

WANDSWORTH MOVES

TOGETHER

A Strategy for Increasing Participation in Sport,
Leisure and Physical Activity in Wandsworth

2024 - 2029



Foreword



Wandsworth Moves Together

Hello,

My name is Judi Gasser, and I'm the Cabinet lead for environment at Wandsworth Council. I'm delighted to present you with our strategy on how we plan to help people in your borough become more physically active.

Wandsworth already has plenty of spaces to be proud of, from our beautiful parks and popular community spaces to our diverse sports facilities, play areas and swimming pools.

And over the years, we've invested millions into our activity infrastructure, including £1.4m in to improve sports pitches and over £4m for Tooting Lido, the largest freshwater lido in England!

All of this adds up to Wandsworth being one of the most active boroughs in London - and the whole country!

And now we want everyone in Wandsworth to enjoy what's on offer.

Why we've created this strategy

Most people know that getting active is good for you – from improving your health and mental wellbeing to lowering the risk of long-term health conditions. It can even help you feel more connected to your community.

However, we know that there are still lots of people in our borough who aren't getting active when they could be. This could be for many reasons, maybe the cost of the activities are a barrier or the activities are not at the right time.

When we designed this strategy, we knew it was key that we properly consider peoples' real lives and needs to find out the obstacles they were facing in making physical activity, sport and leisure an enjoyable part of their daily routine. So we asked them, through focus groups and surveys, and spoke to our partners to better understand what works for local people.

The strategy explains why getting active is so important in Wandsworth, what needs to be done to improve it, how we'll achieve that and the difference we want it to make. We know we can't do this alone, and plan to work closely with our partners to help us make a real change.

Our first-year commitments

We're committed to making a difference, so to kick things off and celebrate the launch of our strategy, we're planning on achieving a lot in our first year.

Firstly, we're proud to roll out the full launch of our Access for All scheme. It's one of the most generous and wide-ranging pricing schemes in London and the country.

We'll also set up new junior and adult Park Runs in Battersea Park, invest over £1m into play facilities, develop a new 3G artificial turf pitch and build a new community and health facility in Nine Elms.

Over the next year, we'll begin to invest the £21m that they council has already agreed into Wandsworth's sports and leisure facilities. This

will include investments to lower our facilities' carbon emissions as a part of the council's commitment to become Carbon Neutral by 2030.

Bolstered by the excitement around the Women's Rugby World Cup, we plan to focus on women and girls in sport, encouraging women and girls to get more involved in physical activities, in women-only spaces when they want that. We'll also create a programme delivering affordable physical activity programmes to estates across the borough.

Finally, if you're keen to get active, but not sure what there is near you, you'll soon be able to use our new online activity finder.

We hope these commitments show just how seriously we're taking this challenge. This is only the start – whatever we do, we'll need the support of people like you, so please do get involved!

Judi Gasser

Cabinet lead for environment

About this strategy

Wandsworth Moves Together is our ambitious new strategy to help more of our residents get active every day, so that they can feel healthy and happy.

Wandsworth Council will unite council services, voluntary organisations and community organisations to increase our residents' participation in sport, leisure and physical activities.

Together, we'll help motivate people to make positive lifestyle choices by improving access for all and breaking down any barriers to regular activity.

This will include:

- ◆ Raising awareness of the many benefits of an active lifestyle.
- ◆ Highlight how staying physically active can help prevent illness.
- ◆ Provide more and better opportunities to get active – in ways that suit individuals' needs.
- ◆ Ensure local services that support active communities are accessible and fit for the future.

This is a five-year strategy that sets out Wandsworth's vision and approach to our mission.

Each year, we'll set out our specific proposals in an annual action plan.

The success of our strategy will be monitored by a new Community Sports and Physical Activity Network, consisting of representatives from key partner organisations representing a wide range of people and places from across all sectors within our borough.

Wandsworth is already an active borough, ahead of both London and England on average, and we're lucky to have an extensive network of sports and leisure facilities, clubs and a vibrant voluntary sector that's already supporting our residents and visitors to be active. Plus, publicly accessible parks make up almost a quarter (23%) of the total area of Wandsworth.

