Rate of inactive residents 70%
Rate of obese residents 30%

Long term condition:
- Dementia: 4.8%
- Heart disease: 2%
- Depression: 0.5%
- Breast cancer: 0.16%
- Colon cancer: 0.6%
- Type 2 diabetes: 6.3%
- Osteoporosis: 0.1%
- Dementia: 0.1%

Number of leisure centres: Six

During 2016-2017 there were 1,845,929 visits to our leisure centres.

Key assets:
- Amount of money invested in leisure centre refurbishment: £37m
- 500 participants took part in Le Tour de Waltham Forest 2016
- Number of children and adults over 60 that have taken part in free swims during 2016-2017: 53,241 Children, 52,433 Adults over 60
- 1,300 allotment plot holders
Welcome to our Physical Activity and Sport Strategy for Waltham Forest. There are a huge range of physical activity and sports on offer in Waltham Forest: from swimming at The Feel Good Centre to; having a walk in the woods at Epping Forest to playing Tennis at Ridgeway Park; having a kick-about at Drapers Field to competing in an athletics competition at the track.

But not enough people are physically active or getting enough exercise. The health and wellbeing of our local population is my major concern – I want to make sure that everyone who lives in Waltham Forest is active, healthier and thriving.

Despite the current pressures on our budget, we have shown our commitment to improving sports facilities for residents by refurbishing every leisure centre in the borough over the past couple of years and creating new facilities like the tennis courts in Ridgeway Park and the pitches at Leyton Jubilee Park.

This investment is being complimented by the development of new ways of working together with our colleagues and other partners, to develop effective and responsive services that best meet the needs of our local population.

The aim of our strategy is therefore to ensure that all our residents increase their physical activity, no matter what their fitness levels are. The sport and leisure facilities and services we provide help our residents become healthier and achieve whatever physical activity or sporting goal they want to aim for. It sets out how we will approach the provision and delivery of physical activity and sport and leisure to get more people active.

Sport transcends cultural differences and has the potential to unify, empower and motivate people. We recognise the valuable social, health and economic benefits that physical activity can create for our communities alongside an improved quality of life and this is why in Waltham Forest our ambition is to be the premier sporting borough in London.
VISION
1 Vision

The vision of this strategy is to improve the quality of life for local residents, as well as people who study or work in Waltham Forest. This will be achieved by increasing opportunities for people of all ages and abilities to participate in physical activity wherever opportunities arise, as well as a variety of sports to achieve their goals.

Waltham Forest has an ambition to:

- Enable all its residents, regardless of the barriers they might face, to become more active.
- To become the Premier Sporting Borough in London.

We know that there are large variations in residents’ participation levels in physical activity and sport, and this strategy will support every resident whatever their level of engagement. We want to take residents on a journey that will see people:

- Move from no or low levels of physical activity towards regularly participating in physical activity.
- Move from moderate levels of physical activity towards higher levels, and being confident to join a sports club, take part in team sports or amateur competitions if they wish.
- Continue to be supported if they are competing at a regional, national or international sporting level.

This vision will be delivered through informal and formal physical activity and sport in a range of locations across the borough and will focus on three key areas:

ON YOUR MARKS

- Provide opportunities for residents and visitors to watch high tier sports competitions and encourage them to try out new activities
  - Football at Leyton Orient

GET SET

- Increase the amount of physical activity that all our residents do to improve their physical and mental wellbeing
  - Volunteering
  - Provide high quality, affordable sports and leisure facilities across the borough to support increased physical activity

GO!

- Provide top level facilities for professional teams and competitors:
  - Waltham Forest Feel Good Centre
  - Lee Valley Hockey & Tennis Centre
  - Lee Valley Ice Centre
- Support elite athletes to compete through bursaries
  - Bianca Williams and Reece Prescod
- Work with schools to identify talented young people and signpost them to opportunities
- Provide opportunities for talented individuals and teams to compete in regional competitions, including the London Youth Games Inter-borough competition

PHYSICAL ACTIVITY AND SPORT STRATEGY FOR WALTHAM FOREST 2017-21 / 5
2 Aims

The strategy aims to provide a co-ordinated approach to:

■ Increase the amount of physical activity that all our residents do. This includes supporting people who already participate in sports and people who have low levels of physical activity.

