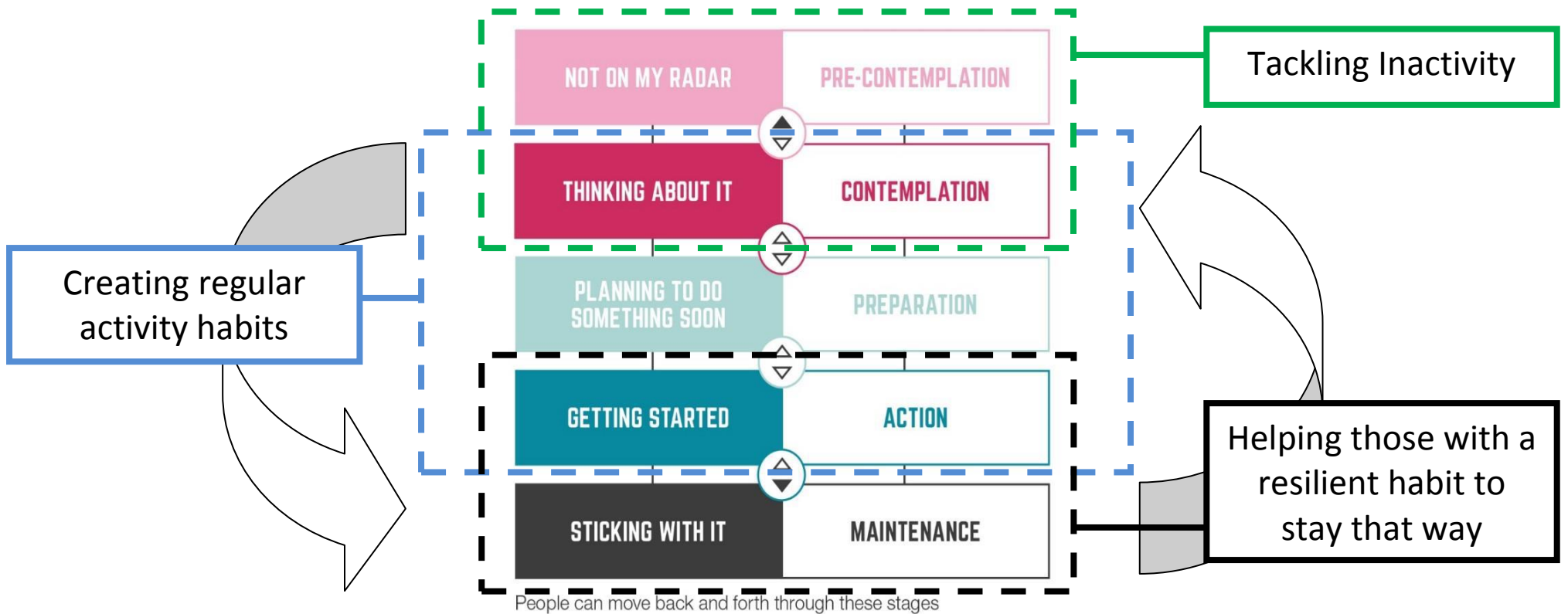
PHE's "Everybody active, every day"¹ highlights the need to close the gap in regards to health inequalities to ensure all communities, especially vulnerable groups, are considered in relation to the Equality Act 2010. The current trend in physical activity illustrates populations that are already active becoming more active, whilst inactive populations are staying the same or growing². This trend is contributing to the widening gap in health inequalities between the active and less active, so future planning should be targeting the inactive rather than the active populations. Where previous funding streams targeted people to get **more** active, funding is now largely available for inactive populations as a priority. It is notoriously difficult to engage effectively with inactive populations as many individuals require a significant behaviour change to take the first steps to becoming more active. A good first experience for each customer is one of the most important factors when wanting to change behaviour. This includes support and advice before, during and after the activity, a positive first experience, an accessible and appropriate environment for the activity, a high quality provision and sustainable exit routes for progression if required. Under-represented groups are the priority focus for physical activity interventions as they are the most likely to be inactive. Redditch has pockets of deprivation and these communities are less likely to participate in physical activity and lead healthy lifestyles. **Redditch has high levels of inactivity (56%) and 25% of people live in the most deprived quintile. This lends itself to unhealthy living and the widening gap of health inequalities (see appendix H)**

Sport England has identified the need for a different approach in order to target inactive communities. Changing a person's behaviour is a key factor when creating habits to become more physically active on a daily basis as well as encouraging them to making healthier choices.

The diagram below (Trans theoretical Model of Behaviour Change) illustrates the various stages a person may go through before being able to carry on a daily habit:

¹ PHE, 2014

² UK Active, 2014

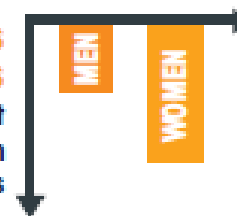


Redditch Borough is within the County of Worcestershire and borders Warwickshire County to the East and South-East. It is surrounded by Bromsgrove District to the West and North, Stratford District to the East and South-East and Wychavon District to the South-West. The Borough is situated at the outer edge of the Green Belt boundary for the West Midlands. Redditch offers easy access to the countryside and prominent local areas, including culturally rich areas such as Stratford upon Avon and naturally rich areas such as the Cotswolds. The Borough lies 15 miles south of the Birmingham conurbation and Birmingham airport is approximately 25 minutes' drive time away. Redditch Borough consists of the main town of Redditch, several districts that are in close proximity to each other and the rural villages of Astwood Bank and Feckenham as well as several other hamlets. The current population of Redditch Borough is more than 84,600 (2011 Census) and this is projected to rise to significantly by 2030 largely due to the new housing developments that will be built over the next 13 years . The population of Redditch has increased from 78,813 (2001 Census).

Redditch has a large black and ethnic minority population compared to Worcestershire, as well as considerable Eastern European community at present. These groups contribute to the diversity and culture of Redditch.

Redditch has some areas where families are living on low incomes and with poor levels of health which leads to lower life expectancy levels. A significant amount of investment has been invested into one of these areas, Winyates, which has helped to regenerate this area.

Life expectancy is **6.1 years lower for men and 9.1 years lower for women** in the most deprived areas of Redditch than in the least deprived areas



Overall, the district of Redditch has a younger **age profile** than Worcestershire County, but is similar to regional and national participation profiles. Redditch has a higher proportion of those aged 25 to 34 and lower proportions of those aged 65 and over compared to Worcestershire. Nearly two-thirds (66%) of those aged 16 and over were classified as **overweight or obese** in Redditch (2012), the same rate as Worcestershire and similar to the national rate of 64%. Some 20% of children in Redditch were overweight or obese in 2013-14, higher than the national and county rate.

PARTICIPATION RATES

Active People's Survey 2015/16 has reported the following data: The **sports participation rate** in Redditch has increased from 35% to 37.1% in 2015/16 compared to the previous year. The rate is now slightly higher than the national rate. The participation rates for people aged 14 years and over show a similar increase to 36.7% in 2015/16, also similar to the county and national rate. One in five people are participating in some sport but **less than three times a week** which is lower than the county and national rates. One in four people are participating in sport **three or more times a week**, which is higher than regional and national levels.

Participation rates by gender in Redditch show a significantly higher rate for men aged 16 and over participating in sport (45.6%) compared with a much lower rate (28.6%) of women in 2015/16. The gap is wider than the national and regional rates and has increased since 2005. **More men are participating in physical activity but the number of women participating has reduced. Sports participation rates for people with children** in Redditch (35 per cent) is slightly lower than for those who do not have children (38 per cent), although this difference is not statistically significant. **Participation rates by socio-economic groups are fairly similar across Redditch (37-39%). In NS-SEC 5-8 (the lowest socio-economic group) Redditch has a participation rate of 40% which is higher than Worcestershire at 29% and England at 25% and this has increased from**

28% in 2005.⁴ More information can be found in the demographic tables (Appendix B) and the RBC Sports Development Measures Data (Appendix C). The Redditch Activity Profile data can be found in Appendix D.

LATENT DEMAND

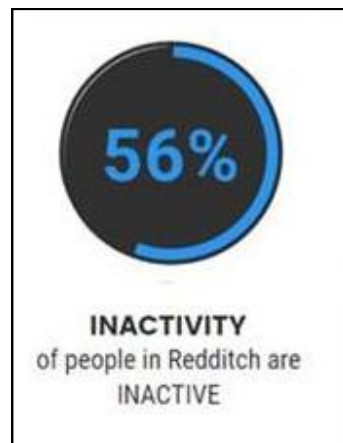
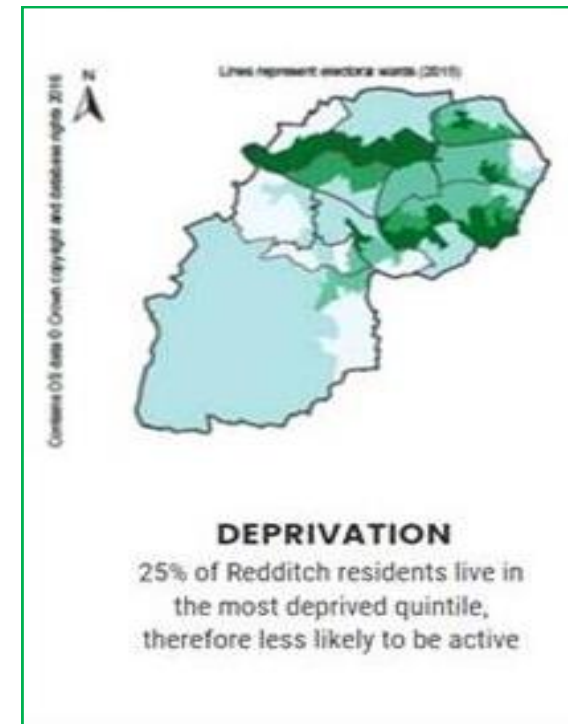
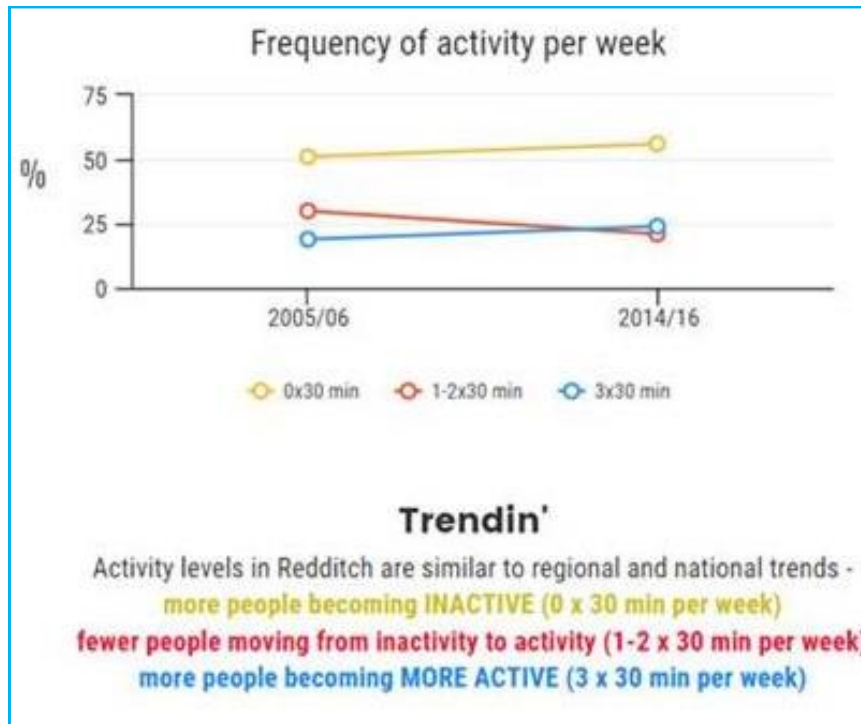
The **latent demand** of people aged 16 and over in Redditch who would like to do more sport has increased to 60.5% in 2015/16. 29% of inactive adults and 31.5% of active adults want to do more sport. Both of these figures are higher than the county and national average.

An analysis of the area's market segments and participation rates shows the type of people to target to improve participation rates:

- » **Women:** half the population, but considerably lower participation rates and significantly higher latent demand compared with men.
- » **Families:** Redditch has slightly lower participation rates for those with children in contrast to comparator areas. This indicates an opportunity to encourage families with children to participate more in sport.
- » **Low income areas:** there are lower participation rates in some of the most deprived areas, where there are also lower life expectancies. However, Redditch has a consistent participation rate across socio-economic groups.
- » **Particular types of people** can be targeted to encourage participation rates as described in the section on market segments. Swimming and cycling is an area of focus for this so people who may be interested in this activity, or have participated in the past would be an ideal target.

⁴ Active People Survey, 2015/16

Local Sports and Physical Activity Profiles - REDDITCH



Factors such as geography, age, disability, race, gender and sexual orientation and gender identity (PHE, 2014) contribute to levels of physical inactivity. These groups are less likely to participate in physical activity and are often under-represented in the UK within sport and physical activity settings. Overcoming barriers to participation is crucial to get more people in Redditch active and reduce health inequalities. The table below details the main barriers to physical activity and actions specific to how to overcome them:

	Keep costs low	Accessible environment	Informal activity	Social Cohesion
BARRIERS TO PARTICIPATION IN REDDITCH	<ul style="list-style-type: none"> » Price levels depending on circumstance » Supply specialist equipment to the users » Maximise parks and open spaces 	<ul style="list-style-type: none"> » Local to participant » Good transport links » Disability Discrimination Act compliant » Welcoming and friendly 	<ul style="list-style-type: none"> » Focus on taking part » Inclusive for all abilities » Encourage family participation 	<ul style="list-style-type: none"> » Create social networks » Offer opportunity to chat » Utilise local action to achieve success » Partnership working to maximise resources
REDDITCH ACTIONS	<ul style="list-style-type: none"> » A concessionary pricing scheme is available » External funding contracts enable subsidised activities » Free park events run by RBC, sports clubs and local groups during the holidays » Maximising shared spaces to minimise facility costs, keeping session costs reasonable » Dial-a-ride subsidised service available 	<ul style="list-style-type: none"> » Borough-wide spread of activities » Some leisure facilities are DDA compliant » Sports Clubs are signposted to disability training opportunities and funding to work towards DDA compliance » Parks have accessible paths and play areas » Cycle routes » Good transport links 	<ul style="list-style-type: none"> » Community groups, RBC and clubs offer fun activities » Recent projects have steered away from traditional sports » Family focussed activities in the parks » Schools and colleges are linking with NGB's to provide developmental, grassroots sessions e.g. street cricket 	<ul style="list-style-type: none"> » Running sessions where there are refreshments to encourage socialising after the activity » Mindfulness sessions have been offered in partnership with Couch 2 5k » Community groups have run sessions targeting their local community » Community action and cohesion

The national focus of sports and physical activity is determined by extensive data, research, knowledge and experience. This research has been pulled into an overarching cross-governmental strategy (DCMS, 2015), detailing priority outcomes for sports and physical activity. This strategy has a broad focus which allows other organisations to focus on different elements of the strategy and work to achieve its outcomes. Sport England, UK Sport and Youth Sports Trust have differing priorities and work towards the DCMS strategy in different ways. Sport England has a wider focus on inactivity than past strategies have seen, UK Sport is principally driving elite sport, and the Youth Sports Trust is focused on driving sports and physical activity throughout schools and education.

