



# Hastings Sport & Physical Activity Strategy 2016 - 2020



“The potential benefits of physical activity to health are huge. If a medication existed that had a similar effect, it would be regarded as a ‘wonder drug’ or ‘miracle cure’.”  
(Chief Medical Officer, Department of Health, 2010)



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# Foreword

**I'm pleased to introduce our refreshed sport and physical activity strategy. It builds on the success of our former strategy as well as looking at key areas to focus on.**

Hastings faces specific challenges with significant areas of deprivation. Recent figures show 27.7% of children in the borough live in poverty. This makes it more important to focus on groups less likely to take part in physical activity. These groups include women and girls, elderly people, disabled people and those from lower socio-economic groups.

Since the last strategy was implemented physical activity and obesity levels in Hastings have improved. However the health of people living in Hastings is still poorer than other areas. With life expectancy for men in the most deprived parts of Hastings 10.4 years lower than men living in the least deprived areas, and the high financial and social cost of poor health, this strategy plays a vital part in changing these outcomes.

*Councillor Dawn Poole*



# Introduction

**This refreshed strategy will continue to build on the successful work of the Active Hastings Partnership in helping more people participate in sport and physical activity.**

Our strategic vision is that Hastings will be an active town where high quality sport and physical activity opportunities are accessible to all and the majority of people are actively engaged in sport and physical activity. This vision reflects the aspirations of a range of partners and aims to facilitate those partners, and others, to make a difference through sport and physical activity.

*“Creating this more active society is not a choice, it is a necessity when we face an ageing population and a range of health challenges across the life-course, including rising obesity amongst children and adults, and the increase in a range of long-term conditions such as diabetes.”<sup>1</sup>*

Sport and physical activity plays a key role in improving the health and wellbeing of our residents, as well as developing stronger and safer communities, contributing to economic prosperity, increasing skills, reducing our carbon footprint and increasing personal confidence and self-esteem.

In December 2015 Marcus Jones, Minister for Local Government Department for Communities and Local Government stated that:

*“Sport can be the glue that keeps communities together and is a persuasive tool in promoting shared interests alongside fostering a keen sense of civic pride. I have seen at first-hand the positive power sport and recreation exert, from children of all backgrounds emulating their heroes at their local community facilities to supporters working together to protect the assets they value.”*

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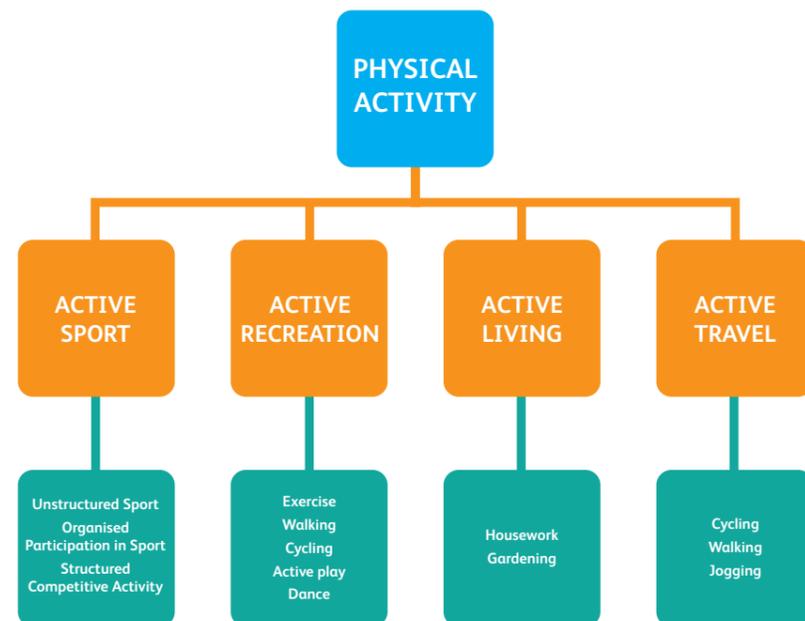
<sup>1</sup> Sporting Future: A new Strategy for an Active Nation. HM Government. 2015.



It is essential for all residents to have access to a range of quality leisure facilities and green spaces if we are to achieve our vision. Organisations involved in managing and developing these facilities and spaces will be encouraged to work towards the aims of this strategy. It is worth noting that strategic overviews of leisure facilities and play spaces are currently available<sup>2</sup>.

The strategy will focus on certain groups, including women and girls, disabled people, older people, and those from lower socio-economic groups, who are significantly less likely to play sport and be physically active than the population in general<sup>3</sup>. There will be a particular focus on the most deprived areas of Hastings and St Leonards.

Physical activity has many definitions and is wide ranging, but for the purpose of this strategy we will be using the following diagram to explain the different components of the physical activity continuum:



<sup>2</sup> Hastings and Rother Leisure Facilities Strategy, 2009-2020 (Updated 2015) and Play Space Strategy 2015-2017 (2015)

<sup>3</sup> Active People Survey 9, Sport England (2014/15)

The strategy has been driven by local need, demonstrated by the statistics and consultations such as Active Hastings' This Girl Can and Sports for All local consultations. The strategy has also been subject to an equalities impact assessment. We recognise the need for further consultation throughout the lifespan of the strategy. The strategy will be regularly monitored, reviewed and developed in order that it continues to be a living document. Each year we will produce an action plan, along with an annual report which will show progress against the priorities.

