

Get Active Report for the Cycle Forum, 24/04/2013

A group of three councillors, myself, Claire Stretton and Clive Bullock, were tasked by the Libraries and Leisure Overview and Scrutiny Panel with investigating ways to promote sport and physical activity in RBWM which would support the Conservatives' manifesto commitments to:

- *'Extend public sports events in our towns eg road races'*
- *'Work with charities to promote "get fit and raise money" events on local open spaces'*

Originally, we had intended to write a 'Get Active' Manifesto, however, this has proven beyond the resources of the group. However, we have brought two papers back to the Overview and Scrutiny panel. Background information on this work is contained in **Appendices 1 to 3** of this report.

At the Leisure and Libraries Overview and Scrutiny Panel on 4th April, the task and finish group presented a short paper with suggested actions which looked at RBWM's new public health role and at cycling initiatives present and future in the Borough. A number of action points were suggested by the task and finish group. These were mostly adopted by the panel, and it was agreed that they would be actioned in the form of correspondence with the relevant cabinet members. This correspondence will issue from the chairman of the O & S panel, but he will consult over the content with me (Cllr James Evans). The recommendation which the panel did not accept in its original form was the recommendation about investigating a cycle circuit. The panel were of the opinion that more investigation needed to be done, but that in principle more safe facilities for cyclists in parks should be encouraged.

You will find below both the paper brought to O & S and comments from Gordon Oliver on that paper.

Please note additionally that a separate paper brought to the Overview and Scrutiny Panel by the Sports Development Team is looking at possible funding to develop a sport for health programme which would also involve cycling. The Overview and Scrutiny panel agreed to start a new task and finish group under Cllr James Evans to support work on this proposal. A copy of the report is included at **Appendix 4**.

Recommendations/Proposals:

Members are asked for endorsement and/or comments in relation to the letters being sent to Cabinet members following Overview and Scrutiny's adoption of the 'Get Active' Paper

Members consider the proposed sport for health programme; if any members wish to get involved with this Task and Finish group, they have the opportunity to express their interest to the chairman at the meeting.

Report to Overview and Scrutiny Panel

The Get Active task and finish group was formed by resolution of the Leisure and Libraries Overview and Scrutiny Panel to consider how councillors might encourage local people to do more exercise.

The group comprises: Cllr James Evans (chairman); Cllr Claire Stretton; Cllr Clive Bullock

The group aimed to produce a 'Get Active' manifesto which fulfils this aim in the context of the two associated Manifesto pledges:

- *'Extend public sports events in our towns eg road races'*
- *'Work with charities to promote "get fit and raise money" events on local open spaces'*

The group held a number of meetings in 2012, and has reconvened in March 2013 with the aim of producing a paper to highlight and create action on several current issues within its remit.

A brief history of the Task and Finish Group's work to date:

The group held a number of meetings in summer 2012.

We discussed the role of the leisure team in promoting sport and fitness, for example through 'Sportsbug'/'Return to Sport', the Sports Bursaries programme, and GP referrals/'exercise prescriptions'.

We considered the opportunities for improving the promotion of sports clubs and activities online and via social media, in particular the use of the Get Active website.

We spoke to the chief executive of Get Berkshire Active about their Berkshire School Games, their work matching interest in participation with club capacity, and their support for the CanRow project, which aims to increase participation in canoeing and rowing.

The Group's discussions during this period led us to the conclusion that promotion and communication in relation to existing activity, rather than seeking to set up new groups or events, was the key to improving participation in charitable events and maximising the use of open spaces for sport and other forms of exercise.

Subsequent to these meetings, the Group brought a discussion paper to the Leisure, Culture and Libraries Overview and Scrutiny Panel in October 2012. This paper collected a range of ideas and findings by the Task and Finish Group and invited discussion on them by the Panel. The paper is included at **Appendix 1** to this report.

Moving Forward

The Group's preparations for and discussions at Scrutiny in October 2012 illustrated the complex range of possible actions and strategies which could be pursued to promote 'getting

active' in RBWM. The further work carried out by the Group in respect of this paper focuses on the new Public Health role of RBWM and on initiatives to encourage travelling by bicycle which are being funded through the Local Sustainable Transport Fund.