■ Develop new physical activity, sport and leisure opportunities appropriate for all residents and communities who do not normally engage, or are most at risk of poor physical and mental wellbeing due to their physical inactivity.

■ Develop grass roots sports and leisure activities and sports development pathways that support individuals to pursue their sporting ambitions as far as they wish.

■ Ensure that the London Borough of Waltham Forest meets the physical activity and sport expectations outlined in other local and national priorities and strategies (see section 3).
3 STRATEGIC CONTEXT
3 Strategic context

3.1 National strategic context

Central Government published their Sports Strategy\(^1\) in December 2015 which recognises that local authorities have a huge role to play in delivering sports provision because “their understanding of communities enables them to target opportunities and encourage mass participation.”

The strategy sets out what they expect local authorities to do:

- Bring schools, voluntary sport clubs, national governing bodies of sport (NGBs), health and the private sector together to forge partnerships, unblock barriers to participation and improve the local sport delivery system.
- Integrate physical activity into public health policy as part of a wider shift from a system that treats ill-health to one that promotes wellbeing.
- Take responsibility for wider policy areas, which can have a significant impact on the physical activity of the local population, including management of rights of way, parks and other green spaces.

These expectations have been included in the outcomes for our local strategy.

The Government’s strategy has also informed Sport England’s strategy, which was launched in April 2016.

3.2 Local strategic context

In January 2015, the Council set its priorities and commitments for 2015-2018. They were based on a consultation with residents to ensure that we continue to prioritise our work and focus on the services that matter most to residents.

How the sports strategy meets the Council’s objectives for 2015–18

| Keep your neighbourhood clean and safe | ✓ contributing to a sense of identity by giving the community the chance to come together through sports |
| Help build a strong local economy and thriving town centres | ✓ using Waltham Forest’s unique assets as an Olympic host borough to market the borough as a destination |
| Support affordable housing for everyone’s needs | ✓ providing infrastructure and services that will make the borough marketable and attractive for residents and developers |
| Help all of our residents enjoy a good quality of life | ✓ increasing physical activity to improve the health and wellbeing of residents<br> ✓ maintaining high quality parks, green spaces and affordable, modern leisure centres<br> ✓ providing young and older residents with a range of activities and support such as free swimming |

\(^1\) Department for Culture, Media & Sport. 2015. Sporting Future – A New Strategy for an Active Nation. Available at: https://www.gov.uk/government/publications/sporting-future-a-new-strategy-for-an-active-nation
In addition, this strategy has clear links to other local strategies and workstreams currently being undertaken by the Council:

- LBWF Healthy Weight Strategy
- LBWF Health & Wellbeing Strategy
- LBWF Open Spaces Strategy
- LBWF Enterprise, Employment and Skills Strategy
- LBWF Economic Development Strategy
- LBWF Redefining Waltham Forest
- LBWF Healthy Schools workstream
- LBWF Mini Holland and Active Travel workstreams
- LBWF Think Family

### 3.3 Partner Organisations

Other partners have also produced strategies that are important to the Council in taking this strategy forward. These partners include Waltham Forest Clinical Commissioning Group\(^2\), the London Legacy Development Corporation, Lea Valley Regional Park Authority, and the National Governing Bodies for individual sports.

We are proud to have established a close working relationship with all of these bodies over the years. Their support is critical in realising the aims and aspirations of residents. We look forward to continuing to work in partnership with them to ensure that residents get the facilities, access and support that they need.

---

This strategy will articulate a clear direction of travel to support the above strategies. It will ensure that the physical activity and sport offer in Waltham Forest is the best it can be to support the health and wellbeing of residents.
PHYSICAL INACTIVITY AND THE BURDEN OF DISEASE
Physical inactivity is the fourth leading cause of global mortality. Many of the leading causes of ill health in today’s society, such as coronary heart disease, cancer and type 2 diabetes, could be prevented if more inactive people were to become active⁴.

In the UK, it is estimated that physical inactivity causes:

- 10.5% of coronary heart disease cases
- 18.7% of colon cancer cases
- 17.9% of breast cancer cases
- 13% of type 2 diabetes cases
- 16.9% of premature all-cause mortality⁶.

