



ROYAL BOROUGH OF  
**WINDSOR &  
MAIDENHEAD**  
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# Royal Borough of Windsor & Maidenhead Strategic Review of Sport & Leisure **2023-2033**

- The strategic review follows the Strategic Outcomes Planning Model (SOPM) based on Sport England guidance:
- **Stage 1 – Outcomes** – Developing shared local outcomes for your place;
- **Stage 2 – Insight** – Understand your community and your place;
- **Stage 3 – Interventions** – Identify how the outcomes can be delivered sustainably;
- **Stage 4 – Commitment** – Secure commitment to a strategic approach and delivery of outcomes



# Strategic Outcomes



- To determine the strategic priorities a national, regional and local review was undertaken to be understand how increasing physical activity across the borough could meet wider local outcomes
- National strategies by; Sport England, Public Health England, British Medical Association, and the Department of Transport were reviewed.
- Nationally, government is clearly focused on increasing levels of activity not just to improve health and wellbeing, but to connect communities, create happier lives, improve mental health, boost economic development, reduce health inequalities and utilise the active environment more

Sport England's direction of travel is from a

**“LEISURE” SERVICE**



**‘ACTIVE WELLBEING’ SERVICE**

## Public sector leisure: Direction of Travel

From a leisure service to an **active wellbeing service**

A new approach that formalises The **relationship between health and leisure** built on:

- Social prescribing
- Co – location
- Delivery of preventative activity
- Collaboration through Integrated Care Systems

An approach that brings forward new thinking, products and services requires **proactive and skilled leadership** to focus on:

- Addressing the fragmented nature of the leisure sector
- Building strong working relationships across multiple stakeholder

Provision that is **placed based** and at the heart of **local communities**

Provision that is aligned to needs and provided in a way that seeks to reduce inequalities and address deprivation

Provision that is **low carbon** and delivers a **step change** in carbon emissions at the local authority level

**Uniting the movement**



# Strategic Outcomes – Cont'd



## Key local strategies

- By identifying the outcomes across the borough's strategic documents which sport, physical activity and leisure can impact, the importance and priorities of the service can be fully identified.





# Stakeholder Engagement



As well as a desk-based review, engagement took place with 21 stakeholders including Council members, officers, external partners and town / parish councilors to understand strategic priorities, direction of future provision and barriers residents have in being active.

## Strategic outcomes

- Sustainability both financial and environmental is key going forwards for the Borough
- Importance of addressing inequalities in the Borough
- Increasing levels of physical activity above the chief officer's guidelines
- Decreasing levels of childhood obesity
- Older people to be independent in their community and to age well
- Reduce social isolation by harnessing power of physical activity to bring people together
- Increase usage of Active travel / environment to increase activity levels and help the net zero, decarbonisation agenda
- Working in partnership not silo

## Barriers to participation

- Accessibility - equitable access, inequalities across the Borough
- Cost - cost of living crisis, heat or eat. Physical activity often not a priority
- Time - pressure on time
- Awareness of activities
- Introduction sessions / activities to encourage new people to take part especially in open spaces of which the Borough has many

## Future provision

- More proactive sessions / programming in both indoor and outdoor spaces to encourage inactive people to participate
- Support for co-location of ancillary facilities e.g. creches and cafes to promote participation and improve mental health and social isolation
- Improved transport network to indoor facilities & outdoor spaces, linked to active travel and green routes making cycling and walking easier and more direct to destinations
- Include eco equipment in gyms e.g. bikes that generate power
- Include sensory spaces, SEND, dementia friendly
- Outdoor trim trail
- New developments to consider co-location / co-delivery
- Improve access to facilities. Make what is available better



# Stakeholder Engagement



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Strategic outcomes	Barriers to participation	Future provision
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# Strategic Review



## Strategic review summary

- It is recognised both in the strategic review and stakeholder engagement that **increasing participation** in physical activity can help **improve specific Windsor & Maidenhead health and social outcomes** such as **social isolation, mental health**, and due to an ageing population **dementia** and **falls**.
- Additionally, the strategic review and stakeholder workshops highlighted that **resource and effort needs to be directed to those with the greatest need to help reduce health inequalities**. It is recognised that the Borough has relatively high levels of affluence and low deprivation but there is **increasingly an inequality gap across all ages with a wide variation of need across the whole Borough and within neighbourhoods**.
- The stakeholder workshops showed an ambition for stakeholders to increase **working together** rather than in silos.
- **Accessibility** to safe indoor and outdoor places to be physically active was key. Lack of accessibility (transport, cost, awareness) was discussed in all the workshops as a barrier and as an opportunity in the future. The wealth of open spaces in the Borough was mentioned throughout, highlighting opportunity to encourage more people to use them and reach them via active travel.
- **The strength of community work** and **importance of safe, healthy and connected communities** came across in the strategic review and stakeholder workshops and it was felt that harnessing the positive impact of physical activity could help reduce social isolation, bring communities together and empower them to be involved in future leisure provision decisions.
- Another strong topic that emerged was the significance of **sustainability** in the future, both financially and environmentally.