The group as currently constituted has decided that they have insufficient resources to complete a 'Get Active' manifesto; this paper is intended to be their final report.

Public Health

Summary

RBWM has a strategic role in relation to two Public Health initiatives.

General Public Health Role

RBWM receives funding as part of a consortium of the Berkshire unitary authorities to target general health problems. The Borough and its partners have no flexibility over their priorities – they must use their resources to tackle the biggest health problems in the area as indicated by national statistics. Physical fitness is not a major issue in RBWM, which has the best rates of physical activity of any authority in the South-East, so there will not be any funding for exercise-led initiatives.

Health and Wellbeing Board

The Health and Wellbeing Board is a new organisation, designed to co-ordinate health activities across RBWM. The Board will create three strategic objectives through a forthcoming Strategic Needs Assessment, which will include a focus on a geographical area and on a specific illness. These strategic priorities will tie in with the work of the Clinical Commissioning Group who have taken over from East Berkshire PCT.

Recommendations/Proposals

- 1. That the chairman of Scrutiny write to the Lead Member asking him to consider and promote the benefits of exercise within the context of strategic decision-making about public health provision.**
- 2. That officers should be asked actively to investigate research which shows that physical activity fits in with strategic health priorities e.g. evidence that dancing can reduce the risk or effect of Alzheimer's Disease. In such cases, that the Lead Member for Leisure and Culture works with the Lead Member for Adult Services and/or the Lead Member for Children's Services as appropriate to make resources available to support and publicise this beneficial activity.**
- 3. That RBWM continue actively to support and promote SMILE and exercise prescriptions.**

Cycling

Summary

RBWM needs to improve publicity and support for cycling opportunities in order to get the most out of the monies granted to us by central government under the Local Sustainable Transport Fund initiative.

Grant monies spread across 2012-15 comprised nearly £2 million to be allocated across a range of transport projects, including some initiatives to promote cycling. A copy of the recent report to the Cycle Forum is appended at **Appendix 2**.

Appendix 3 contains a further report to the Cycle Forum which summarises current promotional programmes run by RBWM and the general health benefits of cycling.

The group considered in particular the use of website-based initiatives to encourage regular cycling. Currently running is Love2Ride Maidenhead, which enables people to register the miles that they cycle on a 'virtual ride' between Land's End and John O'Groats, and set weekly targets for calories burned or distance travelled. There is a forthcoming linked initiative called the Workplace Cycle Challenge, which aims to incentivise cycling through local employers.

The group also discussed the barriers to a greater take-up of cycling in RBWM. It was helpful that the group contained the chairman of the Cycle Forum, a regular cyclist, and also members who lack the confidence to cycle regularly.

Discussion

During the discussions, the following points were made:

1. Only a handful of people had actually registered on the Love2Ride Maidenhead website, even though it had been live for several weeks. At the time of writing, this has increased to 9 individuals and 1 organisation. Clearly for the scheme to gather critical mass, it is important to increase subscription significantly, and publicity therefore needs to be increased/improved going forward. Future schemes also need to ensure appropriate publicity.
2. Many people who do not currently cycle regularly are not confident on roads. Members thought that an off-road cycle circuit, an idea previously proposed by a non-councillor member of the Cycle Forum, would encourage many more people to cycle regularly, and should be considered by RBWM.
3. A number of initiatives elsewhere in the UK, such as 'Preston on Wheels', have obtained Big Lottery funding for projects that bring cycling to 'hard to reach' demographic groups.

Recommendations/Proposals

- 1. That the Lead Member for Highways increase and improve publicity for Love2Ride Maidenhead and review the planned publicity for the Workplace Cycle Challenge to give these initiatives the best possible chance to get 'critical mass'.**
- 2. For the chairman of the Scrutiny Panel to liaise with the chairman of the Cycle Forum and, subject to approval by their members, that they jointly ask the Lead Member for Highways, on behalf of their members, to investigate the cost, funding and feasibility of a 'cycle circuit' in Ockwells or Braywick Park.**
- 3. That the Lead Member for Highways ask officers to identify any 'hard to reach' demographics in RBWM which might benefit from a targeted cycling project and to approach the funding team if appropriate about the feasibility of an application on this basis for Big Lottery Funding.**