The national strategies and their key outcomes are as follows:

1. **Department for Culture, Media and Sport (DCMS) - “A Sporting Future: A new strategy for an active nation” 2015 (see Appendix E)**

- a. Improved physical health
- b. Improved mental health
- c. Improved social and community development
- d. Individual Development
- e. More economic development

2. **Sport England (SE) – “Towards an active nation”, 2016-2121 (see Appendix F)**

- a. More money and resources on **tackling inactivity** – this is where individual and society gains are the greatest
- b. To invest more money in **children and young people from the age of five** to build positive attitudes
- c. To help those who are **already active to carry on**, but at a lower cost to the public purse
- d. To help the sector to become more **welcoming and inclusive, especially to under-represented groups**
- e. To keep pace with **digital expectations** of customers
- f. To encourage **stronger local collaboration** to deliver a more joined up experience of sport and activity
- g. To work with a **wide range of partners** including the private sector
- h. To encourage **innovation and share best practice particularly through behaviour change** principles

3. **UK Sport – 2013-2017 Business Plan Summary (see Appendix G)**

- a. To become the first nation to be more successful in both Olympic and Paralympic Games
- b. Establish the UK as a leading host of major international sports events
- c. For National Governing Bodies to be recognised within sport nationally and internationally as beacons of good practice in leadership, governance and commitment to continuous improvement

4. **Youth Sports Trust Manifesto (see Appendix H)**

- a. **Education:** More time for higher quality PE to ensure all children are physically literate and can move competently and confidently.
- b. **Health:** Physical activity opportunities embedded into every school day to ensure every child has the opportunity to live a healthy active lifestyle.
- c. **Sport:** Sustained competitive sport in schools to ensure sport remains at the heart of a young person's life.

The national strategies dictate the priorities for regional and local plans – available funding streams will reflect the national priorities so local action plans should be geared towards achieving these objectives. The next section will highlight regional strategies, and the impact of these on local Redditch provision.

The national strategies highlighted in the previous section inform regional agencies where priority funding pots are available. This, in turn, shapes the regional strategies for Worcestershire. By using the national strategies as a guide, regional strategies can focus on the need and wants of the local areas using data and insight to shape appropriate delivery mechanisms for sports and physical activity. In Worcestershire, there are key partners who have a priority focus and impact on sports and physical activity. National Governing Bodies have Regional Development Managers tasked with delivering Regional Development Plans and they work with local authorities, sports clubs, schools and other community organisations and partner with The County Sports Partnership for Herefordshire and Worcestershire. They work together to create opportunities to deliver sporting activities across Worcestershire. Worcestershire County Council has recently released their Health and Wellbeing Strategy for Worcestershire and the Redditch and Bromsgrove Clinical Commissioning Group (CCG) Strategy is also now in place.

The regional strategies and their key outcomes/objectives are:

1. Sports Partnership Herefordshire and Worcestershire (SPHW):

- a. Making it simple to discover and take part in sport and physical activity
- b. Increasing and upskilling the workforce to meet the need of target audiences
- c. Use sport and physical activity to positively impact local communities
- d. Positioning ourselves as a key partner and influencer
- e. Scoping new opportunities for growth

2. Redditch and Bromsgrove CCG:

- a. Improve the quality of care for patients and reduce system waste using integrated models of care wherever possible (working across organisational boundaries wherever necessary)
- b. Apply a population-based approach to commissioning – using Public Health needs assessment to support future commissioning intentions
- c. Empower patients with the active engagement and participation of local patients in the commissioning agenda
- d. Apply a systematic and proactive approach to the management of chronic (long lasting) disease.

3. Worcestershire Health and Wellbeing Board: Joint Health and Wellbeing Strategy (see Appendix I):

- a. Good mental health and wellbeing throughout life
- b. Being active at every age
- c. Reducing harm from alcohol at all ages

4. NGB Regional Development Plans are specific to region and sport, but contribute to the national objectives:

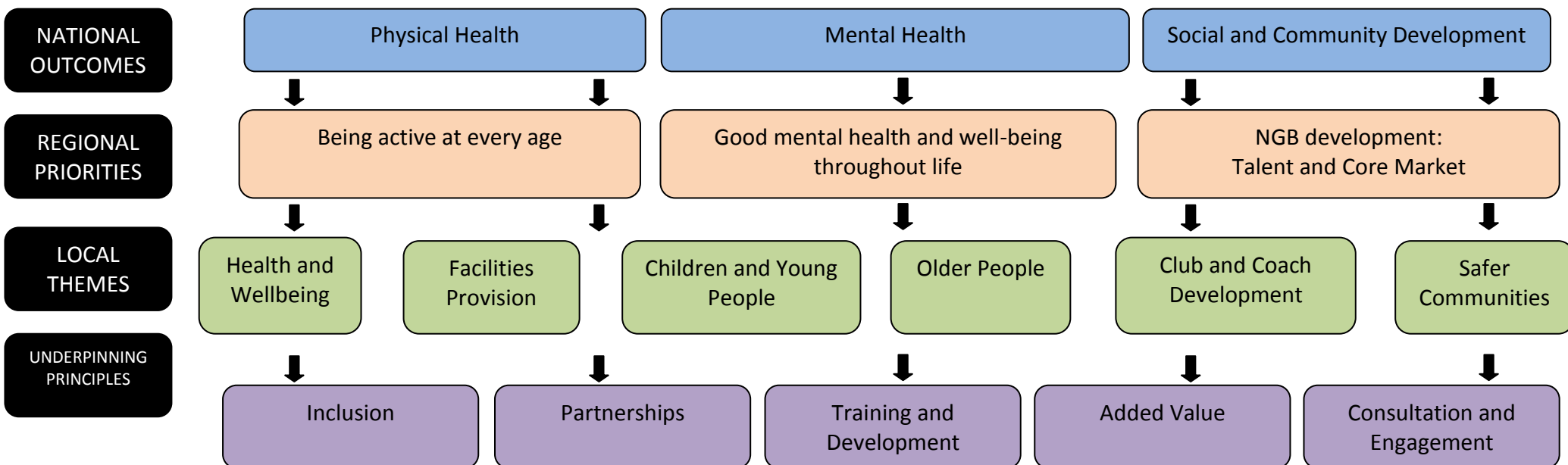
- a. Develop a talent system in England that produces higher quality athletes throughout the entire pathway, including performance foundations, while delivering a positive experience that retains those athletes in the sport system
- b. Helping people in the core market navigate periods of disruption as well as making it easier for people in the core market to build habits and to switch between activities. Protecting people in the core market who come from underrepresented groups and getting the right balance between value to the customer and cost of provision for people in the core market

The regional strategies dictate the priorities for regional and local plans – available funding streams will reflect the national priorities so local action plans should be geared towards achieving these objectives. The next section will highlight regional strategies for Redditch, and the impact of these on local Redditch provision and opportunities.

THEMES

LOCAL THEMES AND UNDERPINNING PRINCIPLES

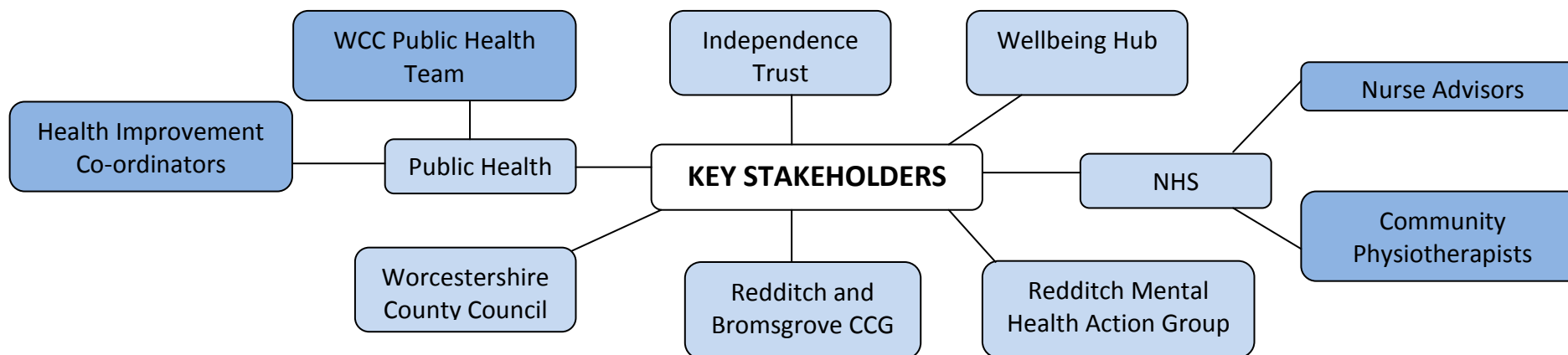
The themes have been developed to help to achieve national outcomes and regional priorities at a local level. The needs of the community are continuously researched and insight into the area through health and activity profiles shape local action and themes. The diagram below overviews the links from National Outcomes to Local Themes/Actions.



The themes for the strategy are underpinned by principles which aim to improve the health and lifestyle of Redditch residents. They focus on upskilling local people, working in partnership with organisations and groups, bringing added value to physical activity opportunities, ensuring inclusion for all activities with focus on under-represented groups, as well as continually consulting and engaging with local residents. Each theme has its own section and a standard approach delivering the purpose, local picture and key considerations.

PURPOSE

Good health and wellbeing can be subjective, and often means different things to different people. A community has varying levels of health and wellbeing and an individual’s priority can be different to a community priority. The importance of having good health and wellbeing is a priority for Redditch. The need to address both physical and mental health challenges is increasing at an alarming rate, therefore increasing the demand for provision of services to meet this need. The Health Intervention Officer (HIO) is responsible for assessing the need and providing opportunities for people to improve their health and wellbeing.



Redditch Community and Wellbeing Trust is a sub group of the Redditch Partnership Executive Group, which discusses health priorities and issues and has implemented actions to achieve better health. Some of these actions include an Older People’s Activity directory, Digital Inclusion week for people who can’t access the internet, Diabetes awareness week, Mental Health and wellbeing events run within the Kingfisher Shopping Centre and regular updates on the Redditch Health Profile. Representatives from the above groups attend the partnership meeting which enables a well-rounded approach to delivery in Redditch.

LOCAL PICTURE:

Health Priorities: Redditch has the following health concerns (as taken from the Redditch Health Profile 2016 in Appendix J):

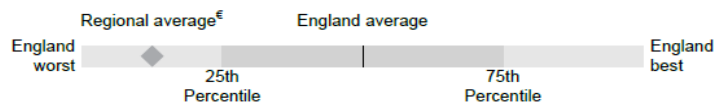
- Emergency hospital admissions for Asian, Black and Chinese ethnic groups: Redditch has a high number of hospital admissions for Asian, Black and Chinese groups. Evidence shows these groups are more likely to be inactive, therefore more at risk of leading an unhealthy lifestyle. Being physical inactive contributes to poor health and can lead to other health issues such as diabetes, coronary heart disease, poor bone health and other contraindications. As these groups tend to be less physically active, there are ways physical activity can help and contribute to better health, therefore reducing health inequalities. A minority group network has been set up locally and this focuses on priorities and actions for the targeted Redditch community. Redditch Borough Council has a Diversity and Minorities Group Officer (DMO) who attends this network and works closely with community groups to encourage these “at-risk groups” to engage with physical activities and improve their health and wellbeing.
- Under 18 year old conceptions: With a high percentage of young people in Redditch living in pockets of deprivation, under 18 year old conceptions are more prevalent. Diversionary activities target young people and encourage them to participate in physical activity, occupying their time and providing help and guidance through local youth workers. Utilising parks and multi-use games areas (MUGAs) and working in partnerships with YMCA, Community Safety and other community groups will aim to improve this statistic by offering more opportunities to engage with young people within their environments. Utilising Parks and Open Spaces across Redditch will identify available spaces that can be used for activities such as walking and running, cycling, rounders and other outdoor sessions.
- Self harm and alcohol related admissions: Activities that promote social inclusion and healthy lifestyles will help to improve this statistic. Mental health support in schools and signposting services such as the Wellbeing Hub (Community First/NHS) aim to reduce this statistic and support the needs of people at risk. Working with Children and Young Peoples Emotional Wellbeing and Mental Health will identify people at risk and work with families who may be struggling with this issue.
- Diagnosed diabetes: A higher % of people are being diagnosed with diabetes in Redditch – the breakdown between Type I and Type II is not available. Diabetes is strongly linked to unhealthy lifestyles. Redditch has average levels of excess weight in adults and average levels of physical activity. An assumption can be made that if excess weight decreases and physical activity increases, the prevalence of diabetes will decrease.

Worcestershire County Council have developed briefings on Physical Activity and Mental Health which inform areas of concern for Worcestershire, key performance indicators for health and physical activity and links to useful documents. The JSNA briefing on Physical Activity can be found in Appendix K and JSNA briefing on Mental Health 2015 can be found in Appendix L. Below is a snapshot of the Health Summary for Redditch:

Health summary for Redditch

The chart below shows how the health of people in this area compares with the rest of England. This area's result for each indicator is shown as a circle. The average rate for England is shown by the black line, which is always at the centre of the chart. The range of results for all local areas in England is shown as a grey bar. A red circle means that this area is significantly worse than England for that indicator; however, a green circle may still indicate an important public health problem.

