

FIT & ACTIVE BARNET FRAMEWORK

2016 – 2021



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BARNET
LONDON BOROUGH

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Foreword

The benefits of keeping fit and active are well documented for both our physical and mental health and wellbeing.

Interestingly, our research shows that at least 50 per cent of our adult population (16+) do not take part in any sport or physical activity, with 38.6 per cent of 10–11 year olds experiencing problems with excess weight.

Here in Barnet we have a thriving sporting structure and plenty of green space to help our residents live an active lifestyle, and I am confident we can harness the power of sport and physical activity to create a positive change to our health and wellbeing.

While our ambition is clear our vision can only be achieved by working closely with our partners and local sporting groups, as well as residents who are at the heart of our services.

This five year Fit and Active Barnet framework goes beyond the realm of sport in its traditional sense and explores the need for physical activity to be incorporated into everything we do from the work being carried out by our Public Health teams through to designing our built environment. This approach, combined with a greater collaboration with our partners, will help to provide the foundation for innovation and ultimately contribute towards us succeeding in bringing about positive change.

This journey will not be without its challenges, and our response to providing solutions through a connected vision will help us maximise opportunities and deliver meaningful outcomes for our residents.

Effective partnership working has seen adult (16+) participation in sport increase by 3% between 2014 – 2016 (37.2% to 40.2% as measured by Sport England's Active People Survey).



I am confident that a joined up approach working via the Fit & Active Barnet Partnership will help to drive participation and opportunities further for the benefit of all residents in the borough.

A handwritten signature in black ink that reads "Sachin Rajput". The signature is fluid and cursive, with a long horizontal line extending from the end.

Councillor Sachin Rajput
Chairman, Adults and Safeguarding Committee

Why do we need a Fit & Active Barnet Framework?

This document sets out a local framework for the development of sport and physical activity in Barnet over the next five years, underpinned by a vision to 'create a more active and healthy borough'.

As our population becomes increasingly sedentary, physical activity is importantly recognised as an essential component of our wellbeing; providing a positive contribution to our physical, mental and emotional health. In order to challenge and address inactivity, there is a clear requirement to establish an environment that supports:

- identification of opportunities to increase participation
- development of sporting pathways
- a shared vision and strategic direction, working in partnership to effect change and continuous improvement

- reducing inequalities and promote equality
- access to funding to deliver sustainable initiatives
- innovation by looking at less traditional forms of engagement and delivery, helping to make access to sport and physical activity an easy, practical and attractive choice
- developing greater community capacity; increasing community responsibility and opportunities for residents to design services with us.



There is an active network of organisations and providers within the borough, and it is anticipated that the approach outlined within this document will support in providing a platform for partners to deliver their own respective strategies, action plans, projects and interventions that have a clear alignment and synergy to this framework.

We want to encourage new partnerships and renew a commitment to develop and improve opportunities in sport and physical activity at all levels across the borough. The result of this will provide a joined up approach that responds directly to local need and priorities.

We anticipate that this will be achieved through improved use of resources, commissioning opportunities and unlocking investment.

A future role of the Council will focus on:

- the alignment of focus via Council Strategies and Commissioning Plans
- creating conditions for stakeholders, community groups and organisations

to effectively work in partnership to achieve a shared vision

- providing insight, intelligence and support to facilitate opportunities
- communicate and promote the value and benefit of sport & physical activity
- foster an accessible, inclusive and attractive approach to participate in activity.



This framework has been developed via a two stage engagement process:

- Stage 1 – workshops with partners and stakeholders, facilitated by London Sport, to shape the vision, outcomes and proposed commitments within the framework. This included but was not limited to partner and stakeholder representation from Barnet and Harrow Public Health, National Governing Bodies of Sport and the Voluntary and Community sector.
- Stage 2 – public consultation via London Borough of Barnet's consultation platform, Engage Barnet. This process sought feedback from partners, stakeholders, residents and community groups etc. on the proposed vision, outcomes and commitments.

Sport and physical activity has a wide reaching impact, enabling a range of opportunities to be delivered through a diverse offer. Our direction is guided through recognition of national, regional and local policy which reinforces a Barnet approach (see page 48 for a full reading list).

The launch of a new Government Strategy: A Sporting Nation (December 2015) and the Sport England Strategy; Towards an Active Nation (2016 – 2021), provide key principles that interact and correlate with the Barnet Corporate Plan (2015 – 2020) which strives to ensure that the borough is the place of opportunity, where people are helped to help themselves, where responsibility is shared and where high quality services are delivered effectively and at low cost to the taxpayer.

The relationship of the Barnet Corporate Plan outcomes is connected to a national vision to encourage 'more people from every background regularly and meaningfully engaging in sport and physical activity' in addition to supporting an approach to create 'a more productive, sustainable and responsible sport sector' – Sport England; Towards an Active Nation (2016 – 2021).



Fit & Active Barnet Framework outcomes

In order to achieve our vision of creating a more active and healthy borough, we want to maximise engagement and work collectively towards a shared ambition. The Barnet Health & Wellbeing Strategy 2015 – 2020 identified four outcomes for sport and physical activity, which form the basis of this framework.

Outcome 1



Improve and enhance Barnet leisure facilities, ensuring that opportunities are accessible for all residents.

Outcome 3



Facilitate partnerships and develop opportunities that demonstrate a commitment to embed an 'active habit'.

Outcome 2



Advocate investment and innovative policies to support the delivery of high quality, accessible facilities and delivery of services.

Outcome 4



Target those who do not traditionally engage, increasing participation amongst under-represented groups.

Understanding available insight and intelligence will enable us to shape an approach that engages and captivates residents in a targeted way. This will assist in reducing inequalities and responding to the diverse needs of the following under-represented groups:

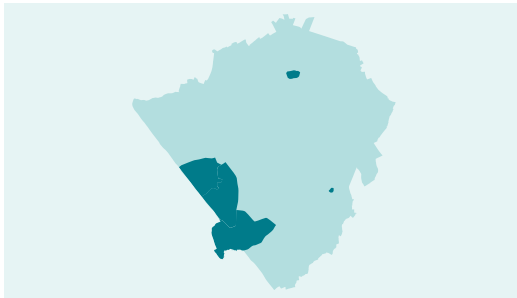
- children and young people
- older adults
- women and girls
- disabled people
- black and minority ethnic groups (BME).



Insight: Barnet at a glance

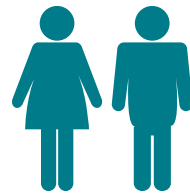
Barnet has an increasing and aging population; and is now the largest borough in London with 376,265 residents. The highest rates of population growth are forecast to occur around the planned regeneration works in the west of the borough, with over 113% growth in Golders Green and 56% in Colindale by 2030.

The west of the borough generally has the highest concentration of deprivation in the wards of Colindale, West Hendon and Burnt Oak.



There are pockets of deprivation across the borough such as the Strawberry Vale estate in East Finchley and the Dollis Valley estate in Underhill.

Joint Strategic Needs Assessment, 2015 – 2020



The percentage of adults with excess weight (overweight and obese) is

55.7%

Joint Strategic Needs Assessment, 2015 – 2020



For children aged 4 – 5 years, the percentage of excess weight (overweight and obese) is

21%

which is lower than the London average at 23.1%.

Excess weight for children aged 10 – 11 years is currently

34.4%

which is lower than the London average of 37.6%.

Joint Strategic Needs Assessment, 2015 - 2020





Barnet's population is becoming more diverse, driven predominantly by the natural change in the population.

The highest proportion of the population from white ethnic backgrounds are found in the 90 years and over age group:

93.3%,



whereas the highest proportion of people from BME groups are found in the 0 – 4 age group:

55.4%.



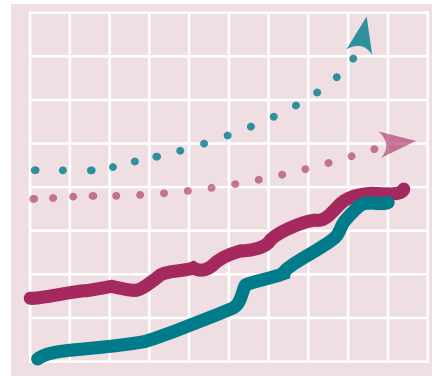
The wards of Colindale, Burnt Oak and West Hendon have populations of whom more than 50% are from BME backgrounds.

