



**WATFORD  
BOROUGH  
COUNCIL**

# Sports & Physical Activity Development Framework



2019-2023

*Watford*  
**Get Active**  
Healthier together, happier together



# Foreword *Peter Taylor* Mayor of Watford



## **Watford Get Active builds on the success of the Council's previous Sports Development Framework and covers the period up to 2023.**

We believe that sport and physical activity can positively impact on the lives of our residents, and there is a growing body of evidence to support the notion that sport and physical activity can play an important role as cost effective vehicles for positive social change – particularly around the areas of physical and mental health and well-being; social inclusion; community cohesion; crime and disorder reduction; educational attainment; skills development and employability.

Our vision is for a bold, progressive and high performing council which delivers a thriving and successful town for everyone. Sport and physical activity has a very important role to play in bringing local people together; in countering inequality; and creating a caring environment, leading to an improved quality of life for our residents.

We are committed to improving our stock of sport and recreational facilities, and to protecting and investing in our parks and open spaces. We realise that we cannot do this alone and as such, we are committed to working with a wide range of partners and key stakeholder organisations to deliver on our ambitious plans.

In my manifesto I have pledged to support the following developments around cycling which are to improve walking and cycle routes across the town. Introduce a bike-hire scheme and establish a cycling forum for cyclists, council officers and residents to work together. I am also committed to providing new cycling, skateboarding facilities and a new cafe at Oxhey Park North and refurbish the Watford Cycle Hub building.

I am really pleased that in my first few months of being Mayor we are already working to make Watford a more dementia friendly town. We have held a forum and set up a new action group and over the coming year we will be working with organisations and individuals across the town

to see how we can support people living with dementia and their carers.

We recognise the hugely important role played by voluntary sports clubs, coaches and volunteers in helping to get our residents more active, and our programmes of support will reflect this. We shall also be proactive in increasing participation in sport and physical activity, with an emphasis on those sites and facilities which benefit from council investment.

Watford is a town with a proud and unique sporting heritage, and we will continue to proactively promote sport and physical activity across the life course - to not only improve the quality of life of our residents, but hopefully to also help unearth the sporting stars of tomorrow.



**WATFORD  
BOROUGH  
COUNCIL**



**“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair.”**

Nelson Mandela

Sport and physical activity are important to leading healthier lifestyles for individuals and communities. This Framework will act as an advocacy document for the promotion, coordination and delivery of health and well-being opportunities in the Borough.

## Our Vision is:

- Affordable, accessible and appropriate sport and physical activity opportunities for everyone.

## Our Aim is:

- Through an enabling role with partners and key stakeholder organisations the framework will drive sport and physical activity forward, delivering actions across each of our objectives.

## Our Objectives are:

- 1 To improve the quality of life of Watford residents through a vibrant, collaborative and targeted approach to the delivery of sport and physical activity programmes and opportunities.
- 2 To enhance the health and well-being of Watford residents by reducing inactivity levels.
- 3 To strengthen the local sporting infrastructure through support of community sports club, and volunteers.
- 4 To match sports development programmes to major sports facilities investment, linking with the Sports Facility Strategy 2015-2025.





# Purpose of the Framework

This framework will drive sport and physical activity forward to 2023 - delivering actions across each of our objectives to improve the lives of residents. We place great importance on an insight led, evidence - based approach which gives us a clear understanding of local need and enables us to identify the priorities informing and shaping our goal - setting.

Using the work from the previous Sports Development Framework, we would like to continue to accelerate achievements across the four key objectives, each objective is underpinned by an annual action plan, identifying time-scales, funding requirements and target outcomes.

Identified performance indicators will be developed within the action plan to measure progress, and be reported back annually.



**WATFORD**  
BOROUGH  
COUNCIL





# The National Picture

The government's sport strategy **Sporting Future: A New Strategy for an Active Nation (Dec 2015)** will tackle head on the flat lining levels of sport participation and high levels of inactivity in the UK.