Comments from Gordon Oliver

Cycle Circuit – This was extensively considered several years ago and was eventually discounted on the grounds of cost and impact on habitats in the case of Braywick Park. An alternative site was subsequently proposed at Berkshire College of Agriculture. That proposal was for a 1 mile asphalt road circuit that could be used for cycle racing, roller blading, Nordic skiing, wheelchair racing, etc. If the proposal were for a recreational trail, then that may be more acceptable in terms of impact and cost. However, funding from cycling capital programme should probably be focused on utility cycle routes rather than recreational facilities, since we already have suitable traffic-free recreational routes in Windsor Great Park / along the Jubilee River / round Dorney Lake. Off-road recreational routes could potentially be funded through alternative sources of funding such as Landfill Tax Grant, which would require working with an accredited third party such as Sustrans.

LovetoRide / Workplace Cycle Challenge – There is inevitably a slow build-up on this initiative. We now have a part-time coordinator in place who is ramping up the promotion and contacting organisations to get them involved. She is also engaging individual cyclists by leaving leaflets on parked bikes and through publicity in local bike shops. Further publicity is planned within Maidenhead Town Centre. She is making good progress and hopes to get around 750 people taking part for this year's challenge. **Cycle Buddy Scheme** – There are already schemes in place nationally (www.cyclingbuddy.com). The Sky Ride Local and Breeze programmes will really help to encourage people who are looking to start cycling but need the confidence of riding with others. These are due to start shortly and will run throughout the summer. Also, we will look to set up recreational cycling groups as a spin-off from these projects, which should help to maintain the momentum.

Cycle Training – Adult cycle training is a notoriously difficult marketing challenge. We have found that running family Bikeability sessions in the school holidays is a far more effective way of engaging adults.

Cycle Facilities – Research has shown that the one thing that is most likely to get more people cycling is segregated cycle facilities. Where these are provided, many more people will choose to cycle for everyday journeys as well as for recreation.

All Ability Cycling – There is a lot of good work going on in relation to promoting cycling for people with disabilities, with a wide range of bikes available for people with a wide range of mobility impairments, from hand-powered bikes to tandems for blind / partially sighted people. The athletics track at Braywick Park would be an excellent facility for this.

Women and Cycling – Our statistics show that women are far less likely to cycle than men within the Royal Borough. This demographic could be an effective focus for future activities.

Marketing – It is recommended that a comprehensive marketing plan be developed that includes customer segmentation (identifying the target audiences) and the marketing strategy (Product, Price, Place, Promotion), together with anticipated forecasts / targets.

Get Active Update

The remit of the group:

The Get Active task and finish group was formed to consider how councillors might encourage local people to do more exercise.

The group aims to produce a 'Get Active' manifesto, which fulfils this aim in the context of the two associated Manifesto pledges:

- *'Extend public sports events in our towns e.g. road races'*
- *'Work with charities to promote "get fit and raise money" events on local open spaces'*

The group is investigating initiatives under four main heads:

1. Volunteers
2. Facilities
3. Transport/Access
4. Targeting non-participants

Volunteers

Strategic Opportunity/Need	Progress/Next Step
Involvement of the Gamesmakers (London 2012 sports ambassador programme) in future sports events	Since the Olympics, Gamesmakers have already been involved with the Twin Town Games and a sports club taster event was organised by one of the Gamesmakers at Thames Valley Athletics Centre. Discussion with Gamesmakers and/through the tourism manager, Julia White.
Increasing the number of coaches (sport, dance etc) to increase capacity	Awards are presented to some sports coaches as part of the RBWM sports bursaries programme, many clubs run successful programmes recruiting and training coaches. Extend awards e.g. to cover performing arts coaches. Discuss recruitment of coaches with clubs and publicise opportunities.
A buddying scheme, pairing up those who do regular exercise with those who want to 'get back into it'.	This is being looked at by officers as a possible Social Enterprise project. Seek update from Ruth Chappell and offer support as appropriate. Form 'Get Active' buddy agency?
The use of the Sustainable Transport Fund to provide local training opportunities	RBWM's successful Sustainable Transport Fund (STF) bid has led to a large amount of money being available for specified projects, mainly revenue-driven and mainly in Maidenhead. Liaising with Gordon Oliver and the cycle forum on ways of maximising the active lifestyle benefits from STF funding e.g. travel planning, smarter working, a travel information website/apps, adult Bikeability training, 'Bike It', Sky Ride Local, green travel incentive scheme)