- Significantly worse than England average
- Not significantly different from England average
- Significantly better than England average
- Not compared



Domain	Indicator	Period	Local No total count	Local value	Eng value	Eng worst	England Range	Eng best
Our communities	1 Deprivation score (IMD 2015) #	2015	n/a	21.2	21.8	42.0		5.0
	2 Children in low income families (under 16s)	2013	2,790	16.8	18.6	34.4		5.9
	3 Statutory homelessness†	2014/15	19	0.5	0.9	7.5		0.1
	4 GCSEs achieved†	2014/15	510	56.0	57.3	41.5		76.4
	5 Violent crime (violence offences)	2014/15	n/a	12.1	13.5	31.7		3.4
	6 Long term unemployment	2015	204	3.8	4.6	15.7		0.5
Children's and young people's health	7 Smoking status at time of delivery	2014/15	105	11.4	11.4	27.2		2.1
	8 Breastfeeding initiation	2014/15	737	67.6	74.3	47.2		92.9
	9 Obese children (Year 6)	2014/15	190	20.0	19.1	27.8		9.2
	10 Alcohol-specific hospital stays (under 18)	2012/13 - 14/15	23	40.9	36.6	104.4		10.2
	11 Under 18 conceptions	2014	49	34.0	22.8	43.0		5.2
Adults' health and lifestyle	12 Smoking prevalence in adults†	2015	n/a	21.5	16.9	32.3		7.5
	13 Percentage of physically active adults	2015	n/a	58.8	57.0	44.8		69.8
	14 Excess weight in adults	2012 - 14	n/a	67.0	64.6	74.8		46.0
	15 Cancer diagnosed at early stage #	2014	167	52.4	50.7	36.3		67.2
Disease and poor health	16 Hospital stays for self-harm	2014/15	211	249.2	191.4	629.9		58.9
	17 Hospital stays for alcohol-related harm	2014/15	588	726	641	1223		374
	18 Recorded diabetes	2014/15	4,929	7.0	6.4	9.2		3.3
	19 Incidence of TB	2012 - 14	48	18.9	13.5	100.0		0.0
	20 New sexually transmitted infections (STI)	2015	447	811	815	3263		191
	21 Hip fractures in people aged 65 and over	2014/15	80	618	571	745		361
	22 Life expectancy at birth (Male)	2012 - 14	n/a	78.8	79.5	74.7		83.3
Life expectancy and causes of death	23 Life expectancy at birth (Female)	2012 - 14	n/a	83.2	83.2	79.8		86.7
	24 Infant mortality†	2012 - 14	19	5.6	4.0	7.2		0.6
	25 Killed and seriously injured on roads	2012 - 14	46	18.1	39.3	119.4		9.9
	26 Suicide rate†	2012 - 14	36	16.2	10.0			
	27 Deaths from drug misuse #	2012 - 14	7	x ²	3.4			
	28 Smoking related deaths	2012 - 14	329	271.1	274.8	458.1		152.9
	29 Under 75 mortality rate: cardiovascular	2012 - 14	164	76.6	75.7	135.0		39.3
	30 Under 75 mortality rate: cancer	2012 - 14	302	140.9	141.5	195.6		102.9
	31 Excess winter deaths	Aug 2011 - Jul 2014	48	7.8	15.6	31.0		2.3

Indicator notes

1 Index of Multiple Deprivation (IMD) 2015 2 % children (under 16) in low income families 3 Eligible homeless people not in priority need, crude rate per 1,000 households 4 5 A*-C including English & Maths, % pupils at end of key stage 4 resident in local authority 5 Recorded violence against the person crimes, crude rate per 1,000 population 6 Crude rate per 1,000 population aged 16-64 7 % of women who smoke at time of delivery 8 % of all mothers who breastfeed their babies in the first 48hrs after delivery 9 % school children in Year 6 (age 10-11) 10 Persons under 18 admitted to hospital due to alcohol-specific conditions, crude rate per 100,000 population 11 Under-18 conception rate per 1,000 females aged 15-17 (crude rate) 12 Current smokers, Annual Population Survey (APS) 13 % adults achieving at least 150 mins physical activity per week 14 % adults classified as overweight or obese, Active People Survey 15 Experimental statistics - % of cancers diagnosed at stage 1 or 2 16 Directly age sex standardised rate per 100,000 population 17 The number of admissions involving an alcohol-related primary diagnosis or an alcohol-related external cause (narrow definition), directly age standardised rate per 100,000 population 18 % people on GP registers with a recorded diagnosis of diabetes 19 Crude rate per 100,000 population 20 All new diagnoses (excluding Chlamydia under age 25), crude rate per 100,000 population 21 Directly age and sex standardised rate of emergency admissions, per 100,000 population aged 65 and over 22, 23 The average number of years a person would expect to live based on contemporary mortality rates 24 Rate of deaths in infants aged <1 year per 1,000 live births 25 Rate per 100,000 population 26 Directly age standardised mortality rate from suicide and injury of undetermined intent per 100,000 population (aged 10+) 27 Directly age standardised rate per 100,000 population 28 Directly age standardised rate per 100,000 population aged 35 and over 29 Directly age standardised rate per 100,000 population aged under 75 30 Directly age standardised rate per 100,000 population aged under 75 31 Ratio of excess winter deaths (observed winter deaths minus expected deaths based on non-winter deaths) to average non-winter deaths (three years)

† Indicator has had methodological changes so is not directly comparable with previously released values.
New indicator for Health Profiles 2016. x² Value cannot be calculated as number of cases is too small

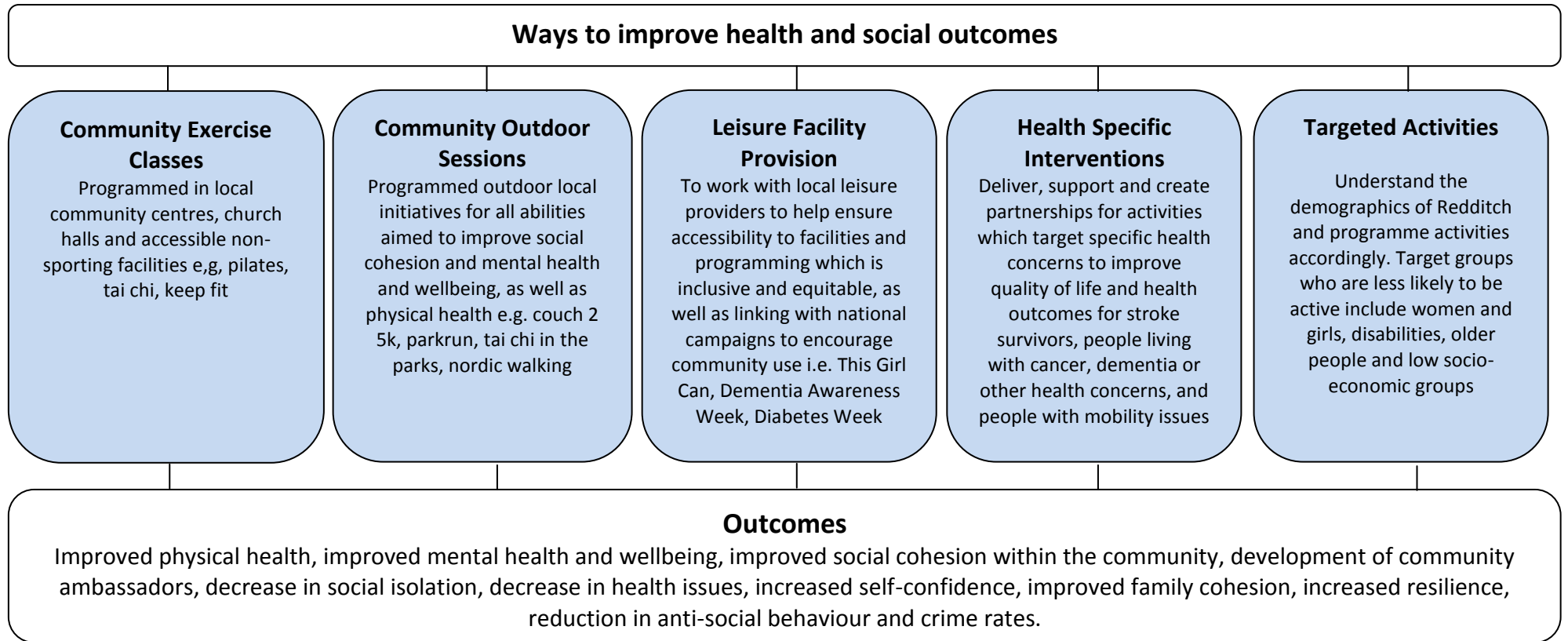
€ "Regional" refers to the former government regions.

More information is available at www.healthprofiles.info and <http://fingertips.phe.org.uk/profile/health-profiles>

Please send any enquiries to healthprofiles@phe.gov.uk

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Physical activity can positively impact the health priorities by improving both physical and mental health and wellbeing. The challenge is educating the whole community to understand the wider benefits of physical activity. Instilling a behaviour change within the community will see improved self-confidence, better decision making, increased resilience and the ability to make lifestyle changes which impact the individuals as well as their family/friends. This can link to employability, social cohesion, and reduction in anti-social behaviour and crime. The diagram below highlights the various ways health and social outcomes can be improved:



Referral Programmes: For those within the community who require a more focussed activity, referral programmes can work as an entry route. Evidence suggests that people are more likely to attend sessions and activities with a community or voluntary setting if a healthcare professional refers or advises them to attend. Evidence also shows that it can improve health and well-being outcomes and reduce inappropriate use of GP time and patients' reliance on prescription medication. Other benefits include reducing social exclusion and improving health inequalities through the increased uptake in community activities and support. Redditch has 3 referral programmes:

- » Strength and Balance: This is a 33 week falls prevention course suitable for people who are at risk of falling or who have already experienced a fall. The course can be referred into through a medical professional (GP, Nurse Advisor, Physio) or a self-referral from the participants themselves. It is currently run in partnership between Redditch Borough Council and Sports Partnership Herefordshire and Worcestershire, and has been commissioned through Worcestershire County Council and 2017-18 will be the final year of the contract (Year 3). Strength and Balance classes are currently run out of a range of facilities including Church Halls, Community Centres and Sheltered Housing complexes.
- Activity Referral: This is a medical referral scheme where residents who meet the criteria can be referred into the scheme by a medical professional. It is a 6 week programme within a sports centre setting and consists of an initial assessment and a final assessment, with 30 minute optional contact points every week. The contract has been commissioned by Worcestershire County Council, Public Health. It currently is run out of Abbey Stadium and participants have access to the pool, gym, track, exercise classes and their bespoke programme can include a combination of these activities. Once the 6 weeks is completed, the participant can join the gym and pay for membership without having to pay the joining fee.
- Social prescribing: Social Prescribing is a mechanism to refer patients from primary care with social, emotional or practical needs to non-clinical and non NHS sources of support within the community provided by Voluntary and Community Sector (VCS) and other statutory agencies. It has been run in Redditch as a pilot and will be rolled out across Worcestershire in 2017/2018.

The below table shows the organisations linked to Social Prescribing:

Topic	Organisation	Summary of support
Benefits, Debt, Employment, Legal or Housing Support	Bromsgrove Citizens Advice Bureau (CAB)	Free, confidential, independent, information and advice on all subjects. For people living or working in Redditch. Please note that Bromsgrove CAB are providing this service for Redditch
Low Mental Wellbeing Support	The Sandycroft Wellbeing Centre	Sandycroft in Redditch provide mental health and family services delivered through an array of support services including 1: 1 support sessions, counselling, wellbeing courses including confidence, stress and anxiety as well as Domestic Abuse support and programmes.
Support for Older People	Age UK Redditch	An Age UK Well check can signpost to a range of support such as dementia support, social support, a handyperson, exercise, help at home, safety at home, occupational therapist For over 50s who do not have a social services care plan in place
Getting Active	Redditch Sports Development Team	Increase activity levels with options such as mobility classes, walking groups, local events, active volunteering, parks, gyms and fitness, sports clubs, exercise classes, dance (not personal training)
Getting Creative	Redditch Arts Team	Opportunities to socialise, attend arts classes, drama and performance, theatre, local events, places to go, musical groups, festivals.
The Living Well Service	The Independence Trust	The Living Well Service aims to support individuals in the most deprived areas of Worcestershire in changing their behaviour. The aim is to support them to improve and strengthen their physical and emotional wellbeing.
Bereavement	Primrose Hospice	A bereavement service for adults, young people & children, post bereavement. Family Support services are available to all affected by a loved one's death and offer support to those who require psychosocial and practical help, or just a "listening ear".
Support for Carers	Worcestershire Association of Carers	The GP Carer Support Service is designed to reach out to carers via GP practices, telling them about the support available to them and looking at numerous issues including social isolation, accessing correct benefits, and respite care.
Dementia Advice and Support	The Alzheimer's Society Worcestershire	The Alzheimer's Society in Worcestershire can provide a range of advice and support for people affected by dementia (Including carers, partners and family members).

To ensure the delivery meets the needs of the community, continuous engagement and consultation should be happening with both users and non-users.

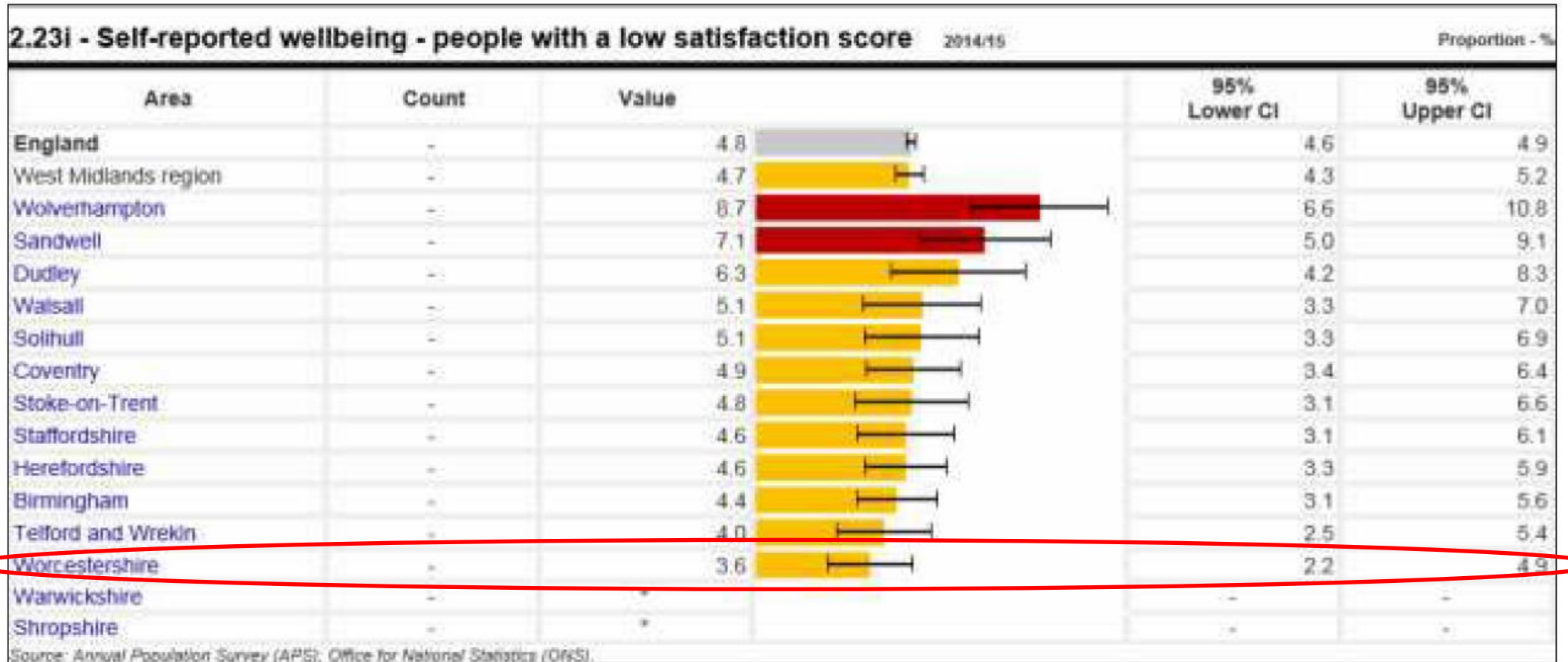
Satisfaction surveys are conducted regularly to ensure quality of delivery and satisfaction levels of participants. It is more difficult to engage with non-users as they are not currently engaging with community activities, but events in shopping centres, parks and community centres should target these groups and get a rounded view of what they would like and how they would like it delivered. Social media communication, newsletters, newspaper adverts and information stands in public places are the best way to engage with the community as a whole, and partners linking together to strengthen this delivery is the key to success. Partners can retweet and share posts, showing a joined up approach to delivery.

MENTAL HEALTH AND WELLBEING:

JSNA briefing of Mental Health highlights the complexity of the wider determinants of health, mostly caused by the fact that these wider determinants are not limited to individual attributes but also include social, economic and environmental factors such as working conditions, living standards and social support networks (or lack of them). Mental health can also be affected by sudden difficult life events or transition points which can reinforce socio-economic inequalities in health; including relationships breakdown, job loss or eviction.