# Vision & Themes



From the national and local strategic review and stakeholder engagement, the **vision and themes** have been determined:

***Vision: More residents feel inspired to be more active, more often in indoor and outdoor spaces that are environmentally and financially sustainable***

The Vision will be delivered under four **strategic themes**:







# Theme outcomes



## Thriving Communities

- Leisure provision is inclusive and accessible to all people across the Borough
- Communities are connected through increased levels of physical activity
- Local advocates and role models are in place to understand local needs and encourage communities to co-develop local solutions
- Clubs are supported and flourish in local communities

## Health Inequalities

- Inactive people have opportunities and support to become active
- Physical activity part of everyday life
- Support people to live well, stay healthier and live independently for longer through having physically active lives
- Use physical activity to help reduce health inequalities

Financial Sustainability



# Theme outcomes – Cont'd



## Active Environment

- Leisure centres to be carbon neutral by 2050
- Ensure the active environment is part of future town centre and housing development designs
- Improve health & wellbeing through walking and cycling
- Ensure green and blue spaces are good quality, safe and accessible

## Sustainability

- Continue existing partnerships and extend working with non-traditional partners
- Work together not in silos
- Ensure leisure services & facilities support local economies and provide destinations for both residents and visitors
- Maintain, enhance and provide fit for purpose sustainable leisure facilities and provision
- Utilise potential for multi-agency approach to co-location with role of physical activity and wellbeing as part of local plans
- Support local sports clubs to reach their full potential, creating areas of sporting excellence





# Insight



- To establish where the Borough is now against the outcomes, extensive research into the demographic, health, physical activity and active travel profile of the borough was completed
- An assessment of current user profile and existing leisure provision was undertaken with detailed interactive mapping
- Public engagement took place November 2022 – February 2023.
- From the insight data future targets will be established and set out in this strategy.



# Benefits of being physically active



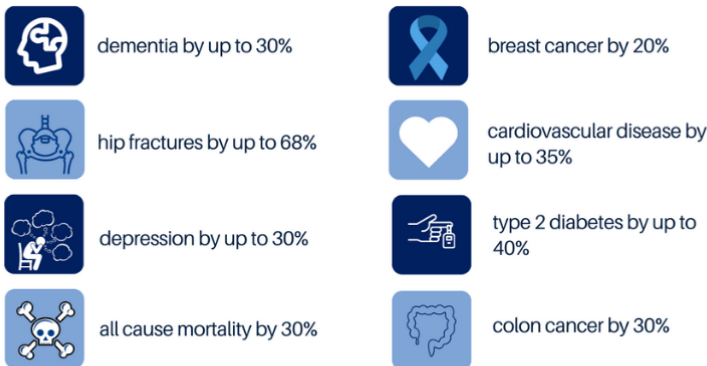
- The value of physical activity is significant and extremely well evidenced. This makes improving physical activity levels important across the Borough, but especially among deprived communities where inactivity and obesity may be more prevalent.

The more time spent being physically active, the greater the health benefits. However, the gains are especially significant for those currently doing the lowest levels of activity (fewer than 30 minutes per week), as the improvements in health per additional minute of physical activity will be proportionately greater.

**UK Chief Medical Officers' Physical Activity Guidelines September 2019**

## Benefits of Physical Activity

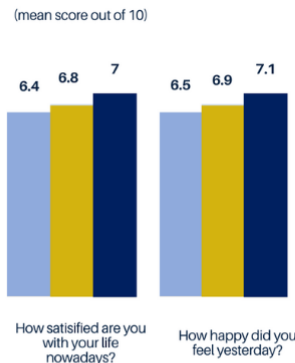
Data shows there is a strong correlation between regular physical activity and reducing the risk of a number of health conditions including:



### Mental Wellbeing

There's a positive association between activity levels and mental wellbeing - some activity is good, more is better

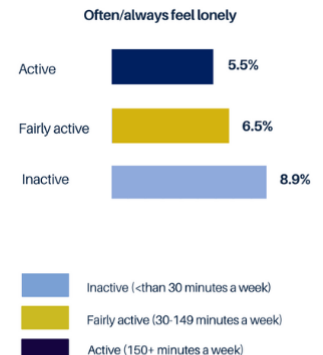
Sport England's Active Lives survey has demonstrated the positive association between activity levels and mental wellbeing. In the latest survey findings, adults reaching the recommended levels of activity were more 'satisfied with their life' and 'happy' than less active people.



### Loneliness

People who engage in sport and physical activity are less likely to feel lonely

Those who are active are less likely to feel lonely than those who are fairly active, who in turn are less likely to feel lonely than those who are inactive. Many forms of sport and physical activity include a social element, so this is perhaps not surprising.