Facilities

Strategic Opportunity/Need	Progress/Next Step
Information about capacity in sports clubs etc for new membership.	Mark Lawrie, chief executive of Get Berkshire Active, has been collating this information from clubs. Acquire relevant information; publicise as appropriate to Borough residents
New facilities in RBWM - CanRow	Get Berkshire Active are working with partners on the CanRow to set up a new beginners' canoeing and rowing facility on the Jubilee River. It is hoped by CanRow that this project may shortly result in a planning application. Provide contacts and publicity as appropriate.
Cyclebank – exercise bike scheme to reward peddlars e.g. return of energy generated to the grid; pedal points.	Discussed positively within the Get Active group, requiring further liaison with the leisure department for implementation. Cllr Claire Stretton/Get Active to discuss further with Kevin Mist
Help clubs to find spaces with more capacity	Discussion with Windsor Judo Club highlighted their need for a larger facility to expand their teaching and training. Opportunity for closer liaison between RBWM and clubs like Windsor Judo Club to expand local sports capacity.

Transport/Access

Strategic Opportunity/Need	Progress/Next Step
Promoting exercise – transport	The Sustainable Transport fund money is focused on promoting greener transport choices, including cycling and walking. Liaising with Gordon Oliver on the use of STF money in relation to cycling and walking.
Sports buses? Reduced cost tickets	Discussion with officers in the transport team e.g. Ben Smith
Use of school minibuses for sports etc during school holidays	Discussion with schools and relevant officers and the lead member – is this practical and affordable?
Collaboration with leisure services and youth services	A great deal of work already goes on to bring sports and activities into the local communities.

Targeting the non-participants

Strategic Opportunity/Need	Progress/Next Step/proposed outcome
Sub-group on the health and wellbeing board	Discussion with nascent Health and Wellbeing Board about promotion of exercise to those whose inactive lifestyles are adversely affecting their health.
Volunteering day/Big Society Day	Several Big Society events have been hosted by RBWM to encourage volunteering, and a recent event at TVAC gave local people the opportunity to meet representatives of local sports clubs. Discuss with Cabinet colleagues the possibility of further, well-publicised RBWM events focusing on encouraging participation in sport and exercise.
3*30 minutes; 5* 30 minutes	Get Active have discussed the possibility of promoting a benchmark for exercise, which would be similar to the 'five a day' fruit and vegetable campaign e.g. three lots of 30 minutes per week. Consult councillors and other relevant parties on the appropriate 'standard', adoption and suitable publicity
Extending the Parkrun scheme to RBWM? Workplace Cycle Challenge	A number of national and international initiatives exist to encourage regular exercise; they should be fostered locally Both Parkrun and the Workplace Cycle Challenge (WCC) are organised through websites – easy to introduce. Cllr Evans has spoken to Gordon Oliver about WCC and hopes to promote it through officer/cllr take-up and publicity.
Publicity from e.g. Berks School Games, Twin Town Games	Get Berkshire Active are hopefully providing some footage of the Berkshire Schools Games for the Arts/Sports bursaries evening, and there may well be footage of the Twin Town Games as there was two years ago.
Get Active profiles	<i>Idea to put profiles of ordinary local people on the Get Active website – aim to show that regular exercise is realistic and achievable</i>
Use of schools and shops and community centres	Sport and exercise initiatives are already promoted by many different organisations e.g. Sainsbury's promoting the Sport Relief Mile Discussion needs to take place with Youth Service managers e.g. David Scott and Daniel Houston and potentially with large commercial concerns e.g. supermarket chains about current and potential roles in this process.
The Get Active Website	The Get Active website is up and running and receives thousands of hits each month, despite a 'soft' launch. There needs to be appropriate tailoring and resourcing of the website, as focal point of the 'Get Active' brand – further discussion
Doctors' Surgeries/SMILE	Exercise prescriptions are already happening in RBWM – our manager is Kevin Johnson who also manages the SMILE programme which runs exercise sessions for pensioners with limited mobility. Investigate with Kevin Johnson and the Health and Wellbeing Board whether there is scope for extending these schemes.
Libraries	Libraries advertise e.g. Sportsbug and local cultural events. Investigate with Mark Taylor whether libraries could play a wider role in raising public awareness of e.g. sports fundraisers etc
Working with the press	The Louis Baylis Trust, associated with Baylis Media, is a generous supporter of sports and arts in RBWM e.g. the sports/arts bursaries. Local sports matches receive good coverage in local press. Explore with the press a role/media campaign promoting sport/activity/London 2012 legacy