The purpose of the strategy is to:-

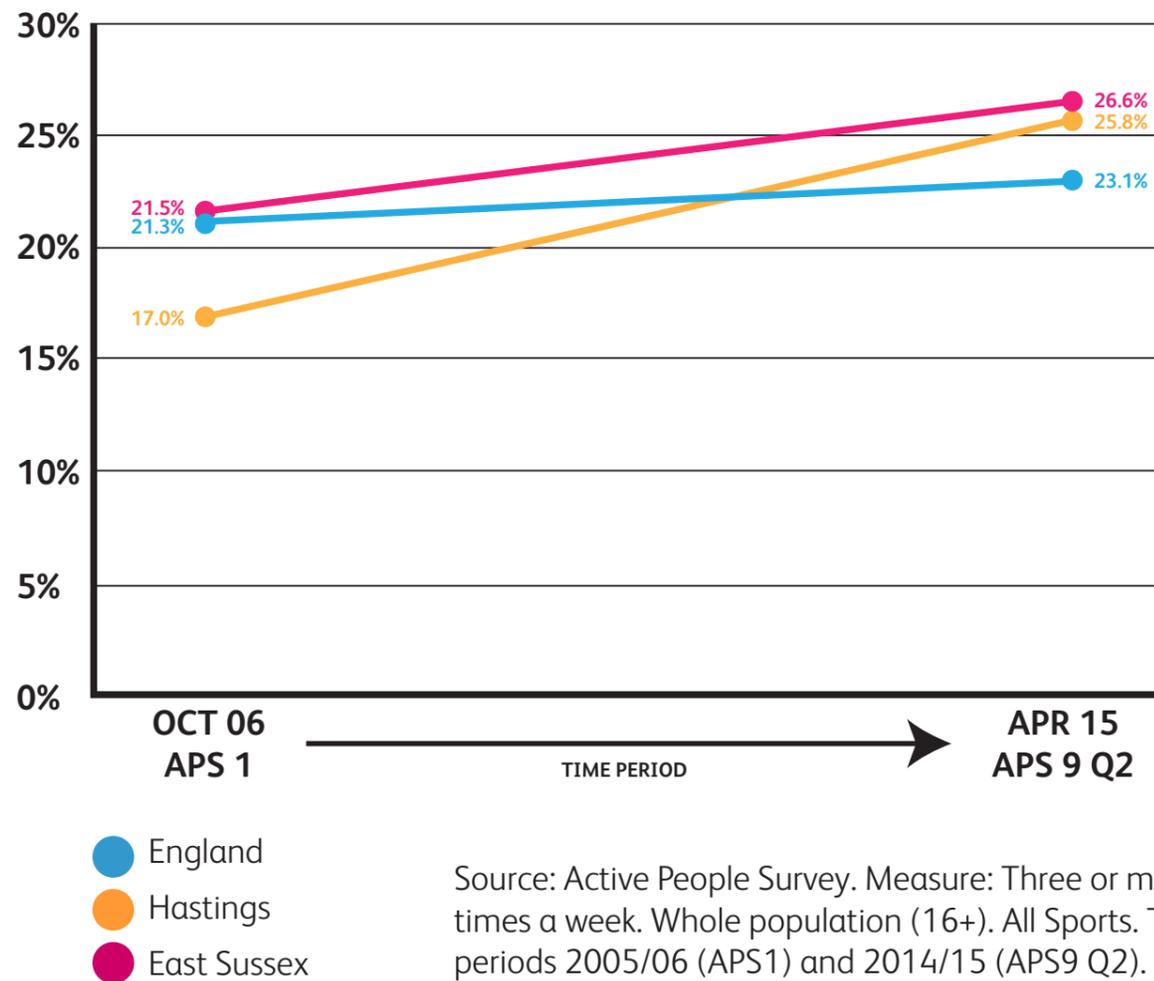
- Ensure a coordinated approach to physical activity and sporting opportunities in the town, allowing a wide range of partners to develop skills and expertise in order to increase the impact of local interventions.
- Raise awareness of the contribution that sport and physical activity can give to developing the health of local residents, addressing inequalities and developing the economic and social health of the area.
- Build the capacity of all statutory, community and voluntary organisations to increase participation in sport and physical activity.

The strategy is written for statutory, voluntary and community sector partners whose role is to plan, coordinate and deliver sport and physical activity opportunities across Hastings and St Leonards. It is also written for partner organisations whose traditional role does not directly involve increasing physical activity levels, but for whom sport and physical activity can enable them to deliver their own objectives.

# Achievements of the 2012-15 Hastings Sport and Physical Activity Strategy

We would like to thank all of our partners who were involved in the delivery of our previous sport and physical activity strategy. The Active Hastings Partnership has seen a significant increase in the number of partnership initiatives. As a result, the activity rates of local adults have significantly increased. However, there remains a huge challenge ahead.

The graph below shows the increase in physical activity levels, shown by the Active People Survey between 2005/06 and 2014/15.



Throughout this period there were improvements to a range of leisure facilities including:

- Enhanced studio space and new sports hall surface at Summerfields Leisure Centre.
- Improvements in changing facilities and new cardiovascular equipment at Falaise Fitness Centre and Helenswood Sport Centre.
- Relocation of Summerfields Gymnastics Club to a new state of the art and more inclusive gymnastics centre.
- A new gymnastics centre and significant maintenance works to the athletics track surface William Parker School (now ARK William Parker Academy).
- New outdoor fitness equipment, sand volleyball court and children's play areas along the seafront.
- A new 3G pitch at Hastings Academy and a new climbing wall at St Leonards Academy.

During the previous strategy's lifetime, the Leisure Facilities Strategy and the Play Space Strategy have both been refreshed, ensuring that future investment will be informed by local need.



# National & Local Context

Other key areas of success include:

- Over £460,000 of grant funding has been awarded to Active Hastings (incorporating Street Games) to deliver grassroots revenue projects locally.
- Agencies working in health, leisure and community sport, local clubs, schools and youth providers have all participated in the Active Hastings Partnership and impacted on the strategy.
- The Active Hastings brand has been established across the town, and represents high quality, widely accessible physical activity opportunities.
- Physical activity is high on the local Health Improvement agenda, both through East Sussex County Council Public Health and NHS Hastings and Rother Clinical Commissioning Group, who are currently commissioning a Let's Get Moving programme through GP surgeries as part of their Healthy Hastings and Rother programme.
- Grass roots activities that can be enjoyed by the local community have been provided.
- Use of existing sport and physical activity provision by under-represented groups has been increased<sup>4</sup>.



<sup>4</sup> Active People Surveys 2012 and 2015, Sport England.

## 22.5% of the adult population in Hastings were classed as obese during 2012/13

This strategy reflects a range of policy documents published in recent years, which can be found in Appendix 1.

The health of people in Hastings is generally worse than the England average. Deprivation is higher than average and about 27.7% (4700) of children live in poverty. Life expectancy for both men and women is lower than the England average. Life expectancy is 10.4 years lower for men in the most deprived areas of Hastings than in the least deprived areas<sup>5</sup>.

Rising rates of obesity and other illnesses associated with physical inactivity across the UK are having a significant financial impact on the NHS and the wider economy, with the estimated annual cost as a result of physical inactivity of £7.4bn<sup>6</sup>.

22.5% of the adult population in Hastings were classed as obese during 2012/13, compared to a national average of 23%. However, when overweight is also taken into consideration the proportion of adults in Hastings considered to have an excess weight rises to 64.2% (2012-14). In 2014/15, 24.2% of reception children and 31.6% of Year 6 children were classed as overweight (including obese) compared to the national averages of 21.9% and 33.2% respectively<sup>5</sup>.

Based on the most recent data available it is estimated the health cost of physical inactivity in Hastings equated to £2,474,009<sup>7</sup>. This figure only takes into consideration the direct costs from coronary heart disease, cerebrovascular disease, breast cancer, colon/rectum cancer and diabetes mellitus, so the potential healthcare costs associated with physical inactivity could be considerably higher than this.

<sup>5</sup> Health Profile; Hastings. Public Health England (2015)

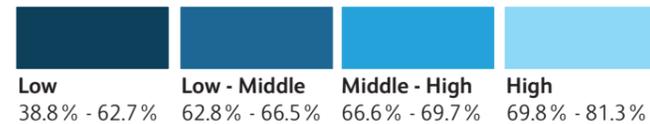
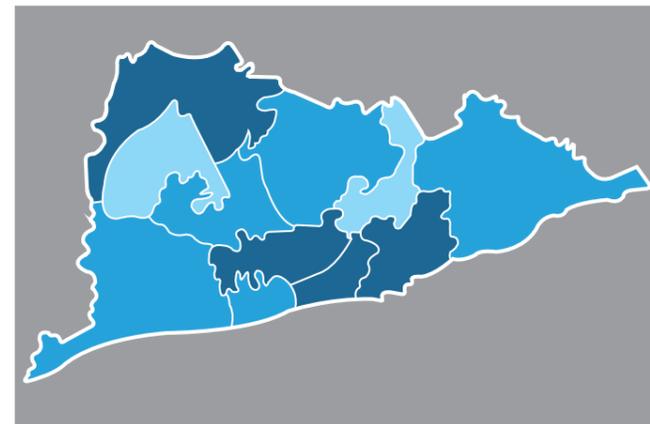
<sup>6</sup> Everybody Active, Everyday: An evidence-based approach to physical activity. Public Health England (2014)

<sup>7</sup> Sport England (2015) Local Sport Profile - Health costs of physical inactivity, split by disease type, 2009/10.