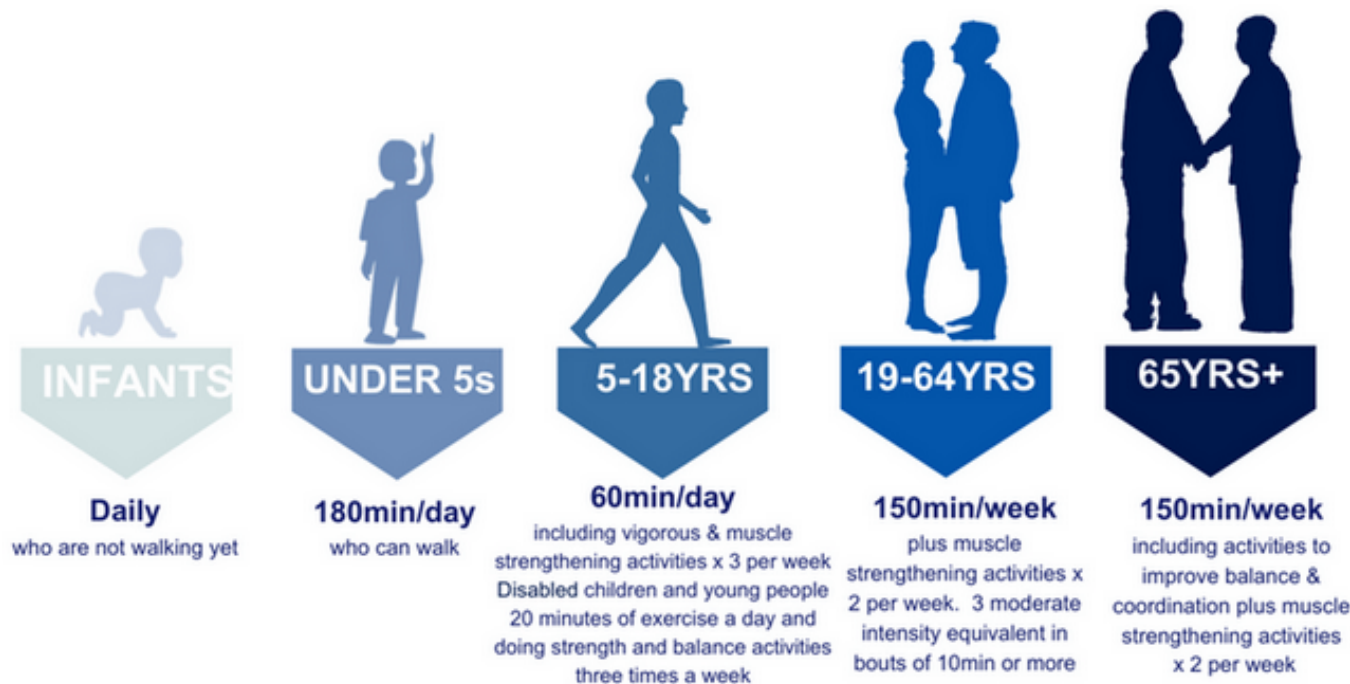




# The recommended levels of Physical Activity



- The UK Chief Medical Officer (CMO) guidelines set out the levels of physical activity adults and children need to do to gain the mental and physical benefits.



UK Chief Medical Officer (CMO) physical activity guidelines by age



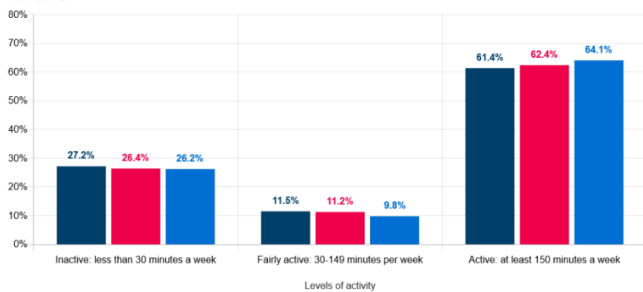
# How Active are residents?



- Adults and children in the Borough are **more active than the national average**.
- However, 36% of adults and 44.3% of children & young people are not meeting the CMO guidelines.

## Adult Physical Activity Profile

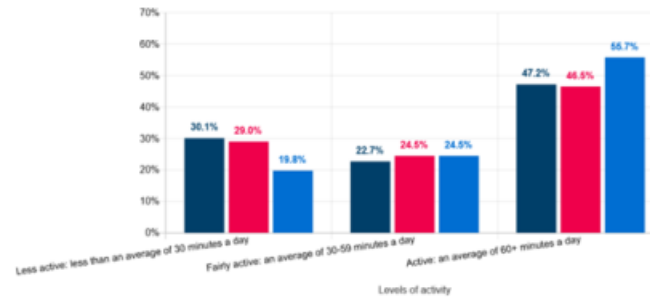
Levels of activity  
Nov 20-21



26.2% of adults are categorised as **inactive**, lower than the England average of 27.2%

## Children & Young People Physical Activity Profile

Levels of activity  
Academic Year 21-22



44.3% of children & young people are not meeting the CMO guidelines for activity, **lower** than the England average of 52.8%

% Levels of activity by Where:  
■ England (Nation) ■ London Region ■ Windsor and Maidenhead LA

% Levels of activity by Where:  
■ England (Nation) ■ Berkshire AP ■ Windsor and Maidenhead LA