ITEM: LOCAL SUSTAINABLE TRANSPORT FUND

Report Author: Gordon Oliver **Position:** Principal Transport Policy Officer
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1. Purpose of the Report

1.1 This report provides an update on how the Council is progressing with delivery of its Local Sustainable Transport Fund programme.

2. Supporting Information**Background**

- 2.1. The Royal Borough succeeded in securing nearly £2 million of grant from the Local Sustainable Transport Fund (LSTF) for initiatives to tackle congestion and reduce carbon emissions. Funding was spread across the period from 2012/13 to 2014/15.
- 2.2. Our bid has been designed to help deliver the Maidenhead Area Action Plan. Adopted in September 2011, this presents an exciting vision for a regenerated town centre with a vibrant new shopping area, additional employment and new residential development.
- 2.3. In order to 'unlock' this major investment, we must first improve the local transport networks to tackle existing congestion problems and reduce the volume of traffic coming through the town centre. We also need to secure a change in travel behaviour by enabling and encouraging more journeys to be made by public transport, walking and cycling to ensure that we do not return to congested conditions when redevelopment takes place.
- 2.4. Our bid is arranged under three key themes:
 1. Managing the Network
 2. Improving Accessibility for All
 3. Promoting Sustainable Transport
- 2.5. As part of the Managing the Network element, we are looking to improve the operation of our traffic signals, installing advanced stop lines where possible and upgrading the toucan crossings in front of the station.
- 2.6. Under the Improving Access for All heading, we are working with Crossrail on plans for a multi-modal interchange for Maidenhead rail station, which amongst other things will feature greatly enhanced provision for cyclists. We are also improving cycle routes to and through the town centre. We are working with developers of the Opportunity Sites as proposals come forward to address the problems imposed on cyclists by the current one-way system and ring-road. In addition, we have commissioned the first phase of cycle parking improvements around the town centre, upgrading the existing stock. Subsequent phases will see additional cycle parking provided in and around the town centre.
- 2.7. Given that the focus of the fund is on Smarter Choices measures, it is unsurprising to note that much of the expenditure is on the Promoting Sustainable Transport theme. We have already procured Sustrans to deliver their Bike It project, which typically succeeds in tripling cycling levels at schools they work with. We have also launched the Love to Ride website, which challenges local residents to log their miles and race

individually or team up with their friends to see how far they can get along a virtual Lands End to John O' Groats bike route. The third cycling element that has been procured is the Workplace Cycle Challenge, where local employers are engaged and encouraged to enter a competition to see who can get the most people cycling. This is supported by bicycle try out sessions and Dr Bike sessions, with prizes and incentives for those taking part. Both Love to Ride and the Workplace Cycle Challenge have been shown to have a high level of success in terms of getting non-cyclists cycling and converting occasional cyclists into more regular cyclists.

- 2.8. Starting next year, the Royal Borough together with Slough and Bracknell Forest Boroughs will be engaging British Cycling to deliver their Sky Ride Local programme. This involves training local people to become ride leaders and route mappers. They will then take groups of local residents on organised recreational rides throughout the year, which will be promoted on the Sky Ride website. There are different rides for different abilities, ranging from family groups and novices through to experienced cyclists. British Cycling are also helping to establish local recreational cycling groups and develop local cycling policies / strategies where necessary. Again, the Sky Ride Local programme has been shown to be highly effective in converting non-cyclists to cyclists, and occasional cyclists to more regular cyclists.
- 2.9. Other initiatives that we will be progressing include personalised travel planning, business park travel plans and improved travel information services.

3. Recommendation

It is recommended that members of the Cycle Forum note progress in delivering the LSTF programme.

