

# Winchester District Sport & Physical Activity Framework 2018 – 2023



## Foreword

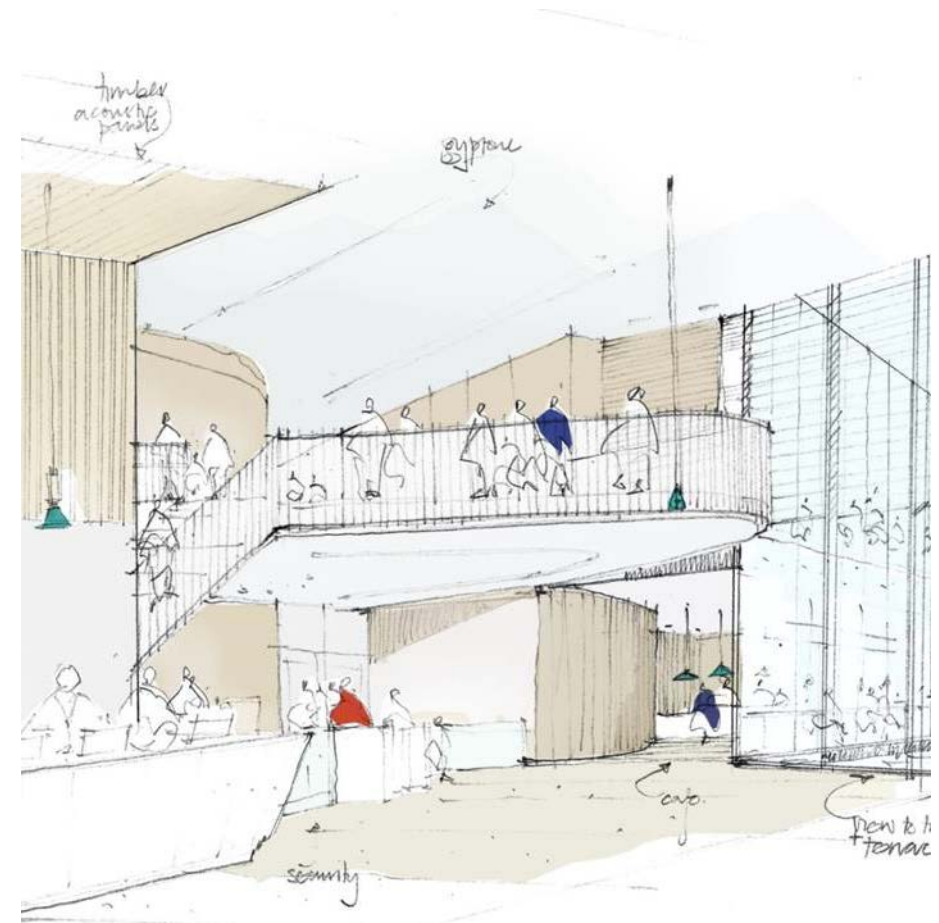
Following the successful delivery of the Legacy Framework 2013-18, the Winchester District Sport & Physical Activity Alliance (SPAA) is pleased to announce its strategic direction for the next five years. This framework will use the initial power provided by the London 2012 Olympic and Paralympic Games to offer the Winchester District with the best possible sport and physical activity opportunities.

The Winchester District SPAA is a partnership which combines key strategic organisations from the sport and physical activity community, professional and voluntary, to drive opportunities to participate in sport and physical activity forward.

This partnership is one of many across the County providing a critical link between sub regional co-ordination, local planning and delivery.

Senior representatives from Education, Health, Local Authorities, Private Leisure Providers, the County Sports Partnership and the Voluntary Sector will ensure that the outcomes of this framework are achieved.

This framework aims to provide a comprehensive overview of what can be achieved in the Winchester District. Maximising the opportunities offered by the last Framework, the SPAA will be committed and driven to achieving its goals over the next five years to help inspire a generation.