These rates are higher than those observed worldwide.

A Health Impact of Physical Inactivity (HIPI) tool has been developed by Public Health England. This tool estimates the number of cases of certain diseases that could be prevented if each local authority engaged in recommended amounts of physical activity. For Waltham Forest the HIPI tool estimated that 122 out of 671 deaths could be prevented if 100% of the resident population were physically active.⁶

Taking part in physical activity, alongside eating healthily, can help an individual maintain a healthy weight. Overweight and obesity can lead to increasingly adverse effects on physical and mental health and wellbeing. Excess weight is a major risk factor for diseases such as type 2 diabetes, cancer and heart disease, deep vein thrombosis and pulmonary embolism. There are also potential problems including reproductive and urological, respiratory, non-alcoholic fatty liver disease and gastrointestinal disease⁷.

Alongside serious ill-health, physical inactivity can reduce people’s prospects in life – affecting their ability to obtain and keep work, self-esteem and underlying mental health.⁸

“Being physically active can significantly reduce the risk of several major health conditions by between 20% and 60%, including heart disease, stroke, type 2 diabetes, colon and breast cancer and Alzheimer’s disease.”

“Physical activity helps maintain a healthy weight, improves cholesterol levels, reduces blood pressure, builds healthy muscles and bones, improves balance and reduces the risk of falls. There is also increasing evidence that physical activity can assist in the treatment and management of various health conditions.”

---


⁶ Health Impact of Physical Inactivity (HIPI), Burden of Disease and Death from physical inactivity ages (40–79), by county and unitary authority. http://www.apho.org.uk/addons/_122359/atlas.html


⁸ Department of Health (2011), Healthy Lives, Healthy People: A call to action on obesity in England
What does the evidence tell us about the impact of physical activity to improve health and well-being?

The table below lists the health conditions that can be improved by physical activity, the impact activity can have and how reliable the evidence is.

<table>
<thead>
<tr>
<th>CONDITION</th>
<th>RISK REDUCTION</th>
<th>STRENGTH OF EVIDENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>All-cause mortality</td>
<td>20–35%</td>
<td>Strong</td>
</tr>
<tr>
<td>Coronary heart disease and stroke</td>
<td>20–35%</td>
<td>Strong</td>
</tr>
<tr>
<td>Type 2 diabetes</td>
<td>35–50%</td>
<td>Strong</td>
</tr>
<tr>
<td>Colon cancer</td>
<td>30–50%</td>
<td>Strong</td>
</tr>
<tr>
<td>Breast cancer</td>
<td>20%</td>
<td>Strong</td>
</tr>
<tr>
<td>Hip fracture</td>
<td>36–68%</td>
<td>Moderate</td>
</tr>
<tr>
<td>Depression</td>
<td>20–30%</td>
<td>Strong</td>
</tr>
<tr>
<td>Alzheimer’s disease</td>
<td>40–45%</td>
<td>Moderate</td>
</tr>
</tbody>
</table>

Why does physical activity and exercise work?

The Royal Colleague of Psychiatrists remind us that we often talk about the mind and body as though they are completely separate, but they aren’t. They draw our attention to the cycle of low mood and inactivity.

1. You feel tired or depressed
2. So you do less
3. You feel more tired or depressed
4. You do even less and miss out on things you enjoy

It is not clear why exercise works, but the Royal Colleague of Psychiatrists have made the following suggestions:

- Most people in the world have always had to keep active to get food, water and shelter. This involves a moderate level of activity and seems to make us feel good. We may be built - or “hard wired” - to enjoy a certain amount of exercise. Harder exercise (perhaps needed to fight or flight from danger) seems to be linked to feelings of stress, perhaps because it is needed for escaping from danger.
Exercise seems to have an effect on certain chemicals in the brain, like dopamine and serotonin. Brain cells use these chemicals to communicate with each other, so they affect your mood and thinking.

Exercise can stimulate other chemicals in the brain called “brain derived neurotrophic factors”. These help new brain cells to grow and develop. Moderate exercise seems to work better than vigorous exercise.

Exercise seems to reduce harmful changes in the brain caused by stress.

How well does exercise work for depression?