# Physical Activity Levels



## Physical activity summary

- In terms of activity, adults and children in the borough are more active than national averages, but still there is more to do.
- There are only a **few areas of deprivation** in the Borough, but **People living in these places, are more likely to be inactive**, particularly around [Clewer & Dedworth East ward to the west of Windsor and Oldfield, St.Mary's and Belmont wards around Maidenhead]
- Activity levels differ as well by demographic groups, with women, older people and those with disabilities and long-term conditions likely to be less active.
- Given RBWM has an **ageing population**, with the largest increase in 65-69 year olds, **activity levels will be much lower for this age group**.
- The Census 2021 data shows that 12.3% of residents are disabled. Therefore, providing **accessible physical activity opportunities** across the borough is important.
- The Borough has **lower levels** of participation in walking and cycling for travel when compared to national levels, so future active travel initiatives will be important.
- In line with national patterns, **Covid-19 reduced activity levels within the Borough for adults** (but not for children). Covid raised awareness of the importance of open spaces in encouraging healthy lifestyles and improving the quality of health of residents, given the wealth of open space in the borough, there are opportunities to increase physical activity initiatives in these spaces.





# How is sport and physical activity delivered across the Borough?

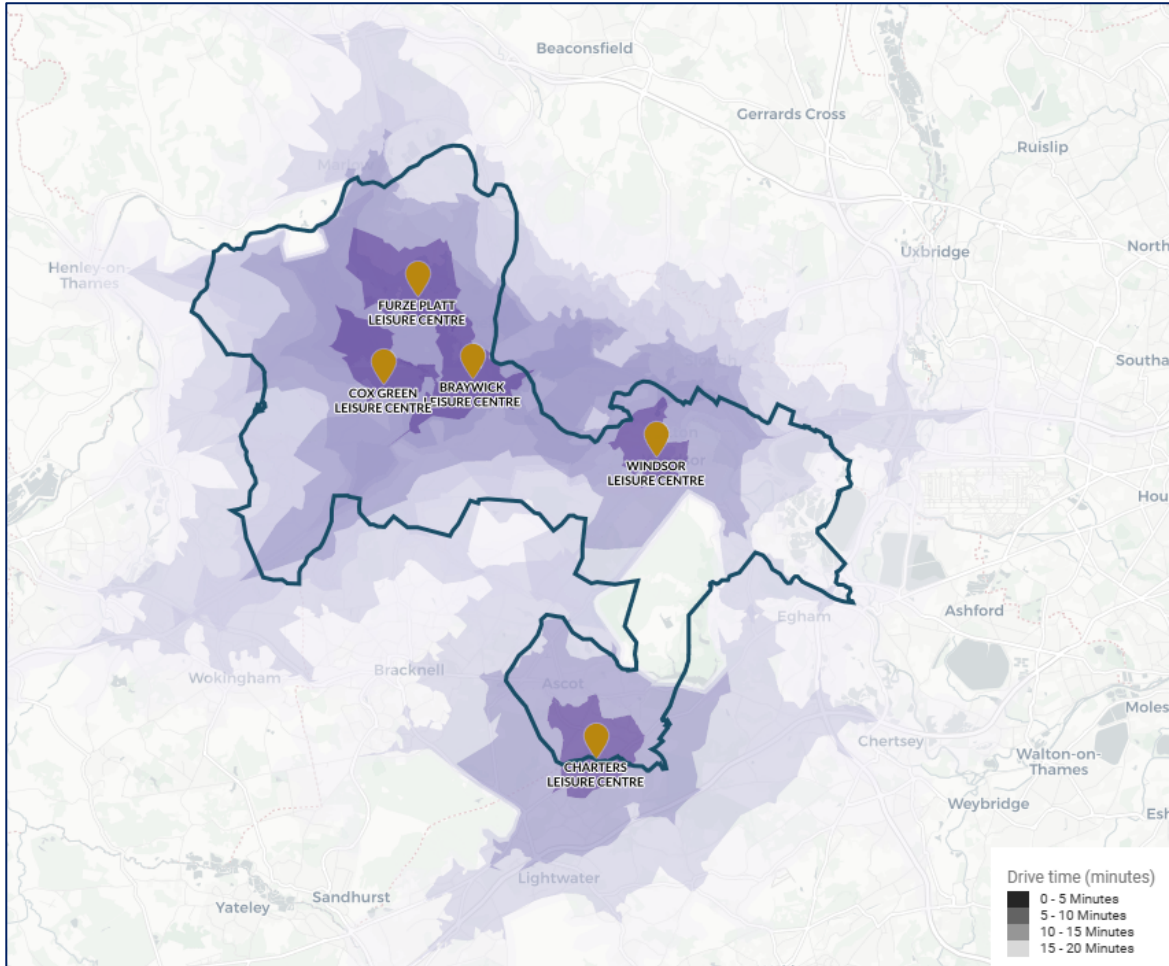


- Sport and physical activity provision is delivered by many partners across Windsor & Maidenhead, be it the private sector, clubs, charitable organisations, educational sites, and the Council. Informal opportunities are provided through active travel, parks, green, blue open spaces, and allotments
- The Council's role is to identify what is being delivered and for whom, and to prioritise its resources to deliver what other partners are not and in areas to best meet its strategic outcome. The Council's role is not to compete with private, budget fitness provision, but to provide complimentary facilities including swimming, parks, open spaces, and active travel opportunities.
- The Council can also improve opportunities for people to be active in their everyday lives and support other providers, including clubs and the voluntary sector.