Statutory, voluntary and community sector partners have a key role to play in the prevention of these diseases through promoting the benefits of physical activity and encouraging more people in Hastings to become physically active.

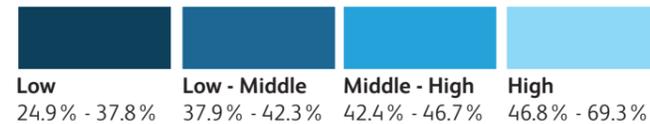
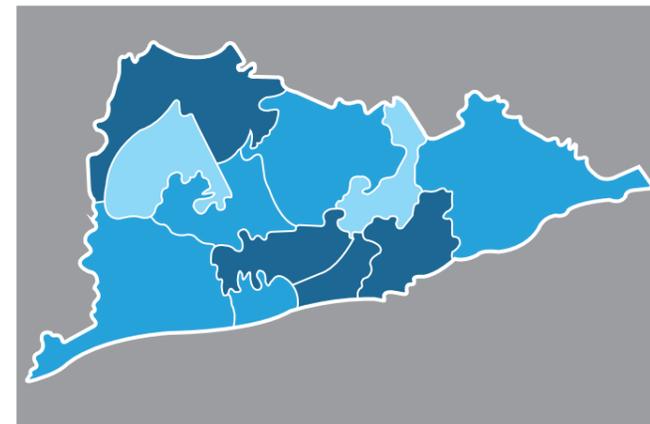
The maps below show the level of sports participation (once a week) alongside the levels of obesity in different wards within the borough. The geographical pattern of obesity levels reflects the other health issues that physical activity can impact on. These maps will assist partners to target activity and resources at the areas of greatest need.

### Excess weight in adults:



Dataset: Active People Survey model based MSOA estimates January 2012-2013 for adults classed as overweight or obese.

### Adult participation in sport:



Dataset: Active People Survey model based MSOA estimates 2011-12 for once a week sport participation.

Contains Ordnance Survey data. © Crown copyright and database right 2015. Sport England 100033111.

Initiatives like Street Games have helped to improve community safety in areas targeted as part of a multi-agency approach. Returns on investment in sports programmes for at-risk youth are estimated at £7.35 of social benefit for every £1 spent – through financial savings to police, the criminal justice system and the community<sup>8</sup>. Sports programmes have the potential to strengthen social networks and community identity, according to several international studies<sup>9</sup>.

A wide variety of local data is available to partners involved in developing and delivering physical activity opportunities in their communities. Sport England has developed some useful tools which help local partners make the best use of this wealth of information. Details of these tools can be found in Appendix 2.



<sup>8</sup> Culture and Sport Evidence (CASE) programme, Department for Culture, Media and Sport (2013)

<sup>9</sup> The Value of Sport monitor, Sport England (2016)

# Leadership through Partnership

**Hastings Borough Council is proud to facilitate the development and implementation of the Hastings Sport and Physical Activity Strategy.**

The Council has an important leadership role to play in bringing schools, sport clubs, National Governing Bodies of Sport, health organisations and the private sector together to work together, unblock barriers to participation and improve the local sport delivery system<sup>10</sup>.

This strategy reflects the coming together of a range of partners to establish creative and innovative ways to make a difference through sport and physical activity. It targets local needs but is also closely aligned to national and regional priorities, including the indicators of the Public Health Outcomes Framework for England, 2013-2016, the Government Strategy for Sport (Sporting Future: A New Strategy for an Active Nation, 2015), Sport England's Strategy 2012-2017 and the East Sussex Health and Wellbeing Strategy 2013-2016.

Hastings Borough Council's Leisure Services have been successful in securing over £2 million of funding for physical activity projects since 2006. Through this funding the Active Hastings brand has been developed and is now well established throughout the town.

The Active Hastings Partnership is made up of organisations who collectively promote the benefits of sport and physical activity. A full list of the organisations who are currently partners and the terms of reference of the partnership are included in Appendix 3. This membership is not static and is constantly evolving as more organisations are encouraged to work collaboratively and become part of the Active Hastings Partnership.

<sup>10</sup> Sporting Future: A New Strategy for an Active Nation, HM Government (2015)

The Partnership's purpose is to co-ordinate the delivery of sport and physical activity in Hastings in order to achieve agreed outcomes. The Partnership links national, regional and local partners to ensure that national learning, campaigns and funding are all utilised in the borough to increase physical activity levels amongst our residents. The partnership also aims to raise the profile of local work at a regional and national level.



# Vision, Aims and Priorities

## Vision

Hastings is an active town where high quality sport and physical activity opportunities are accessible to all and the majority of people are actively engaged in sport and physical activity.

## Strategic aims

- To facilitate the provision of flexible, attractive and sustainable opportunities in Hastings for the population to develop and engage in physical activity and sport.
- To reach out to local communities, especially disadvantaged groups, influencing behaviour and persuading people to become more active, thereby helping to reduce health inequalities, improve economic benefits and develop stronger and safer communities.
- To measure the impact of success and our efforts to encourage more residents to be more physically active.
- To widen the appeal of participation by raising the profile of physical activity and its benefits throughout the community.

## How will we achieve our vision?

The strategy will focus on three priority areas:



## Priority One

Increasing participation in physical activity and encouraging more residents to meet the Department of Health's physical activity recommendations.

- Encouraging adults to be active daily. Over a week, activity should add up to at least 150 minutes (2 ½ hours) of moderate intensity activity in bouts of 10 minutes or more.
- Encouraging young people to be active for at least 60 minutes per day.
- Changing the behaviour of the least active and encouraging them to take part in sport or physical activity at least twice a month.
- Offering inclusive opportunities for all people to take part in physical activity, particularly under represented and inactive groups.
- Offering opportunities for families to take part in physical activity together.
- Capturing the inspiration of major sporting events to encourage participation

## Priority Two

Enhancing skills and building volunteer capacity within the local Sport and Physical Activity sector.

- Increasing the number of volunteers in order to increase traditional and non-traditional physical activity opportunities.
- Supporting and strengthening sports clubs and organisations that promote physical activity opportunities, including quality assurance.
- Maximising opportunities arising from major sporting events to increase the number of volunteers.
- Increasing opportunities for volunteering at one-off events.
- Supporting volunteers and clubs to access training opportunities.

## Priority Three

Strengthening partnerships and coordinating physical activity and sporting opportunities in the town.