Through this strategy, government is redefining what success in sport means, with a new focus on five key outcomes: physical and mental well being, individual, social, community and economic development.

In future, funding decisions will be made on the basis of the outcomes that sport and physical activity can deliver.



We want everyone in Watford to aspire to achieving the Chief Medical Officer (CMO) recommendations for physical activity, and in doing so enjoy the wider outcomes from an active life. This means we will focus work to help those who are inactive to start, and equally work to support those already active to 'stay' and increase their levels of activity.

## How active should we be?

The CMO's recommendations on physical activity:

Everyone to minimise the amount of time sitting and to maximise opportunities for physical activity.

UNDER 5

Every child under 5 who can walk unaided to be physically active for at least 180 minutes throughout each day, including movement of all the major muscle groups.



AGE 5-18

Every child aged 5-18 to engage in moderate to vigorous intensity physical activity for at least 60 minutes every day, including undertaking activities that strengthen muscle and bone.



ADULTS

Every adult (including older adults 65+) to undertake 150 minutes of at least moderate intensity physical activity per week, in bouts of 10 minutes or more, with physical activity to improve muscle strength on at least two of these days.



Achieving the recommendations will require us all to share best practice and apply the principles of behaviour change as outlined by Sport England's strategy Towards an Active Nation (2016-2021).



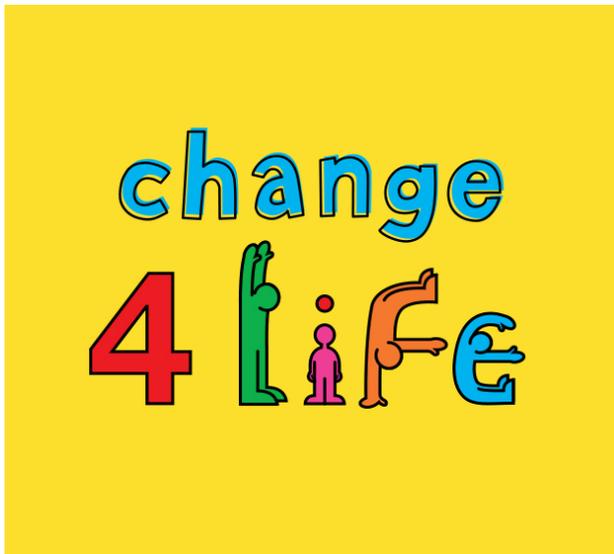
WATFORD  
BOROUGH  
COUNCIL





# Changing Behaviour

Changing behaviour is crucial in helping inactive people become active. Our behaviour is influenced by a host of cues and triggers - conscious and subconscious - shaped by different personal, social, environmental and cultural factors. This means it is essential to think about all aspects of people's lives that affect their motivations and behaviours around being active.



People can move back and forth through these stages



# Local Context & Sports Development Achievements 2014-18

**WATFORD BOROUGH COUNCIL** **Local Context**

population **96,700**

1 in 5 adults classed as **obese**

**51%** females | **49%** males

60% of residents classed as active (150+ mins/week)

26.7% of residents classed as inactive (less than 30mins/week)

16+ population with a **long-term illness** or disability

of adults **volunteer** in sport (compared to 16.9% Hertfordshire average)

Residents from **BAME** communities

year 6 students who are **overweight** or obese

Watford has a **VIBRANT** community sports sector

**200+** community sports clubs

**everyone ACTIVE** operates leisure centres on behalf of Watford Borough Council

**High quality** sport & leisure facilities

**Growing** number of high quality coaching agencies including Watford FC CSE Trust

**WATFORD BOROUGH COUNCIL** **Sports Development Achievements 2014 - 18**

**11,808** attendances at walks

**628** walks delivered by **103** walk leaders

**21,460** young people attending free swim & gym during school holidays

**3,838** attendances at **417** guided rides since 2016

**60,047** attendances at more than **200** parkrun events

**771** volunteers, volunteering on 4,292 occasions

**1329** Active Herts referrals since Nov 2015

**5,940** new participants | **68,860** total attendances

**74** Level 1&2 coaches across 11 different sports

**333** referrals

**97%** reduced BMI and body weight

**98%** reported being more active

**95%** reduced waist size



# Objective 1

To improve the quality of life of Watford residents through a vibrant, collaborative and targeted approach to the delivery of sport and physical activity programmes and opportunities. *See below some examples.*