Indicative sketch of proposed new Sport & Leisure Centre for Winchester



## Contents

Forward	1	Club, Coach & Volunteer	11
Introduction	2	Community Participation	12
Achievements	3	Children & Young People	13
The Legacy	4	Events	14
National Picture	5	Facilities	15
Sport England	6	Inclusive Activity	16
Behaviour Change	7	Tackling Inactivity	17
Hampshire & IoW Strategy	8	Talent	18
Framework Purpose	9	Close	19
Club, Coach & Volunteer	10		

## Introduction

The SPAA is grateful for the support of its many partners who **have** ensured that the priorities of the previous (2013 – 2018) Framework were realised. Achievements in the past five years include the development of the Winchester Criterium, three parkruns, the Golden Mile, five Paralympic Personal Best events and two Tennis Festivals as well as 10th Winchester District Sports Awards. The new Framework seeks to build upon these successes by ensuring that the number of physically active people in the district continues to increase and residents have even better access to high quality coaches, events and facilities.

# Achievements 2013 - 2018

35,000 VISITS  
**WINCHESTER  
CRITERIUM**

 **SPORT  
ENGLAND**  
**ACTIVE LIVES**

 **401 PARTICIPANTS**  
**Paralympic**  
**PERSONAL BESTS**



20% of adults  
volunteer

  
66.5% of adults  
are active

**active**  
*Lifestyles*  
**926 exercise  
Referrals**

**30,000  
MILES WALKED**

**the  
GOLDEN  
mile**



**22,259 walking**  
for health walks

**12,000 visits**

**TENNIS festivals**

50,000 parkrun runs





## The Legacy

In many ways the legacy work in the Winchester District began prior to the Games, commencing with Winchester 2012 initiatives that created an increase in participation in the lead up to the Olympic and Paralympic Games.

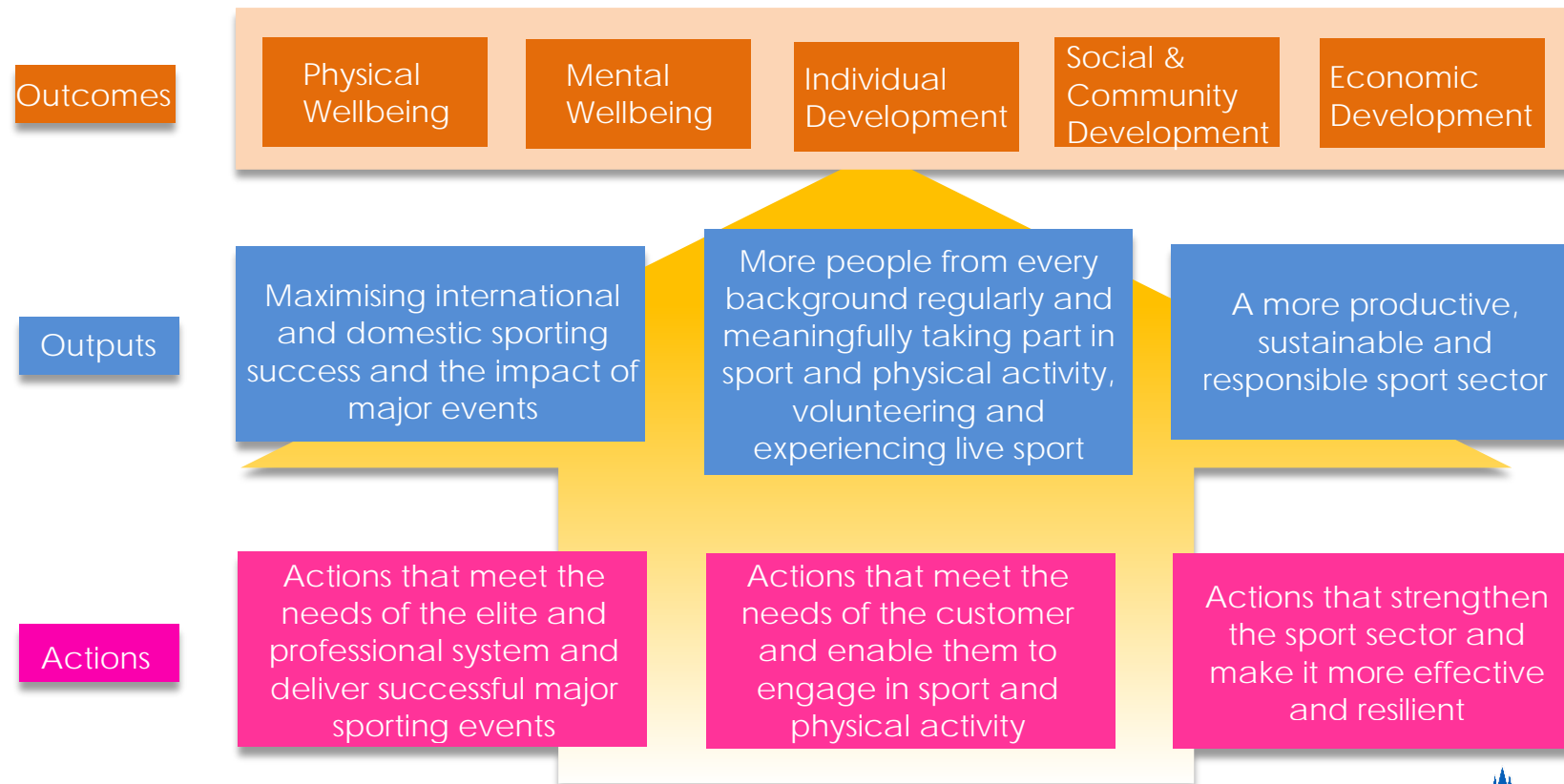
Legacy in the Winchester District since this time has delivered:

- Improved facility provision – proposals for a New Leisure Centre, recreational facilities (skate parks, outdoor gyms).
- Increased levels of grass roots participation – Health Walks, Parkrun, Golden Mile, Love Tennis.
- A new generation of talented athletes – There are now 58 talented athletes.
- An increased number of active and well trained coaches and volunteers – Compared to 18 in 2015 we now have an additional 32 level 1 and 2 coaches in the district.
- An increased number of high quality sporting events – Winchester Criterium, Tennis Festivals, Paralympic Personal Bests, long distance running events.
- More high quality clubs – the number of high quality clubs has remained stable but club membership numbers have increased significantly for these clubs.
- More opportunities for disability sport – Paralympic Personal Bests, Disability Tennis Initiative, Disability Sports Sessions.

We have measured our impact year on year through tangible outcomes that link to these strategic themes. By taking a coordinated and holistic approach to this delivery, the long term benefit of the London 2012 Olympic and Paralympic Games to the district has been achieved.

## 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 wellbeing, 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.



# Sport England – Towards an Active Nation 2016-21



This Strategy is focused on putting the customer first with an emphasis on those least active. It aims to transform how sport is delivered and realises that sport in this country runs broader and deeper than the legacy of London 2012.

The Sport England vision is to provide everyone, regardless of their age, background or level of ability, with the opportunity to engage in sport and physical activity. Only some people will be young, fit and talented, but most will not.

The Government has asked Sport England to invest where the wider outcomes of physical and mental wellbeing are, as well as where individual, community and economic development will be greatest. They have, therefore, changed the balance of their investment to encourage inactive people to be active. They realise that this transition will take time and will offer both practical and financial help.