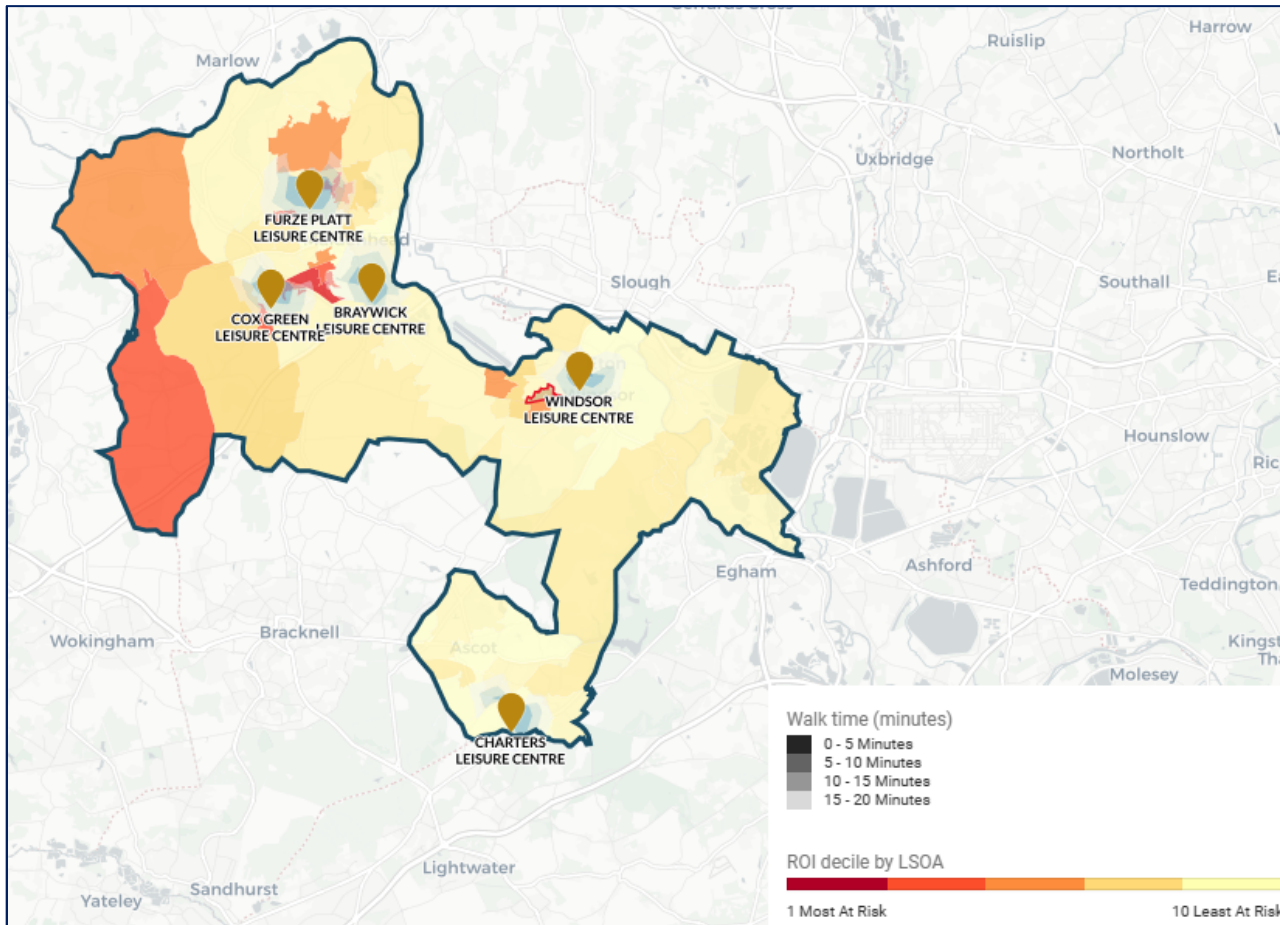
# Council owned Leisure Centre's



- The Council owns two leisure centres and had community use agreements with three schools to use their sports facilities.
- The majority of the borough is within a **20 minute drivetime** of a facility, with the exception the south east of the borough which is Windsor Park so low residential population and top North West near Hurley
- [Windsor and Maidenhead \(datahubmaps.com\)](http://datahubmaps.com)