- Build on the Active Hastings partnership, using regular informal networking events to share good practice and discuss current issues.
- Gain commitment of different organisations to support the work of the partnership.
- Encourage local leisure facilities and environments that offer physical activity opportunities to work towards the aims of the Sport and Physical Activity Strategy.
- Ensure a strategic overview of facilities taking into account current and future developments, as highlighted in the local Leisure Facilities Strategy.

## Active Hastings Partnership Underpinning Activity:

**Support Area:** Research, quality assurance, monitoring and evaluation. Providing the evidence base for delivery groups and ensuring effective benchmarking, monitoring and evaluation of projects. Facilitate partner access to robust data sources such as Active People Survey and Public Health Outcomes Framework (PHOF), evaluation guidance such as the Standard Evaluation Framework for physical activity interventions and validated audit/ measurement tools such as the International Physical Activity Questionnaire (IPAQ).

**Support Area:** Communication, marketing and advocacy. Continue to improve the Active Hastings brand, advocate the importance of physical activity and change behaviours and attitudes towards physical activity. Use new insight such as Sport England's "Go Where Women Are", "Getting Active Outdoors" and "Youth Insights Pack" to maximize impact.

**Support Area:** Funding and Investment. Maximise funding and investment in the town by supporting delivery groups through the provision of information relating to funding streams and potential sponsorship opportunities.

## Priority one — Increasing participation in physical activity and encouraging more residents to meet the Department of Health's physical activity recommendations.

**Encouraging people across Hastings to be physically active is fundamental to the work of the Active Hastings Partnership.**

The first Active People Survey was carried out in 2006, and revealed that only 16.7% of people in Hastings and St Leonards were participating in thirty minutes of physical activity on three or more days per week, compared to 21% nationally and 22.6% in the South East. Hastings was at the bottom of the South East in terms of physical activity levels and 339th out of 354 local authorities nationally. However, by 2015 the Active People Survey showed that the investment into physical activity in the town is working, with 25.8% of adults now active on three or more days per week, which is higher than the national average of 23.1%.

However, with 74% of local adults still not achieving this level of activity there remains a long way to go. To ensure further improvement in local activity levels, we must continue to provide high quality sport and physical activity opportunities, targeting those individuals who are not currently taking part. The Partnership will focus on key groups who are the least active and who experience the highest levels of health inequalities, examples include disabled people, women, older people and people living within the most deprived areas of the town. There are also likely to be issues of under-representation, or particular barriers to participation for some Black and Minority Ethnic groups and some Lesbian, Gay, Bisexual or Transgender people, which are not immediately apparent when looking at the overall participation levels for those groups as a whole.



During the lifetime of the previous strategy, a new physical activity measure was introduced to show the percentage of individuals who met the Chief Medical Officer's recommended guidelines on levels of physical activity (at least 150 minutes a week). The new indicator measures a wider range of activities than the previous indicator and includes activities, such as: sport, recreational cycling, recreational walking, walking for active travel purposes, cycling for active travel purposes, dance and gardening. We will use these new measures to monitor our future progress. Within Hastings, 44.5% of adults are currently NOT achieving this recommended level of physical activity.



## Key Statistics

20.7% of adults in Hastings are members of sports clubs (National average 21.9%)<sup>15</sup>.

In 2012/13, 22.5% of adults in Hastings were obese compared to a national average of 23%. This rises to 64.2% when overweight adults are also taken into consideration (2012-14)<sup>14</sup>.

In 2013, only 48.2% of women in Hastings and St Leonards were achieving at least 150 minutes of physical activity per week, compared to 61.7% of men<sup>12</sup>.

According to Sport England's Active People Survey four out of five disabled people take little or no exercise<sup>12</sup>. However, the English Federation of Disability Sport (EFDS) Lifestyle Report released in 2013, revealed that seven in ten disabled people want to increase their physical activity.

28% of adults taking part in an Active Hastings session for the first time during 2015 had done no physical activity in the previous 12 months<sup>13</sup>.

In 2014, 55.5% of adults in Hastings were achieving at least 150 minutes of physical activity per week in accordance with UK Chief Medical Officer recommended guidelines on physical activity<sup>10</sup>.

In 2014/15, 57.8% of people in Hastings and St Leonards were satisfied with local sports provision (compared with an average of 61% nationally)<sup>14</sup>.

15 of the 22 schools in Hastings achieved school games mark in 2014/15 at bronze and silver level, showing that they are delivering a minimum of two hours of Physical Education per week alongside extra-curricular activities, school competitions and sports leadership.

In 2014/15, 19.9% of Year 6 children in Hastings were obese, compared to 15.7% in East Sussex as a whole and 19.1% nationally<sup>17</sup>.

In 2014, 31.5% of adults in Hastings were classified as "inactive", i.e. doing less than 30 minutes of moderate intensity physical per week in bouts of 10 minutes or more<sup>13</sup>.

In 2015, 34% of Freedom Leisure members live in Super Output Areas that fall within the 20% most deprived nationally<sup>16</sup>.

<sup>11</sup> Active People Survey 2014 (Mid Jan 2014-Mid Jan 2015, APS Q2 to APS 9 Q1)  
<sup>12</sup> Active People Survey 2013 (Mid Jan 2013-Mid Jan 2014)  
<sup>13</sup> Active Hastings Upshot Report December 2015.  
<sup>14</sup> Health Profile 2015: Hastings. Public Health England.  
<sup>15</sup> Active People Survey 9 (2014/15)  
<sup>16</sup> Freedom Leisure Scuba Report, December 2015  
<sup>17</sup> National Child Measurement Programme (NCMP) for England, 2014-15 school year

## Key Areas of Focus for 2016-20

SMART targets will be set annually as part of the ongoing action plan and will be measured through the Active Lives Survey (replacement for Active People Survey, 2016 onwards).

- Increase the proportion of adults achieving at least 150 minutes of physical activity per week in accordance with UK Chief Medical Officer recommended guidelines on physical activity, with a key focus on the least active population groups e.g. people with disabilities, women and those living within areas of deprivation.
- Decrease the proportion of adults classified as “inactive” i.e. those who do less than 30 minutes of moderate intensity physical activity per week in bouts of 10 minutes or more.
- Increase the number of children and young people who engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day in accordance with UK Chief Medical Officer recommended guidelines on physical activity.
- Increase attendance at leisure centres by disadvantaged communities.
- Increase the percentage of people using green space for exercise/health reasons.
- Increase the percentage of adults in Hastings who are members of a sports club.
- Raise the percentage of adults and children playing sport twice a month, focusing on the least active population groups, e.g. people with disabilities women and those living within areas of deprivation.
- Increase the percentage of young people (11-18) with a positive attitude towards sport and being active?



## What the AH Partnership will do to achieve our objectives

- Support partners to provide low or no cost, inclusive opportunities to be physically active in local neighbourhoods.
- Support partners to ensure that physical activity and sport opportunities are accessible to the least active groups through breaking down barriers such as childcare, transport, time and cost.
- Work with the management of leisure venues to ensure facilities meet the needs of participants and that activities are offered that are accessible and affordable to the adult population.
- Work with providers of free venues such as parks and open spaces to maximise their use for recreational physical activity.
- Provide information to educate residents about the recommended guidelines for physical activity and the associated benefits.