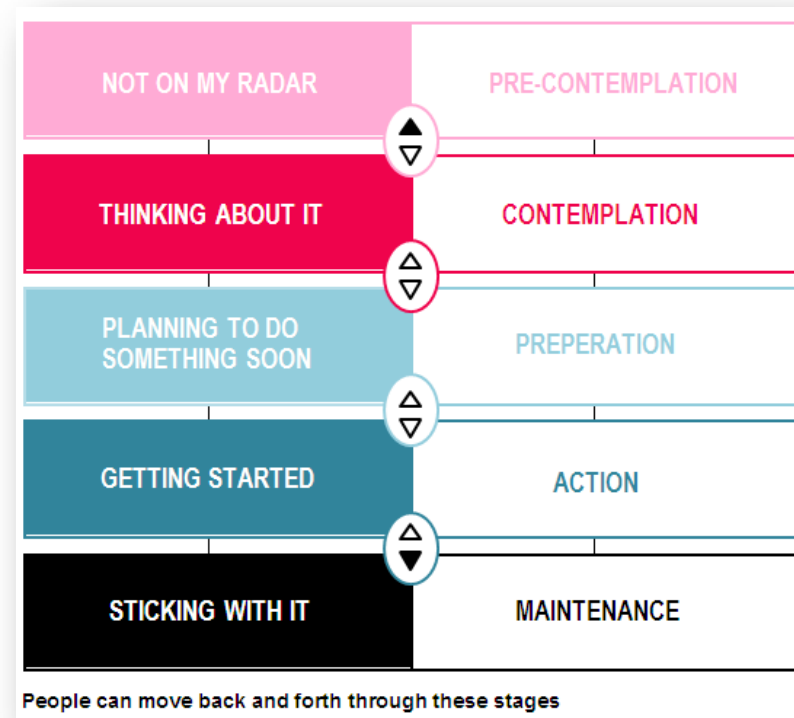
To capture this change they have replaced the Active People Survey with the new Active Lives Survey.

They actively encourage working with a wide range of partners to inspire innovation and sharing of best practice, particularly through applying the principles and practical learning of behaviour change.

## 7 Behaviour Change

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.

There are a number of models and frameworks that can help us understand and identify the barriers and enablers to individuals becoming more active. The Winchester District SPAA will be using these to help design effective delivery of local interventions and programmes that will encourage inactive people in the district to become active and lead to a sustained change in their behaviour.





# Hampshire & Isle of Wight Physical Activity Strategy 2017-21

## Ambition

To beat inactivity.

Energise Me want everyone to feel they can be active, on their own terms and know that they will be supported as individuals with their own set of needs and be welcomed for who they are.

## Aims

- Accelerating the reduction of inactivity among **adults**
- Reversing the rising trend of inactivity among **females**
- Narrowing the gap in levels of inactivity between those **adults with (or at risk of) a long-term limiting disability** and those without
- Improving levels of physical activity among **children and young people**

## The PLAN

- Involving multiple sectors in the solutions – a ‘whole system approach’
- Applying a behaviour change approach to our work
- Using the logic model approach to planning and evaluation



## Purpose of the Framework

The Framework will drive sport and physical activity forward to 2023 delivering actions across each of the themes. It is important to demonstrate an evidence-led approach showing how local insight is being used to give a clear understanding of local needs and to identify the priorities that are informing and shaping our goal-setting.

Using the work accomplished by the SPAA over the last 5 years we would like to continue to accelerate achievement across 8 key themes.

These eight key themes are:

- Club, Coach and Volunteer Development
- Community Participation
- Children and Young People
- Events
- Facilities
- Inclusive Activity
- Tackling Inactivity
- Talent

By committing to develop opportunities across these 8 themes more people will have an identified role to play within sport and physical activity in the district. Action plans will be produced on an annual basis to underpin the Framework and identify tasks to deliver the outcomes with partners in the SPAA.

## Theme 1 – Club, Coach & Volunteer Development



In 2016/17 the Winchester District saw 20% of adults volunteer for at least 1 hour a week, compared to the national average of 12.6% (Active Lives Survey). Winchester also has 21 Clubmark accredited clubs that operate in a highly effective manner. Local club structures, which include highly skilled coaches and volunteers, are paramount to ensuring that the Winchester District maintains its high levels of participation amongst adults, young people and children. Inspiring new participants, volunteers and coaches in local sports clubs and activity programmes will ensure that people in the District remain active for years to come.

### How will we achieve this?

Encourage, support and grow our clubs to engage with and retain participants in sport. Working alongside our key partners the SPAA will ensure that local people have the skills, expertise, knowledge and training to offer more opportunities and benefit communities at a local level.

### Framework Goals

- Support local clubs to access support which enables them to gain Club Mark accreditation
- Work with WCC, Energise Me and partners to develop a more diverse coaching and volunteering workforce
- Offer training to sports clubs to increase participation levels
- Organise Club Engagement Events

## Theme 2 – Community Participation

We want to make life easier for the thousands of people in the district who are trying to be active but find that the physical, social and emotional prompts and incentives to act are not strong enough. We need to create more practical solutions for these people. Some activities have a real potential to move the market into becoming active because they have wide appeal and are easy for people to fit into their busy lives such as the Criterium Family Cycle Ride and parkrun.