“Good mental health and well-being throughout life” is a priority for Worcestershire Health and Wellbeing Board. Physical activity has a direct, positive impact on low level mental health issues and can be used as an alternative to other health services. Higher level mental health issues also benefit from physical activity, however this would need to be supported by other health services to provide support or medical advice. Good mental health can have a considerable impact on a community; building confidence, increasing motivation, positive lifestyle changes and a healthier, more active outlook. Residents are able to improve their own mental health by accessing green spaces across Redditch such as Arrow Valley Lake, Morton Stanley Park, Terry’s Playing Field, Forge Mill, Overdale Park and other wooded areas. The Parks and Outdoor Spaces team maintain these areas to ensure safety and ease of access to all residents. Greater emphasis is being put on outdoor activities such as outdoor boot camps, mother and baby walks, health walks, rounder’s, play parks and family fun as the benefits of being active outside can improve both physical and mental health, as well as addressing perceived barriers such as dislike of leisure facilities, cost and formalised activity.

The available data for mental health and wellbeing is countywide (Worcestershire) which can make it difficult to dig deep into the levels and factors contributing to mental health and wellbeing within Redditch. However, we can use this as an indicator. Self-reported well-being (data from the national wellbeing survey) shows that fewer people in Worcestershire have low satisfaction with life than the national and West Midlands average (see figure below):



Overarching themes to improve mental health and wellbeing include prevention, protective factors and early intervention/recovery:

- » **Prevention:** We know much more about the causes of common mental disorders and how to prevent them. The effects of vascular dementia can be minimised through a healthy lifestyle. Much mental ill health starts by age 14 - more emphasis is needed on building resilience and wellbeing amongst children and young people.

- » **Enhancing protective factors:** Protective factors such as access to green spaces, meaningful employment and regular physical activity are key to building resilience and promoting well-being. Caring for a sick relative can have a serious negative impact on health and well-being with two thirds of older carers having their own health problems.
- » **Focus on early intervention and recovery:** Early intervention and access to the right services and support can assist people with dementia live well with the condition for many years. Focusing on 'at-risk groups and intervening early for children and young people with mental health problems has been shown to reduce health costs and improve educational outcomes.

Wider determinants of mental health: These factors directly influence a person’s mental health and should be considered when implementing an intervention or programme geared towards improvements in this area.

SOCIETY	COMMUNITY	FAMILY	INDIVIDUAL
Inequality	Personal Safety	Family Structure	Lifestyle (diet, exercise, alcohol)
Unemployment	Housing and open spaces	Family Functioning	Gender
Social Coherence	Economic Status	Genetic Makeup	Debt/Lack of debt
Education	Isolation and loneliness	Intergenerational Contact	Physical Health
Health and social care provision	Neighbourliness	Parenting	Relationships

KEY CONSIDERATIONS:

It is notoriously difficult to have a successful impact on a person’s health and lifestyle, unless they are prepared to make changes themselves. Creating habits and enabling a change in behaviour will have a longer term benefit. Delivering and creating opportunities within the community can be very beneficial and offer people the ability to engage and participate, therefore improving activity levels. Ensuring there are a variety of activities to get involved with helps to keep people in activity i.e. more choice to prevent boredom, more exit routes to increase intensity and sustainability (community clubs), and more opportunities to exercise with friends and family who have different activity levels/abilities. However, for those who may find it difficult to integrate into a community activity, a more supportive approach through a referral programme would be more suitable. One of the challenges is how people in need of a change of lifestyle and improved health can be identified and supported, and the

mechanisms available for this to be delivered. A whole community approach and partnership working is required to market and advertise opportunities which retain and signpost the participants. Redditch GP surgeries are a key driver to refer people into referral schemes and the challenge is to ensure they have all the relevant information to effectively refer. This is reliant on good communication and understanding from both the GP network and partner agencies that are delivering activity and referral schemes.

Worcestershire County Council established a Health and Wellbeing Board in 2013 which oversees the system for local health commissioning. It leads on the strategic planning and co-ordination of NHS, Public Health, Social Care and related Children's Services. The board is an important vehicle which can be used to assess health priorities, strategic vision and local health agendas and it links into partnership groups across Worcestershire, in particular Redditch Community Wellbeing Trust Group.

SUMMARY

A partnership approach to delivering activities across Redditch ensures shared knowledge and reduces gaps in provision which means higher quality delivery with less risk of competing for the same population with the same activity. Joint funding applications can add more value to a project so resources can be pooled and a high quality project can be delivered. It is also important to deliver targeted programmes to reduce barriers to participation for those in need of extra support and confidence with a suitable exit route.

Data gathered from Redditch Health Profile and Worcestershire County Council Health and Wellbeing Board is useful to understand the needs of the community and priority areas. This will inform the needs of the community and help to shape future projects.

PHYSICAL HEALTH AND MENTAL WELLBEING AIMS

- To help and support residents to self-refer into targeted schemes
- To work closely with Medical Professionals in order to increase referrals and signposting opportunities
- To assess the needs of the Redditch community and implement programmes to service the need
- To help promote and increase participation in active lifestyles for all residents
- To partner with local community groups and voluntary sector organisations to achieve a collective outcome

PHYSICAL HEALTH AND MENTAL WELLBEING PRIORITIES

- Work with Redditch and Bromsgrove CCG to improve communication across GP surgeries and increase referrals into specialist programmes
- Link physical activity opportunities to the benefits for mental health – all deliverers to actively promote the 5 ways to wellbeing
- Align delivery to the Worcestershire priorities for Mental Health, Alcohol and Physical Activity
- Provide communities with the means to become more active: assess needs and implement interventions which align with the health priorities for Redditch.

PURPOSE

Providing good quality facilities are vital in order to support residents to participate in Sports and Physical Activity. As previously highlighted within earlier sections of this Strategy, in order to persuade the inactive populations to participate the experience needs to be right and to achieve these facilities need to be accessible, adaptable, clean, safe and presentable.

Our supply of facilities needs to be in the right locations and have facilities which can cater for a range of different activities, particularly those where demand and latent demand can be evidenced. There needs to be considerations given to ensuring buildings are designed to factor this in and to ensure they are efficient enough to reach the end of their expected lifecycle. Parks and open spaces need to include both formal and informal provision to encourage residents to participate in activities to improve health and wellbeing. Formal provision is defined as a space which is usually provided for structured activity, for example that used by Sports Clubs for structured training or competitive matches. Usually this facility is booked through an operator responsible for hiring facilities. These facilities are sometimes secured; for example an AWP (All Weather Pitch) that it is within a fenced area and secured when not in use. In terms of informal space these are spaces that are provided for unstructured play. For example, open space where young people play sport and take part in physical activity. An example of this could be a MUGA (Multi Use Games Play Area) where young people can use this facility to participate in unstructured sport. This doesn't need to be booked or supervised and usually the young people provide their own equipment to use.

KEY STAKEHOLDERS

There are a number of different facility operators in the area. These include the Local Authority, Academies, Colleges, Sports Clubs and Private Sector provider of Health and Fitness Facilities. Each of these is self-sufficient in terms of financing and resourcing their own facilities. Sports Clubs though rely on support from external bodies to help to grow and sustain their buildings and outdoor provision. An example of this is through use of Section 106 funding provided from housing development. This is often combined with contributions from National Governing Bodies of Sport to enable larger scale projects to be implemented. The Redditch Playing Pitch Strategy helps to identify the needs of local Sports Clubs through consultation and engagement. For the life of this Strategy this will be resourced with support from funding from large scale housing schemes, listed in the 5 year delivery schedule (see Appendix M).

In addition to the PPS the Sport England Facilities Model 2015, run by Sport England, defines the number of Sports facilities that are over and under subscribed in relation to demand and latent demand, both in 2015 and in 2025 factoring in projected population increases. This data will be vital when considering the development of provision in future years. The key headlines from each of these documents are contained within the next section of this theme which looks at the local picture for Redditch.

LOCAL PICTURE

The outcome of the research and consultation carried out as listed above has defined a number of potential areas where investment into provision has resulted in increases in participation and opened up opportunities for inactive people to take part in activity. The Abbey Stadium has recently invested into their Health and Fitness facilities where latent demand determined the need to do this. This has already helped to increase participation for both active and inactive residents. Redditch United has invested into a 3G facility which has enabled them to provide quality all year round provision for both junior and adult teams to play football. This builds on the success of the junior club which already boasts over 50 teams including some targeted towards girls and children and young people with physical and learning difficulties. The Redditch Rugby Club is a hub for local Sport and the Rugby section in particular has seen a sharp rise in the amount of juniors playing the Sport. The Town benefit from a large amount of parks and open space, and centrally the Arrow Valley Park offers excellent opportunities for residents to walk, run and cycle safely and accessibly. To compliment this there are a number of activity programmes which have supported the increases in physical activity levels particularly those aged 16 and above. These include Couch to 5k, Park Run, and a number of running clubs.

The National Planning Policy Framework NPPF 2012 Supports and promotes healthy communities to facilitate social interaction and creating healthy inclusive communities. It encourages Local Authorities to have a shared vision within communities. Local Authorities should plan positively for the provision and use of shared space, community facilities (such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments. Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless: the development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss in turn, protecting all activities within existing open space and associated sports uses etc.

PLANNING IN SPORT

At a more local level all applications including those in relation to sport and physical activity will be determined in line with national planning and all other relevant policies within the development plan. Policy 12 of Redditch Local Plan 4 aims to maintain minimum standards of open space provision as identified in the Open Space Needs Assessment and Playing Pitch Strategy. New development will be required to make provision for new and/or improvements to open space, sports and recreation facilities in accordance with the Borough Council's Adopted Open Space Provision Supplementary Planning Document (SPD) or any other form of planning obligation the Borough Council adopts. The Borough Council will support, in principle, the development of new open space, sports and recreation facilities.

The Borough Council will also negotiate with applicants to establish the appropriate amount and location of open space provision based on the Open Space Provision SPD, Open Space Needs Assessment, Playing Pitch Strategy and any other relevant evidence.

NPPF Obligations/ S106 Agreements are legally enforceable obligation entered into under section 106 of the Town and Country Planning Act 1990 to mitigate the impacts of a development proposal.

There are 3 tests to planning Obligations which are as follows:

- Necessary to make the development acceptable in planning terms;
- Directly related to the development; and
- Fairly and reasonably related in scale and kind to the development.

SPORTS FACILITIES PLANNING MODEL

In 2015 Redditch Borough Council commissioned Sport England to carry out a report to look at the demand for Sports Halls, Swimming Pools and All Weather Pitches. This looks at the demand for these 3 facilities at the time (2015) and then projected in time to 2025. It then looks at the supply of facilities in those two different time periods factoring in the projected population increases and the age of the facilities and their ability to meet the expectations of users.

The reports highlight the following;

- There was a shortfall of pools in 2015. This could result in demand being displaced outside of the Town to Bromsgrove, Studley and South Birmingham. This shortfall may impact in particular in some residents who find it difficult to travel to Abbey Stadium and to venues outside of the Borough and may mean

participation rates decline in swimming related activities. However there are a number of considerations which if implemented could address the impact of the shortfall. For example the use of public and community transport could be utilised to transport residents to the Abbey Stadium to access sessions. Also the continued creation of alternative activities that are accessible and affordable such as Couch 2 5k, running and walking can help to offer suitable alternative to swimming related activity.

- There is a need to invest into sand dressed pitches as the current pitches at Redditch Hockey Club, Trinity and RSA Academy are in need of replacement as they are all of a similar age. However to help to address these issues investment is earmarked for a replacement 3G pitch at Woodfield School and also a new 3G surface has been provided at Redditch United’s Valley Stadium. In addition discussions are progressing with the Redditch Hockey Club investigating funding opportunities to replace the current pitch. Should these projects be implemented then the supply will cater for the demand both now and in 2025.
- In respect of Sports Halls in 2015 there was a significant over supply of Halls. However since then a decision has been made to cease the Councils involvement in the Dual Use sites at Tudor Grange and RSA Academy. It is likely that one of these Academies will still operate the provision of Sports Halls although not guaranteed. This will effectively mean that the over-supply will reduce and then meet the demand for activities in this facility type. (See Appendix N.1, N.2, and N.3).

LOCAL PLANNING

There are a number of proposed developments within the Redditch district and surrounding areas of the next 5 years (see appendix I). These developments and the wider need to increase housing provision in the district will eventually lead to a sizeable population increase. The developments are also likely to prompt a demographic change, with the new housing developments attracting high numbers of young families. The 5 year delivery schedule contained within the Housing Land Supply Schedule reports a total of 2573 new houses/units are proposed across 37 different sites. The most significant developments are outlined in the table below;

Site Ref	Proposed Development	Area/Location	Total No. of Houses / Units	Timescale	Potential Schemes *– investment in Sports Provision
210	RO Alexandra Hospital	Greenland’s, Woodrow, Lodge Park	131	2017/18-2019/20	Investment into Greenland’s Playing Pitches and associated Ancillary provision

211	A435 ADR		130	2018/19-2020/21	
212	Brockhill East (Weights Lane)	Batchley, Brockhill	200	2016/17-2020/21	Investment into outdoor pitch provision at Abbey Stadium Investment into outdoor health and fitness provision at Abbey Stadium
212	Brockhill East (ADR)	Batchley, Brockhill	276	2016/17-2020/21	As above
213	Webheath ADR	Webheath	316	2016/17-2020/21	Investment into Playing Pitch and ancillary provision at Morton Stanley Park
XBDY	Foxlydiate	Webheath	690	2017/18-2020/21	Investment into Playing Pitch and ancillary provision at Morton Stanley Park

- **All Schemes need to be approved by elected members prior to monies being allocated to invest into any future schemes**
- **Priorities may change through the life of this strategy which may impact on the schemes identified in the table above**

KEY CONSIDERATIONS

The outcome of the research and consultation carried out as listed above has defined a number of potential areas where investment is required in order to ensure there are suitable and sufficient places to participate in Sports and Physical Activity. An example of this is the current condition of Outdoor Playing Pitches for Hockey. There is a need to replace the surface at Redditch Hockey Club and this is predicated on investment from both the club and the National Governing Body of Sport. Another example is the need to provide safe and accessible cycling routes in the Town. The popularity of this activity is significant and as such needs to be focused on in terms of investment so that

the momentum is sustained and hopefully continues to build. As previously mentioned the continued success of football at Redditch United FC may mean that supply outweighs demand and as such there will be a need to ensure that quality facilities in satellite areas such as local schools with suitable sets of sports facilities are considered for growth. The same can be said of Redditch Rugby facilities where should demand for the Sport continue to grow; there will be pressures on the need to provide pitches both for training and matches, as well as ancillary provision such as floodlighting, car parking and changing facilities.

The projected growth in population will bring its own set of complex challenges. The demand for Sports facilities will need to be factored in by planners and can be resourced through Section 106 investment. Our residents will be living longer and this will mean demand for facilities such as those targeted towards this age group such as outdoor gyms, and as previously highlighted cycle and walking routes.

As a vision for future years Redditch needs to be a place where everyone has the opportunity for people from all backgrounds to participate in Sport and Physical Activity. It is key for people to be able to access high quality Sports provision in their locality. Not everyone has access to their own transport so activities where possible should be in walking distance or accessible from bus and cycle routes. At present large scale venues are located near to the Centre of the Town (Abbey Stadium, Batchley Sports Club) but there will be a need to ensure that other areas of the Town are considered such as the west of the Town where pockets of deprivation and high levels of inactive populations reside. The infrastructure of open space can really support with this, in particular the provision of Arrow Valley Park where there are major opportunities to enhance Sports provision, cycle, walking and running routes.