ITEM: CYCLING FOR HEALTH

Report Author: Gordon Oliver **Position:** Principal Transport Policy Officer
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1. Purpose of the Report

1.1 This report considers how cycling can contribute to beneficial health outcomes and how the Council could discharge its new responsibilities for improving public health by encouraging and enabling more people to cycle.

2. Supporting Information**Background**

- 2.1 Physical inactivity poses a major public health risk, and is associated with the increased likelihood of a range of chronic conditions including coronary heart disease, diabetes, obesity and certain cancers.
- 2.2 Around two thirds of men and three quarters of women in England do not achieve at least 150 minutes of moderate intensity activity per week, as recommended by official guidelines.
- 2.3 Encouraging more active travel is an effective way to increase physical activity levels. There is huge potential for increasing the number of journeys made by bike. Currently, these trips make up just 2% of all journeys in Britain. Around 20% of all trips made cover less than 1 mile and just over half of all car journeys cover less than 5 miles. These are ideal distances for cycling.
- 2.4 From April this year, councils in England will be taking on the new role of improving the public health of their communities, and the National Institute for Health and Clinical Excellence (NICE) has produced a range of public health briefings to help them with this, including one on promoting walking and cycling.
- 2.5 The briefing recommends addressing barriers to walking and cycling such as reducing road danger and the perception of road danger through traffic calming schemes and cycle routes and by making local facilities and services easily accessible for pedestrians and cyclists.
- 2.6 It recommends that local strategy, policy and planning, and planning applications for new developments should support walking and cycling to prioritise the need for people to be physically active as a routing part of their daily life.
- 2.7 It also recommends that local programmes should be put in place to support walking and cycling. These could include community challenges, workplace challenges, and activities aimed at children and families.

2.8 The Royal Borough is already implementing many of the recommendations from the NICE briefing, with the main activities summarised below.

NICE Recommendation	RBWM Activity
Infrastructure	<ul style="list-style-type: none"> • Cycling capital programme • Maintenance programme • Safer routes to schools programme • 20 mph zones
Policies	<ul style="list-style-type: none"> • Local Transport Plan • Local Plan • Maidenhead Town Centre Area Action Plan • Supplementary Planning Guidance (Travel Plans)
Promotional programmes	<ul style="list-style-type: none"> • Love to Ride website • Workplace Cycle Challenge • Bike It • STaRS scheme • Sky Ride Local / Breeze • Bikeability (including family sessions) • Workplace Travel Plans • School Travel Plans • Personalised Travel Planning

2.9 It should be noted that several of the promotional programmes are currently funded through the Local Sustainable Transport Fund. Future funding sources are unclear at this stage, but if these initiatives are shown to be successful, then it may be that health related funding could be considered for such programmes.

2.10 NICE says that plans to change health-related behaviour should be informed by the circumstances in which people live, especially the socioeconomic and cultural context. Barriers to change should be assessed.

2.11 The Health Profile for the Royal Borough, produced by the Public Health Observatory provides an overview of the main health indicators for local residents. A number of relevant performance indicators are summarised below.

Indicator	England Average	RBWM
Obese children (year 6)	19%	12.6%
Obese adults	24.2%	19.1%
Physically active adults	11.2%	13.4%
Early deaths: heart disease / strokes (per 100k population)	67.3	59.8
Road injuries / deaths (per 100k population)	44.3	42.4
Life expectancy – male	78.6	79.8
Life expectancy – female	82.6	83.6

- 2.12 In all cases, the Royal Borough is better than the England average. However, there is still room for improvement. Promoting increased levels of cycling and providing more segregated cycling facilities could help to improve many of these indicators.
- 2.13 It should be noted that the indicator on physically active adults is solely related to sport and active recreation and does not include activity relating to active travel (e.g. utility cycling). Department for Transport (DfT) data on cycling shows that around 13% of Royal Borough residents cycle at least once a week. Although better than the figure of 10% for England as a whole, it is still some way behind the highest level of 52% which is seen in Cambridge.
- 2.14 The DfT data does not provide any statistics by gender, but our own annual cycle counts show that women are far less likely to cycle than men, accounting for 20% of cyclists in Windsor and just 14% of cyclists in Maidenhead. This implies that we should focus activities more on encouraging women to cycle. Existing / planned activities include family Bikeability sessions and Breeze rides.