For mild depression, physical activity can be as good as antidepressants or psychological treatments like cognitive behavioural therapy.

It can certainly be harder to get active when you are depressed. However, being active lifts your mood and gives you a sense of being in control and in touch with other people and sometimes people need help to “get going”.

What do we know about the impact of physical activity on adult mental health and wellbeing in deprived neighbourhoods?

Mental Health and Physical Activity journal, volume 11 (October 2016, pages 19–28), examined self-reported physical activity levels and the types of physical activity among 2,654 residents of 32 deprived neighbourhoods in Glasgow and their associations with measures of mental health, positive mental wellbeing and physical and general health. They concluded that household chores and active travel were the most commonly cited physical activity. People achieving physical activity from family activities and those doing more diverse physical activity, had better mental wellbeing.

Active travel was associated with better mental wellbeing and mental health among the highly and moderately physically active, respectively. Highly active people who engaged in leisure-based physical activity had better mental health. Long-standing illness was associated with worse health scores, although mental wellbeing was ameliorated amongst those who did domestic or occupational physical activity.

CASE STUDY: OUR PARKS

Our Parks gives residents the chance to take part in group exercise classes for free, led by fully qualified coaches. Tracy Coates, 50 years old from Chingford, has been attending Our Parks for over a year. She takes part in at least seven classes a week and has lost nearly three stone in that time. Tracy said: “I have so much more energy now, and I’m keeping the weight off. The sessions are hard, but fun and I’ve made lots of friends. Whatever your fitness level, there is something for everyone to get involved in.”
They state the importance of greater diversity of physical activity in disadvantaged areas, including leisure and family activities and active travel for those out of work with low physical activity. They recognised that interventions aimed at managing long-term health conditions and providing employment were vital components to improving health and wellbeing.8

The advantages of being physically active

This study supports the view that physically active adults had better psychological wellbeing compared to physically less active adults. These results also suggest that a physically active lifestyle is related to better mindfulness skills and having less psychological and depressive symptoms.10

Can exercise be a treatment for depression?

An online survey of 102 depressed individuals reported exercise for depression preferences and barriers to exercise. The majority of the depressed sample had interest in an exercise for depression programme. For this group, walking and weight lifting were the most preferred types of exercise. Symptoms of depression are seen as significant barriers to increased exercise.11

Impact of outdoor and indoor activity

There is growing evidence that physical activity outdoors shows larger positive effects on people’s mental states than physical activity indoors. A small study of 14 patients, receiving inpatient care for depression, suggested that a single bout of outdoor exercise showed greater affective improvements compared to indoor and sedentary equivalents for self-reported excitement and activation. The study suggests that as patients felt more active, an outdoor setting might be useful in overcoming listlessness during depression treatment.12

Can physical activity assist children who have a physical disability?

Developmental coordination disorder (DCD), also known as dyspraxia, is a chronic neurological disorder beginning in childhood. It causes a child to struggle with motor planning, which affects their ability to perform simple tasks such as kicking a ball or throwing and catching.

Many children with DCD struggle to participate in sporting activities in school, particularly at lunchtimes and with other children of their own age, often leading to a negative impact both on a personal and skill development level.

CASE STUDY: INCLUSIVE SPORTS AND ACTIVITIES FOR ALL

Leyton Orient Football Club and NELFT have developed a Developmental Co-ordination Disorder football club that provides a safe, enjoyable and nurturing environment for children to improve and develop skills alongside other children with the same issues using football as a vehicle.13

Our parent feedback has been exceptionally positive: “My daughter has thoroughly enjoyed these sessions. She has learnt that she can be part of a team, play with the boys, get fit and learn ball skills. The improvement in her ball skills is inspirational to us as parents. It shows us that she can improve her motor skills with the right support.

For a child that enjoys physical activity but is often humiliated and excluded in team games at school, these sessions have been enormously beneficial. She feels valued and included. That pride and sense of belonging is purely down to her experience at these sessions, something that can be a normal part of growing up but not normally experienced by many children with DCD.