- Develop a marketing and communication plan, incorporating social marketing and behaviour change techniques and using the insight provided by Sport England, to encourage more people to be physically active.
- Carry out local consultation to establish current levels of physical activity and identify barriers to participation.
- Target programmes, projects and grant funding at those people who tend not to take part in Sport or Physical Activity, including women and girls, disabled people, those in lower socio-economic groups and older people.
- Work with NHS Hastings and Rother Clinical Commissioning Group to put in place a referral pathway from primary care into local physical activity opportunities.
- Promote active travel through the production of marketing material to help people overcome their personal barriers to more cycling and walking, as well as promoting safe cycling and walking routes such as the Connect2 cycle path and cycle to work schemes.
- Work with the local sports clubs and support them to increase club membership.

## Current projects and examples of good practice we would like to build on



### Let's Get Moving

NHS Hastings and Rother Clinical Commissioning Group is commissioning Let's Get Moving (LGM) as part of its Healthy Hastings and Rother programme. Further information on this programme is available at [www.hastingsandrotherccg.nhs.uk/about-us/plans-and-strategies/healthyhastingsandrother](http://www.hastingsandrotherccg.nhs.uk/about-us/plans-and-strategies/healthyhastingsandrother)

LGM is a physical activity referral pathway for use by GP Practices, to identify and support patients who could benefit from increasing their physical activity participation. It is a best practice programme that builds on NICE evidence based guidance regarding brief interventions in primary care.

GP Practices will target patients with a BMI of 25 or more and who are inactive i.e. 0 x 30 mins a week. Once screened, patients will be offered a brief intervention, including motivational interviewing, followed by a referral into local physical activity opportunities. All GP Practices signing up to provide LGM will be required to have staff trained to deliver the programme.

The LGM programme starts in spring 2016.

## Active Hastings

**The Active Hastings team delivers, or provides support to over 100 physical activity sessions every week.**

Activities are tailored to engage the particularly under-represented and inactive groups. Examples of current work include:

- Working with local mid wives to deliver prenatal pilates sessions.
- Delivering physical activity sessions within Woodlands Centre for Acute Care for adults with acute mental health conditions, and creating a pathway into physical activity when they are discharged.
- Working with Age UK and Hastings and St Leonards' Seniors Forum to develop sessions specifically for less mobile older people such as walking football sessions and over 50s gym sessions.
- Working with the Living Street charity to support schools within areas of high deprivation to deliver a walk to school programme; WoW (Walk once a Week).
- Supporting local workplaces to create physical activity opportunities for their employees, through a workplace grant scheme.
- Delivering doorstep sport opportunities through the Street Games project.



## Sports for All in Sussex

**Managed locally by Active Hastings, the Hastings and Rother section of the project has proved extremely successful.**

Sports for All in Sussex was launched across East Sussex in October 2014, following a successful application to Sport England's Inclusive Sports Fund by The Grace Eyre Foundation, in partnership with Hastings Borough Council, Rother District Council, Freedom Leisure and Albion in the Community.

Managed locally by Active Hastings, the Hastings and Rother section of the project has proved extremely successful at increasing opportunities for people with learning disabilities to be physically active. Since its inception, 12 new weekly sessions have been set up, including Boccia, Badminton, Zumba and Gymnastics. During 2015 187 people took part in the sessions, with an average weekly attendance of 105 visits (annual throughout of 2897).

A session launched in partnership with Summerfields Gymnastics Club in October 2015 has proved to be particularly successful with an average of fourteen people taking part each week. Twenty-two different people took part between October and December 2015. All participants were new to gymnastics and trampolining when the sessions launched. During this period sixteen participants successfully completed the first phase of the British Gymnastics FUNdamentals grading system. Three participants have now progressed into mainstream gymnastics sessions which they attend each week.



A woman with blonde hair, wearing an orange hoodie and dark leggings, is smiling and holding a purple cricket bat. She is standing on a grassy field. The background is slightly blurred, showing a fence and trees.

## Priority two

# Enhancing skills and building volunteer capacity within the local Sport and Physical Activity sector

**The Active Hastings partnership is committed to developing sustainable infrastructure in sport and physical activity, through an effective network of clubs, qualified coaches, leaders and volunteers.**

The voluntary contribution to sport and physical activity is immense and easily exceeds the amount of paid employment in the sector. Additionally, volunteering in the sport and leisure industry is the most common form of volunteering<sup>18</sup>. It is crucial that these volunteers are recognised and supported.

While there are a multitude of volunteering opportunities and programmes in Hastings, information about how to access them and what each programme entails could be clearer. We would like to make it easier for people to find opportunities to volunteer in sport and physical activity and understand what these opportunities are likely to entail.

Unemployment rates in Hastings are higher than the national average and the number of young people classed as Not in Employment, Education or Training (NEETs) is particularly high. Innovative initiatives using sport as an engagement tool for young people NEET has proved effective. Informal learning techniques and talking a language that is understood by the young people, delivered by people they can relate to, can significantly improve the chances of reengagement with this group.

The partnership recognises the huge commitment made by sports clubs in providing a wealth of sporting opportunities. The continuous development of local clubs is essential to the infrastructure of local sport and the partnership recognises the need to provide training in a wide range of skills such as coaching, child protection and accountancy.

<sup>18</sup> NCVO UK Civil Society Almanac, 2015  
– <http://data.ncvo.org.uk/a/almanac15/volunteer-activities/>

## Key Statistics

In 2014, 8.5% of the economically active population of Hastings (aged 16+) were unemployed, compared to a national average of 6.5% and a South East average of 4.8%<sup>19</sup>.

In 2013 the percentage of young people aged 16-18 who were not in education, employment or training (NEETs) was 7.9% compared to an average of 5.1% in the South East<sup>20</sup>.

In 2014/15, 9.05% of people with a disability in England volunteered to support sport in the 28 days prior to being surveyed, compared to 13.5% of non-disabled people.

In 2013/15, 12.5% of adults in Hastings volunteered to support sport for at least one hour per week compared to the national average of 12.9% and a South East average of 14.2%<sup>21</sup>.

In 2014/15, 20.3% of adults in Hastings had taken part in organised competitive sport in the last 12 months compared to the national average of 13.6% and a South East average of 14.8%<sup>22</sup>.

In 2015 the Hastings Borough Council Street Games project trained 35 young people as sports leaders through the Community Sport Leaders Award and the FA Junior Football Organiser course.

The Hastings Borough Council Street Games project attracted 31 volunteers in 2015.

19 people gained National Governing Body Qualifications to level 1 or 2 standard through the Street Games project in 2015. The sports included were Football and Boxing.

78 people in Hastings received training in one of the following areas through the Street Games project and Active Sussex in 2015: Safeguarding and Protecting Children, 1st aid, Coaching the Whole Child, Conflict Management and Drugs and Alcohol Awareness.

<sup>19</sup> Annual Population Survey. Office for National Statistics. 2014.

<sup>20</sup> Department for Education. 2013.