### Framework Goals

- Work alongside Winchester City Council and Energise Me to support NGBs to effectively implement their priorities within the District
- Create more community classes for inactive people with long term health conditions
- Create sustainable, local 'doorstep' activities taking sport and physical activity to where inactive people live



### How do we achieve this?

By focusing on relations with National Governing Bodies of Sport (NGBS), the County Sports Partnership (CSP) and clubs to improve opportunities at a local level. Alongside this work, grass root sport and physical activity outcomes will be achieved by tailoring activity programmes to suit demographic lifestyles.

## 12 Theme 3 – Children and Young People

The Chief Medical Officer guidelines recommend that all children and young people aged 5 to 18 engage in at least 60 minutes of physical activity a day, of which 30 minutes should be in school. Capturing the enthusiasm for sport and inspiring children, young people and young adults to become active is key to the success of any Framework. A coherent long term strategy for school sport and the government push on this theme will help national development feed down to a local level. A drive on linking National Governing Bodies (NGBs), clubs and schools will help to promote active and healthy lifestyles within schools where 1 in 8 young people in Winchester are classified as obese.

The high quality clubs in the district already have strong links to schools, colleges and universities. It has also been suggested that nationally, at the age of 14 only 12% of girls are doing enough physical activity which is half the figure for boys of that age, a focus on this figure should also be key. Offering additional opportunities at school is vital to changing perceptions of physical activity and sport and forms part of a theme which requires a clear approach to ensure its success.

**How will we achieve this?** By working with partners, clubs, schools, colleges and universities to improve links across the community and make it easier for young people to be active and stay inspired by sport. We will also use the UK School Games to develop and encourage competitive sport across the District.



### Framework Goals

- Work alongside NGBs and Energise Me to develop effective links between schools, colleges, Universities and clubs across the district
- Support School Games Organisers (SGO's) to provide competitive opportunities which inspires young people from the Winchester District to be actively involved in competitive sport
- To increase the physical activity levels of inactive pupils across primary schools in the Winchester District

## Theme 4 – Events

Using sporting events to ensure a lasting legacy and to change attitudes and perceptions of sport and physical activity should be a key outcome of this work. Events should show the social and cultural elements of sport and physical activity to encourage people to be more active and generate more of the community spirit witnessed in 2012. Successful events such as the Winchester Criterium and the Davis Cup Tennis Festival are good examples of this.

### How do we achieve this?

By developing effective partnerships with sports clubs to deliver large participation events, to encourage families and other large sectors of the community to take part in sport and active recreation. Working with appropriate agencies to attract high profile, high quality sporting events to the Winchester District.



#### Framework Goals

- Annual celebration of sporting event
- Support Winchester City Council and Hampshire County Council to attract high profile sporting events to Winchester
- Support sports clubs in the district to develop events to increase participation

## Theme 5 – Facilities

### Framework Goals

- Support the development of a new sport and leisure centre for the Winchester District
- Work with partners to deliver the priorities identified in the Winchester District Sports Facility Needs Assessment
- Work with and influence the local planning authority to achieve leisure facility development
- Include targeting inactive people and guidance from Public Health on in house catering in the new leisure centre contract



Underpinning any Framework for increasing participation must be an investment in the provision of high quality sport and leisure facilities. Educational community sites and village halls are seen as key in sports facility planning. By opening up facilities to clubs and creating multi-sport hubs, the level of community provision will improve. Open space requirements and active travel opportunities should also be explored when planning

facilities. The development of a new leisure centre and the recently published Sports Facility Needs Assessment will help us significantly with this work. Shared marketing and data intelligence, incentives to use facilities and establishing firmer links between schools, colleges and universities, as well as public, private and club facilities is also key to the Framework success.