# Catchment mapping



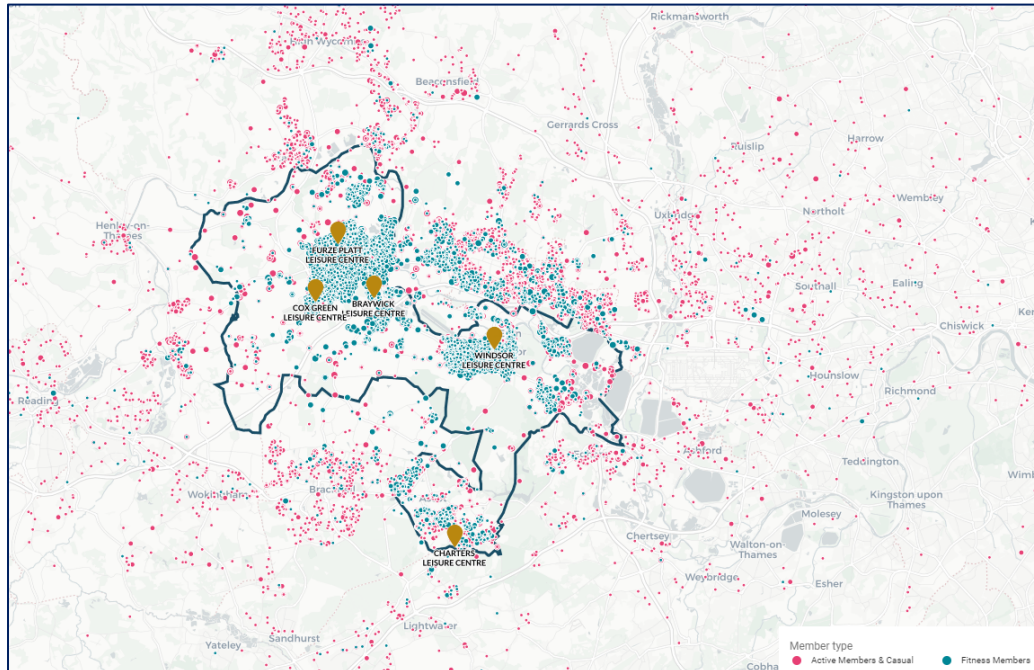
- ❑ As 12.7% of residents do not own a car a 20 minute walk time was also mapped.
- ❑ The walking catchments exclude those areas most 'at risk from inactivity'.
- ❑ It is important, therefore, to consider other spaces where people can be active within their local community.



# Council Leisure Centres - user mapping



- All known users of the leisure centres were mapped to understand the catchments of the centres and how well the profile of users matched the profile of residents and particularly target groups.
- Fitness (blue) users travel less distance to use a gym than overall members using variety of facilities. The users catchment area is wide and outside the borough boundary this is likely to be due to people's work patterns and attending a leisure centre on their way to or from work.



## Over-represented

**Domestic Success** and **Aspiring Homemakers** are over-represented accounting for 19.1% of the population and 24.1% of users and 7.6% population and 8% of users respectively

**Men** users are over-represented (53.9%) compared to the population (49.6%)

Over-represented **age groups** are;

- 0-14 years
- 15-24 years
- 25-34 years
- 35-44 years

The age group with the highest penetration is **0-14 year olds** (18.8% of the population but 25.5% of users) all members but under-represented for fitness membership which is understandable given the age group and gym age restrictions

Residents from deprivation deciles 3,4,6,9 and 10 are all over-represented

## Under-represented

The largest resident group is **Prestige Positions** at 31.6% but this group overall is under-represented in leisure centres at 30.8%.

The other under-represented mosaic groups are **Senior Security** and **Rental Hubs**

**Women** are under-represented with 46.1% of users compared to the population (50.4%)

The number of **65+ years** is high in Windsor & Maidenhead (18.8% of the population) and the joint largest population group but significantly under-represented with 8.5% of users. This age group is also under-represented for fitness members