Joint Strategic Needs Assessment, 2015 – 2020



Coronary Heart Disease is the primary cause of death amongst men and women.

As male life expectancy continues to converge with that of women it is likely that the prevalence of some long term conditions will increase in men faster than women.



Joint Strategic Needs Assessment, 2015 – 2020

There is no definitive data on the amount of people with a disability living within the borough, although research undertaken by Oxford Brookes University provides the following estimates:

Moderate or severe learning disabilities



1,507



Moderate physical disability

16,795



Severe physical disability

4,749



Mental health problems

16,523

Joint Strategic Needs Assessment, 2015 – 2020



Recommended sport and physical activity guidelines

In July 2011 the four UK Chief Medical Officers (CMOs) published physical activity guidelines in a joint CMO report ‘Start Active, Stay Active’ covering early years, children and young people, adults and older adults.

Physical Activity does not refer in its entirety to sport; and is wholly inclusive of all forms of activity (play, dancing, walking, and gardening).

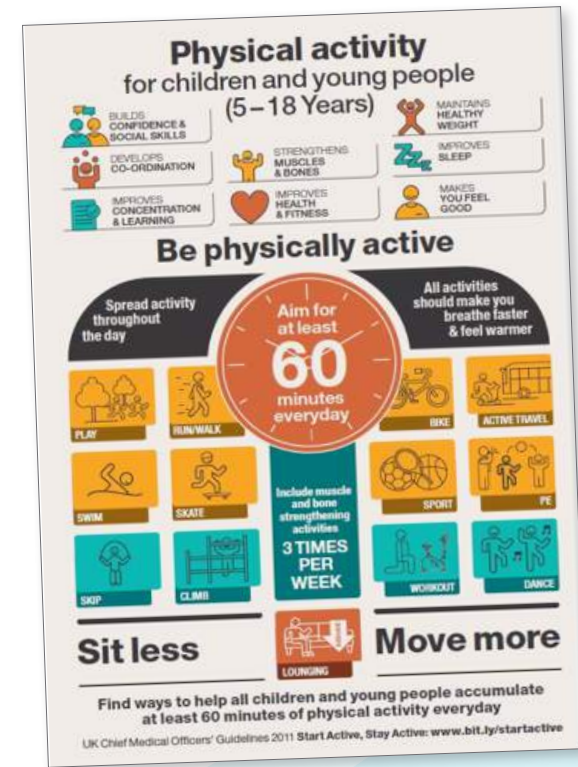
Early experiences often shape our feelings, which can discourage activity, resulting in little or no interest to participate (at any stage in life). The benefits of leading an active lifestyle can improve our mental wellbeing, confidence, interpersonal skills and sense of achievement. In Barnet it is important that we promote this message, creating the awareness of these benefits.

Insight tells us that over the past five years adult (16+) participation in sport has appeared to be fairly static in Barnet. The most recently available Sport England Active People Survey (APS10) presents an increase in participation since

APS9, however major underlying disparities still exist such as:

- the number of women participating in sport and physical activity is low, in addition to those who are included within low income groups and from BME Groups

- an insufficient sample size in respect of disability participation (local and London region) highlights an important requirement to promote accessibility and alignment of opportunities for disabled people.



Insight: Sport and physical activity in Barnet



37.2% (APS9)
to
40.2% (APS10)

of the adult population aged 16+ participate in sport at least once a week



22.2% (APS9)
to
22.8% (APS10)

of the adult population aged 16+ participate in sport for 30 mins or more three times a week.

Sport England Active People Survey 9 & 10

The percentage of the adult (16+) population achieving the recommended levels of physical activity set out by the Chief Medical Officer:

active **58.5%**

>150 minutes a week

insufficiently active **14.3%**

30–149 minutes a week

inactive **27.2%**

0–29 minutes a week

Sport England Active People Survey



53.5%

of the adult (16+) population do not currently participate in sport.

Sport England Active People Survey 10



Insight: Sport and physical activity in Barnet

Inequalities are apparent as current research demonstrates

23.2%

of men (16+) participate in sport three times or more per week (for 30 mins or more)



12.6%

compared to only of women (16+)



Sport England Active People Survey 10



37.3%

of adults (16+) from BME communities participate in sport once or more per week (30mins or more) compared to



42.0%

from white communities

Sport England Active People Survey 10

Number of all adults (16+) wanting to do more sport



61.5%

Sport England Active People Survey 10



Barriers and motivators to participation

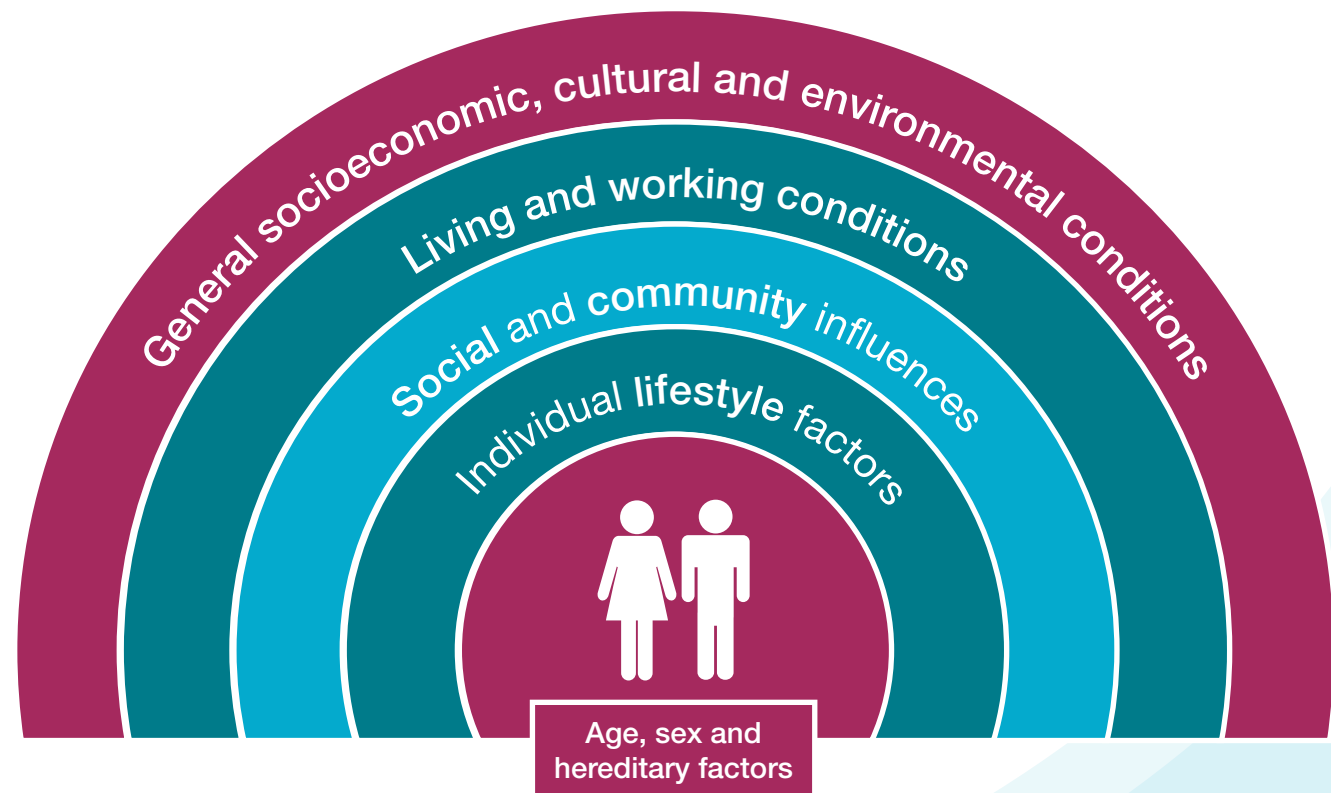
There are numerous barriers to individuals participating in sport and physical activity, which include but are not limited to:

- school pressures
- work
- transport
- cultural and language barriers
- access to local facilities
- health
- self esteem
- cost.

The approach we take to address barriers and tackle inequalities will rely on access to environments at an appropriate cost.