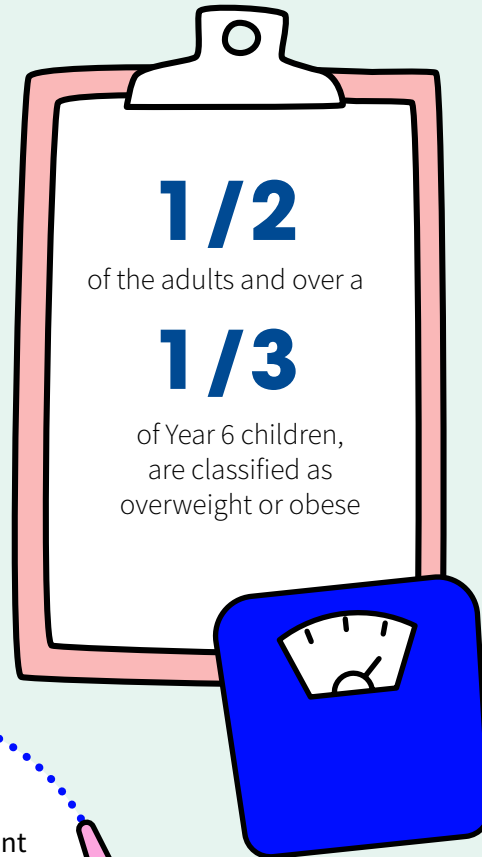


What are the challenges?

Although Wandsworth is well-equipped with plenty of opportunities to get active, there is still work to be done to help people use these facilities regularly. Some challenges we've identified:



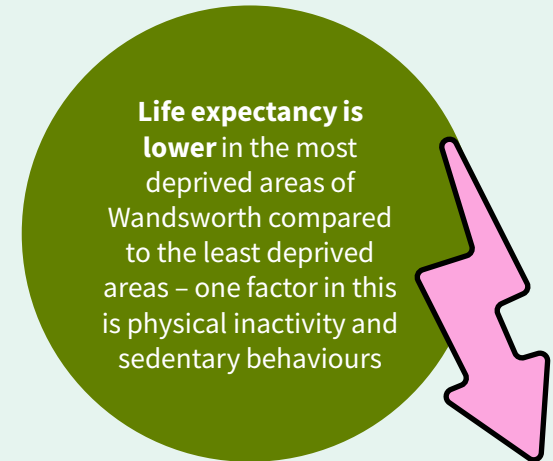
WOMEN
in the borough are less likely to be active than men



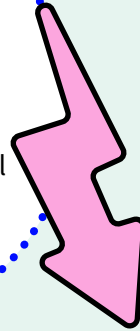
1/2
of the adults and over a
1/3
of Year 6 children,
are classified as
overweight or obese




**OVER A
1/3**
of children and young
people are not meeting
the recommended
levels of activity



Life expectancy is lower in the most deprived areas of Wandsworth compared to the least deprived areas – one factor in this is physical inactivity and sedentary behaviours



The average Wandsworth resident can expect **15 years of deteriorating** health in old age because of a shortfall between overall life expectancy and healthy life expectancy



On a national level, inactivity levels are **higher** among black, Asian and minority ethnic groups, low-income families, unpaid carers and older people

OUR VISION

We're helping Wandsworth become one of London's most active boroughs by giving our residents better access to high-quality physical and leisure activities, so they can enjoy happier, healthier and more fulfilling lives.



Guiding principles

To develop this strategy and deliver our vision, our work will be guided by the following principles.

We will:



Collaborate with local partners including community groups and sports organisations, helping us create both new connections and strengthening existing networks.



Ensure local people can influence the ways our strategy's ambitions are delivered by inviting them to **co-design**.



Use **evidence and data** to inform our decisions.



Be both **ambitious and achievable** in our performance targets.



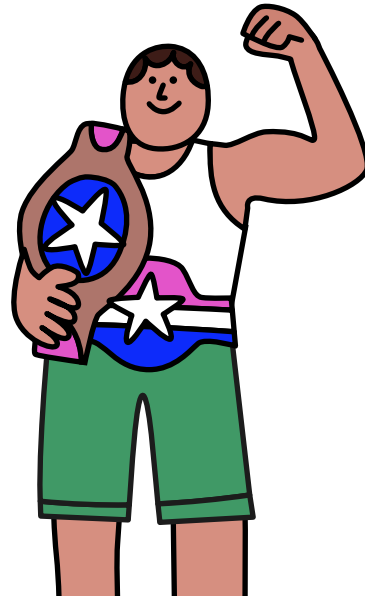
Make sure our work is **inclusive and accessible** – part of our commitment to tackle inequalities across the borough.



Be **flexible and adaptable**, recognising that needs and aspirations may change over time.



Remain **honest and transparent** – we'll celebrate success when we can, and be accountable when things don't go to plan.



What does success look like?

- ◆ Every resident enjoys affordable access to a wide selection of high-quality sports, leisure and physical activities, all of which are both financially and environmentally sustainable.
- ◆ Our residents' physical activity levels increases, particularly among those who are currently defined as 'inactive.'
- ◆ Wandsworth's parks and open spaces are vibrant community hubs of physical activity where there are activities for all.
- ◆ Our residents feel happier and enjoy better physical and mental health as a result of being more active.
- ◆ Car usage for short journeys goes down, while more residents opt for active travel methods like cycling, walking and public transport.
- ◆ The community benefits from a vibrant programme of sustainable community events, supported by local volunteers from across the whole borough.
- ◆ Physical activity is at the heart of future regeneration project plans.