**How do we achieve this?** Through working collaboratively, the SPAA can ensure that now and in ten years time, there is a collective responsibility to target investment into facilities where it is deemed necessary. Working closely with partners we will also increase the availability and quality of provision on offer across the district, with a specific focus on improving the links across sports clubs, education and community sites.

## Theme 6 – Inclusive Activity

### Framework Goals

- Offer a competitive disability sport structure via the UK School Games
- Continue to offer regular sports sessions and events for disability groups in the district
- Work with the Winchester District Disability Sports Forum to develop new programmes and events which increase the number of disabled people taking part in sport

The 2012 and 2016 Paralympics helped to inspire people with disabilities to become involved in sport and had a significant impact on people's perceptions and attitudes toward disabled people in sport. These events encouraged people to look beyond their impairment and see what their capabilities were. Locally, there are around 5,000 people with disabilities in the Winchester District and inspiring people to get involved in new sports in both mainstream and specialist clubs should be a key focus of the Framework.

### How do we achieve this?

Within the Winchester District there is a keen interest in sport for disabled people, which has led to the establishment of a district wide Disability Sports Forum. The forum has direct links to the SPAA and will ensure that disabled people's needs are identified and met. High quality local opportunities, especially through clubs are key to increasing the number of disabled people playing sport regularly. With additional support more sports clubs and providers can inspire future generations to be more active.





## Theme 7 – Tackling Inactivity

Sporting Futures makes clear that ‘the biggest gains and the best value for public investment is found in addressing the people who are less active.’ 17% of deaths in the districts are caused by inactivity.

The health benefits of exercise include reducing the risk of many chronic conditions such as type 2 diabetes, coronary heart disease, pulmonary diseases, many of the common cancers and mental health conditions. 14.5% of adults in the district have long term health conditions and disabilities.

We will collaborate with the NHS and other health agencies in partnership with the Health & Wellbeing Board to join up the support available to people at risk of or suffering with these conditions to offer activity programmes that are safe, attractive and suitable for them.

We will especially target women and girls, disabled people, those in lower socio- economic groups and older people.

### How do we achieve this?

The Active Lifestyles Scheme will concentrate on inactive and sedentary adults through the delivery of Exercise referrals, health walks and entry level activities.



### Framework Goals

- Encourage new partners to join the SPAA relevant to this theme
- Reduce Inactivity each year to 2023
- Increase numbers of fairly active adults each year to 2023
- Increase numbers of active adults each year to 2023

## Theme 8 - Talent

UK Sport and National Governing Bodies of Sport will continue to support the 2020 and 2024 Olympic and Paralympic Games cycle and maintain a world class high performance system for the UK's talented athletes. It is therefore important that aspiring young people from the Winchester District reach their full potential and have the appropriate opportunities and support networks to ensure they develop accordingly. This includes identifying young people from their talented roots and nurturing them to become the champions of tomorrow.

### How do we achieve this?

Work with partners to signpost talented athletes into the correct pathways and ensure their development is coupled with the appropriate financial support locally and nationally. Support our high quality clubs to develop the best possible coaching workforce that can drive athletes to higher level competitions.

#### Framework Goals

- Support the Hampshire Talented Athlete Scheme (HTAS) at WCC leisure facilities
- Involve talented athletes in community sport initiatives to inspire people to participate in sport



## Marketing & Communications

Identifying the best ways to communicate the successes and actions of the SPAA's Framework is important as it will provide a basis for ensuring clubs, partners, educational institutes 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.

### What will we do?

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



## Close

This Framework makes clear the importance of developing links between sport & physical activity in order to meet common aims and objectives relating to sports participation and healthy lifestyles. The Framework will also support projects that will deliver on reducing inactivity. The Framework seeks to set out the overarching goals against which the success of the SPAA will be measured between now and 2023. The specific actions to achieve these goals will be identified within an action plan each year which will supplement this Framework and contain detailed actions focussing on each of the eight Framework themes identifying lead responsibility, timescales, funding requirements and target outcomes.

Identified performance indicators will be developed within the action plan to measure progress. These indicators are priorities that have been established through consultation with local stakeholders, and will ensure that a further lasting legacy can be delivered across the district.

## Partners

