

## **Active Harrow Physical Activity and Sports Strategy 2016-20 Dashboard**

### **Summary for 2017-18**

The following commentary outlines the highlight achievements from the Physical Activity and Sports Active Harrow Strategy Dashboard for the full year 2018/19:

#### **1. Physical Activity and Sports Strategy Outcome: *More people will take up active travel, walk and cycle more***

Walking:

- 352 new walkers joined the Harrow Health Walks scheme in 2017-18 and 5 new walks were set up, 4 of which were from GP surgeries showing the increasing engagement and passion for the scheme among primary care. There are now 20 walks now in Harrow.
- Of the total new walkers since April 2017, 88% are 55 years and above, 71% female, 62% from BME communities, 45% have Long Term Conditions, at least 7% have a disability and 27% just started walking. A new walk started from Northwick Surgery with 19 new walkers from 26th January 2018.
- The Active Harrow Group has submitted an expression of interest to London Sport to be part of a Walking for Health pilot using Facebook Advertising and text message support to drive people to the walks over the Summer.
- Outdoor advertising in line with the Public Health England Active 10 campaign to promote brisk walking for 10 minutes a day has focused on the Wealdstone area. The Wealdstone targeted Facebook campaign in April-August 2017 had reached 1,655 people in the area and 54 of these clicked on the walking app.
- All information on sport and physical activity opportunities for organisations, professionals and residents in Harrow can be found at [www.harrow.gov.uk/getactive](http://www.harrow.gov.uk/getactive).
- The Get Active page: During 17/18 3,065 people visited the page. The page was launched in December 2016 so we don't have a full year comparison but in the month April 2016 it had 109 clicks and in April 2017: 246. This was a 126% increase on web traffic year on year due to Active 10 promotions, use of Harrow People, word of mouth and using the logo as an email banner by Active Harrow members.

Schools:

- 76 Early Years settings delivering after Busy Feet training in 2017-18 with more training in spring 2018.
- By March 2018 Harrow had achieved 11 Golds, 16 Silver and 32 Bronze Healthy Schools London awards. Compared with 2016, where Harrow had 0 Gold, 12 Silver and 27 Bronze awards this marks a great achievement for our Harrow Schools. The bronze award alone means schools have to demonstrate their actions on physical activity.

Active travel:

- As of March 2018 we have 40 School Travel Plans in place and the number of accredited schools at Gold and Silver level has increased.
- A Transitional Travel Plan will be devised for Harrow Council Staff in preparation for the move to the new Civic Centre. A new action plan will be agreed by July 2018. Work-related travel and commuting including cycling has been handed over to Regeneration Team as part of the New Civic Plans.

- 2018/19 measures will include promotion of cycling and provision of pool bikes, as well as information and awareness raising campaigns to encourage more active travel. Pool cars will be introduced to alleviate the effects of loss of parking space

**2. Physical Activity and Sports Strategy Outcome: *More people access leisure services that are affordable***

- We have well exceeded targets access to the leisure centre for 60+ and BAME groups.
- We are behind the target for disabled people accessing the services.
- 535 new people who are overweight and have a long term condition were referred to the Exercise on Referral scheme in 17/18, and 40,361 people who have already completed the Exercise on Referral scheme at Everyone Active accessed the gym in 2017-18. At the Aspire leisure facility 140 people with a disability accessed the Exercise on Referral programme in 17/18.
- The number of Harrow Council staff taking advantage of the staff discount for membership at the leisure centre has increased 100% after promotion internally.

**3. Physical Activity and Sports Strategy Outcome: *More people from priority communities take up sport***

Active Harrow Governance:

- The governance and TOR for Active Harrow members have been reviewed (April 2018) and going forward there will be annual meetings of sports clubs and organisations delivering exercise opportunities, and quarterly meetings of the Active Harrow Strategic group which will reports updates to the Health and Wellbeing Board annually.
- It was agreed at the Active Harrow Strategic Group that community organisations and exercise provider achievements and actions to promote being active should be captured against the strategy outcomes. Attached to this board paper is a draft dashboard to capture this which includes Young Harrow Foundation, Voluntary Action Harrow, Street Games, SPORTED, London Sport and Noire Wellness.
- Sports clubs and those delivering physical activity opportunities in Harrow will be supported going forward by London Sports relationship managers and are required to sign up for two weekly newsletters sharing best practice, funding and support and online training.
- The wider Active Harrow (CSPAN) meeting for sport clubs held 20/7/17 and 18 people attended.

Funding bids:

- Two partnership EOI for bids were submitted in March 2017 to Sport England; Active Ageing and Local Delivery pilots- these were not successful. Having come very close to winning the Local Delivery Pilot bid in autumn 2017, the Active Harrow Strategic Group has been offered support by London Sport to develop the community led approach outlined in the bid in South Harrow. Work has begun on this and an action is being developed to engage further with stakeholders to shape bids later this year to Comic Relief and the GLA (please see the attached slides summarising the proposed approach).

Sports facilities:

- Pre planning public consultation will commence at the end of May 2018 for the 3G artificial pitch and improvements to grass pitches, a joint planning application will then be submitted in June 2018.
- A multi use planning application for Harrow Weald Pavilion was submitted May 2018
- Pitch works to be completed at Bannister August 2018

#### Social Services:

- 10 more care homes have started using sitting netball equipment bringing the total to 20 by the end of 2017/18.

#### **4. Physical Activity and Sports Strategy Outcome: *Harrow council to achieve London Healthy Workplace Charter level excellence by March 2017 and other Harrow based employers supported to achieve commitment level 2017-2020***

- Harrow Council commissioned a report by Food Talk in autumn 2017 which outlined the changes to catering arrangements required to reach 'excellence' level. Reduction in capacity in Public Health has meant reduced capacity on workplace health programmes.
- A Transitional Travel Plan will be devised for Harrow Council Staff in preparation for the move to the new Civic Centre. A new action plan will be agreed by July 2018. Work-related travel and commuting including cycling has been handed over to Regeneration Team as part of the New Civic Plans.

#### **5. Physical Activity and Sports Strategy Outcome: *More people will access parks, green spaces and growing areas***

#### Parks:

- Previous level of complaints maintained and responded to within 15 days
- 3 existing MUGA's in place and maintained, there is not regular funding for new MUGAs: West Harrow Recreation Ground, Kenton Recreation Ground, Rayners Mead
- 2 New Outdoor Gyms: Woodlands – (North Harrow) Cedars – Opposite Banister
- 26 existing outdoor gym levels maintained – new one built at Cedars.
- New park user group established in Byron and Harrow Weald. This will bring the total to 26 Park User Groups (3 of these are partially active and the rest fully)

#### **6. Physical Activity and Sports Strategy Outcome: *More people joining wellbeing programmes with Adult, Community & family Learning***

#### Adult Learning:

- In total 292 older learners signed up for Health and Exercise courses, 562 doing dance, 28 yoga, 33 Tai chi, and 27 Gym and Pilates.
- Walking, keeping active and health is now part of ESOL course - 1,000 attend these annually.
- 3 people were trained and 2 tutors were trained by the Walking for Health to run regular walks including fruit picking.