To measure the impact of our actions and the return on investment, we'll develop monitoring and evaluation tools and then share these findings with our partners, with a focus on measuring the social and economic value of our actions.

ACTIVE PEOPLE

How we plan to work with the diverse communities of Wandsworth to help every resident enjoy an active lifestyle.

Where are we now?

- ◆ More residents can get free access to leisure facilities as part of our pilot Access for All scheme.
- ◆ Our partners provide a range of programmes, from women's-only swimming lessons to physical activities for people living with illnesses like cancer, diabetes and mental health programme.
- ◆ Young people with a disability can access free or concessionary programmes with their WAND Card.
- ◆ Local sports clubs are helping inactive residents regularly access sports activities.
- ◆ Over 1,000 young people a year benefit from free entry to GoApe in Battersea Park.



What's the plan?

Making Physical Activity Accessible to All

Top commitments

- ◆ Fully launch **Access for All**, the UK's most generous and compassionate pricing scheme providing our residents with free, off-peak access to our leisure and sports centres, and a new peak time offer.
- ◆ Develop a distinct Wandsworth Moves Together Brand to support the partnership to create a physical activity movement
- ◆ Offer free swimming to all children in Wandsworth on free school meals.
- ◆ Set up a working group to focus on women and girls in sport, using the excitement around the Women's Rugby World Cup to boost participation, volunteering, coaching and employment.
- ◆ Build on the great offers already in place through partners such as London Recumbents, enable, Places Leisure, All Win Tennis and GoApe to offer even more discounts and free places for young people.
- ◆ Improve the reach of the **WAND card**, helping even more young people with a disability and those living with special

educational needs access free and concessionary programmes.

- ◆ Ensure every child and young person can easily access play spaces close to where they live, and participate in fun, safe, and inclusive activities that meet their unique needs and interests.

Supporting our residents

- ◆ Build the confidence of residents attending local gyms with a new 'buddy system.'
- ◆ Celebrate successful organisations and residents who've helped make positive changes in Wandsworth through physical activity, to inspire others.
- ◆ Support our most talented young athletes through the Free Access for National Sportspeople (FANS) programme, and provide opportunities for athletes to compete or find pathways into local clubs sports clubs.
- ◆ Deliver targeted activity programmes to support specific groups of residents, such as inactive people, those with long-term health conditions and those in need of mental health and well-being support by working more closely with the wider health

system including GPs, with a focus on prevention and rehabilitation.

Training and Employment

- ◆ Explore how coaching and volunteering opportunities in our borough can help actively engage more residents, while also bringing diversity and representation to the workforce.
- ◆ Work with partners including schools to develop new opportunities for traineeships, apprenticeships and graduate placements in the sector, including young people.
- ◆ Offer free lifeguard training courses via our specialist leisure contractor, and work with schools to train teachers in pool supervision so that they can support pupils to learn to swim.

Little and often

- ◆ Create new pathways that encourage residents to get active through small steps or 'doses' of regular physical activity, raising awareness of the benefits of physical activity for those who are least physically active.
- ◆ Identify and promote alternative types of physical activity, like parkour, linedancing or pickleball.

Case stories



Sharifa lives with dementia and previously struggled with isolation, relying on a wheelchair.

Then she joined Wellness with Elays, and quickly saw dramatic improvements in her mobility, as well as her confidence and ability to socialise. After attending, Sharifa regained the strength to walk, at first using a cane, then entirely unaided.

“In just a few weeks, I went from being a wheelchair user to being able to walk without mobility aids. It's made such a difference.”

Health & Wellbeing – Elays Network

ACTIVE COMMUNITIES

How developing local community approaches can provide residents with more and better opportunities to get active in their neighbourhood

Where are we now?

- ◆ Over 1,000 young people took part in the London Youth Games in 2023, encouraging underrepresented resident groups to try less well-known sports.
- ◆ Every week, Wandsworth's Adult Social Care team commissions 28 unique physical activities for older residents, from yoga and Zumba to accessible chair-based dance and fall prevention clinics.
- ◆ Supporting children and adults affected by Covid through place-based programmes on the Doddington and Rollo Estates and the Henry Prince Estate called Wellbeing First.
- ◆ Providing older communities with fall prevention workshops and healthy ageing pathways.
- ◆ Our partner enable made 4,674 social prescribing referrals to 720 different local services and opportunities in 23/24.



What's the plan?