The sessions have been important in helping to rebuild my child’s confidence, self-esteem and motor skills at a crucial time in her development and we really appreciate them as a family.”
WHERE ARE WE NOW: CURRENT PROVISION AND RECENT ACHIEVEMENTS
Since 2012 the Council and its partners have delivered an extensive programme of infrastructure improvements to ensure that we have high quality facilities for our residents.
In partnership with our leisure operator, Better, we have delivered a programme of refurbishments in all of our leisure centres. This programme culminated in the opening of the new Waltham Forest Feel Good Centre in October 2016, which now provides a range of new facilities and activities to engage all members of the community.

We have first class tennis facilities in our parks with easy online booking, ensuring residents can access courts at convenient times: [www.playtenniswalthamforest.com](http://www.playtenniswalthamforest.com)

There has also been investment in delivering outdoor gyms in a number of parks to provide residents with free workout space.

Our young athletes have been supported through a high performance programme to achieve their dreams. This is ongoing and we expect to see some of these athletes on the world stage in 2017.
5.1 Our Parks
Our Parks is a programme of activity sessions in parks and open spaces in Waltham Forest. It includes activities to suit all ages and abilities, including circuit training, boot-camps, women-only exercise classes. As well as delivering health benefits, the scheme gives people the chance to participate in physical activity and exercise outside, and the social element of meeting new people is an attraction for many.

"Over 11,535 residents have signed up, and we deliver over 40 hours a week of physical activity through the programme. Last year residents made 30,000 visits to the activity sessions, and one in five residents participating said they have visited their GP less as a result."

5.2 Olympic legacy
We were proud to be an Olympic Host Borough. Eton Manor in the south of the borough is still home to world class sporting facilities as part of the Olympic legacy. It contains a host of high quality sporting facilities, including two hockey pitches, six outdoor tennis courts and four indoor tennis courts.

5.3 Additional provision
Waltham Forest currently hosts 36 sport and leisure facilities, over 100 sports clubs, 25 parks either linked to the Our Parks programme and others with outdoor gyms and sports pitches, and 88 green space for informal activity.

We are currently reviewing our Playing Pitch Strategy that will determine the level and quality of provision needed to meet future demand.

We are placed in a position of not only having some of the best facilities in London, but can access others within a 20 minute drive.
Our ambition does not stop there, we have plans to invest in new facilities, including:

- The creation of an outdoor sports hub at Ive Farm, which will be home to football, hockey, beach volleyball and athletics.
- A new indoor sports facility in Leyton, replacing the Score Centre.
- Investment into new 3G football pitches.

---

**Map Highlights**

- **Lea Valley Athletic Centre**
- **New River Sport & Fitness**
- **Copper Box Arena**
- **London Aquatics Centre**
- **Lee Valley White Water Rafting**
- **Lea Valley Hockey & Tennis Centre**
- **Olympic Park**

---

**Travel Times**

- **18 mins** drive to Walthamstow Central
- **20 mins** drive to Walthamstow Central
- **16 mins** drive to Walthamstow Central
- **18 mins** drive to Walthamstow Central
- **30 mins** drive to Walthamstow Central

---

**Areas**

- **Enfield**
- **Haringey**
- **Redbridge**
- **Hackney**
- **Newham**
- **Tower Hamlets**

---

**Strategy Period**

Physical Activity and Sport Strategy for Waltham Forest 2017–21
6

STRATEGY OUTCOMES
6 Strategy outcomes

To deliver the aims of this strategy we have identified six interlinked key outcomes that will support residents at all levels of physical activity or sports:

**KEY OUTCOME ONE**
Increased physical activity levels in the local population, in particular individuals and groups of individuals whose health would benefit most from being more physically active.

**KEY OUTCOME TWO**
That physical activity and sport will be a tool to engage all sections of the community and to bring communities together.

**KEY OUTCOME THREE**
An integrated approach to sport and leisure facility provision for projected facility developments and improvements.

**KEY OUTCOME FOUR**
High quality, affordable and accessible environments and sports and leisure facilities will be available across the borough.

**KEY OUTCOME FIVE**
Sports clubs and organisations in the borough will be supported to meet the sporting needs of local people.
ACTIONS TO BE TAKEN TO ACHIEVE THE OUTCOMES
7 Actions to be taken to achieve the outcomes

To achieve the strategy outcomes, the following actions will be taken.