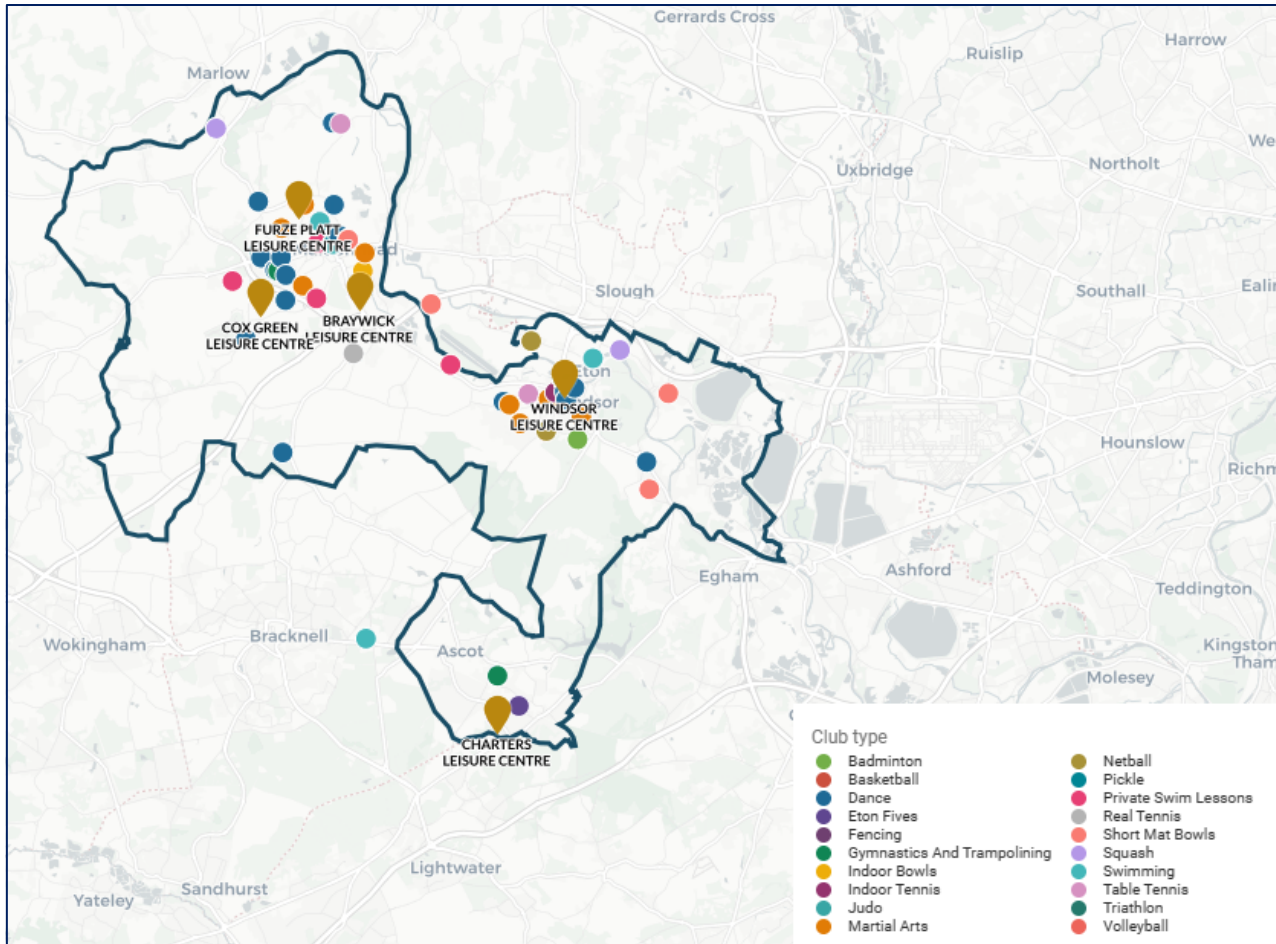
**45-54 years** and **55-64 years** are also under-represented in Windsor & Maidenhead all members but over-represented for fitness

There are no residents from deprivation decile 1 and 2. Residents from deprivation deciles 5,7 and 8 are all under-represented