## Goal 1:

**Build on the success of the Watford Get Active Community Sport Activation Project**

### *How we will achieve this?*

- Provide a full programme, ensuring a range of activity options for people that are inactive/beginners, including free and low cost options e.g. Walking Football, Back to Netball, Learn to Run 0 to 5k, Skateboarding, Yoga, Love to Dance and much more.



## Goal 2:

**To promote enhanced health and well-being of our young people through sport and physical activity, to maximise their prospects of reaching their potential**

### *How we will achieve this?*

- Widen access to opportunities that encourage young people to be active.
- Free swim & gym
- Sport for social change - in partnership with the Herts Sport Partnership and relevant local partners through programmes like:
  - Herts Big Hit Project
  - Fit, Fed and Read

We will use sport/physical activity as a vehicle to improve young people and their communities.

## Goal 3:

**In partnership with British Cycling and Watford Cycle Hub, we promote and develop opportunities within Watford**

### *How we will achieve this?*

- Provide a local lets ride programme throughout the year, (partnership)
- Provide a Breeze ride programme (women only)
- Provide a social ride programme
- Develop a workforce and volunteer development - creating and supporting cycling volunteers
- Enhanced support and focus on Go-Ride delivery





## Objective 2

To enhance the health and well-being of Watford residents by reducing inactivity levels: Groups in society less likely to be active: people from a lower socio economic group, women and girls, older people, disabled people, people from particular ethnic groups, those with a long term health condition. *See below some examples.*

### Goal 1:

**We will collaborate with the NHS, other health agencies and partners to narrow the gap in levels of inactivity between those adults with (or at risk of) a long-term limiting disability**

#### How we will achieve this?

- Work in partnership to offer activity programmes that are suitable for them e.g:
  - Active Watford & Three Rivers (a health mentoring programme with the aim of getting inactive people active)
  - Shape Up (weight management)
  - GP referral scheme
  - Cycling without age (this is a volunteer project for local elders or care-home residents taking them out on Trishaw cycle rides)
  - Active together (support physical activity and independence of older adults).

### Goal 2:

**Working with and through our key partner organisations to improve opportunities at a local level, by tailoring activity programmes to suit Watford's demographics**

#### How we will achieve this?

- Working with the Getting Together social and well-being clubs for the over 55's, we support these vulnerable adults to be more active contributing to a healthier lifestyle.
- Support WFC Community Sport & Education Trust in providing the Extra Time programme for over 55+, engaging the older community in activities to improve their physical, mental and social well-being by taking part in regular activities.
- Work with partners to identify new opportunities for people with disabilities to participate in sport e.g. Get Set Dance, Get Set Sport, Get Set Trampolining.

### Goal 3:

**Delivering local activation of national programmes**

#### How we will achieve this?

- This Girl Can, Women and Girls initiative
- It's Never Too Late campaign
- Hertfordshire Year of Physical Activity



**WATFORD  
BOROUGH  
COUNCIL**





## Objective 3

To strengthen the local sporting infrastructure by supporting community sports clubs, and the volunteer workforce. *See below some examples.*

### Goal 1:

**Encourage, support and grow our clubs to engage with and retain participants in sport.**

#### *How we will achieve this?*

- Deliver a series of Club Forums and provide a support package around key priority areas for our community sports clubs' including external funding, school club links, facilities, membership and marketing, governance, and volunteer recruitment and retention.
- Support local clubs to access support which enables them to gain Club Mark accreditation.