SUMMARY

The continued investment into facilities needs careful consideration as they are often the exit routes for community activities. Good quality facilities are fundamental to providing the right experience particularly for those that are contemplating taking part in Sport and Physical Activity. As government funding reduces there is a need to work closely in partnership with different agencies to share resources to grow and maintain facilities. When planning new facility provision these need to be located in the right places for example close to cycle, walking and public transport routes. Facility stock needs to be well designed so that it is energy efficient and cost effective to run throughout its lifecycle. The provision of open space is critical to supporting communities to be fit and active, and as such need to include facilities for all age groups which are contained within safe, accessible and presentable environments.

AIMS

- To identify investment into facilities to make them fit for purpose and to a standard that supports residents to enjoy their experience
- To use parks and open spaces to provide physical activity programmes to support increases in participation
- Support open spaces to continue to provide informal play opportunities to local communities
- To work with community transport to allow residents without access to transport the opportunity to utilise activities at sports venues
- To use research data to identify activities where demand is sufficient to provide activity programmes. Align this to the facilities that are available and appropriate in the areas where demand is

PRIORITIES

- Work with NGB's to support investment into Sports Clubs facilities to help support increases in teams, enhance player pathways and improve the overall experience in sport.
- Work in partnership with Academies, Sports Clubs and Voluntary sector organisations to make facilities accessible to residents so they can participate in sport and physical activities.
- Continue to engage with a variety of stakeholders to capture the demand and latent demand for different Sports and Physical Activities.
- Work with Planning Departments to agree where planning gain investment should be allocated. This should be predicated on a number of factors to include the demand for different activities and ensure locations are accessible in different areas of the community.
- Continue to review different operating models to ensure these are cost effective but also cater for the needs of local residents.

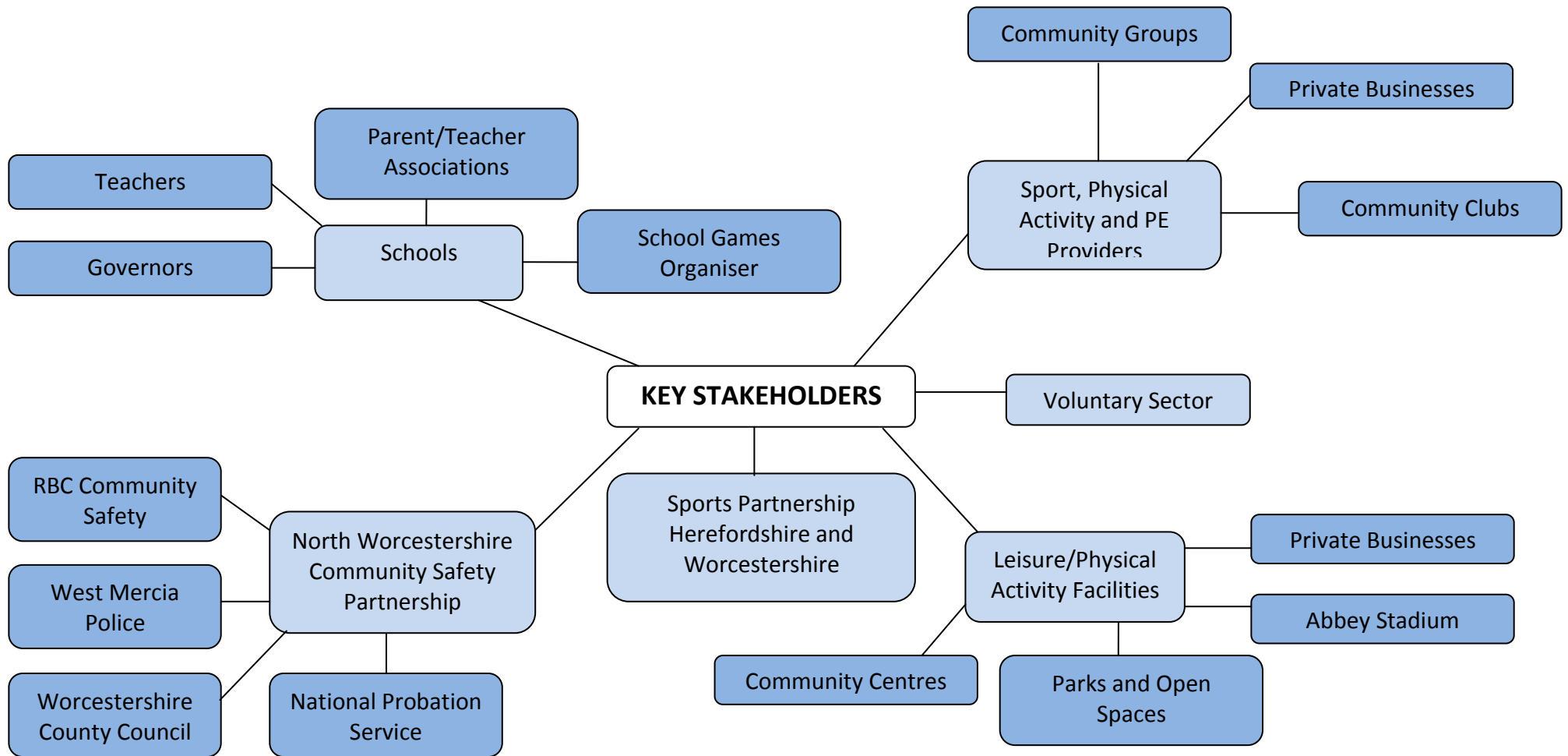
PURPOSE

Schools have become one of the most important vehicles to encourage physical activity amongst children and young people. Research has shown that physical activity is more likely to be part of an adult's later life if they have been introduced to it at school age. However, a bad experience such as being picked last for a team or being constantly relegated to the side-lines, can put a child off sport and physical activity for life. Girls drop out of sport and physical activity at a faster rate than boys. From year 4 to year 6 in primary school, the proportion of girls participating in the recommended amount of sport and physical activity drops sharply, whilst the proportion of boys increases. By age 14, only 1 in 10 girls are doing enough physical activity to benefit their health, compared with roughly twice the number of boys of the same age. With Redditch having a large percentage of children and young people, this would impact on activity level statistics across the Borough.

The age range for this theme is 0-25 year olds; children and young people face many life changes that may cause a drop in physical activity levels during these years. Changes in circumstance, such as the factors listed below, can mean physical activity levels drop and then re-entry into activity can be difficult:

- School – transitions between years, changing schools, peer groups, activity levels within the school
- Further Education – fewer hours in education, more focus on independence, may be in part time work
- Higher Education – potential relocation, finance worries, stress and pressure to succeed
- Training / Part-Time students – focus on gaining qualifications and experience, working to fund education
- Employment – commuting, perception of a reduction in free time, more focus on earning money
- NEET (a person who is Not in Education, Employment or Training) – lack of confidence, lack of money and transport, de-motivated, low aspirations

It is important to understand these barriers to physical activity to ensure delivery across Redditch for this sector is relevant, appropriate and offers something that the target group is looking for. Taking these barriers into consideration will help to ensure the success of an intervention with a view to it becoming a sustainable activity and improving activity levels within this demographic.



LOCAL PICTURE

There is currently a good level of physical activity provision for school aged children within curriculum time, lunchbreaks and after school. These differ between schools and can be dependent on school priorities, staff ability and facilities available. Sportivate funding, which is specific to 11-25 year olds has enabled a number of projects to be run across the Town, incorporating Roller-skating, Bumps and Babies, Cheerleading, Netball, Back to Hockey (Redditch Hockey Club), Couch to 5k at Tudor Grange Academy and Badminton. The redesigned Sport England priority moving forward is a new focus from the age of five and Sportivate funding (11-25 yr. olds) as it currently stands will cease, which means there will be more joined up projects targeting families and under-represented groups. A new Youth Sports Club has also been set up and links with local PCSO's and Batchley Support Group. Sport England will be releasing various funding themes which include Active Ageing, Families, Children and Young People and Volunteering. As these funds are released, projects can be shaped around specific projects

Activities during school holidays engage with children during a time when they are likely to be less active. This also has an additional impact on anti-social behaviour levels in local communities, especially in more deprived communities such as Matchborough and Winyates. Sports clubs and private providers book facilities and run sports specific camps which are accessible to the local community through convenient locations and competitive pricing. Multi sports camps have previously been run through council leisure facilities and regularly engage 30+ children per day. An increase in partnership work has enabled local sports clubs to run camps with the Council's support, focussing on delivering opportunities utilising local coaches with a pathway into regular activity.

Redditch predominantly follows a three tiered schooling system, with over 30 schools in Redditch conforming to this system and catering for around 12,000 pupils. Approximately 31% of the Borough's population is under the age of 19 which is the highest in Worcestershire. Some **56% of students attending schools in Redditch achieved 5 A* - C grades at GCSE in 2014/2015**, which is close to the Worcestershire average of 60%. In most schools, effective communication between the tiers enables good practice and ideas to be shared. Young leaders who are training as part of a vocational course can attend the middle and primary schools to gain experience and help with activities. OFSTED require a set amount of extracurricular activities within a school, and some schools in Redditch achieve this target with a variety of activities and more, however there are schools where there is minimum delivery. This lack of consistency has a direct impact on the activity levels in the school's catchment area, creating and contributing to inactive communities. The high school is a key factor in this structure and more can be done to share best practice between high performing schools

and lower performing schools. An aim for Redditch is to make additional and sustainable improvements to the quality of PE and sport that all schools offer. This offer includes teacher training, equipment, coaches, competitions and new sports/activities with an emphasis on creating healthy and active lifestyle habits.

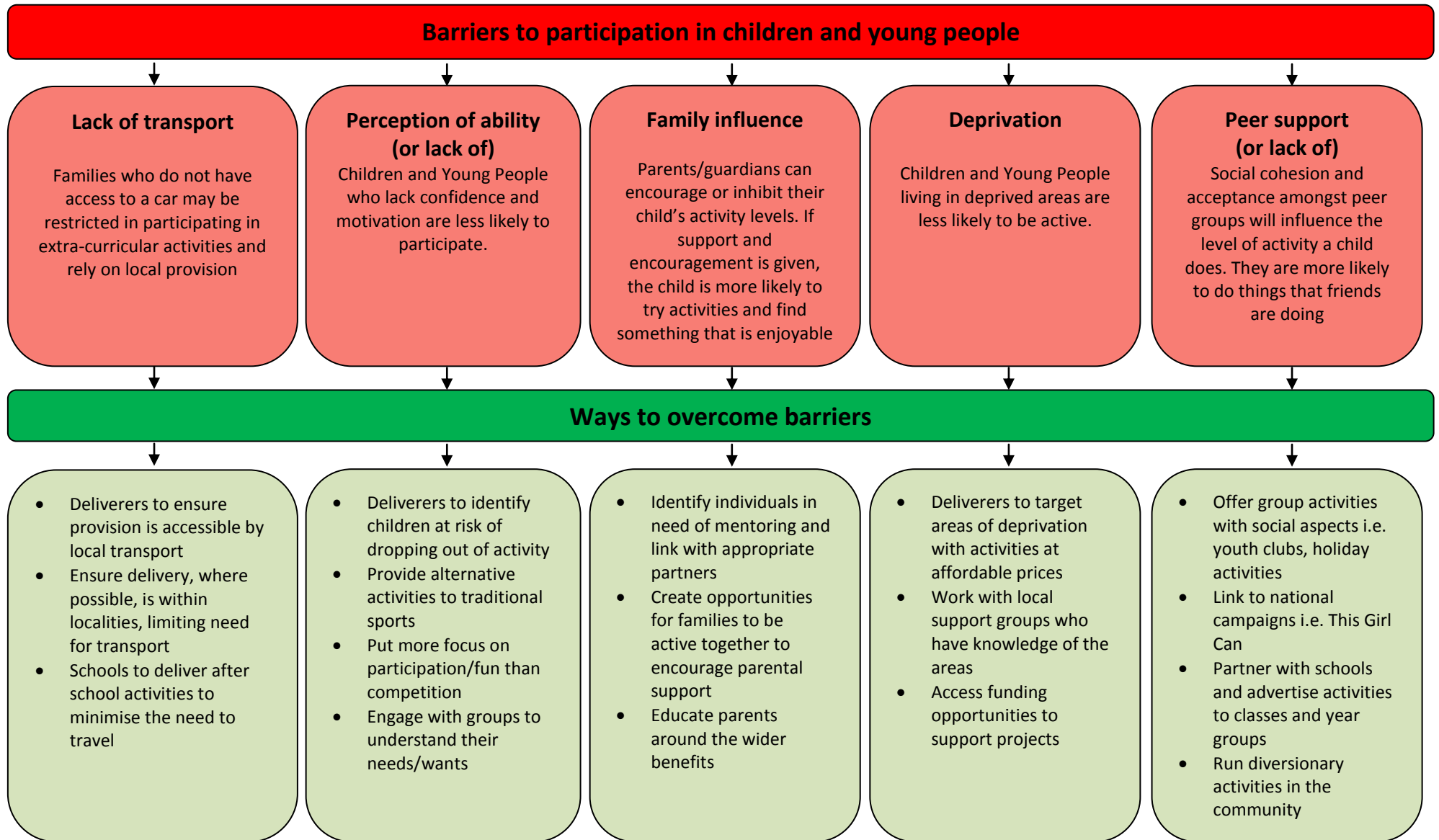
Primary PE and Sport Premium Fund

Through the Department of Education, the Government is investing more than £150bn per year to primary schools in the form of the Primary PE and Sport Premium Fund. This is available to most schools with primary-age pupils: schools with 16 or fewer eligible pupils receive £500 per pupil, and schools with 17 or more eligible pupils receive £8000 and an additional payment of £5 per pupil.

How to use the fund	<ul style="list-style-type: none"> » Hire qualified sports coaches to work with teachers » Provide existing staff with training or resources to help them teach PE and sport more effectively » Introduce new sports or activities and encourage more pupils to take up sport » Support and involve the least active children by running or extending school sports clubs, holiday clubs and Change4Life clubs » Run sport competitions » Increase pupils' participation in the School Games » Run sports activities with other schools
How not to use the fund	<ul style="list-style-type: none"> » Employ coaches or specialist teachers to cover planning preparation and assessment (PPA) arrangements - these should come out of the school core staffing budgets » Teach the minimum requirements of the national curriculum - including those specified for swimming (or, in the case of academies and free schools, to teach existing PE curriculum)

This scheme needs to be driven by the schools with partnership support from School Games Organisers, Redditch Borough Council and Sports Partnership Herefordshire and Worcestershire (SPHW).

The following diagram highlights the local barriers to participation and how best to overcome these:



DID YOU KNOW...