**KEY OUTCOME ONE – Increased physical activity levels in the local population, in particular individuals and groups of individuals whose health would benefit most from being more physically active.**

We will:

- Bring schools, voluntary sport clubs, National Governing Bodies of sport (NGBs), health and the private sector together to forge partnerships, unblock barriers to participation and improve the local sport delivery system.

- Identify physical activity and sport activities aimed at reducing the percentage of people that are inactive, particularly those from low participation target groups including:
  - Working to understand why participation is low amongst certain groups within the borough, taking advantage of existing public engagement and service user forums and where necessary establishing ad hoc engagement events and processes.

- Work with health and social care staff to highlight the benefits of physical activity to their clients and provide training and support to implement new activities.

- Working with partners, including community and voluntary organisations who support groups who have known low participation rates in physical activity.

- Work with local health partners to increase physical activity in groups who are at greater health risk from physical inactivity, including those with long-term conditions (Health and Wellbeing Strategy and Central Government Sports Strategy action).

- Partner with other organisations such as Sport England and Public Health England to deliver our ambitions.
Ensure that details of local physical activity provision is part of prevention or patient education programmes.

Ensure that providers of existing health and wellbeing services are aware of the physical activity offer, and are confident to signpost or refer people to these.

Establish liaison arrangements with the mental health Community Recovery Team so that they are aware of the physical activity offer, and are confident to signpost or refer people to these.

Maximise the digital revolution to promote and simplify the routes to taking part.

Continue to deliver an Our Parks programme and aim to see 10,000 residents registered and attend 100,000 visits.

Increase access to the Our Parks programme amongst people who have a mental health need and are known to secondary mental health services and the IAPT programme.

Provide free swimming in all of the boroughs pools for under 18’s, over 60’s, and disabled people at all times.

Seek funding to expand the free swimming offer for people who have a mental health need and are known to secondary mental health services.

Maximise external funding to deliver activity programmes for residents, through commercial opportunities and grants.

Ensure that all staff in our leisure centres and Our Parks instructors receive level 1 mental health awareness training.

Promote the FeelGoodWF rewards app to increase, incentivise and reward participation.

Identify funding opportunities that support these priorities.
KEY OUTCOME TWO – That physical activity, sport and leisure will be a tool to engage all sections of the community and to bring communities together.

We will:

- Support and develop events that encourage community physical activity and sports participation and collaboration between sports.
- Develop a calendar for the sporting year ensuring something is available every month to either participate, compete or spectate.
- Deliver an annual open month of physical activity and sport and encourage all sports clubs and organisations to engage.
- Deliver both intra and inter school games competitions in schools attracting over 1,000 competitors.
- Consider borough wide-implementation of school programmes like the Daily Mile or Golden Kilometre, with the aim of fostering non-competitive physical activity participation amongst children and young people.
- Support schools to engage with the Healthy Schools London programme, to support a holistic school approach to wellbeing, including physical activity.
- Take advantage of external funding opportunities to maximise the physical activity offer within schools.
- Develop Feel Good Ambassadors in our schools, colleges and communities to promote health and wellbeing.

- Work with schools to identify talented young people and signpost them to opportunity.
- Provide opportunity for talented individuals and teams to compete in regional competitions, including London Youth Games, London School Games, Inter-borough competition.
- We will continue to listen and work with local people to make the best use of our existing strengths, to support community groups, and to take actions based on what we hear from them.
- Identify sponsorship opportunities to support these activities.
- Deliver a hall of fame for athletes in the borough that have been successful and develop ambassadorial roles to engage the wider community.

KEY OUTCOME THREE – An integrated approach to sport and leisure facility provision for projected facility developments and improvements.

We will:

- Use the VCS Review to create an environment for key organisations to work effectively together to improve existing and develop new sports facilities in Waltham Forest.
- Bring additional resources into the borough to improve sports facilities and drive an increase in sport and physical activity participation.
- Take advantage of funding opportunities made available by Public Health England, NHS England, and the local NHS Clinical Commissioning Group to improve sports facilities and increase participation in sport and physical activity.
- Ensure leisure facilities are considered within the wider regeneration programmes for Waltham Forest.
- Work with a range of partners, including those in the voluntary and commercial sector, to secure funding to refurbish existing and/or build new sports facilities that meet today’s needs.
- Grant fund local sports clubs and organisations to develop and deliver new programmes that engage inactive residents to become active and lead a healthier lifestyle.
- In partnership with GLL and LVRPA, develop relationships to ensure access to venues on the Queen Elizabeth Olympic Park for local residents, clubs and talented athletes.
KEY OUTCOME FOUR – High quality, affordable and accessible environments and sports and leisure facilities will be available across the borough to support increased physical activity.

