

## **Sports & Physical Activity Strategy 2006-2012 Year One Update – May 2007**

A comprehensive consultation process was undertaken in 2005/06 as part of the preparation of the Draft Sports & Physical Activity Strategy.

At a local level a presentation on the Draft Sports & Physical Activity Strategy was made to the Waltham Forest Sports Council as a key stakeholder and umbrella body for sports clubs across the borough and to various other stakeholders. Additionally the PESSCL Strategy group and other community orientated local stakeholder organisations were consulted on the proposed key outcomes.

Sport England, neighbouring Local Authorities (including the Lea Valley Park), the local Primary Care Trust, Leyton Orient Community Sports Programme, London Sports Forum and Greenwich Leisure Limited were also consulted on the draft document.

Whilst there was general support for the overall direction of the draft strategy and the proposed outcomes, a number of suggestions were made during the consultation process. As part of our on-going commitment to keep all stakeholders informed, we feel it is important to update you on the progress we have made on your suggestions after Year One of the Sports & Physical Activity Strategy.

We would welcome your comments and suggestions as they help us to improve services for you. If you have any further comments or want to know more please contact us at:

[sports.dev@walthamforest.gov.uk](mailto:sports.dev@walthamforest.gov.uk)

### **Access**

#### **What you said:**

Feedback from the Residents Panel in 2005 suggested that more people would be encouraged to undertake more activity if there was:

- Concessionary or reduced fees at leisure centres and classes
- Free swimming
- Activities as part of weight reduction programme
- Sports facilities or programmed activities closer to home
- More and improved sports facilities
- More facilities accessible for disabled people
- Better marketing and information

**What we have done:**

- 33% of leisure centre members benefit from concessionary rates
- The Free Swimming initiative has now evolved into 'Kids for a Quid' following analysis of the initiative and customer feedback.
- A pilot project is planned to be launched in September 2007 that aims to reduce child obesity.
- A national benchmark indicates that 82% of Waltham Forest residents are within 20 minutes travel time; of a range of three different sports facility types. Whilst this puts us ahead of most other London Boroughs we are still aiming to ensure that a range of activities are available in facilities across the borough.
- Additional and improved community facilities will be provided as part of the Council's Building Schools for the Future programme. Additionally we have recently commenced work on identifying improvements to leisure centres and future provision as part of the Leisure Centre Capital Planning project.
- Waltham Forest Pool & Track was London's first accredited Inclusive Fitness Initiative centre, additionally a range of DDA improvement works have been made in all of our leisure centres. All of our sports & physical activity programmes are delivered in accessible venues.
- We acknowledge that we can always improve our marketing and information, however we have produced the 2007/08 Sports Directory, created a local Football Directory and refreshed our web pages.

**Services for Older People**

A consultation event undertaken with Age Concern in 2005 highlighted three issues:

- The need for organised activities
- Organised activities close to where people live
- Transport to and from activities

**What we have done:**

- Our leisure centres offer a range of 50+ activities as part of their core programme, we also run Indoor Bowls and Tea Dances targeted towards older people.
- Whilst in overall terms we score very well in terms of access, we recognise that mobility is an issue and will continue to explore opportunities to facilitate local 'neighbourhood' activities where possible.
- We recognise that transport may be a barrier to participation for some people; therefore we need to further explore funding opportunities and work more closely with Age Concern and other community organisations to establish what can be done.