### Goal 2:

**Working alongside our key partners the framework will ensure that local people have the skills, expertise, knowledge and training to offer more opportunities and benefit communities at a local level.**

#### *How we will achieve this?*

- We will offer a bursary programme to help offset the cost of relevant coaching and other qualifications, in pursuit of a fit for purpose workforce for the sport and physical activity sector.
- Work in partnership with Herts Sports Partnership annual coach education to deliver Continual Professional Development (CPD) courses locally.



**WATFORD  
BOROUGH  
COUNCIL**





### Goal 1:

**Work closely with the relevant National Governing Bodies of Sport to maximise usage of any new and upgraded facilities that received council investment, where applicable**

#### *How we will achieve this?*

- Support with the development of the provision of a skate park, BMX track at Oxhey Park and activity programme once opened.
- Support with the development of the provision of cricket, football, boxing, changing facilities, crazy golf, click and climb facility, community cafe, closure of indoor bowls provision.
- Support with development of the investment into upgrading Watford Cycle Hub.
- Support with the recent investment of £225,000 in upgrading of all our tennis courts - in partnership with the LTA and organisations we will develop a community tennis offer.

## Objective 4

**To match sports development programmes to major sports facilities investment, linking with the Sports Facilities Strategy 2015-2025.**  
*See below some examples.*

### Goal 2:

**Contract monitor sports development within leisure contract's the local authority are responsible for**

#### *How we will achieve this?*

- Ensure the sports development obligation of the leisure management contractor (SLM) are outcomes which will both reflect the needs of our community and compliment the council's wider sports development work.
- Monitor West Herts Golf Club and Watford Borough Council Joint User Agreement, ensure the joint user agreement outcomes have measurable impacts that will be achieved.



**WATFORD  
BOROUGH  
COUNCIL**

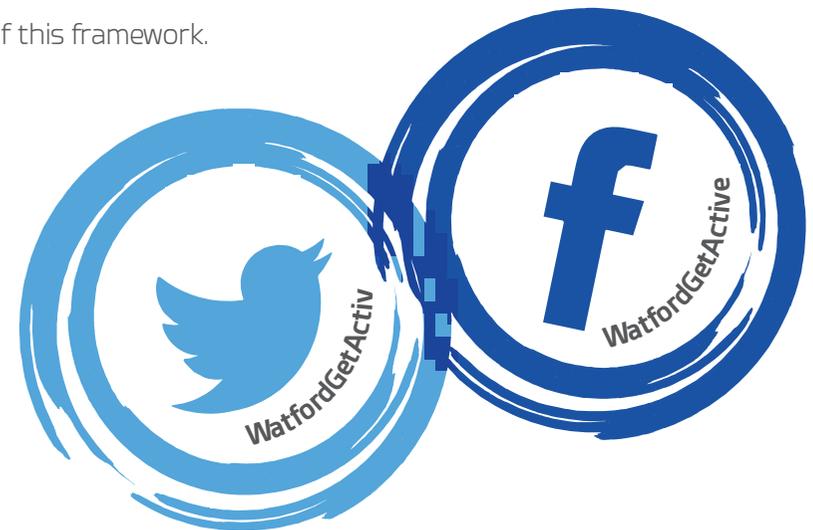
*Watford  
Get Active*  
Healthier together, happier together

# Communicating this Framework

Identifying the best ways to communicate the successes and actions of this framework is important as it will provide a basis for ensuring clubs, partners and volunteers are all up to date with information. Our marketing will be more customer-centred by ensuring that the activities offered are tailored and relevant. We will also ensure that the messaging of our promotion work and our campaigns are both targeted and compelling.

## *How we will achieve this?*

- Establish an effective communication channels.
- Ensure that accurate and up to date club contacts can be easily accessed.
- Use partners, social media to signpost opportunities and promote successes.
- Ensure that all local organisations can effectively guide the future direction and operation of this framework.
- Promote the opportunity data to help people get active across the district.



# Key Partners

## Watford Get Active