This can support in achieving a variety of wider social outcomes, including:

- physical wellbeing
- mental wellbeing
- individual development
- social and community development
- economic development.



A Barnet approach to sport and physical activity

As public sector resource faces significant pressure, the importance of working more collaboratively to maximise opportunities and ensure sustainability is vital.

The Local Authority will focus on strategic facilitation to improve wellbeing, which will refocus practical aspects of service delivery. This will mean working with stakeholders and partners to create an insight orientated approach that guides and enables a sustainable sport and physical activity infrastructure.

Across Barnet there are varied and vibrant opportunities for all residents to lead an active and healthy lifestyle. Delivering improvement and achieving success will rely on creating a thriving network and offer delivered through relationships. Together we need to utilise resources in an efficient manner to ensure that capacity remains to support an offer.

Future success will rely on the implementation of a 'Fit & Active Barnet Partnership', which will govern and bring this framework to life; establishing a foundation to maximise opportunities that respond to demand, avoid duplication of services, identify and address gaps, demonstrate value for money and increase participation through a multi-agency approach.

Barnet has a volume of assets (education, community and private) that have the ability to support a diverse offering within the borough. Facilities create our local infrastructure, shape experiences and enhance a pathway from physical activity sport. We want to create a more accessible environments, working with a range of organisations to expand and enhance provision. We also want to explore the benefits and opportunities to co-locate services.

To achieve success, emphasis will be focused on relationships that can inspire residents to lead healthier lifestyles.



It is important that we aid behaviour change; encouraging residents to spend their 'leisure time' being active rather than opting for sedentary interests.

Physical activity can provide a response to a rising population to ensure that the long term impact on public services is less strained. Recognising that at different life stages interests change and drop out occurs; we need to challenge social and lifestyle habits. This emphasises a need to ensure that opportunities for participation are accessible, affordable, high quality and relevant to the residents which they serve.

The following sections of this framework provide an overview of how the vision and outcomes can be achieved through alignment against the Local Authority Commissioning areas of:

- Public Health
- Growth & Development
- Environment
- Children & Young People
- Adults & Health.



Public Health



Physical activity is one of the most basic human functions, yet inactivity has been identified as the fourth leading risk factor for

global mortality

causing an estimated

**3.2million
deaths.**

In Barnet, health costs of physical inactivity currently costs £6.7 million, equating to approximately £1.9 million per 100,000 of our population.

Sport England Local Sport Profile

Our approach and the action we take locally requires focus on a varied pathway for all ages and abilities.

In 2014, Public Health England launched its national strategy for physical activity, Everybody Active Every Day, which outlined five key steps for local action:

- every child to enjoy & have skills to be active
- safe, attractive & inclusive active living environments
- make every contact count in public & voluntary sectors
- lead by example in public sector workspace
- evaluate and share ‘what works’.

These steps are aligned with Barnet Public Health principles, which recognise the importance of early intervention and prevention to manage demand and deliver better outcomes. As our health and social care system faces the challenge of increasing demand and limited resources, it also requires a need to innovate and transform the way services are delivered.



For physical activity and sport highlighting the importance of preventative activities is important, whilst continuing to develop relationships with key partners including the Clinical Commissioning Group and health professionals to demonstrate investment in physical activity is an efficient and effective option to:

- give children the best start in life
- support healthy lifestyles and self-care
- reduce substance misuse and smoking
- promote the wellbeing, resilience and capacity of individuals and communities
- support employment
- create healthy places.

This approach demonstrates value of activity helping to build a case in Barnet to commission and invest in future opportunities.



In order for us to successfully increase participation levels and improve the health of Barnet residents we must better understand contributory factors and provide solutions to co-ordinate targeted interventions that prioritise:

- treatment of disease (such as heart disease, diabetes, cancer, obesity, depression and dementia)
- injuries from falls
- social care arising from loss of functional capacity and mobility in the community
- sickness absence from work and school
- loss of work skills through premature death or incapacity
- lower quality of life and mental wellbeing for individuals and carers.
- access to opportunities and facilities (inclusive of open spaces) that are fully inclusive and encompass a whole life course.

It is well documented that sport and physical activity has a positive impact on our health and wellbeing. In developing a Barnet approach, a diverse offer that explores non-traditional forms of activity is important to effectively support and address health disparities and sedentary behaviour.

It is also important to recognise the role that employers can make to support the health and wellbeing of their workforce. Investing in the health of employees provides business benefits such as reduced sickness absence, increased loyalty and better staff retention. Promoting workplace health solutions will support in reducing behaviours and trends associated with a sedentary lifestyle.



Case Study – Workforce Health

The London Healthy Workplace Charter is a self-assessment framework that recognises and rewards employers for investing in workplace health and wellbeing. It provides a series of standards for workplaces to meet in order to guide them to creating a health-enhancing workplace.

London Borough of Barnet achieved the Healthy Workplace Charter at 'Excellence' level in Oct 2015 and are the only organisation to achieve all three levels of the Charter in one year; commitment, achievement and excellence.

Led and coordinated through a collaborative approach between London Borough of Barnet and Barnet and Harrow Public Health, a range of weekly activities are available to staff including running and walking groups and yoga classes. Staff can also access advice and guidance throughout the year such as health MOT's and looking after your mental health etc.

An inaugural Healthy Living and Sports event was held for staff in June 2016 which see over 170 members of staff compete in an afternoon of fun sports day activities.

An analysis completed on sickness absence demonstrated that following the implementation of the Healthy Workplace Charter, absence occurrences related to stress, mental health and 'other musculoskeletal' illnesses have reduced.



Football and rounders staff sports event

Monday 26 September, 3 – 6pm
New Southgate Recreation Ground, Oakleigh Road South, N11

Sign up your team now for football and rounders tournaments

- five-a-side for football and nine-a-side for rounders
- check your emails from First Team for how to register your team.

Check out the intranet and First Team for more information.

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To support Public Health priorities a Fit & Active Barnet Partnership will:

- integrate public health outcomes within a new Barnet leisure management contract, effective from 2018
- support and influence health intervention pathways, harnessing the relationship between health and activity (e.g. post health check, children & young people healthy weight pathway, weight management and cardio vascular disease)
- embed a commitment to ensure that delivery partners and stakeholders are aligned to and fulfilling key policy that directly impacts participants and the quality of services received i.e. Mental Health Charter for Sport and Recreation, Barnet Youth Charter, Barnet Dementia Manifesto and the emerging Governance Code for Sport in the UK
- support promotion and implementation of the Healthy Workplace Charter across Barnet through active signposting
- ensure brief advice on physical activity is incorporated into services for groups that are particularly likely to be inactive (utilising key guidance and available resources)
- align with and fully embrace key government and national targeted campaigns to get the nation moving more i.e. This Girl Can, One You and Change 4 Life
- encourage an innovative approach that seeks to increase participation via less traditional forms of delivery to reach a wider demographic and address barriers to participation i.e. parkrun.



Growth and Development

Our daily environments have changed significantly in recent years and maintaining sufficient levels of physical activity is becoming more and more challenging. The causes of physical inactivity and disengagement in sport can be largely attributed to a number of environmental factors, which have made daily living and working environments increasingly sedentary. The distance between homes, workplaces, shops and places for leisure activities has increased the use of cars which has led to a decline in walking and cycling. Inevitably this is a major factor in reducing levels of physical activity and increased obesity.

Investment in walking and cycling infrastructure or behaviour change programmes can be expected to deliver low cost, high-value dividends for health and the economy.



In January 2015, walking in Barnet had risen by

↑3%

(from 24.9% in January 2014), clearly representing an interest to participate in specific walking initiatives or completion of journeys by foot.

Joint Strategic Needs Assessment, 2015 – 2020



Evidence suggests switching to active travel from short motor vehicle trips alone could save

£17bn

NHS costs over a 20 year period, with the largest cost saving from the reduction in the expected number of cases of type 2 diabetes (£9bn).

Joint Strategic Needs Assessment, 2015 – 2020

The 2012 Local Plan (Core Strategy) for Barnet identified three objectives that can be addressed via sustainable travel solutions:

- to provide safe, effective and efficient travel
- to promote strong and cohesive communities
- to promote healthy living and well-being.