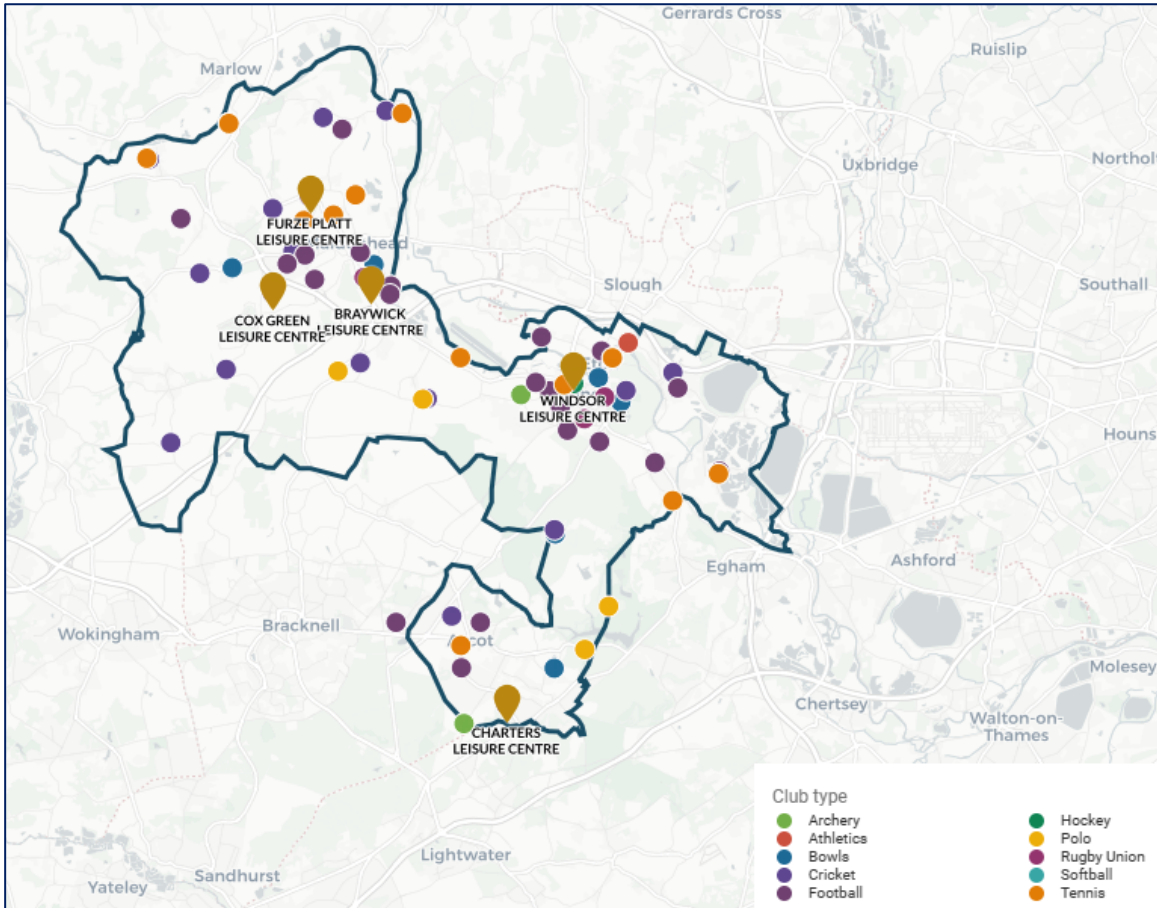
# Sports Clubs - indoor



- The borough has a strong and flourishing sports club offer.
- There is a wide range of offer and some niche sports.
- The clubs are concentrated in areas of higher population.



# Sports Clubs - outdoor



- Similar to the indoor provision there is a wide range of outdoor sports clubs with a wider geographical spread.



# Engagement – what residents told us



- To try and understand barriers residents face in being active and what would encourage them to be more active engagement was undertaken across the borough.
- An online community survey took place November – December 2022 gaining over 400 responses, and in-depth focus groups via the Disability Forum and World Café were undertaken January – February 2023.
- Previous consultation findings were also considered from; The Residents Survey 2022 and 'Big Conversation' LWCIP Survey 2021

Key  
findings  
were



# Public Engagement Summary



## Public Engagement Summary

- The online survey respondents were **more engaged in physical activity than the national benchmark** with a **higher than usual number (25%) who used leisure centres**. Braywick Leisure Centre was most popular (40%) followed by Windsor Leisure Centre (21%)
- **23% stated that recreational walking was the main way of being physical active**. For those that used a leisure centre swimming (lane or swimming) was the most popular activity.
- Despite already being relatively active, a high percentage of people from the online survey **would like to be more active (89%)** with the main reason being to “improve/maintain my physical health” This shows there is still the **potential to increase activity levels higher if the offer is right**
- **Fitness classes were the most popular potential driver** followed by **swimming**, when people were asked what type of activity would they like to do more of.
- **‘Classes being full’** was mentioned as a **barrier** to participation so **improved programming and timing is a consideration going forward**
- **‘Costs involved’** were main reason **stopping people from doing more activity**, while **access to good quality facilities**, was the most important **encouragement factor** when thinking about undertaking more physical activity
- **Cleanliness of facilities** was also key factor that would **encourage people to participate more**. Post Covid the cleanliness of leisure facilities has become much more important
- **Location** and **“time”** are also key to driving leisure centre usage. **Location** of the leisure centre/s was main reason quoted for not using or considering using them. This is very typical as people feel quite often that they do not have the time to fit in “exercise” into their busy everyday lives. Ensuring that leisure centres are easy to visit as part of people’s everyday movements from home to work, schools and shops, is a key way of making them more attractive.



# Public Engagement Summary – Cont'd



## Public Engagement Summary

- There is an opportunity to build exercise into everyday life through active travel. Over half (53%) said they would like to cycle, run or walk to their main place of work or study more than they currently do. **Dedicated cycle lanes away from motor vehicles and secure parking provided at destinations would encourage active travel and more people to cycle.** Similarly, **improved lighting and footpaths would encourage more people to walk.**
- The primary reason preventing inactive, 65+ and those with a long-term disability from doing more activity/exercise were **costs** and **no convenient and accessible facilities.**
- **Cleanliness of facilities was the primary factor to encourage all these target groups**, with cost also being an influencing factor for the inactive and those aged 65+ to start doing more physical activity/exercise.
- Again, we see cleanliness and cost being the primary factors to encourage the target groups to attend one of the leisure centres more often and better programming / increased range of sessions and classes
- In the focus groups those with disabilities requested **better information on accessible activities taking place in accessible venues** and would be interested in more seated sports, organised activity with similar people and better changing facilities (particularly swimming). Transport cost and logistics were considered a barrier along with no specialist staff support.
- The online survey also mentioned lack of confidence as a barrier for those with a disability / long term health conditions highlighting opportunity for leisure service to provide support and staff to be disability aware trained
- **Lack of information was also mentioned for 65+** as a barrier to participation so highlights the importance of letting residents know about what is on and ensuring communication channels are suitable to reach all residents





# Future Objectives



## Future Objectives

- Utilising all the insight data to understand 'where we are now', future objectives are being established for 'where do we want to be' in the future. These will be shown under the same themes of **Thriving Communities, Health Inequalities, Active Environment** and **Sustainability**.



- For the Council to achieve the strategic outcomes and future targets for leisure, sport, and physical activity and, to transition to more of an Active Wellbeing service **facility interventions** will be taken from the **Playing Pitch and Indoor Built Facilities Strategies 2023-2033**.
- **Service interventions** have also been identified from Stages 1 and 2 and taken from industry best practice. These interventions include some specific recommendations **to help encourage the target groups**; women and 65+ years (both under-represented in Council leisure centres) and those with long term health conditions or a disability to be more physically active.