3. Recommendation

It is recommended that members of the Cycle Forum:

- a. Note the contents of the report.**
- b. Make suggestions for how the Royal Borough could best discharge its new responsibilities for improving health, in particular by promoting cycling and other forms of active travel.**
- c. Consider how other local organisations could be engaged to help promote the health benefits of cycling.**

Agenda Item 4

Proposed Sport for Health Programme in RBWM

Leisure Services & Libraries Overview and Scrutiny Panel – 4 April 2013

Introduction

A new funding stream has been introduced by Sport England which Local Authorities are eligible to apply for and considered 'central to this fund', for projects up to £250K over 3 years.

The Community Sport Activation Fund (CSAF) has £40 million between 2013-16 to increase participation in 1 x 30 minutes a week of sport and active recreation with a focus on local priorities. Projects must be multi-sport focused with an effective partnership approach. There are 5 five funding rounds with the second round being 7 May - 1 July 2013. The CSAF assessment criteria states there needs to be a clear needs and evidence base from a mixture of strategic and local sources.

The Sports Development Team has put together a proposal for a new Sport for Health Project with the aim of applying for £210K funding through the CSAF. The details of the project will be outlined at the next Leisure and Libraries Overview and Scrutiny Panel on 4 April 2013.

Background

The Royal Borough of Windsor and Maidenhead (RBWM) has two manifesto areas linked to sport and physical activity:

- Work with charities to promote get fit and raise money events on local open spaces;
- Extend public sports events in our towns.

Further details about each area are explained below:

Work with charities to promote get fit and raise money events on local open spaces – the main aim of this area is to market current sport and physical activity provision more effectively.

Extend public sports events in our towns – as mentioned above, many activities are run across the borough which include events run by external organisations and charities. The aim of this area is to get more people active and taking part in events therefore 'extending' the public events in the towns.

The borough is committed to increasing participation in sport and active recreation by adults which is measured by the Active People Survey, results are provided approximately every 2 years*. The Active People result for RBWM (October 2010-October 2012) is 46.6%. With this result, RBWM are top in Berkshire and top in the South East. To achieve and sustain this level, the borough's Sports Development Team, School Sport Partnerships and Leisure Centres work in partnership to deliver sport and physical activity programmes across the borough, such as Sports Bug Fortnight, Return to Sport, Sportivate projects,

leisure centre school holiday and term-time programmes and the SMILE Over 50s programme. In order to improve the level of participation, the borough need to develop new and creative opportunities to target the 53.4% of residents that are currently not participating in sport, to encourage them to get active and take part in sport once a week.

The CSAF offers opportunities to develop new sports sessions across the borough to increase participation in sport and physical activity. The proposed RBWM Sport for Health Project includes coordinating a new programme of sports sessions led by qualified coaches and leaders. The project also includes links to organised sports events such as Race for Life, Windsor Triathlon and Maidenhead 10 and aims to set up a volunteer training and development programme.

Opportunities

In order to develop the project further and to submit a funding application:

- A suggestion was made to start a new Task and Finish Group of interested parties to assist officers specifically with the development of the project
- Continue to meet with partners to secure funding and in-kind support for the project
- Identify the geographical areas of need across the borough as target areas to run the project (this is part of the assessment criteria of the CSAF).

Challenges

The challenge will be to secure external funding and collate all the necessary data and information to submit a CSAF application for the next funding round (7 May 2013 - 1 July 2013).

* Active People Survey Results

Headline results for Windsor and Maidenhead for Active People Survey 5/6 (data from October 2010-October 2012):

- Adult Participation (age 16 +) in 3 x 30 minutes, moderate intensity sport (3 x 30 minutes a week; formerly National Indicator 8 (NI8))
 - **Windsor and Maidenhead – Score 28.3% (previously 26.6%)**
 - Windsor and Maidenhead are top in Berkshire, top in the South East and 13th nationally.
- Adult Participation (age 16 +) in 30 minutes, moderate intensity sport (1 x 30 minutes a week)
 - **Windsor and Maidenhead – Score 46.6% (previously 40.4%)**
 - Windsor and Maidenhead are top in Berkshire, top in the South East and 4th nationally.

For the full national data, please go to

http://www.sportengland.org/research/active_people_survey/active_people_survey_6.aspx