Redditch has a **HIGHER LEVEL OF OBESITY IN 4 - 5 YR OLDS** than Worcestershire and the England average at **24.5%** (no significant change)

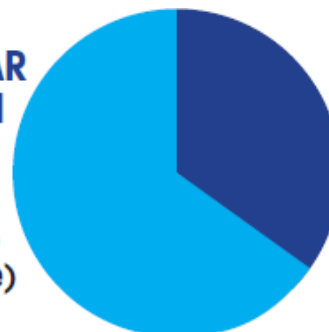


Redditch has a **HIGH LEVEL OF ABSENCE** from school (**5.11%**) - more than in England, West Midlands and Worcestershire average (improving)

22% of the population in Redditch are **UNDER 18**



Redditch has a **SIMILAR LEVEL OF OBESITY IN 10 - 11 YR OLDS** than Worcestershire and the England average at **34.4%** (no significant change)



Compared with benchmark ● Better ● Similar ● Worse ● Lower ● Similar ● Higher ○ Not Compared



Indicator	Period	Redditch		Region England		England			
		Recent Trend	Count	Value	Value	Value	Worst/Lowest	Range	Best/Highest
1.01i - Children in low income families (all dependent children under 20)	2014	↓	3,435	17.7%	23.2%	19.9%	41.9%		6.5%
1.01ii - Children in low income families (under 16s)	2014	↓	2,985	17.9%	23.5%	20.1%	39.2%		6.6%
1.03 - Pupil absence	2014/15	↓	183,688	5.11%	4.63%	4.62%	5.79%		3.44%
1.08i - Gap in the employment rate between those with a long-term health condition and the overall employment rate	2015/16	-	-	12.1	9.8	8.8	23.5		-12.3
1.08iv - Percentage of people aged 16-64 in employment (Persons)	2015/16	↓	37,700	69.1%	70.4%	73.9%	60.4%		88.2%
1.08iv - Percentage of people aged 16-64 in employment (Male)	2015/16	↓	20,500	76.4%	76.5%	79.2%	64.6%		95.6%
1.08iv - Percentage of people aged 16-64 in employment (Female)	2015/16	↓	17,200	62.0%	64.4%	68.8%	53.6%		94.4%
1.09i - Sickness absence - the percentage of employees who had at least one day off in the previous week	2012 - 14	-	-	1.3%	2.2%	2.4%	7.3%		0.3%
1.09ii - Sickness absence - the percent of working days lost due to sickness absence	2012 - 14	-	-	0.5%	1.4%	1.5%	4.8%		0.1%
1.10 - Killed and seriously injured (KSI) casualties on England's roads	2013 - 15	-	51	20.1	33.9	38.5	103.7		10.4
1.12i - Violent crime (including sexual violence) - hospital admissions for violence	2013/14 - 15/16	-	102	39.4	44.2	44.8	133.4		6.8
1.12ii - Violent crime (including sexual violence) - violence offences per 1,000 population	2015/16	-	-	18.7	17.0	17.2	4.5		36.7
1.12iii - Violent crime (including sexual violence) - rate of sexual offences per 1,000 population	2015/16	-	-	1.9	1.7	1.7	0.7		3.7
1.13i - Re-offending levels - percentage of offenders who re-offend	2014	→	144	23.0%	25.0%	25.4%	9.4%		35.0%
1.13ii - Re-offending levels - average number of re-offences per offender	2014	→	513	0.82	0.82	0.82	0.25		1.38
1.14i - The rate of complaints about noise	2014/15	→	490	5.8*	5.7*	7.1*	72.9		0.5
1.15i - Statutory homelessness - Eligible homeless people not in priority need	2015/16	→	11	0.3	1.0*	0.9	-	Insufficient number of values for a spine chart	-
1.15ii - Statutory homelessness - households in temporary accommodation	2015/16	-	12	0.3	0.9*	3.1	35.0		0.0
1.17 - Fuel poverty	2014	-	3,146	9.0%	12.1%	10.6%	16.4%		5.6%

The table above shows the current profile for Redditch and young people. Whilst pupil absence is much worse than the Worcestershire and England average, it has improved

KEY CONSIDERATIONS

A Children and Young people network would benefit all partners involved in this theme. Bringing key partners together would enhance delivery and provide more opportunity for joint working. Larger projects with more resource can target more people and consider longer term delivery, instilling behaviour change and ensuring sustainability for the future. There needs to be more of a focus on providing opportunities for families to participate together in a variety of activities as this breaks down many of the barriers that have been highlighted previously. Children are more likely to be active if the parents are, and attend sessions if parents are going with them (either driving, walking or using local transport).

Providing a positive experience in a child's early years can positively benefit their physical activity levels in later life. Understanding negative influences can help to overcome barriers to participation. This can be done by providing activities for varied ability levels, offering non-competitive fixtures i.e. not keeping score during games, making each activity as inclusive as possible, positively reinforcing effort over winning/scoring, offering community activities outside of school time (after school and holidays) to engage children who may lead a sedentary life, and helping to educate parents on the importance of being active.

Traditional sports can be a barrier for many children and young people, especially if they have had a bad experience. Moving forward, there needs to be more focus on less traditional and more inclusive sports e.g. archery, boccia, curling and tri-golf. This will make the activity more inclusive and should target the under-represented groups such as children with disabilities, girls and ethnic minority groups. However, local sports clubs still have a pivotal role in engaging children sport and physical activity. Not all Redditch Sports Clubs have a developed junior section and this is both a weakness and an opportunity. Redditch United Football Club have a high number of junior members and a flourishing junior section, however this is not the case for other clubs in the area. A better infrastructure within clubs to develop a pathway from junior to adult sections would increase physical activity levels in children and young people. This can be done by linking with the local NGB development officer and RBC's Club and Coach Development Officer.

SUMMARY

Redditch aims to maintain and improve activity levels in children and young people by giving them positive experiences at an early age research demonstrates that they will be more likely to participate in physical activity in adult hood. By understanding the work of local organisations and their priorities, and building a network for sharing ideas

and joined up projects, this will enable a platform to be developed to improve levels of participation. It is clear that there is a need to target girls and both girls and boys living in deprived areas.

To achieve this a number of challenges exist not least ensuring facilities are available and accessible, teachers, coaches and volunteers are qualified, competent and experienced to deliver sessions and activities are financially sustainable. Activities provided should be in formal and informal settings encouraging families and friends to take part together.

CHILDREN AND YOUNG PEOPLE AIMS

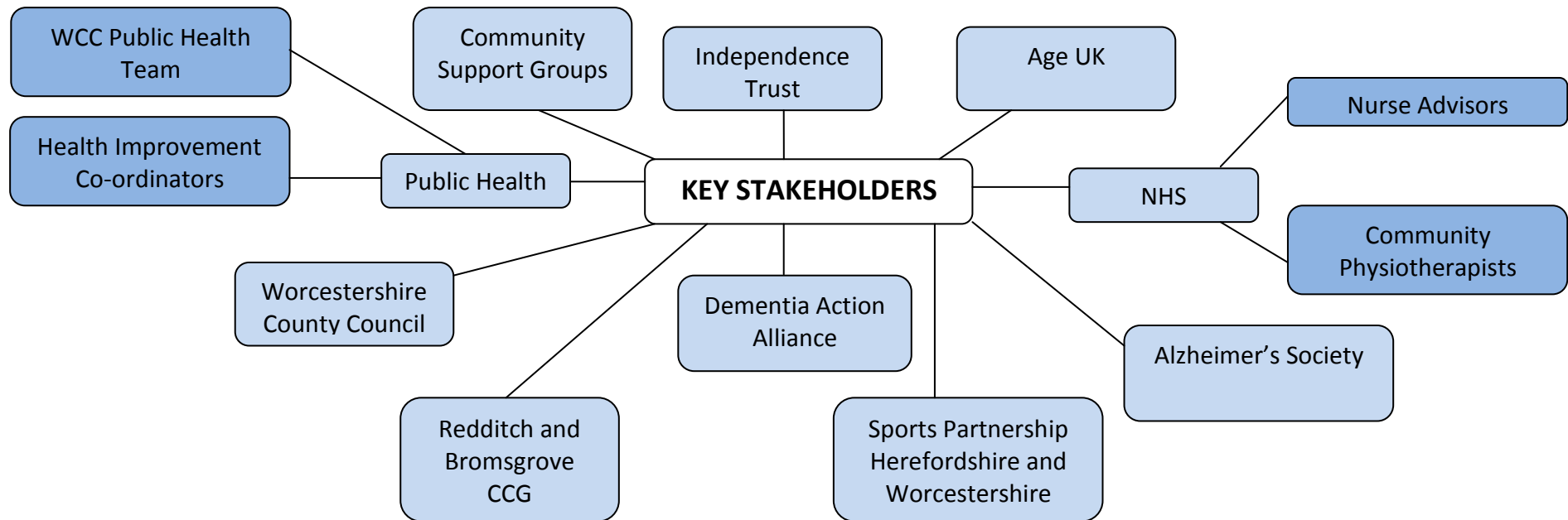
- Work in partnership with Clubs to provide competitions to increase participation and strengthen school to club links and create/develop junior sections in clubs
- Maintain and increase existing level of schools sport delivery across Redditch
- Recruit more schools to deliver physical activity opportunities in both curriculum and after school time
- Increase awareness and importance of leading a healthy lifestyle through physical activity delivery to all children and young people
- Increase the focus on the health of children and young people and their families
- Create a Redditch Children and Young People network
- Map available facility space to plan after school provision for families and children/young people

CHILDREN AND YOUNG PEOPLE PRIORITIES

- Bring together key partners to establish priority actions to target Children and Young People across Redditch
- Reduce health inequalities within families by overcoming barriers to participation
- Capitalise on national campaigns which promote physical activity and good mental health and wellbeing for children and young people
- Increase participation rates across Redditch by improving quality and choice of provision

PURPOSE

Nationally, there is an ageing population which is largely a result of people having fewer children and living longer lives. This is a priority for the Government to address and ensure there are opportunities to maintain and improve the health of this population by making adaptations for how we work, how we care for, communicate and interact with each other; the built environment we live and work in; the way we live our lives; how we learn; and how we use technology (Future of an Ageing Population, 2016). This theme will focus on how the ageing population in Redditch can benefit from physical and mental health initiatives, and the opportunities for this population to engage with local groups and organisations.



LOCAL PICTURE

As highlighted in the Redditch Health Profile, the indicators show the following factors to be a priority for Redditch:

- » Number of hip fractures in people aged 65 and over:
- » Excess winter deaths
- » Recorded diabetes
- » Excess weight in adults
- » Dementia

The above factors are all below the England average and contribute to levels of poor health and increased need for health and social care services across the Borough. The impact of these factors is community wide – families, carers, local communities, support groups, local organisations and charities all have a part to play in improving these factors. The resource required to improve these statistics ranges from funding streams, man power, access to appropriate health services and being able to address the need of this community. It is important to address both the prevention and treatment of these factors, however this strategy will mainly focus on how to help prevent ill-health and improve existing health levels, rather than treating conditions.

Prevention is crucial to improve a community's health. Being active in later life helps to strengthen the body and enable people to live independently for longer. Statistics from Active People's Survey show the latest levels of activity within 55+ community in Redditch:

Participation

Adult (16+) Participation in Sport (at least once a week), by year, and demographic breakdown

Indicator	Redditch		Worcestershire		West Midlands		England	
	2005/06	2015/16	2005/06	2015/16	2005/06	2015/16	2005/06	2015/16
55+	19.10%	23.00%	20.60%	21.00%	17.40%	18.80%	18.90%	21.50%

This data shows that the 55+ community is becoming more active which is encouraging. As a Borough, we need to ensure this increase continues by providing physical activity opportunities to this group. Being active throughout later life can reduce the risk of hip fractures, diabetes, excess weights and diabetes, as well as delaying the onset of symptoms of dementia. These outcomes would reduce the impact on local health services as people may be more able to live independently for longer, and negate the need for extra support from family, friends or local organisations.

Locally, there are many ways for older people to engage with activities. Redditch has an Older People's Forum which brings together people aged 55+. The group is supported by Redditch Borough Council, Worcestershire County Council and Age UK, and its main focus is to extend information to the older population in Redditch regarding activities, community updates, events and health information which may be useful. There are also group outings held periodically.

Activities across Redditch for older people include:

- » **General Social groups:** coffee mornings, pensioner's clubs, friendship groups, café and charity shop drop ins, Women's institute and Redditch Contact the Elderly
- » **Support Groups:** dementia cafes, bereavement groups, widow's friendship clubs, Parkinson's UK friendship group, Asian older people's outreach, cancer support, carers groups and counselling support.
- » **Arts/Creative Groups:** tea dance, crafts, dances, tea and coffee mornings, sing-a-long groups
- » **Games and Activity Groups:** bingo, scrabble clubs, card games, social multi games, arts
- » **Luncheon Clubs:** groups where meals are provided, day trips, Asian women's Group Lunch Club, Redditch Association for the Blind

Whilst these groups are not exclusively designed around sport and physical activity, the additional benefits these groups bring can improve physical and mental health. Being able to use public transport to access classes could be a deciding factor on whether a person is able to leave the house. By having a robust transport infrastructure, more people are likely to be able to leave their house and socialise with others, promoting not only the physical aspect but also improve mental health and wellbeing. Increased social cohesion and decreased isolation can be a stepping stone to becoming more involved in local community groups and potentially physical activity.

KEY CONSIDERATIONS

There are differing needs across the Borough in terms of physical activity provision for older people.

Those that are already active: This group will want to maintain their current activity levels and will need opportunities to stay active. Consideration should be given to how they currently access the sessions, which sessions these are, are there other activities which may interest them to offer variety and keep them motivated, and their personal motivation as to why they are physically active. Facilities such as leisure centres, community centres, church halls, community spaces and community group facilities are should be maintained and available for ongoing and new sessions to enable Redditch residents to access. Any changes in facilities would have an impact on delivery and physical activity provision.

Those that are currently inactive but able to be active: It is challenging to engage with this group and gather insight into why they are not currently active. Consultation and engagement would be a priority with this group to understand any potential barriers they may face or other reasons why they are inactive. Close partnership working may help to gather insight into areas this group may already engage in, therefore allows the ability so signpost into other areas that may be of interest. There could lack of knowledge around benefits of physical activity or even awareness of existing sessions which are available. A partnership approach to advertising and marketing opportunities may encourage more people from this group to become more active.

Those that have health issues affecting their level of activity: Initially this group may have to be assessed to ascertain which activity is most suitable or if they need extra support before entering a physical activity session. However, a health issue may not prevent a person being able to partake in a physical activity class, other considerations such as confidence, transport, peer support and motivation could also contribute to improving health issues perceived as a barrier to physical activity. Health partners such as NHS, Living Well Service, GP Practices, Redditch and Bromsgrove CCG are key to disseminating information to this group and encouraging people to engage.

SUMMARY

There is a diverse population of older people in Redditch with a variety of needs. It is important to ensure delivery across the Borough target these different populations and encourage as many to be as active as possible. A joined up approach with key partners and sharing insight into different population groups is invaluable to this theme, especially health partners. Community groups are key to achieving a more active older population, whether that is physically or mentally. Arts, crafts and physical activity classes can improve a person's health and wellbeing considering, enabling them to live independently for longer, with more confidence and less burden on family, friends and the health services.