A future approach in Barnet must acknowledge the value of sustainable travel, and work with partners such as Transport for London and regeneration partners to improve connectivity and ensure local facilities and services are easily accessible on foot, by bicycle and by other modes of transport.

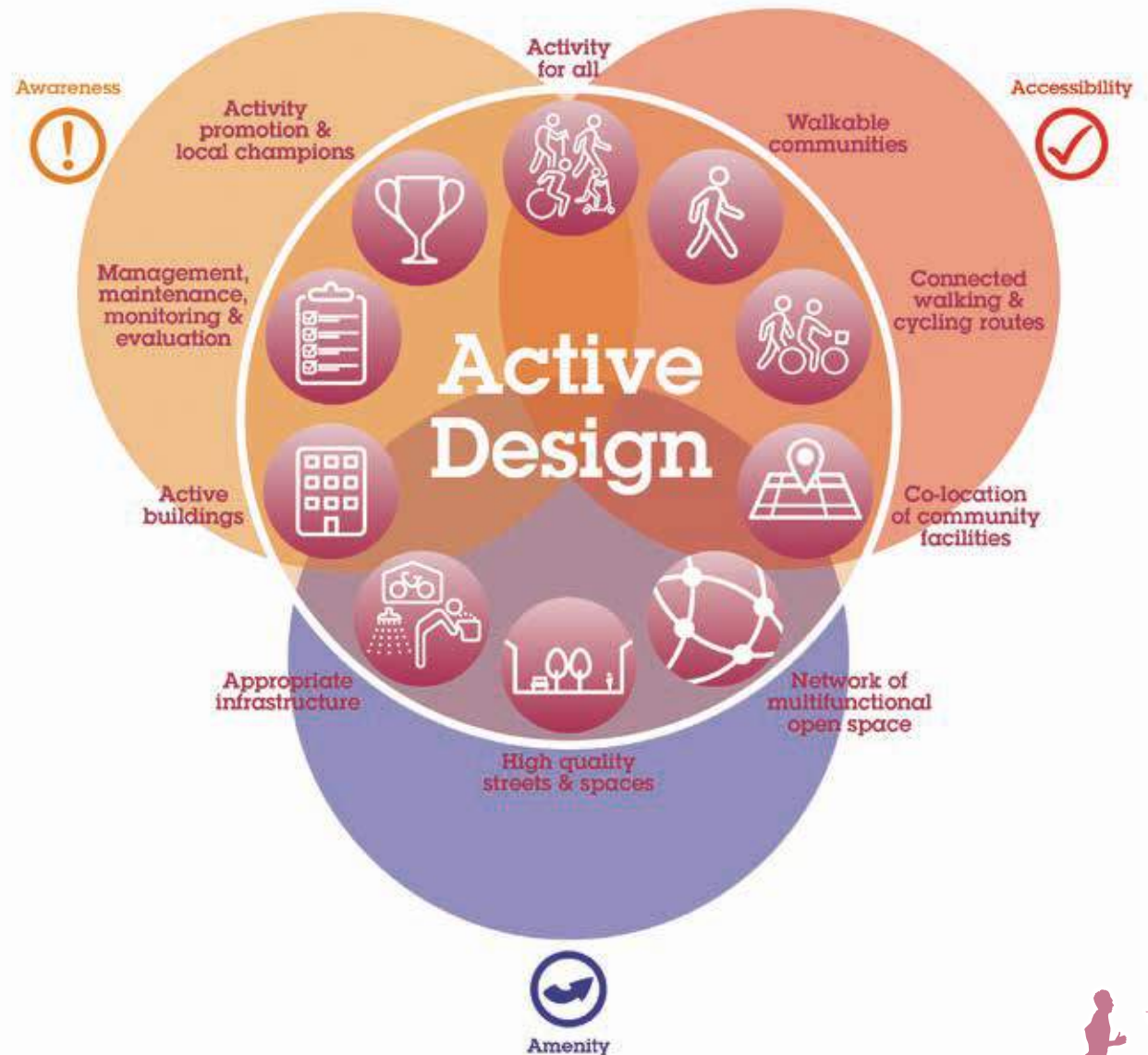
Barnet's Sustainable School Travel and Transport Strategy (2007) sets out a vision to keep the borough clean, green and safe through promoting more environmentally friendly travel. School Travel Plans have been implemented in schools across the borough, with 98 schools achieving the Sustainable Travel, Active, Responsible, Safe (STARS) mark in the 2015/2016 academic year.



Implementation of these plans has demonstrated a significant decrease in the number of car journeys (to and from school). These plans also strive to improve the health of children and young people (and their parents and guardians) by promoting alternative modes of transport such as walking and cycling.

Everybody Active, Everyday (2014) and Sport England's 'Active Design Principles' emphasise that by developing 'active environments', through thoughtful urban design, understanding land use patterns, and creating transportation systems, we can help to create active, healthier and more liveable communities. Crucially in order to improve accessibility, amenity and awareness; the local authority, partners and organisations must consider how to best optimise the ten principles to best effect opportunity. We know Barnet will become increasingly diverse, driven predominantly by natural change in the existing population and the increased ward population projections that directly correlate with the planned regeneration developments in the west of the Borough (Colindale, Burnt Oak, West Hendon & Brent Cross).

The Ten Principles of Active Design



One of the key challenges will be meeting the diverse needs of growing communities, involving the local community and experts at various stages of development will enable greater maximisation of opportunity.

The London Plan (2015) identifies Barnet as an area for intensification where planning decisions should 'seek to optimise residential and non-residential output, provide necessary social and other infrastructure to sustain growth, and where appropriate, contain a mix of uses'. Sport and physical activity in Barnet must recognise the scale and demand that growth generates, and work strategically with planning agents to review opportunities to co-locate services and create community hubs. This will make it easier for families to be active in the same place, provide usage all year round and offer cost effective operating solutions. We must also ensure that future planning applications and regeneration opportunities prioritise the need for all residents to be physically active as part of their daily life.

In broad terms, this will mean where feasible, influencing and unlocking potential Community Investment Levy and Section 106 monies to support sport and physical activity in Barnet.

Creating a sustainable sports sector will endeavour to support and grow our local economy. The Entrepreneurial Barnet Strategy (2015-20) considers ways in which the success of the Barnet economy can be supported by concerted action by the Council and its partners.

In order for Barnet to build on creating a diverse and varied workforce, we must better utilise insight and networks to understand skills required, capability and capacity to develop and forge relationships with employers.

It is estimated

£133.4m

is directly attributed to the economy of Barnet through sport, with approximately with

3,580 jobs

(full time equivalent) within the local sports sector.

Sport England Local Sport Profile



Case Study – SHAPE'ing a New Workforce

Funded by Sport England and Barnet & Harrow Public Health, SHAPE is a three year programme (2014 – 2017) established to support young people aged 14 – 19 to access sport and physical activity opportunities in the wards of Burnt Oak and Colindale.

Over 1,500 young people have engaged in the programme to date (Nov 16), accessing weekly sports sessions on offer including; gym, basketball, street dance and football. In addition to increasing activity levels amongst young people, the programme has supported in excess of 50 young people to broaden their horizons by obtaining a variety of sports qualifications.

Jude* is a young person from the Grahame Park estate (Colindale) that has benefitted significantly from engagement in the SHAPE programme. At risk of becoming disengaged, Jude was offered the opportunity to complete a Junior Sports Leadership Award. Completion of this qualification enabled Jude to develop his passion for sport, skills and confidence, whilst providing a positive diversionary activity. Through a multi-agency approach between the SHAPE team, Youth and Family Service and Middlesex University, Jude is now being supported to complete his Level 2 Fitness qualification, helping to enhance his future career prospects and opportunities.

The success of the SHAPE programme in increasing participation and positively influencing wider community outcomes was recognised in 2016 with the project being longlisted from 600 national applications to the National Lottery Awards; best project of the year category.

For more information on the SHAPE programme please visit www.barnet.gov.uk/shape

*participant name not disclosed for confidentiality reasons.



The importance of volunteering in sport and physical activity is invaluable, and traditionally has been seen as an enabler for others to play sport whilst growing activity from grassroots level. Sport England; Towards an Active Nation (2016) outlines a commitment to look at volunteering through the eyes of the volunteer; better connecting benefits alongside the health and wellbeing of an individual. This is a refreshed approach which will also require recognition that modern day life can often make volunteering difficult.