We will:

■ Provide environments that enable residents to live a healthier, active and more enjoyable life, including management of rights of way, parks and other green spaces (Central Government Sports Strategy action).

■ Ensure that leisure facilities support individuals to make healthy choices through provision of healthy meal or snack options, and access to free drinking water.

■ Work with our schools to allow them to open for community use.

■ Maximise opportunities to increase active travel through:
  - Walking – provide a weekly guided walking programme across the borough.
  - Cycling – ensure the opportunities afforded by Enjoy Waltham Forest link to the local cycling club infrastructure and anything else.

■ Ensure new sports facilities are built to meet recognised quality standards in the right location and are accessible at the right price.

■ Encourage active travel to leisure venues, including provision of route guides or maps, and easy access to bicycle parking.
• Ensure sports facilities built on school sites are available and accessible to the community at a reasonable price and with appropriate management systems in place.
• Develop a vision for Low Hall Sports Ground as a football hub for the borough.
• Develop plans for Leyton Sports Ground as a cricket hub for the borough.
• Create a new outdoor sporting hub at Ive Farm.
• Deliver a new facility on The Score site.

KEY OUTCOME FIVE – Partner with sports clubs to provide opportunities to meet the needs of local people.

We will:
• Work with sports clubs to meet tier 1 minimum standard of Sport England’s new code for Sports Governance.
• Provide monthly workshops that support clubs to achieve the standard including safeguarding, first aid and business development.
• Continue to provide a sports grants programme for clubs, some of which will meet the targeted needs of very vulnerable people in the community.
• Target resource to offer opportunities for inactive residents to commence some activity.
• Identify gaps in provision and work towards creating new clubs to bridge the gap.
• Develop both the junior and adult club sections for all sports.
• Provide a pathway for all sports from grass roots to excellence.
• Develop volunteering and officiating for all sports and work in collaboration with the careers and learning service to enable local people to develop work experience.
• Recognise achievement through annual sports awards and regional awards.
• Work in partnership to identify future growth and funding opportunities.
• Deliver a bursary programme for young talented athletes to achieve their potential.
• Promote the GLL athlete support programme.
• Consider how we can support local non-sporting organisations to offer physical activity options for their members, who may otherwise not wish or be able to engage in existing provision.
• Work with local organisations and providers to ensure that the local offer around physical activity is well understood, and clearly communicated.
MONITORING AND GOVERNANCE
8 Monitoring and governance

We will:
- Report quarterly on the PI’s to the Health and Wellbeing board

**MEASUREMENTS OF DELIVERY**

- An increase in the number of children and young people and adults taking part in sport and physical activity for 3 x 30 minutes per week. (Active Lives Survey)
- An increase in the use of physical activity and sport as a means to address some of the wider determinants of health including improving mental health and well-being, creating safer and stronger communities and improving educational outcomes. (The development of specific interventions to address these agendas and the resources secured to deliver physical activity and sport interventions. Delivery of an annual Feel Good Festival)
- Reduce the number of inactive people in Waltham Forest (Number of grants awarded to community organisations and increased participation. Active Lives Survey)
- Increase the number of visits to leisure centres (Annual usage figures)
- Increase participation in free swimming for Under 18’s, over 60’s, those with a disability and service personnel by 10% annually (Annual usage figures)
- Secure investment into physical activity and sport from external organisations (Amount of investment secured)

- [www.feelgoodwalthamforest.com](http://www.feelgoodwalthamforest.com)
- [www.playtenniswalthamforest.com](http://www.playtenniswalthamforest.com)
- [www.ourparks.org.uk/borough/waltham-forest](http://www.ourparks.org.uk/borough/waltham-forest)
GETTING ACTIVE AND FEELING WELL