OLDER PEOPLE AIMS

- To help maintain and improve older people's physical activity levels and mental health and wellbeing
- To work closely with health services and Medical Professionals in order to increase referrals and signposting opportunities
- To improve communication between all deliverers across Redditch to ensure a joined up approach
- To improve health priorities for the older population
- To help promote and increase participation in active lifestyles for all older people

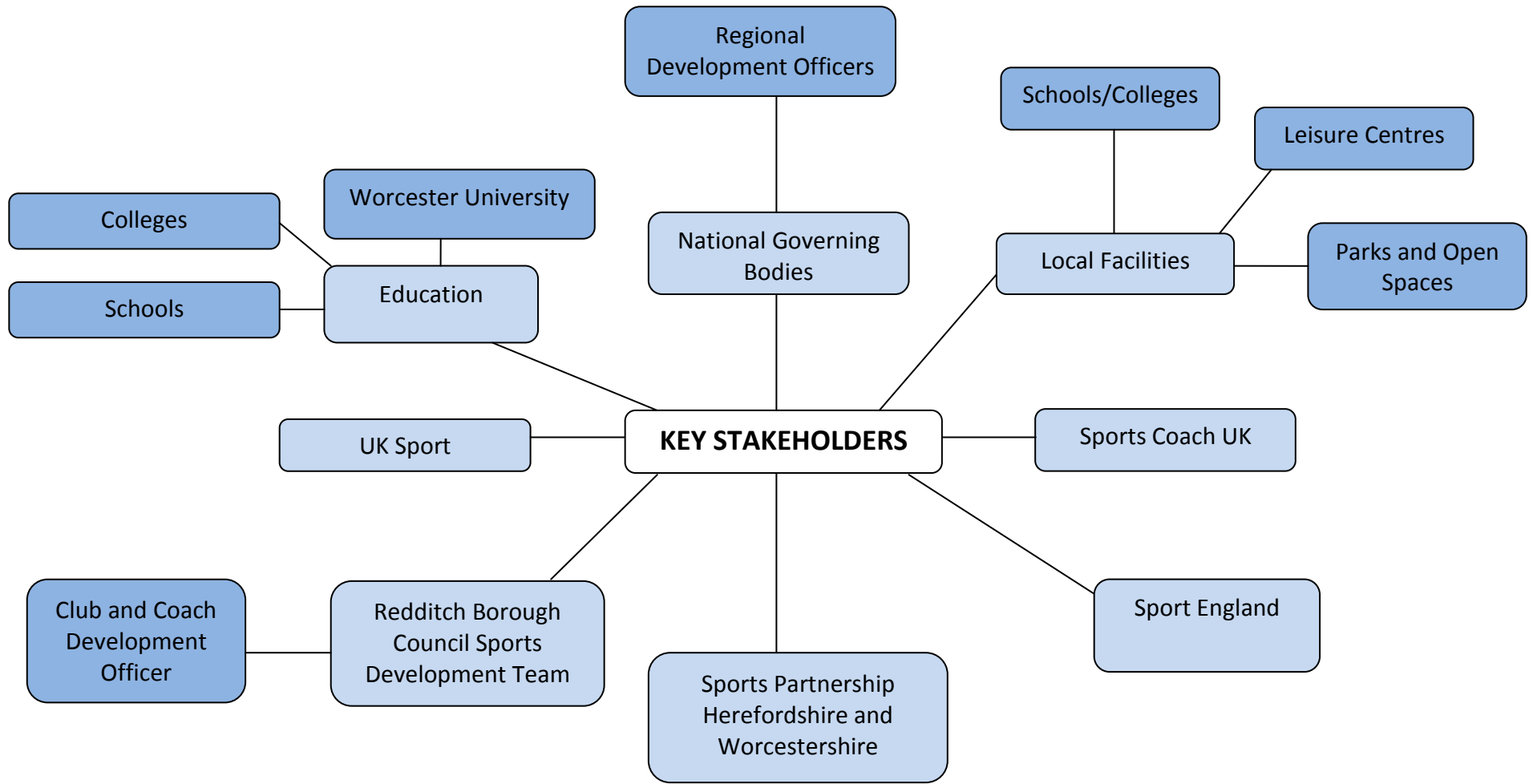
OLDER PEOPLE PRIORITIES

- Work with Redditch and Bromsgrove CCG to improve communication across GP surgeries and increase referrals into specialist programmes
- Link physical activity opportunities to the benefits for mental health with particular focus on social cohesion, living independently, increasing motivation
- Provide communities with the means to become more active: assess needs and implement interventions which align with the health priorities for Redditch
- Consult and engage with residents to understand barriers to participation

PURPOSE

A sports club is defined as a group of people who come together with the shared purpose of playing sport(s). Sports Clubs are crucial for sports and physical activity delivery across the Borough. Redditch Sports Clubs offer invaluable opportunities for all populations to be physically active and involved in sport. Sports Clubs are generally managed by committed volunteers who have a dedicated interest in the running of the sport. Redditch has 104 sports clubs in total, with 26 achieving accreditation (20%) however not all clubs are working towards accreditation as the needs of each club are different. “Accreditation” is a quality assurance mark which means the club has a robust infrastructure with diligence around member and participant welfare, equality, coaching and management. The accreditation also certifies that safeguarding policies for children and young people are in place – this includes ensuring all coaching and volunteering staff are qualified and that relevant safeguarding checks are in place (DBS). It confirms that anyone leading a session or in charge of a group is equipped to deal with any safeguarding issue that may present itself.

The community relies on local Sports Clubs and other key partners to engage with people and encourage them to participate in a sport. They can drive participation numbers throughout Redditch with some clubs offering player development from grass roots level through to performance, and can be responsible for improving facility infrastructure. Not all clubs will have a constitution or have achieved club mark, but the contribution they make to the community is invaluable and any avenue that is in place to contribute towards the improvement of sports and physical activity levels can help to achieve a healthier and more active community. Sports Club provision can range from traditional sports such as Hockey, Rugby and Football, to more non-traditional sports such as Keep Fit, Cheerleading and Skipping. Sports Clubs also offer opportunities for personal development such as volunteering experiences, coaching and officiating courses and receive help and resource from the regional National Governing Bodies and achieve these.



LOCAL PICTURE

There are a number of opportunities in place which clubs currently benefit from and contribute to. RBC Sports Development Team runs a quarterly Club Forum which all local clubs are invited to. The attendance at the forum has steadily grown and the level of engagement has been beneficial to clubs and partners. The agenda's include volunteering, workforce development, funding opportunities, sharing best practice and marketing. Clubs rarely come together to share best practice or ideas, so the forum is a helpful tool when starting, developing or changing a club. There has been local success in funding bids with many clubs receiving funding for facility development, kit, equipment, delivering tournaments and satellite club projects. Clubs have been proactive in applying for available funding streams which improves delivery across the community and offers more opportunities. Under-represented groups are often the target of project bids and this aims to improve activity and health levels within the community. Some of these applications have been supported by council departments, National Governing Bodies and the Herefordshire and Worcestershire County Sports Partnership. The links with NGB's is positive across Redditch and some Regional Development Officers have created local development groups which aim to increase participation and engagement in their sport. Not all NGB's have the resource for this approach. There has been a good level of engagement from Sports Clubs in Redditch – this has included partnering with the Sports Development Team and providing activities in parks, leading on holiday activities, running community events, implementing NGB schemes, and attending schools activities. There has been more sharing of resource with volunteers and coaches doing more in the community and supporting external sessions which has improved cross-working and overall engagement. There are increased levels of participation across Redditch in sports clubs with memberships increasing from 16% in 2014/15 to 22% in 15/16. This is consistent with the national trend.

In consultation with Sports Partnership Herefordshire and Worcestershire, and with consideration of the resources available from the Council's Sports Development Team, three levels of support have been identified. This is to ensure all clubs regardless of the make-up, size, accreditation level and future plans, have the option of receiving support from partner organisations to help them grow and sustain. The Club and Coach Development Officer (CCDO) employed by Redditch Borough Council will be a point of contact for all clubs across Redditch. Clubs will be able to seek support in the various areas as stipulated in the table below, depending on the level of the club's engagement with Redditch Borough Council and the support required. The development of Clubs across Redditch is integral to maintaining and increasing physical activity levels, as well as creating opportunities for local people to engage in a specific sport at any level. A strong club will also have an education pathway for volunteers to gain experience, achieving coaching and officiating qualifications. The table below summarises the level of support from the Council's Sports Development Team that is available to local clubs – this may change depending on how the club is performing or developing, and links to accreditation criteria:

Support	Who is this for?	What is it?
Foundation	All Clubs	*Invite to Club Forum *Recipient of Club Newsletter *General promotion *Basic funding advice *Partnership signposting *Basic support with strategic and development plans *Invite to Club Matters Workshops *Sharing best practice
Intermediate	All club mark accredited clubs (or significantly working towards)	All Foundation support plus: *Bid writing support *Coach/Volunteer development *Facility development *Links to external facilities *Multi-club programming support *Satellite Club support *Accessibility guidance (IFI, DDA)
Advanced	High priority clubs as detailed in Playing Pitch Strategy and/or highlighted in the Development Opportunities section of this strategy	All Foundation and Intermediate support plus: *Joint funding bids *Research and statistics *Playing pitch strategy resources *Partnership Liaison (Sport England, NGB's, CSP, VCS, Education)

For Sports Development to be able to support the clubs with the above areas, clubs will be asked to work with the team and provide information on various aspects of their club structure. Any support at “Intermediate level” is where the Club and Coach Development Officer would check accreditation status, development and strategic plans, evidence of constitution, membership numbers and trends and communicate with the relevant NGB to gauge the clubs priority level. In addition to this, clubs who fall into the “Advanced level” would need to provide the evidence required for “Intermediate level” as well as proof of land ownership/lease for facility developments

KEY CONSIDERATIONS

There is a risk that clubs can be reluctant to put new ideas in place or change their processes, but with the support network of NGB's role, Sports Development Team and CSP, these changes can be made fairly seamlessly. There are more ideas and insight into what works so any changes that are implemented are at lower risk but have a higher potential for success. Another risk is the level of support an NGB is able to offer, and this can differ depending on the structure and the strength of the NGB. However, between NGB's, CSP and Sports Development, clubs can access a variety of opportunities and support.

For clubs to develop, it is important to link and work with local organisations as this can drive participation and increase the ability to recruit new members as well as increasing activity levels in the community. School sessions lead by local clubs can enhance physical activity levels in schools and participants can create positive links with the club enabling a sustainable exit route to be achieved. Clubs also have the opportunity to deliver local programmes for the community through holiday activity schemes, funding projects such as Back to Netball and Back to Hockey, and community open days. This extends the reach of the club and opens itself up to development opportunities, funding and awareness which help to increase levels of physical activity. Clubs can contribute a lot to the local community and create opportunities to develop aspects of their clubs. National trends show that people are taking part in more recreational activities rather than formal sport which can create challenges for clubs. This has had an impact on club memberships and as such challenges the clubs to look at innovative ways to retain existing members as well as recruiting new members. Partnerships with community groups and focusing on outreach work will help clubs to get them seen and heard in the community, and positively engage with potential new members.

SUMMARY

Clubs are a key part of the local community and offer opportunities for participation on many levels: playing sport, volunteering, coaching, and officiating. They can develop facilities through funding bids and investment, and link with community groups and schools to deliver outreach programmes. There is a wealth of knowledge within these clubs which is extremely valuable to the community. Identifying opportunities to drive participation and growth will help to keep the community active and healthy. New Club need to be supported to be set up in an effective manner and existing clubs need help to grow and sustain. To achieve this clubs need to have a number of resources in place, they need to be financially sustainable, have quality facilities and sufficient numbers of qualified and experienced coaches and volunteers.

Key partners involved in this strategy should recognise the importance of clubs providing traditional sports but also those who are involved in less popular activities that may help to attract those participants that have been disengaged with traditional sport and want to try something different. To be effective clubs need to develop pathways into and out of their clubs so that membership levels are maintained. This means working together with key agencies such as schools, NGB's and the Local Council to achieve this outcome.

CLUB AND COACH DEVELOPMENT AIMS

- Help and support clubs to achieve accreditation
- Support clubs to retain or achieve a higher level of accreditation
- Encourage clubs to increase participation levels within clubs including under-represented groups and target populations (e.g. BME, disability, girls and women)
- Deliver opportunities for club members to gain qualifications, and develop volunteering and work experience opportunities
- Support clubs to successfully bid for grant funding to improve club delivery and opportunities for facility development
- Support clubs to develop the participation continuum within the club with focus on entry routes and retention

CLUB AND COACH DEVELOPMENT PRIORITIES

- Bring together key partners to identify priorities for Sports Club provision across Redditch
- Proactively chase funding opportunities to develop Sports Club provision and facilities
- Upskill residents to improve employability through coaching, volunteering and mentoring schemes
- Maintain and improve links with key partners including Sports Partnership Herefordshire and Worcestershire, National Governing Bodies and Sport England

PURPOSE

Keeping the communities in Redditch safe and active is a key theme in this strategy. Residents should be able to engage in activities with their family and friends in a safe, friendly and attractive environment. This theme considers the link between physical activity and safe locations for activity across Redditch, as well as highlighting target areas for focus. The important link between community safety and physical activity offers a more targeted approach so activities can be planned to deliver sessions where there may be high incidence of antisocial behaviour and other related issues. Strong partnerships between community groups and organisations will enable expertise to be brought together and link to deliver successful interventions.

LOCAL PICTURE

North Worcestershire Community Safety Partnership (NWCSP) covers the districts of Bromsgrove, Redditch and Wyre Forest and provides a strategic and co-operative approach between agencies and communities to address local community safety issues. It works to achieve the Partnership's vision of 'Keeping North Worcestershire a safe place to live, work and visit' and aims to ensure that crime and anti-social behaviour (ASB) are reduced and North Worcestershire is a place where residents are safe and feel safe. The partnership delivers a range of community safety initiatives aimed at keeping towns and villages in Bromsgrove, Redditch and Wyre Forest safe places to live, work and visit. Partners have a responsibility to work together, and in co-operation with other local organisations, to develop and deliver activity to reduce re-offending, tackle crime, anti-social behaviour, and behaviour that adversely affects the local environment.

NWCSP priorities for 2017-2020 are:

- » **To reduce anti-social behaviour, damage and nuisance:**
- » **To reduce theft and acquisitive crime:**
- » **To reduce violence and abuse:**

The key to delivering North Worcestershire's priorities is effective and strong partnership working, as no individual agency alone can deliver against the objectives of the CSP. As a partnership, annual performance indicators are agreed that reflect the priorities and outcomes to be delivered. The targets set will be challenging and will be measured four times a year to check that progress is being made. Effective crime reduction relies on understanding what and where the problems are. This enables the partnership to direct resources efficiently and effectively – to the right place at the right time. Crime trends are consistently monitored and the NWCSP (Strategy Group) will receive regular reports from key officers to enable them to monitor actions, outcomes and performance.

The Safer Groups are the delivery arm of the CSP where much of the core work is undertaken. These groups direct partnership activity at an operational district level to solve current and emerging local problems.

Redditch has pockets of ASB (Anti-Social Behaviour) which can leave residents feeling unsafe and apprehensive within their communities. There have been two football inclusion projects running in Matchborough using the all-weather pitch on Wednesday and Friday evenings. However, the poor quality of the pitch has meant the sessions had to stop for a short while. In this time there were more incidences of ASB reported, so alternative activities were put in place: an indoor football session on a Friday evening and a dance session on a Tuesday – both run at RSA Academy. These sessions are run jointly between the Local Police and Councils Sports Development Unit. The outcome of these sessions has seen a positive reduction in ASB related incidents in the area and will be used as good practise to influence future projects. It is clear that this project could be expanded to other areas of the Town where similar problems occur such as the Trinity High School and Batchley Sports Club. There are also opportunities to extend this to other Sports. Local organisations have various activities set up in Redditch to support diversionary activities: some of these include Batchley Youth Club, Youth Sports Club, The Up Foundation football inclusion project, Wickets programme, YMCA Youth Clubs and Positive Activities Consortium (which includes RYCE, What's your Point?, Your Ideas, Arrow Vale Youth Club, Wheels Project).