A further

£233.7m

is attributed through the contribution that sport makes to volunteering, health service and visitors into the area.

Sport England Local Sport Profile

In Barnet, this will require a collaborative approach to:

- provide access to high quality and diverse volunteering opportunities that fulfil personal needs, enable utilisation of skills and the development of new skills and experiences
- adopt an innovative approach to volunteering, to ensure community benefit is at the very core
- establish new relationships with residents and the voluntary and community sector (VCS) that enable independence and resilience, encouraging greater responsibility for sport and physical activity in their local areas
- encourage and support the VCS with utilising available tools and training such as Club Matters and 'Join In' to increase their volunteering offer and develop capacity to engage and support volunteers.



Achievement of this approach will contribute to the creation of a robust sporting voluntary sector in Barnet that will:

- tackle social isolation and engage those most vulnerable
- support people affected by welfare reform and/or on-going poverty
- get more people proactively engaged in developing and maintaining their local areas
- create opportunities to work with faith groups, promoting stronger relationships and opportunities to mobilise higher levels of volunteering that will enhance the local workforce.

12.7%

of Barnet's adult population (16+) volunteer in sport.

Sport England Local Sport Profile



Case Study – parkrun Barnet

From beginners to seasoned athletes, parkrun at Oakhill Park offers Barnet's residents the opportunity to participate in a free timed 5km run every Saturday at 9am. Led entirely by volunteers and established in 2011 a staggering 3,102 individuals have participated in the weekly run, with an average of 82.6 runners per week. Clocking up a distance of 107,750km the runners have collectively run to Sidney, Australia and back again three times!*

For more information on Barnet parkrun visit www.parkrun.org.uk/oak-hill/

*Stats recorded Nov 2016



To support Growth and Development priorities a Fit & Active Barnet Partnership will:

- identify opportunities for co-location and community hubs to widen access and maximise use of local facilities and open spaces
- encourage and maximise the use of sports facilities during and outside of school hours through management arrangements, leases and robust business models
- through the planning process, identify opportunities to invest in sport and physical activity in Barnet e.g. S106 monies, Community Investment Levy and Sport England's Strategic Investment fund (or similar)
- influence planners and key policy makers to build and promote healthier and more active communities within new developments and regeneration schemes. This also includes maximising the use of way finding signage and challenging the presence of 'no ball games' signs
- enable, promote and support plans for active travel across Barnet, through a strategic network which aims to increase use and break down barriers associated with alternative travel methods e.g. walking and cycling
- encourage the development of volunteering across the borough through strategic alignment to the Community Participation Strategy
- encourage high quality employment and work experience through the sports and physical activity sector to benefit local residents.



Environment

Barnet offers a unique blend of parks and open spaces, inclusive of indoor and outdoor sports facilities which will be future characterised by population growth. Much of the new regeneration will not provide individual residents or families with children access to private green space. This presents a demand and adaptation to ensure that green space facilities deliver a range of opportunities and future benefits. Our environments must ensure that facilities are accessible for all, with a particular focus on those from under-represented groups; lower socioeconomic status, BME groups with specific cultural requirements and those who have a disability.



Parks and open spaces are widely recognised for their health benefits as they can be used as a setting for casual or organised exercise.

In Barnet, parks and green spaces are the most popular location for exercising, accounting for over



50%

of exercise in the borough.

SPA Review Consultation, 2013

It is therefore important to maintain and improve the environment to encourage physical activity, particularly as the provision of facilities and spaces play a critical role in sustained resident engagement.

In 2016, Barnet commissioned a Playing Pitch Strategy, a report that will provide an updated evidence base which assesses sporting need and demand. A key driver of this strategy will ensure that outdoor sports facilities and pitches contribute to the Fit & Active Barnet vision. The Playing Pitch Strategy will inform an approach to decisions that provide a clear strategic focus to ensure that facilities can become financially sustainable in the future. The adoption of the Playing Pitch Strategy will present a strategic opportunity to work with National Governing Bodies and other funders to address a response in securing appropriate investment in Barnet to transform provision.

The Parks and Opens Spaces Strategy 2016, includes an ambition to create 'sport hub' sites, aimed at providing a geographical spread of sports facilities across the borough. The current areas that have been identified are:

- Barnet Copthall
- Barnet Playing Fields
- West Hendon Playing Fields.



The Open Spaces Strategy investment programme focuses on Barnet's largest and most important sites which are distributed evenly across the borough, with the ability to deliver significant health outcomes.

The conclusion of the Playing Pitch Strategy (early 2017) and the adoption of the Copthall Planning Brief (September 2016) will test this vision further and strategically align priorities.

Local spaces are equally significant in delivering positive outcomes across the borough and a place based approach, supported through resident and stakeholder input will support the development of future proposals such as:

- outdoor gyms
- marked and measured routes
- cycle routes
- green ways and green routes
- playground investment
- tennis courts.

The Local Authority will need to work with a range of stakeholders via the Fit & Active Barnet Partnership to guide a thematic approach.

As a collective we need to work towards facilitating improved utilisation of assets and venues (indoors and outdoors), which provide children, young people and adults with the ability to participate in safe activity in a variety of premises.



The importance of promoting social capital and supporting sport and physical activity through facilities is vital. Barnet has a strong community asset base on which to build and the Community Asset Strategy (2015) outlines an approach to make best use of these facilities to support community and voluntary organisations. The Community Asset Strategy has identified a need for the the Local Authority to implement the Community Benefit Asset Tool that demonstrates social impact. This process has emphasised the need for a co-operative approach, whilst encouraging the use of ClubMark and other available tools and resources to measure quality and community benefit.

Via a collaborative approach we need to ensure that the future development, management and access to facilities are the 'best fit' for the local communities that they serve, creating welcoming environments for all. This approach will help us to maximise opportunity and impact, in addition to creating investment opportunities.

Alignment with Sport England's 'Community Assets' guidance, provides an opportunity to support sports clubs and the VCS to take control of sports assets where there is a demonstrated strategic need and community benefit. This approach seeks to help clubs and the VCS to grow, develop new opportunities, secure their future and be more engaged.

There are five Local Authority owned leisure centres in Barnet, which have a crucial role to play to enhance access to provision. The Sport & Physical Activity (SPA) Project set up in 2012/13 provided an opportunity to evaluate how to deliver services differently, and address customers' needs through a more integrated approach, focusing on health and wellbeing outcomes in a manner that is sustainable. Proposed investment schemes at Barnet Copthall Leisure Centre and New Barnet Leisure Centre (a replacement of Church Farm Leisure Centre) will assist in creating and developing accessible destinations.



To support Environment priorities a Fit & Active Barnet Partnership will:

- explore opportunities to secure funding for improvements to infrastructure and participation
- ensure that findings of the sports and physical activity assessments i.e. Playing Pitch Strategy are taken into account in key plans and policies, including the Local Development Framework
- improve strategic alignment to ensure opportunities are concentrated and a range of facilities are utilised to sustain future activity; via the workplace, community, leisure, education, travel and open environment
- improve Barnet leisure facilities, including the redevelopment of Barnet Copthall Leisure Centre and a new leisure facility in Victoria Recreation Ground, New Barnet
- advocate for spaces and facilities used for physical activity to meet recommended safety standards for design, installation and maintenance e.g. DDA compliance
- promote the Inclusive Fitness Initiative Accreditation (or equivalent), supporting expansion beyond leisure facilities
- maximise and encourage use of strategic tools i.e. ClubMatters and Community Assets guidance to create a sustainable sport and physical activity offer
- facilitate appropriate community access arrangements.



