

SPA Strategy 2014 – 18

Purpose of this strategy

The overall purpose for the Barnet Sport and Physical Activity Strategy is to provide strategic direction to shaping sport and physical activity provision in Barnet.

Aims

That the Barnet population is physically active and the borough provides excellent opportunities for sports development and physical activity.

Objectives

- To deliver an environment conducive to physical activity in a manner that is as cost-neutral as possible to the public purse – providing the facilities, open spaces, and community and transport infrastructure that allow and encourage residents of all ages to be active.
- To strengthen organisations and partnerships – increasing the number and quality of volunteers, coaches and clubs and developing Fit and Active Barnet (FAB) as an umbrella brand and network to facilitate collaboration.
- To develop effective sport and physical activity pathways – encouraging and enabling people to engage and stay involved in sport and physical activity and achieve the highest standard that they want to and are capable of.
- To widen access to sport and physical activity – ensuring that people who do not traditionally participate in sport and physical activity are supported to do so.

Outcomes

The Barnet Health and Wellbeing Strategy identifies a commitment to make better use of the range of green spaces and leisure facilities in the borough to increase levels of physical activity. A target is specified of increasing the number of adults participating in regular physical activity (as measured by NI8) by 3% by 2015.

Barnet's Local Plan Core Strategy and Local Implementation Plan (LIP) of the Mayor's Transport Strategy both include the objective of making cycling and walking more attractive for leisure, health and short trips and a target to increase cycling in the borough significantly (from a current level of 1% of trips to 4.3% of trips by 2026).

There are other strategic commitments reflected in the Barnet Health and Wellbeing Strategy to which sport and physical activity contribute such as reducing obesity, hospital admissions due to falls, tackling social isolation and increasing a sense of physical and mental wellbeing.

Local context

The Barnet Sport and Physical Activity Needs Assessment 2012 demonstrates that whilst health behaviours and outcomes are more favourable in Barnet than in England as a whole, sport and physical activity rates and the use of outdoor spaces are below the national average. There are no clear reasons for this given that Barnet has a large number of parks and open spaces and leisure provision is comparable with other London boroughs. Given the benefits of physical activity to population

health and on reducing health and social care spend; action to improve rates of sport and physical activity participation is essential.

Delivery plans

Areas of an SPA delivery plan are proposed below organised under each of the strategic objectives identified above. A draft Delivery Plan has been developed and will be taken forward by the FAB partnership Board.

- To deliver an environment conducive to physical activity in a manner that is as cost-neutral as possible to the public purse – providing the facilities, open spaces, and community and transport infrastructure that allow and encourage residents of all ages be active.
 - Develop a cost-neutral sport and leisure facilities plan including opportunities for partnerships between the council and commercial providers
 - Develop a parks and green spaces enhancement plan to ensure desirability, accessibility and sustainability
 - Assessing current cycle infrastructure
 - Identify opportunities for sport and leisure facilities to be co-located with other council and health services and commercial enterprises
 - Work strategically to secure investment

- To strengthen organisations and partnerships – increasing the number and quality of volunteers, coaches and clubs and developing Fit and Active Barnet (FAB) as an umbrella brand and network to facilitate collaboration.
 - Develop FAB as a brand and network that providers in Barnet can sign up to and creating a “one stop shop” for signposting facilities and physical activity opportunities for residents
 - Champion and support the on-going growth and development of local, high-quality and safe sport and physical activity organisations as key providers of participation, education, coaching and competitive opportunities
 - Encourage more people to volunteer their time, skills and expertise to support the delivery of sport and physical activity initiatives in the borough
 - Safeguard children, young people and vulnerable adults
 - Develop the Barnet Strategic Sports Group to support the implementation of the sport and physical activity strategy
 - Ensure coordination between sport, physical activity and other services (council, health and voluntary sector)

- To develop effective sport and physical activity pathways – encouraging and enabling people to engage and stay involved in sport and physical activity and achieve the highest standard that they want to and are capable of.
 - Encourage and support people who have lapsed to get back into sport and physical activity

- Reduce dropping out of sport and help people to reach their sporting potential by developing coordinated action plans to provide effective sport and physical activity pathways from entry level to elite status
 - Ensure every child in the borough can swim
 - Increase career opportunities in sport for young people
 - Improve support for talented athletes
- To widen access to sport and physical activity – ensuring that people who do not traditionally participate in sport and physical activity are supported to do so.
 - Through an early identification and prevention approach, harness sport and physical activity opportunities to provide positive and diversionary activities for children and young people
 - Consistently improve standards and embed quality assurance to increase public satisfaction with sport and leisure facilities in the borough
 - Improve the delivery of physical activity and sporting opportunities in neighbourhood settings
 - Develop the role that sport and physical activity can play in promoting community cohesion and fostering pride in the borough
 - Support a strong and effective school sport infrastructure to assist schools in getting more children and young people regularly participating in sport and physical activity and to halt the rise in childhood obesity

Governance

The sport and physical activity strategy will be overseen by the Barnet Health and Wellbeing Board, who has agreed the establishment of a FAB Partnership Board. The FAB Partnership Board will be responsible for the delivery of the SPA Strategy Delivery Plan. Progress on the Delivery Plan will be reported to the Health and Wellbeing Board.