<sup>21</sup> Active People Survey 2013/15

<sup>22</sup> Active People Survey 9 (2014/15)

## Key Areas of Focus for 2016-20

SMART targets will be set annually as part of the ongoing action plan.

- Support community sports clubs to achieve higher standards of welfare, equality of opportunity, coaching and management.
- Increase the number of qualified coaches in voluntary sports clubs (level 1 or above) registered with Coach Sussex.
- Increase the percentage of adults volunteering to support sport for at least one hour per week.
- Increase the number of volunteers signed up to a volunteer programme e.g. Street Games, Active Sussex Volunteer Crew, Team Well Fit.
- Increase the number of volunteers from under-represented groups, making the sector more representative of our society as a whole (e.g. more female volunteers, more disabled volunteers, more volunteers from BME groups).



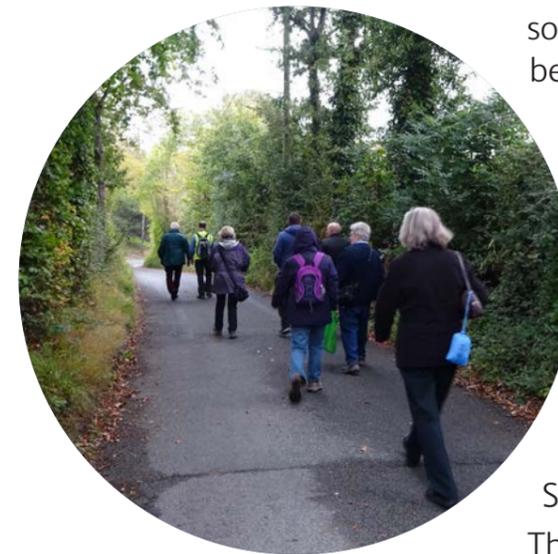
## *What the Active Hastings Partnership will do to achieve our objectives*

- Increase the number of volunteers in order to increase traditional and non-traditional physical activity opportunities.
- Provide a coordinated, multi-agency support structure for volunteers.
- Support and strengthen sports clubs and organisations that promote physical activity opportunities, including quality assurance. Encourage and support these clubs to achieve a recognised quality award such as Club Mark.
- Maximise opportunities from high profile events such as the Olympics and Paralympics, Wimbledon, Rugby and Football World Cups.
- Support volunteers and sports clubs to access training opportunities.
- Offer volunteering opportunities for young people to gain work experience within sports settings.
- Provide a variety of volunteering opportunities including volunteering at one-off events.
- Encourage volunteers and coaches to be part of Active Sussex's Coaching System Support Network (Coach Sussex).
- Signpost volunteers to employment opportunities using multi-agency networks.
- Target programmes, projects and grant funding at those people who will benefit the most from the volunteer and training programme, including young people who are not in employment, education or training (NEETs), disabled people, cultural groups and young people who are at risk of exclusion from school or who are on part-time timetables.

## Current projects and examples of good practice we would like to build on

### Hastings and Rother Health Walks programme

**During 2015, 297 individuals benefitted from attending a health walk.**



The Hastings and Rother Health Walks programme was launched in 2004 by Hastings and Rother PCT and has been managed by The Conservation Volunteers (TCV) since 2006. Volunteers are the key to the success of the programme, with 19 walk leaders and 2 office volunteers currently covering the Hastings and St Leonards area. Between them they deliver a full programme of weekly health walks, with 7 walks taking place from Monday to Saturday. Full training and support is provided by TCV.

During 2015, 297 individuals benefitted from attending a health walk, many of whom were elderly residents for whom these walks were their only form of physical activity and, for some, their only form of social interaction. The health walks have significant beneficial effects on both the physical health and mental wellbeing of those participating. In 2015, TCV launched a Mindfulness Walk, specifically for those interested in improving their wellbeing through meditation and mindfulness techniques.

Also in 2015, TCV launched a health walk in partnership with Seaview Project, who provide help and inspiration for people living on society's margins. Two peer leaders were trained as walk leaders and they now lead a weekly walk for other Seaview service users.

The dedication of the volunteer walk leaders and the support offered by TCV, are the key factors that make the weekly walks possible, enabling many people to become active.

## Hastings Parkrun

**Hastings parkrun was recently voted amongst the top 10 parkruns in the UK.**

Parkrun organise weekly, 5km timed runs around the world. These are open to everyone, free and are safe and easy to take part in. The Hastings parkrun was launched in April 2015, following a partnership project between volunteers from Hastings Runners and Active Hastings. Funding was provided by Hastings Borough Council, Freedom Leisure, Hastings Round Table and Hastings Lions Club.

The weekly run, which takes place along the St Leonards seafront, is organised completely by volunteers, with over 150 people having volunteered so far. Around 80% of the volunteers each week are members of the Hastings Runners club. Regular runners are encouraged to volunteer 3 to 4 times per year to ensure there are sufficient volunteers to keep the event going.

On average, 130 runners take part each week, with almost 1400 different runners taking part between April and December 2015. 730 of those runners had never taken part in a parkrun before, and in many cases they had never done a competitive run. This shows that the local parkrun is getting people into grassroots running, which is the main objective. Hastings parkrun has also engaged with all generations, with runners as young as 4 and as old as 75.

The run has hosted runners from all over the South East, as well as the Midlands, North West, North East and Scotland. They have also had visitors from Australia, as well as a visit from the event director for the Florida parkrun.

Hastings parkrun has clearly had an impact on the physical activity levels of many of the participants, and this would not be possible without the hard work of a dedicated team of volunteers. Hastings parkrun was recently voted amongst the top 10 parkruns in the UK by the Running Bug Community; which is a great achievement considering it is only recently established.



## Hastings Seagull Swimming Club

Hastings Seagulls Swimming Club has a long history of developing and supporting competitive swimmers, dating back as far as 1888. Volunteers are essential to the running of the club which currently trains over 300 swimmers from age 4 to 77, from complete beginners to national level swimmers and polo players.

The club currently has over 65 regular volunteers, with roles including coaches, officials, welfare officers, team managers and poolside assistants.

Learning from the 2012 Olympics Games Maker programme, the club also engages parents of the swimmers and young volunteers as Meet Makers at their bi-annual open swim meets. Meet Makers are used to ensure the event is a success and are situated throughout the venue to guide participants and answer any queries. They also have roles such as car park attendants and manning the shop. Visiting clubs have fed back that they are going to use the same system after seeing how efficiently the meets have been run in Hastings.

Working with the Sussex Amateur Swimming Association (ASA), the club actively supports the volunteers to develop their skills. Young volunteer poolside assistants are supported by the Head Teacher to develop their teaching skills and are encouraged to attend the Sussex ASA annual training day. In 2016, they will be offered the opportunity to gain a Young Volunteers Emergency First Aid for Sports qualification and a Young Volunteers Aquatic Helper qualification. Other volunteers are also encouraged to attend the training day, which includes a range of relevant workshops such as coaching and child welfare.

The club are currently leading on building a local ASA Network, working in partnership with other clubs to increase resources and training opportunities locally.