Examples of diversionary projects:

- Youth Sports Club: An opportunity for young people to come together and take part in a variety of sports in a safe environment. It has been an amalgamation of street cricket and handball which started in the community to reduce anti-social behaviour and bring communities together. The age group is 9+ years and has been marketed through schools and community groups. This is run in partnership with Batchley Support Group, West Mercia Police and the YMCA.
- Street Cricket: Designed for local communities to be able to play cricket in a social setting without joining a cricket club. Targeted at young people (aged 8-25 years old)

- Handball: Designed for local communities with a specific aim to integrate the diverse community groups across Redditch. Targeted at young people (aged 9-25 years old) and based in community areas. Multi-Use Games Areas (MUGAs) were used to facilitate this as they were identified as 'hang out' spots for teenagers.
- Youth Sports Club: A multisport club offering tasters in sports and physical activities to engage young people in a safe, social setting. This is run out of Birchensale School which is located in Batchley. This is supported by Batchley Support Group and local PCSO's.

KEY CONSIDERATIONS

Physical activity can be a key driver in improving community cohesion and encourage a safer, healthier and more vibrant community. Positive diversionary projects including sports and physical activity, and arts or cultural sessions for young people can assist the police and key partners by playing an important role in developing resilience to tackle youth offending and risky or anti-social behaviour as well as building both understanding and positive relationships between young people and the police. Those young people who the police and local authority find difficult to connect with can be more easily engaged through such positive projects. These activities have also been proved to increase educational attainment, reduce substance misuse and unauthorised school exclusions, as well as delivering broader objectives which can prevent criminal behaviour in the long term. The benefits include building self-discipline, improving personal experiences and skills, interacting with other local young people, and reduce personal prejudices.

By offering diversionary activities to young people, there is likelihood this will positively impact the person's wider family by improving communication, reducing stress, and easing family pressures.

Partnership funding is available through the Police Crime Commissioner (PCC), Sport England, Community Safety Partnership, charitable trusts, Local Authority and Worcestershire County Council. Joint partnership bids enable a better quality delivery by pooling resources and utilising insight from key organisations.

SUMMARY

Working to achieve a safe, healthy and active community will improve lifestyle and health inequalities. Areas of deprivation that are more at risk of crime and ASB need to be targeted by providing diversionary activities, as the opportunity to be active has been proven to reduce ASB and crime levels, as well as improving community cohesion. A range of activities should utilise both indoor sports facilities but also outdoor parks and open spaces using informal space to create opportunities for informal activity to take place. Activities are often more effective if located in the areas that young people and those committing ASB reside.

Insight into available funding streams and partnership resource will enable more activities to be run in the highest need areas and during periods where ASB are more prevalent. Working with the local police and community safety partnership will help dictate the areas for demand and where delivery is most needed. Most importantly is the engagement with the young people themselves as they need to be at the heart of decision making shaping where local delivery takes place and at the right time with the right type of activities to keep them engaged and on board.

SAFER COMMUNITIES AIMS

- Facilitate the Positive Activities consortium to monitor and evaluate provision across the Borough
- Deliver and support sports inclusion projects in areas where there are high levels of ASB
- Deliver outreach work in parks during school holiday periods
- Use the parks and open spaces environment to facilitate non-active participation and target young people who access the spaces
- To work closely with community safety partnership and other key partners to utilise data and information

-

THEME

UNDERPINNING PRINCIPLES

The themes are underpinned by the following principles which help to ensure a consistent approach to each theme. These principles should be considered when delivering activities to ensure best practise is achieved.

INCLUSION

There are some groups in society who are less likely to take part in regular physical activity. These groups include women and girls, low socio-economic groups, older people, disabilities, ethnic and minority groups and those with long term health conditions. Whilst these groups are not excluded from general community activities they do not tend to engage as readily as other groups so they may require further understanding, and deliverers should gather insight into how to engage effectively. A whole community approach is a priority to enable people to feel included and to achieve this, there should be a focus on the following areas:

- » Available funding streams: Work with partners who regularly offer funding streams such as Sport England, CSP, Supermarkets, Landfill Trusts, Sports Coach UK, Governing Body Foundations, Charities, and Local Authorities. Projects can be made inclusive by offering incentives to target specific groups as well as the general community.
- » Accessibility of activities: Consideration of the physical building where an activity is taking place, whether the activity can be accessed by public transport, is reasonably priced, and open to all abilities. There will be some activities which target specific populations with a view to signposting into existing community activities
- » Training and upskilling of staff, volunteers and deliverers: Identifying local residents who are keen to develop and lead community activities, and provide courses and work experience to help facilitate this. Working with partners to upskill volunteers from local schools and colleges and partnering with course deliverers such as Sports Coach UK and NGB's.
- » Marketing methods: Determine the most appropriate communication method for each activity considering who is being targeted, how they prefer to receive communication, whether a marketing mix is best and understand what the desired outcomes are
- » Measures: Monitor and evaluate attendance and demographics through activities using feedback, registers, measures dashboard and local insight.

PARTNERSHIPS

There are many different types of partnerships, and many different reasons that it is productive and beneficial to develop them. Some partners will help to generate ideas, or develop content; others will help to design or deliver engagement activity; some will be able to share their skills and knowledge to ensure that activities are successful and others may be prepared to put resources into the activity. Partners can also help to develop relationships with different audiences.

Working in partnership with organisations has been a priority throughout this strategy, and numerous partners have been mentioned within each theme. Building on and maintaining these partnerships will continue to be a principle which underpins all delivery across Redditch. Partners include Worcestershire Health and Wellbeing Board, Public Health, B&R CCG, NGB's, Sport England NWCSP, County Sports Partnership, Local Strategic Partnership, Education sector, Charities, Voluntary Sector Groups, local sports clubs, local communities, parish councils and West Mercia Police.

TRAINING AND DEVELOPMENT

Upskilling and providing opportunities to develop people within the local community is a crucial part of being able to deliver and sustain activities. This can be done through work experience and volunteering, as well as gaining coaching and officiating qualifications. Offering these opportunities to local people can work to develop sports clubs and community groups, as well as making existing sessions and activities more sustainable.

Apprenticeships within local businesses may have available funding so working with the local education establishments and the job centre can work to offer experience to those who require it, as well as aiding delivery within local businesses.

ADDED VALUE

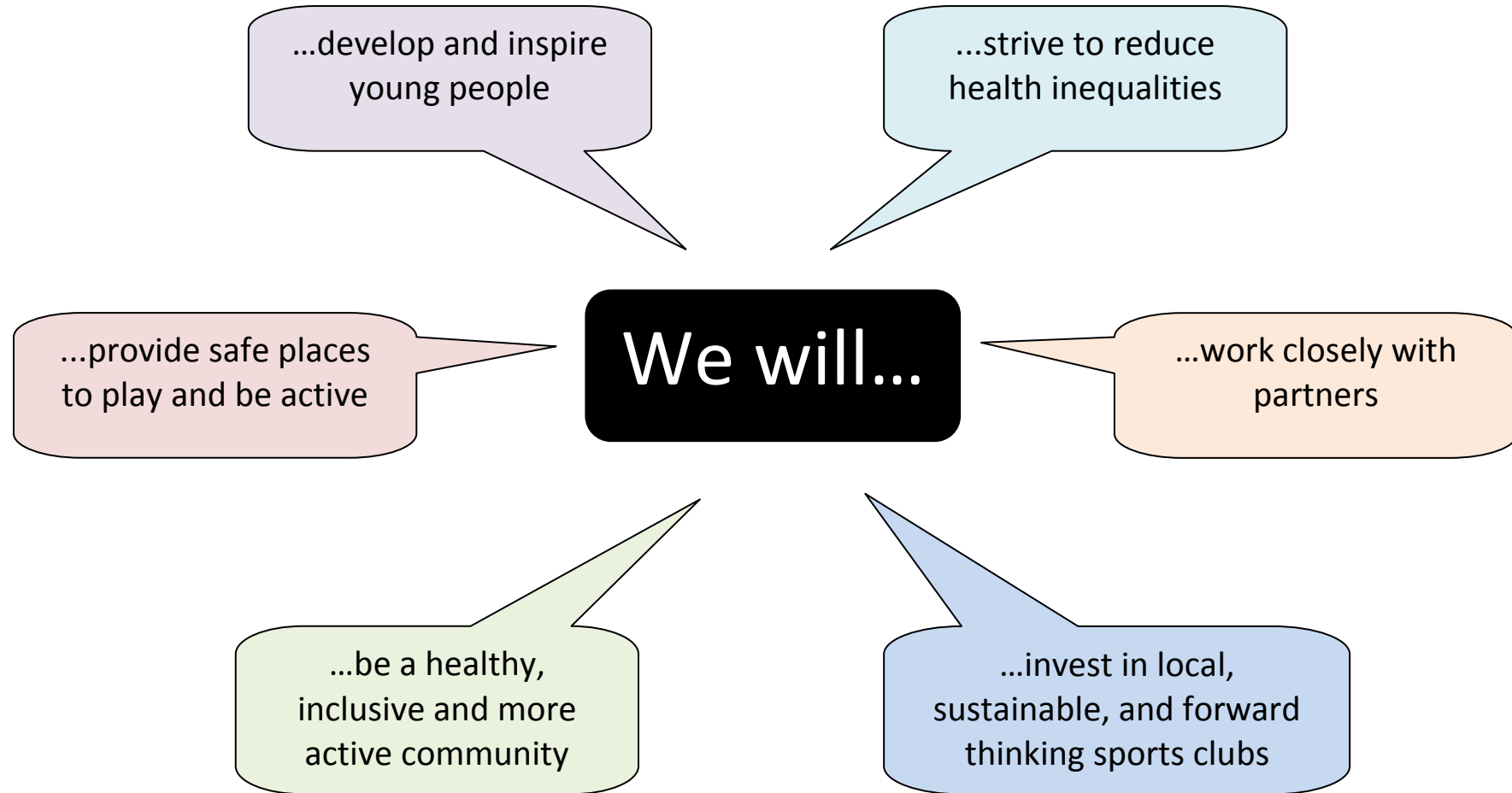
Understanding the value that sports and physical activity has for the communities of Redditch helps to justify decisions on delivery and projects. Physical activity is a beneficial prevention tool to many health conditions, and can help to reduce costs on the NHS and local health providers. This can be difficult to quantify, and a few tools that can measure this include Return on Investment, Health Impact Assessments, Sport England MOVEs Tool and Cost vs Demand Analysis. Effective monitoring and evaluation of projects and services ensures a consistent high quality delivery. Being able to modify and change projects to address demand is crucial, so available funding streams and data/research should be kept up to date and relevant to the project being delivered.

CONSULTATION & ENGAGEMENT

It is important to consult and engage with both the physically active groups and the physically inactive groups in order to capture their needs and demands. This should be consistent and measurable to reflect changes in trends of both active and inactive people to ensure an accurate approach to delivery is offered. This can be done through local events, partnership communication and national/regional consultations. Insight into what activities people currently participate in, why, when and where, as well as why people don't engage can positively impact health and wellbeing. Focus groups within the community can help to shape activity provision, and is a great way to understand the thoughts and feelings of the local community from a qualitative perspective.

The feedback and insight gathered through consultation and engagement will shape project focus, funding bids and activity delivery across Redditch which makes it a crucial principle.

“To create a healthy and active community within Redditch by providing access to a range of opportunities which increase levels of participation, reduce health inequalities; enhance health and wellbeing, resulting in an improved quality of life.”



To ensure this strategy remains current and specific to the community needs, a variety of tools will be used to measure the success. This will need a joined up approach between the various stakeholders involved in the key themes. The tools listed below can be used as part of organisational business plans to ensure resources are being applied to interventions that have a beneficial impact on the population's health and wellbeing.

Tools used to measure success:

- » **Redditch Borough Council's Measures Dashboard:** A council system which analyses trends and provides commentary against key measures for Sports and Physical Activity. It is a robust way of measuring a variety of activity and informs decisions for existing and future projects. They are measured at regular frequencies and a report is written at quarterly intervals to inform members and officers of progress and future actions to improve performance. (Refer to appendix C as before)

- » **Return on Investment (ROI):** The ROI tool has been supported by Public Health England as a way of supporting initiatives within the local community which will have a positive impact health wise, but also be cost-effective to partners. The ROI tool has been specifically targeted at local government to help influence councillors and commissioners

- » **Sport England MOVEs Tool:** This tool enables organisations and individuals to calculate the impact of their own physical activity on health services and non-communicable diseases, as well as being used as a business tool to justify interventions and a way to predict success. A key limitation is that specific demographics cannot be highlighted through this tool as the focus is the general population. It is important to highlight this as a limiting factor as the model could under or over estimate benefits, depending on the group or demographic.

- » **Health Impact of Physical Inactivity (HIPI) Tool:** The HIPI tool has been developed to estimate how many cases of certain diseases could be prevented in each local authority in England; if the population aged 40-79 were to engage in recommended amounts of physical activity. HIPI uses estimates of local levels of physical activity from the Sport England Active People survey. It models the potential benefit from increased levels of physical activity for each local authority. This is pre-calculated to show the health impacts if 100%, 75%, 50% or 25% of the local population undertake the UK Chief Medical Officers' recommended levels of physical activity.

- » **Review, Monitor and Evaluate:** A combination of the measures dashboard, ROI, MOVEs and HIPI will be used to monitor and evaluate the success of projects and interventions. The consultation and engagement strategy will be influential in gathering feedback from the community and understand wants, needs and gaps in provision
- » **Action Plans:** An overarching action plan for delivery will support the strategy and link to local delivery projects and outcomes, as well as detailing partnership working.

STAKEHOLDER CONSULTATION AND PROJECT PLAN

To ensure this strategy meets the needs of the community, partners and other organisations included in this strategy will be consulted for comment. The table below details who will be consulted and how the consultation will be carried out:

Consultee	Consultation
Corporate Management Team	CMT Meeting
Elected Members	Portfolio Holder Briefings / Executive Committee Report
County Sports Partnership	Strategy sent by Catherine Aldridge (Sport and Wellbeing Manager) to Stephen Brewster (Sports Partnership Chief Executive)
National Governing Bodies	Stephen Brewster to distribute to NGB's
<ul style="list-style-type: none"> • Bromsgrove and Redditch Network (BARN) • Worcestershire County Council • West Mercia Constabulary • NHS Redditch and Bromsgrove Clinical Commissioning Group (RBCCG) • Department for Work and Pensions (DWP) • Hereford and Worcester Fire and Rescue Service • YMCA Worcestershire • Worcestershire Health and Care Trust 	Strategy sent by Catherine Aldridge to Helen Broughton (Redditch Partnership Manager) for distribution to group members
Schools / Colleges	Strategy sent by Elisabeth Cottam (Children and Young People Officer) to School Games Organisers and Sports Premium Facilitator
Community Safety Partnership	Strategy sent by Catherine Aldridge to Bev Houghton (Community Safety Manager) and Mark Chappell (Temporary Safer Neighbourhood Inspector Redditch)