Children and Young People

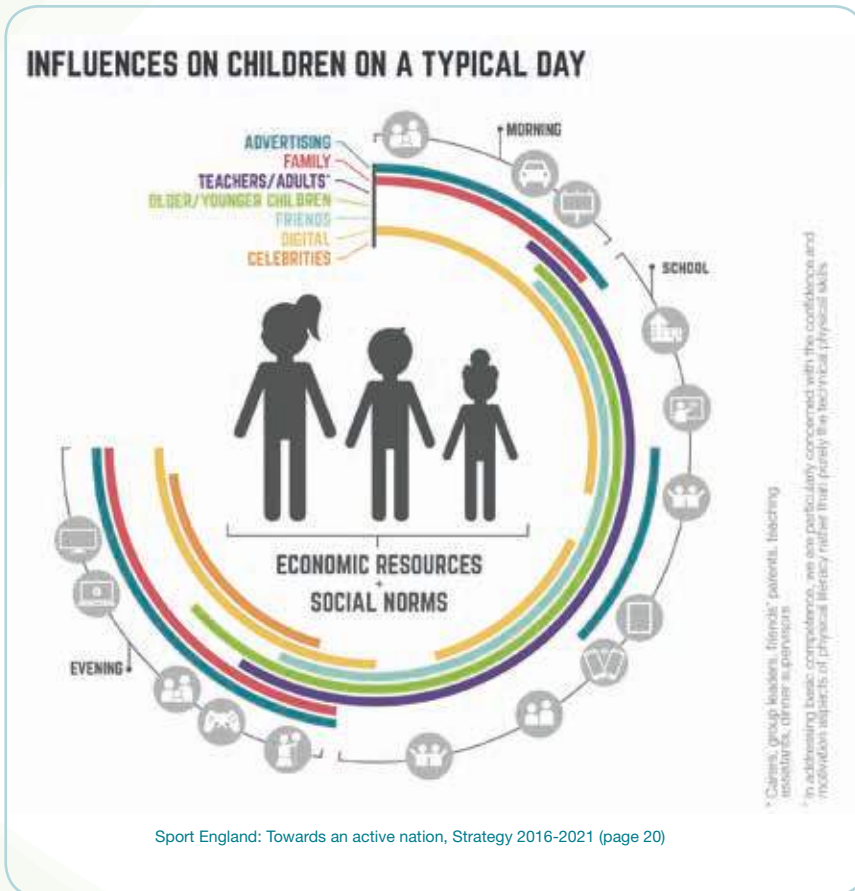
The Barnet Children and Young People Plan (2016 – 2020) has a clear aspiration to ‘create a family friendly borough’.

This means children and families can keep themselves safe, achieve their best, be active and healthy whilst having a say. As the recommendation for physical activity in children stresses upon promotion at an early age, and the extended remit of Sport England requires a focus on 5 years plus, the importance of local data will require a strategic and guided response through the Fit & Active Barnet Partnership to develop provision working with children’s centres, primary and secondary schools, further education and the community to meet need and improve outcomes for children and young people.

This also guides a requirement for a holistic approach giving equal consideration to influences within children and young people’s lives including; family, economic resources and social norms.

For example, the Healthy Children’s Centre programme is a universal preventative public health programme aimed at improving health outcomes of children and their families, from pregnancy through the first five years.

This programme provides an opportunity to strengthen the relationship between children’s centres and health partners in order to provide high-quality health services to improve children’s health outcomes. All professionals in early years settings and beyond are encouraged to embed Public Health England’s ‘All Our Health’ evidence-based principles in their practice, with particular focus on the childhood obesity and physical activity topics.



The young Barnet population is estimated to grow by

6%

up to 2020 when it will reach

98,914

maintaining Barnet as the second highest population of children and young people in London.

Joint Strategic Needs Assessment, 2015 – 2020

By encouraging positive health behaviours and active play in early years, we are able to impact obesity levels and many other health outcomes before they are identified during in the National Child Measurement Programme.

Healthy Schools London is a programme established in 2011 by the London Health Improvement Board; implemented to tackle child obesity levels within schools across the capital. Led by the Barnet & Harrow Public Health team, by Nov 2016 77 schools within the borough had achieved 'Healthy Schools' status at varying levels (7 Gold, 22 Silver, 48 Bronze) with 14 schools incorporating sport and physical activity at a targeted or universal level. With the programme due to come to an end in 2020 (subject to available funds) a collaborative approach is required if we want to maintain momentum and ensure schools are committed to improving the health and well-being of Barnet's young residents.

With 160 schools in the borough and in excess of 62,000 pupils, the education sector makes a significant contribution to sports development in Barnet by establishing early experiences that are essential in leading a healthy lifestyle. In order for us to sustain interest outside of education we must develop an effective connection between the education environment and the community landscape.

1 in 5

children in the UK are overweight or obese when they start primary school, this increases to

1 in 3

children by the time they leave primary school.

Joint Strategic Needs Assessment, 2015 – 2020

This relies on continuing to build relationships with the Barnet Partnership for School Sport, Further Education Colleges and Middlesex University to establish and sustain opportunities that facilitate and enable sporting potential.



The Barnet Children and Young People Plan stresses that “children are likely to find it easier to access support outside of the home, when they live in cohesive neighbourhoods with formal facilities that encourage participation and achievement.” It is vitally important to recognise the role of the VCS (to include sports clubs and organisations that provide a service to young people and their families) and the significant contribution they make to sports development in Barnet. Voluntary and community organisations often provide low cost, or free to the point of delivery services for young people.



An estimated

5,912 pupils

in Barnet have some form of Special Educational Need (SEN) with over

600 children and young people

registered as having a disability.

Almost

3,000 children and young people

are known to provide unpaid care for their parents or other family members, although this is likely to be an underestimate.

Barnet Children & Young People's Plan 2016 – 2020



Through enhanced partnerships and collaborative working we need support the sector to grow and diversify further to continue to achieve positive outcomes for young people in the borough. The growth of the number of children and young people in the borough, combined with financial pressures places a demand on specialist children's social care (notably health). Recognising that child poverty is entrenched in specific areas of Barnet (approx. 16% of children under 5 live in the 30% most deprived local super output areas), effective prevention and early intervention will assist to reduce impact on children and young people, their families and referrals to children's social care and other specialist services within health and the criminal justice system.



Documentation produced by Sport England validates the return on investment in sports programmes for ‘at-risk’ youths is estimated at £7.35 of social benefit for every £1 spent – delivering financial savings to police, the criminal justice system and the community.



1060

young people aged 11 – 25 supported to participate in sport since 2011 via Sportivate programmes (funded by Sport England).

Understanding the future role of sport in this environment and its potential to strengthen social networks and community identity is vital.

Over the past 5 years Barnet has seen investment via Sport England funding streams to support young people aged 11 – 25 to access sport and physical activity opportunities. Barnet has also continued

its commitment to support young residents to represent the borough at the annual London Youth Games competition.

Recognising the number of influences on children and young people’s lives, in relation to lifestyle choices and variety of services accessed, there is a requirement to ensure that the model for delivery and pathways for progression (developmental and competitive) are clearly established.

This includes the requirement for a locality based approach to delivery that addresses a number of community and social needs, incorporates a range of VCS organisations and adopts a life course approach that considers family and intergenerational engagement. It is also fundamental that children and young people are engaged and involved in the commissioning process.

15 satellite clubs



established in Barnet engaging young people in sport and physical activity (funded by Sport England).

over 1500

young people aged 14 – 25 supported to participate in sport via the SHAPE programme* (2014 – 2017) and



over 50

young people supported with an accredited sports qualification.

*funded by Sport England and Barnet & Harrow Public Health

Delivery of

3

StreetGames
Doorstep
Sports Clubs.



over 300

young people represented Barnet at the 2016 London Youth Games, across 21 sports.

Case Study – Inspiring Barnet’s Young Residents to Move More with the Mayors Golden KM

In the latter part of 2015 a multi-agency steering group consisting of representatives from London Borough of Barnet, Saracens Sports Foundation, Barnet & Harrow Public Health, Middlesex University and the Barnet Partnership for School Sport was established to implement the Mayors Golden Kilometre (MGKM) project.

The MGKM project is a behaviour change initiative that looks to address inactivity levels and rising levels of excess weight amongst young people by inspiring primary schools in the borough to incorporate more physical activity in to their school day (in addition to curriculum activity). The project encourages primary schools to facilitate pupils to walk, run, skip or jog a 1km route (approx. 15 minutes) around their school ground or a local park or open space every day.

The project was soft launched with two schools in October 2015 and then implemented as a multi-agency pilot project from Jan 2016. The pilot included 10 primary schools which resulted in approx. 5,000 children and young people participating.

The steering group are now working to engage all primary schools within the borough and continue to support the initial 10 schools with making the MGKM sustainable through continued activity and incorporating the initiative into their Healthy Schools London plans.