## Priority three — **Strengthening partnerships and coordinating physical activity and sporting opportunities in the town.**

**Through working in partnership and coordinating resources, the impact of any physical activity or sporting intervention can be significantly increased.**

The Partnership aims to engage with under-represented and hard to reach groups, and therefore it is essential that we work with a wide range of partners to ensure that physical activity messages are reaching those people who would not be reached by traditional marketing techniques.

In the current economic climate, securing external funding is becoming both increasingly important and increasingly competitive. Through working in partnership, external funding bids are significantly stronger and more likely to be successful. Match funding is often a criteria for securing funding, and pooling local resources will help to bring larger external grants to the town.

## Key Statistics

Active Hastings, through working in partnership with a range of partners including East Sussex County Council Public Health, Active Sussex, Hastings Voluntary Action, Street Games and NHS Hastings and Rother Clinical Commissioning Group has brought over £460,000 of external funding into Hastings for physical activity projects since the launch of the previous strategy in 2012, taking the total income to over £2 million since the partnership launched in 2006.

The Active Hastings Partnership has been in place since 2006 and currently has over twenty-five active partner organisations and a further thirty-five organisations who receive and distribute information from the partnership.



## Key Areas of focus for 2016- 20

- Increase the number of partners involved in the Active Hastings Partnership.
- Hold bi-annual partnership meetings and stakeholder events to enable networking and collaborative working.
- Improve communications with local sports clubs, ensuring that they have representation on, and feed into, the Active Hastings Partnership.
- Work collectively to scope the need for, and bid for, external funding to support the aims of this strategy.
- Evaluate the impact of interventions that encourage physical activity.



## *What the Active Hastings Partnership will do to achieve our objectives*

- Build on the Active Hastings partnership work, using regular informal networking events to share good practice and discuss current issues.
- Gain commitment from a wide range of different organisations to support the work of the partnership.
- Encourage local leisure facilities and green spaces that offer physical activity opportunities to work towards the aims of the Sport and Physical Activity Strategy.
- Explore funding opportunities, both national and local, to fund physical activity opportunities and encourage partners to pool resources in order to maximise the impact of physical activity interventions.
- Share findings of local consultations that establish current levels of physical activity and identify barriers to participation.
- Evaluate the impact of interventions that encourage physical activity, focusing not only on participation levels, but also on the broader outcomes that sport and physical activity can deliver including physical wellbeing, mental wellbeing, individual development, social and community development, and economic development.
- Ensure a unified message is given to local residents in terms of how active they should be, therefore reducing confusion around physical activity recommendations.
- Work in partnership to promote opportunities to be physically active and reach a wider audience.
- Ensure that the impact of physical activity is recognised in other local strategies.
- Provide a basis of evidence and information to inform the assessment of planning applications or wider planning work, including development of a refreshed Supplementary Planning Document that deals with directing contributions from S106 agreements to leisure provision (including play spaces).



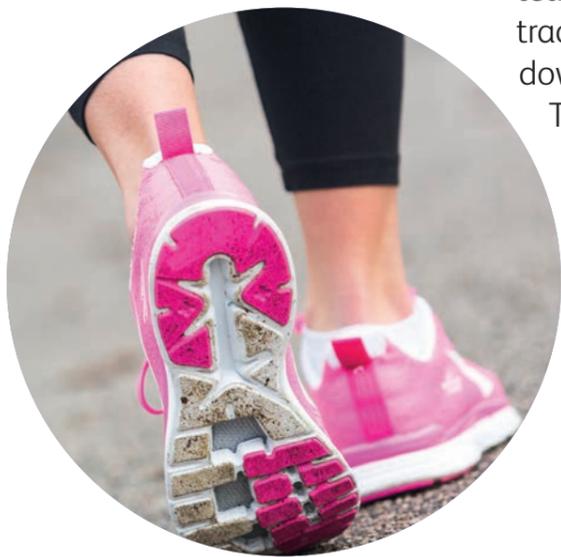
## Current projects and examples of good practice we would like to build on

### Opening Doors for Sport

Hastings Borough Council was able to secure £117,000 of Sport England funding to run the Opening Doors for Sport project by working in partnership with Hastings Voluntary Action, Hastings and Rother Clinical Commissioning Group, East Sussex County Council Public Health and The Links Project

The project will run from 2016-2018, with a focus on three key areas where physical activity levels are particularly low: Central St Leonards, Hollington and Wishing Tree, and North East Hastings. The least active demographics from each area have been identified and will be the focus of the project. The funding will allow the team to establish physical activity sessions within non-traditional venues for sports in these areas and to break down the barriers that the residents are currently facing.

The project aims to engage with 1,923 people over the three year period.



## The Wellbeing Group

The Wellbeing Group is a partnership project between Sussex Partnership NHS Foundation Trust (Sussex Partnership) and Active Hastings. Running since 2007, the project provides a weekly physical activity session for people with mental health conditions. Many of the group members would not consider taking part in any mainstream exercise sessions and would not exercise alone. This session offers them the support they need to take the first step into being physically active.

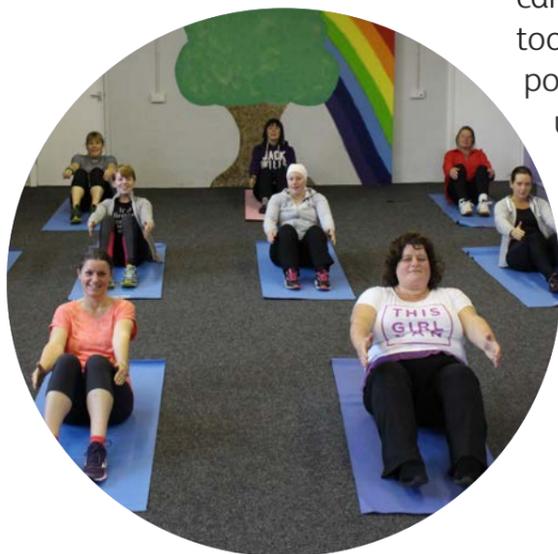
A partnership approach is essential to ensure the success of this project, utilising the skills of the Active Hastings team to deliver an engaging physical activity session alongside the expertise of Sussex Partnership in working with adults with mental health conditions. Engaging with this group without the support of the team at Sussex Partnership would be extremely difficult, but due to the partnership approach this project has a great success record.

In 2014/15 the project was extended due to a £8700 grant from Sport England, which was secured through additional partnership working with Hastings Voluntary Action. This grant enabled the team to provide additional activities for the group such as pilates, as well as increasing the number of weekly sessions.



# This Girl Can Hastings

This Girl Can is a national campaign developed by Sport England and a wide range of partnership organisations. It's a celebration of active women up and down the country who are doing their thing, no matter how well they do it, how they look, or even how red their face gets! In order to maximise the impact of the national campaign, Active Hastings brought together a wide range of local partners to develop a local version: This Girl Can Hastings. Partners involved in the campaign included local fitness professionals, health professionals, and voluntary and community organisations. A local social marketing campaign, using techniques and learning from the Sport England This Girl Can campaign was used to promote regular activities suitable for women wanting to get back into sport or physical activity. A "This Girl Can Activity Week" took place in November 2015 to encourage women to try new activities, which they could then go on to take part in on a weekly basis. Thirty-seven weekly sessions, run by 13 different providers were promoted through this campaign. During the This Girl Can week, 319 women took part in the activities. Additionally, over 150 people posted photos of themselves doing something active, using the hashtag #thisgirlcanhastings. One particular photo, of 84 year old Daphne holding the plank position, was been viewed over 5500 times on Facebook and attracted local media attention. The campaign will continue throughout 2016.