With no financial support to deliver the project, the outcomes demonstrated to date are a true testament to a multi-agency approach and partners working in collaboration to achieve a shared vision.

Christ Church School, High Barnet (Headteacher quote)

‘The benefits of the daily MGKM have been huge. We have noticed that the stamina of the children and teachers has improved, along with their general fitness and desire to join in physical activities. The classes have loved doing it and have socially encouraged their peers to join in and cheered them on. The children have gone home and spoken to parents about their enjoyment of it and feedback from parents has been extremely positive.

Within class we have noticed an improvement in the concentration and attention of some of our children and they seem to focus better on tasks and for longer. Teachers have enjoyed it and their enthusiasm has encouraged the children too. We have linked the 1km to the Olympic Games and Maths. A group of children in Y6 worked out the maths involved – how far had they run, over how many days, distance etc. They worked out that the children would have walked/run the equivalent of school to Dubai and back! This was well received.’

To support Children and Young People priorities a Fit & Active Barnet Partnership will:

- support schools via the Barnet Partnership for School Sport to improve provision in implementing the Primary PE and Sports Premium and the School Games to create healthier habits, inclusiveness and a talent pathway
- promote the vibrant and varied offer available to children and young people to increase physical literacy in early years, school and home settings
- develop partnerships with services accessed by children and young people, and their families e.g. children's centres and schools to promote physical activity and supported interventions
- provide a sustainable pathway for the SHAPE programme and explore expansion across the borough through shared learning
- adopt a multi-agency and insight led approach, to ensure new and existing commissions are centred around the needs of young people that address wider social and community outcomes and enable links between schools, the VCS and facilities to aid sustainability and continued participation or development pathways.



Adults and Health

Barnet's Health and Wellbeing Strategy outlines the ambition to make Barnet 'a place in which all people can age well'.

The borough will experience London's largest increase in elderly residents

65+yrs

over the next five years, rising currently from 52,000 to 59,800 by 2020.

Additional insight also presents an estimated 23,500 residents of this age living with a lifelong limiting illness, a total also set to increase

by **20%**.

Joint Strategic Needs Assessment, 2015 - 2020

At a time of key challenge, with rising demands, increased expectation and financial pressures facing both the Local Authority and the NHS, the role of physical activity in achieving prevention and early intervention is critical. Physical activity has the ability to support demand management and reduce pressure on our clinical services.

As more young people with complex needs survive into adulthood, there is a national and local drive to support individuals to live as independently as possible within the community. It is important that we work together to ensure that appropriate support services are available to support local priorities.

The effect on GP services and the Clinical Commissioning Group (whereby 8.2% expenditure is attributed to mental health) will continue to escalate. Sport and physical activity is a powerful mechanism with a range of case studies that demonstrate the ability to positively impact healthcare.

According to national projections, the most common health conditions within Barnet are mental health disorders.

In 2015 it was predicted that

56,333

people aged 18 – 64 have a mental health condition.

Joint Strategic Needs Assessment, 2015 - 2020

Adults with a severe and enduring mental illness face considerable social exclusion. This is evidenced through high rates of unemployment, social isolation and poorer physical health, all of which create a demand on other services. We know that one in four people will need treatment for mental illness at some point in their lifetime and the majority of these treatments will exist from primary care.



On average, active adults have a

30% lower

chance of feeling distressed or a 30% higher chance of enhanced wellbeing than inactive adults.

Physically active adults have a

30% lower

risk of depression, distress and dementia.

The British Heart Foundation National Centre for Physical Activity; Making the Case for Physical Activity (2013)

Feelings of social isolation and loneliness can be detrimental to a person's health and wellbeing. Anyone can experience social isolation and loneliness, however it is more commonly considered and prevalent in later life and those who are most vulnerable e.g. individuals with a physical and/or mental health condition.

It is well documented that there are a number of factors that can have a significant impact on whether or not a person becomes socially isolated. To address this growing issue, there is a need for effective, targeted and locally based provision. It is also important that we work with key agencies and residents themselves to understand barriers and how we can improve engagement, making activity an attractive choice for everyone to participate.

The Care Act 2014 represents the most significant reform of care and support in more than 60 years. It is expected to drive increased demand for adult social care and support over the intensified levels from demographic pressures. The Care Act called for care to be focused on the individual, their needs and their wellbeing, including increasing the importance of individuals choosing where and how they purchase their care from. With the introduction of Self Directed Support and Direct Payments individuals are given more control over the services that they receive, presenting an opportunity for sport and physical activity to position itself as an attractive choice.

Exploring a such opportunities and working alongside key agencies and community organizations will assist in improving wellbeing.

In 2011 approximately

32,000

carers were registered in Barnet, with approximately 12,746 aged 25 – 49 years.

On average

5.2% carers

reported having poor health.

Joint Strategic Needs Assessment, 2015 – 2020



Case Study – Supporting Carers and those in Care

Working in partnership with Barnet's leisure operator and Barnet Carers Centre, registered carers and children in care are able to access a free Barnet Leisure Pass. The Barnet Leisure Pass gives eligible individuals access to free swimming and concessionary discounts on a range of activities across Barnet's leisure centres.

“The Carers' Centre helped me to receive a pass for free swimming. It has been invaluable. The pass has felt like care for me and because of the gift of care, I have been determined to make good use of it. Going swimming has been positive for me mentally and emotionally as well as physically; I unwind, recharge and re-energise. A BIG THANK YOU!”
(Barnet Leisure Pass recipient)

Physical activity can have a significant impact on the health and wellbeing of people with dementia at all stages of the condition and it is vitally important that services and facilities meet the needs of service users and are 'Dementia Friendly'.

Through a streamlined approach, it is important that we position a Borough wide offer as an attractive choice to engage and signpost both individuals and professionals e.g. GP's and other care professionals. We do however need a level of confidence that new and existing opportunities are of a high quality and meet the needs of the service users by providing positive experiences and subsequently creating a sustained active habit. This approach also applies to ensuring that 'inclusive' opportunities and services encompass the true meaning of this.

An example of this is the establishment of a Barnet Disability Sports Network in 2016, which is a multi-agency approach to improve the disability and inclusive sporting landscape across the borough (inclusive of mental health).



Barnet has a higher population of people with dementia (estimated over 4,000) than many London boroughs. By 2021 the number of people living with dementia in the borough is expected to increase by

24%

compared to the London wide figure of 19%.

Joint Strategic Needs Assessment, 2015 – 2020



Case Study – Into Sport

Into Sport is a Sport England funded, multi-faceted inclusive sports project that spans North and South London and involves a consortium of seven organisations; Inclusion London, London Sport (formerly Interactive) and five Deaf & Disabled People's Organisations, with Inclusion Barnet as the sole North London representative. One of the strands of the project is to explore barriers to the accessibility of mainstream sports venues, facilities and attitudes, and indeed raises pertinent questions about whether disability sport can in fact be mainstreamed, as illustrated by the acute delineation between the Olympics and ParaOlympics.

Barnet joined in year two of the project, and have succeeded in recruiting 51 participants (target 50) and achieved 182% of target outputs to date (Nov 16) in terms of participants engaging either sporadically or regularly in sport and physical activity.

A previously inactive participant has described the improvement in his wellbeing as being 'physical and mental, as well as social, spiritual and emotional' as he feels that he is doing something that is good for him. The participant now pays more attention to how much he exercises and what his physical strength and fitness allows.

The Barnet Disability Sport Network will provide a partnership approach in supporting the sustainability and diversification of the Into Sport programme in Barnet.



To support Adults and Health priorities a Fit & Active Barnet Partnership will:

- work in collaboration to influence sustainable programming that achieves prevention and early intervention, prohibiting/alleviating the onset of long term health conditions and social isolation
- create an approach to ensure pathways for physical activity and sport are optimised through formal referral by health and social care professionals and self-referrals (e.g. GP surgeries and Healthy Living Pharmacies)
- work in partnership with Health Champions, care professionals and organisations to promote borough wide opportunities so they become an 'attractive choice' for service users
- consolidate Health Walk provision across the borough to achieve a coherent and effective offer
- encourage alignment with best practice tools, programmes and guidance e.g. Dementia Friends and London Sport's Club ID to ensure opportunities and facilities are high quality, inclusive and truly meet the needs and expectations of service users
- develop and fully integrate the Barnet Disability Sport Network to collaboratively enhance the disability and inclusive provision within the borough and promote equality.