# Contact Details

For more details regarding this strategy, or to sign up to the Active Hastings Partnership, please contact a member of the Hastings Borough Council Leisure Team.

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**www.activehastings.org.uk**



## Appendix 1

### National and local strategies and key drivers

1. Sporting Future: A New Strategy for an Active Nation, HM Government (2015)
2. Everybody Active, Everyday: An evidence-based approach to physical activity. Public Health England (2014)
3. The Public Health Outcomes Framework for England 2013-2016. Department of Health (2012)
4. 2012-2017 Youth and Community Strategy for Sport England. Sport England. (2012)
5. Active People Surveys 1-9. Sport England (2006-2015)
6. Local Health Profile, Public Health England (2015)
7. Local Sport Profile, Sport England (2015)
8. Culture and Sport Evidence (CASE) programme, Department for Culture, Media and Sport (2013)
9. The Value of Sport Monitor, Sport England (2016)
10. National Child Measurement Programme (NCMP) for England, 2014-15 school year
11. UK Physical Activity Guidelines. Department of Health (2011)
12. Hastings and Rother Leisure Facilities Strategy, 2009-2020 (Updated 2015)
13. Hastings and St Leonards Play Space Strategy 2015-2017 (2015)
14. The Challenge of Growing Youth Participation in Sport, Sport England (2014)
15. Higher Education Insight Pack, Sport England (2014)
16. Go Where Women Are; Insight on engaging women and girls in sport and exercise Sport England (2014)
17. Getting Active Outdoors; A study of Demography, Motivation, Participation and Provision in Outdoor Sport and Recreation in England, Sport England (2015)

## Appendix 2

### Sport England Tool Kits

The Local Sport Profile for Hastings (updated in August 2015) includes up to date information on demographic data and sports participation and is available at <http://www.sportengland.org/our-work/local-work/local-government/local-sport-profile/>

The market segmentation information provides an insight into the sporting behaviours of our local communities. The information helps to highlight the typical barriers and motivations to taking part in a more active lifestyle at Super Output Area (SOA) level. This is also available at <http://segments.sportengland.org/>

Sport England have also developed a number of insight packs which explore current understanding of particular groups, their motivations, barriers and triggers to getting more active. Current insight packs are available on the Sport England website and include:

- The challenge of growing youth participation in sport
- Higher Education Insight Pack
- Go Where Women Are
- Getting Active Outdoors

The Economic Value of Sport - Local Model uses national and published local data to provide an indicative, annual value for a range of different elements of the sports economy. These are presented in terms of Gross Value Added (wages and operating profits) and employment for local authority, county sport partnership and local enterprise partnership areas. This tool is available at [www.sportengland.org/research/economic-value-of-sport-local-model/](http://www.sportengland.org/research/economic-value-of-sport-local-model/)

## Appendix 2

### Active Hastings Partnership Member Organisations

- |   |  |
|---|--|
| 1. Active Hastings                                      | 13. Chances for Change East Sussex                 |
| 2. Street Games   | 14. Hastings and Rother Schools Sports Partnership |
| 3. East Sussex County Council Public Health             | 15. Sussex Police                                  |
| 4. Active Sussex  | 16. Rother District Council                        |
| 5. Freedom Leisure                                      | 17. Funk Fusion Fitness                            |
| 6. NHS Hastings and Rother Clinical Commissioning group | 18. Boom Active                                    |
| 7. Sussex Partnership NHS Trust                         | 19. Team Well Fit                                  |
| 8. Summerfields Gymnastics Club                         | 20. Sussex Coast College                           |
| 9. Sustrans   | 21. Play Hastings                                  |
| 10. JasFit  | 22. Targeted Youth Support Service                 |
| 11. The Conservation Volunteers                         | 23. Horntye Park                                   |
| 12. East Sussex Cycle Training                          | 24. Seaview Project                                |
|   | 25. Education Futures Trust                        |
|   | 26. Age UK   |

# Terms of Reference

## Background

The partnership was originally set up as a steering group for the Sport England funded Active Hastings project.

## Purpose

The partnership aims to:

- 1) improve coordination, capacity and commitment between organisations and agencies, responsible for the decisions and delivery that will encourage more people to become more physically active more often.
- 2) maximise the impact of current investment, funding and resources for physical activity.

## Structure

The Partnership is a forum for creativity and ideas, sharing good practise, identifying gaps, finding solutions and delivering on priority programmes.

The Partnership is inclusive, involving a wide variety of organisations, with the commitment and support of those organisations at a strategic level, enabling delivery at operational level. The Partnership will be strategically linked to Active Sussex, providing the critical linkage between sub-regional co-ordination, and local planning and delivery.

## Principles

The Active Hastings Partnership will adopt the aims and priorities of the Hastings Sport and Physical Activity Strategy 2016-2020.

## Strategic Priorities

The Active Hastings Partnership will seek to make a significant contribution to the overall 'vision' for the Borough of Hastings as set out in the Sport and Physical Activity Strategy by:-

- Facilitating the provision of flexible, attractive and sustainable opportunities in Hastings for the population to develop and engage in physical activity and sport.
- Reaching out to local communities, especially disadvantaged groups, influencing behaviour and persuading people to become more active, thereby helping to reduce health inequalities, improve economic benefits and develop stronger and safer communities.

- Measuring the impact and success will be dependent on encouraging more residents to meet the Department of Health's UK Physical Activity Guidelines.

- The partnership will advocate the use of a standardised evaluation tool to allow for local collection of data that will compliment national data sets.

- Widening appeal by raising the profile of physical activity through a multi-agency approach to physical activity. This will include increasing opportunities for active travel, contributing to reducing CO2 emissions and increasing the opportunities across the borough in response to locally identified needs.

The Active Hastings Partnership will focus on the three main aims:

- Increasing participation in physical activity and encouraging more residents to meet the Department of Health's physical activity recommendations.
- Enhancing skills and building the capacity of the workforce including volunteers.
- Strengthening partnerships and coordinating physical activity and sporting opportunities in the town.

## Geographical area

The Active Hastings Partnership will be coterminous in geography with Hastings Borough Council boundaries.

## Operation

The Active Hastings Partnership will be governed by the Terms of Reference.

The Active Hastings Partnership will be facilitated by Hastings Borough Council Leisure Services.

HBC will Chair the meetings, produce the agenda (in consultation with members) and act as the local champion.

Members will oversee the development and delivery of an annual action plan from April to March each year linked to the priorities, and based on achieving the aims of the Active Hastings Partnership.

The partnership will meet six-monthly, as determined by the group. All meetings will be held at a nominated venue, hosted by Hastings Borough Council.

Deputy representatives to attend meetings when members are unable to attend.