Working Together

The development of this framework has characterised a future which will strategically enhance sport and physical activity in Barnet, through a focused set of priorities that require an emphasis on working holistically. Areas highlighted within this framework have been identified through optimum use of local insight and intelligence to inform and guide interventions and resources. A key element of driving future success is the implementation of a 'Fit & Active Barnet Partnership Board'. The purpose of this Board will be to assume a strategic role to assist in supporting mutually beneficial outcomes specified within this framework, supported through respective sub network groups e.g. the Barnet Disability Sports Network.

Some of the challenges inherent in this document and our vision to address them will require a long term approach. Tackling inactivity and our ability to create a more active and healthy borough will require a coalition of partners and stakeholders, some of whom may

not have worked together before. There is also a requirement for a level of flexibility recognising the ever diversifying landscape in which we operate.

It is intended that the Fit & Active Barnet Partnership Board will comprise partners and stakeholders involved in strategy, policy and development matters related to Barnet:

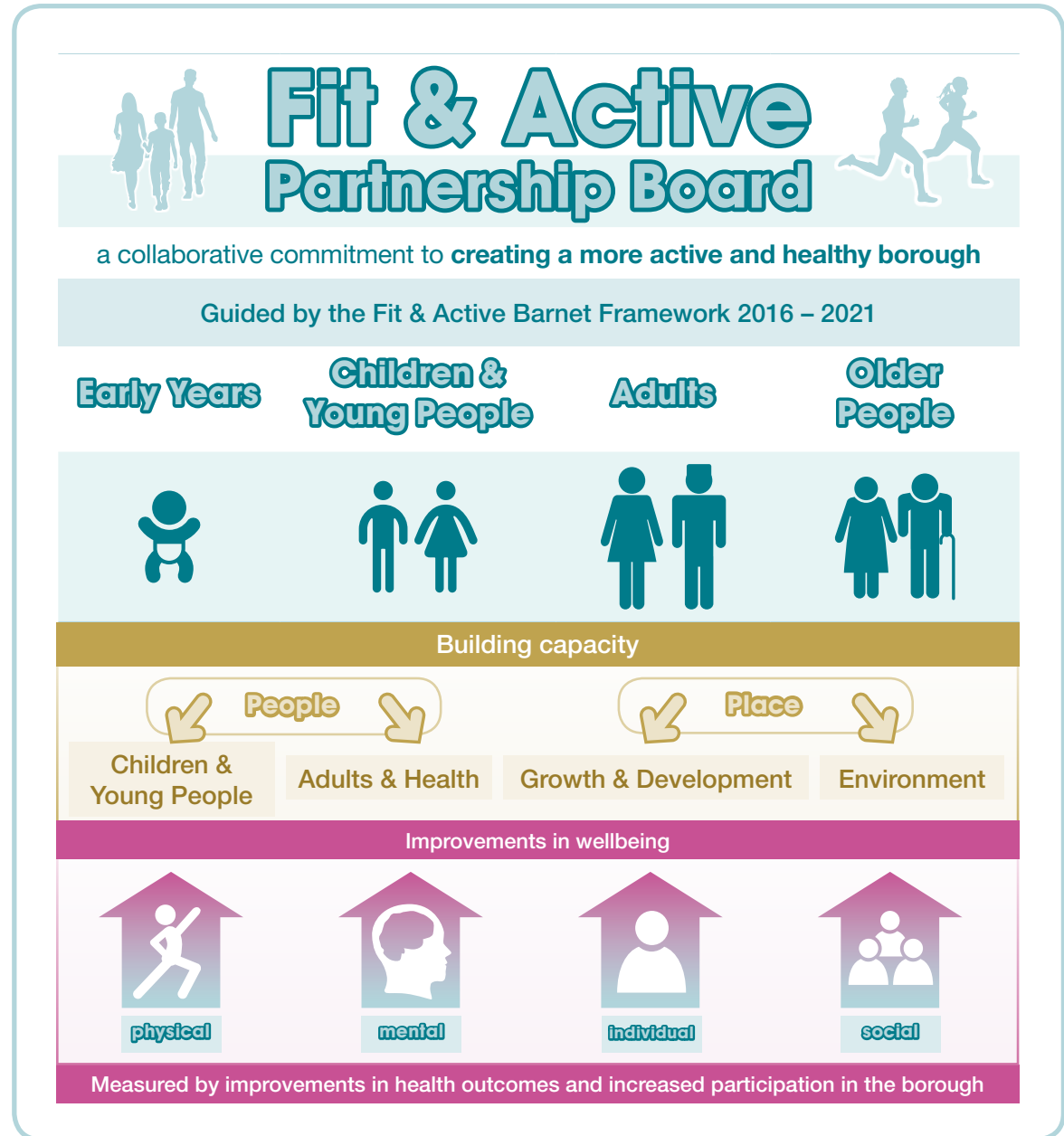
- sports sector including; London Sport, National Governing Bodies of Sport, clubs and other delivery partners
- education Sector including HE & FE
- VCS.

Members of the Fit & Active Barnet Partnership Board will support the facilitation and delivery of sport and physical activity in Barnet. This will include a robust process, working in collaboration to evaluate the use of available funds (external or other as determined) to deliver a comprehensive and integrated offer to maximise participation.



Our engagement and future relationships with National Governing Bodies of Sport will be defined through clear alignment to our strategic outcomes focused on:

- sport that provides a measurable growth in participation
- opportunities to enhance facilities
- supporting the club sector
- sport that is accessible to all Barnet residents.



To support Working Together priorities a Fit & Active Barnet Partnership will:

- cultivate mutually beneficial partnerships that connect and align services to deliver a more cost effective and accessible physical activity pathway, which addresses wider society outcomes
- encourage the use of open data across the Partnership to better understand participation and inform meeting current and future demand
- refine understanding of the needs and barriers to participation amongst priority groups, ensuring that service users and supporting organisations are at the heart of service design and delivery
- implement a model to effectively evaluate targeted activities, in particular, levels of take-up and retention through the use of new technologies
- encourage the use of tools that assist with development and quality assurance i.e. Club Matters and the Sport England Return on Investment toolkit
- to explore the initiation of a shared Fit & Active Barnet funding pot to commission and support activity through aligned priorities (where feasible).



Measuring success

Nationally, Sport England will continue to measure participation in sport and physical activity. Previously this was measured via the Active People Survey, an annual survey that measured the percentage of the adult population participating in 30 minutes of moderate intensity activity per week.

To align with their new strategy 'Towards an Active Nation', Sport England has adopted the 'Active Lives Survey', providing a renewed methodology to measure annual participation in sport and physical activity. The exact measures of this refreshed methodology are currently being agreed, however at a headline level it is thought the key performance indicators will be:

- decrease in percentage of people physically inactive
- increase in the number of people volunteering in sport at least twice in the last year

- the demographics of volunteers in sport to become more representative of society as a whole
- number of people who have attended a live sporting event more than once in the past year.

Measurement of these indicators is in response to Government's 'Sporting Future; A New Strategy for an Active Nation' (2015). There is also an opportunity to understand performance against other KPI's identified within this strategy including (collected via alternative means):

- increase in percentage of the population taking part in sport and physical activity at least twice in the last month
- increase in the percentage of adults utilising outdoor space for exercise/ health reasons
- increase in the percentage of children achieving physical literacy standards
- increase in the percentage of children achieving swimming proficiency and Bikeability Levels 1– 3

- increase in the percentage of young people (11 – 18) with a positive attitude towards sport and wellbeing
- employment in the sport sector
- percentage of publically owned facilities with under-utilised capacity
- increase in the number of publically funded bodies that meet the new UK Sports Governance Code.

Recognising the importance of partnership working and to foster a collaborative approach, whilst we await the announcement of the national indicator set, an early role of the Fit & Active Barnet Partnership Board is to determine what success looks like and how the vision, outcomes and commitments outlined within this framework are measured at a local level to demonstrate greatest impact.



References / Further reading list

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London Borough of Barnet Joint Health & Wellbeing Strategy (2015 – 2020)

London Borough of Barnet Joint Strategic Needs Assessment (2015 – 2020)

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