Enabling access

Top commitments

- ◆ Make it easier to find local physical activities by creating an online activity finder.
- ◆ Launching junior and adult parkruns in Battersea Park.
- ◆ Foster community engagement and connectivity with a new network of 'physical activity champions', supporting those who experience barriers to accessing physical activity such as minoritised communities, to find ways to get and remain active for their health and well-being.
- ◆ Facilitate access for non-English speakers, refugees, and asylum seekers, and emphasise the value of physical activity in combating isolation.
- ◆ Recruiting a network of local volunteers to deliver sport and physical activity mentoring to older people and young people with special educational needs and disabilities (SEND).
- ◆ Increase the capacity of local sports clubs and organisations working with inactive people through funding and governance advice.

- ◆ Engage with the parents of children and young people with SEND in order to build on the existing Short Breaks and general offer.

Place based programmes

- ◆ Create estate-based physical activity activation programmes which deliver affordable opportunities, starting with a pilot on the Alton Estate.
- ◆ Redesign the services on offer at the Roehampton Sports and Fitness Centre and Wandle Recreation Centre to better reflect the needs and aspirations of residents.
- ◆ Work to influence health and social care policy to support the Council's prevention framework and Public Health strategies.
- ◆ Exploring opportunities for the co-location of related public services within our sports and leisure facilities.
- ◆ Support those who are inactive, have a long-term condition or are at risk of falls by working with health partners, and social prescribers to integrate our work and strengthen referral pathways.

Mobilising networks and partnerships

- ◆ Support the development of a new Community Sports and Physical Activity Network which will become govern and steer this new strategy.
- ◆ Encourage participation and engagement via local sports clubs, voluntary organisations and governing bodies of sport using the power of brands and role models.
- ◆ Strengthen partnerships with our vibrant voluntary and community sector (VCS) which is engaging with residents throughout the borough through a wide range of activities ranging from community gardening to walking groups and beyond.
- ◆ Help develop active and healthy workspaces and workforces by working with local businesses, with our Council leading by example.
- ◆ Working with schools to strengthen the opportunities to get young people active inside and outside of school.

Case stories



Miriam has attended Nasiya's fitness classes for over a year. Every week she joins other women from Muslim and other diverse backgrounds to train, attend talks on wellness and mental health, and enjoy the social aspect of the sessions. Miriam says she now feels both physically and mentally fitter.

"Culturally, there's been a stigma around women from my community visiting the gym but Nasiya's classes make me feel confident and comfortable, and I feel like I'm learning so much."

FitWell – Sisters fitness plus wellbeing session



ACTIVE ENVIRONMENTS

By building on our borough's existing facilities, and developing new assets, we can make it even easier for our residents to get and stay active

Where are we now?

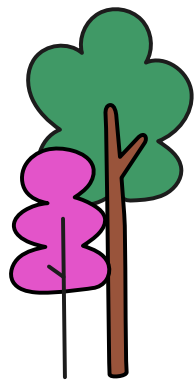
- ◆ Investing £1.4m in Wandsworth's playing pitches.
- ◆ £1.7m invested in existing playgrounds, ballcourts and outdoor gyms since 2020.
- ◆ Investments made into leisure facilities including Battersea Sports Centre and Tooting Bec Lido, and multiple cricket pitches upgraded.
- ◆ Free cycling lessons offered to 2,000 adults and children a year as part of our Walking and Cycling Strategy.
- ◆ Battersea Park offers activities like Putt in the Park, recumbent bike hire and Thrive, which provides therapeutic gardening sessions.
- ◆ Challenges faced include providing access to sports halls at education sites and a need for more artificial turf pitches and courts with lighting, as highlighted by our Playing Pitch Strategy and Indoor Built Sports Facility Assessment.

What's the plan?

New and Better Facilities

Top commitments

- ◆ Explore how we can deliver a new community facility in Nine Elms.
- ◆ Deliver significant improvements to play areas throughout the borough by directing the £1m per annum investment.
- ◆ Invest around £675,000 in two Play Zones, in partnership with the Football Foundation.
- ◆ Address shortfalls in the borough's pitch numbers and quality, explore opportunities for new full-size artificial 3G pitch and implement other findings from our Playing Pitch Strategy.
- ◆ Explore other ways we can enhance our leisure centres through investment.



Active partnerships

- ◆ Securing a partner to manage our leisure centres who will help us deliver this strategy through their wider social value offer and improve the quality of our assets and programmes taking place within them.
 - ◆ Seek opportunities to strengthen the relationships between leisure centres and other public facilities in our neighbourhoods such as libraries and family hubs.
- ### Active places
- ◆ Work with schools to explore how they could make their physical activity facilities open to the public.
 - ◆ Establish a partnership working group to consider how to make early years settings and schools more active and healthy to help tackle childhood obesity.
 - ◆ Address factors affecting participation in existing assets like safety, lighting, seating and access to equipment.
 - ◆ Encourage creation of play opportunities, leisure spaces and active trails in new developments by working with planners and partners.

- ◆ Explore the use of non-traditional locations like car parks, vacant shops, and community gardens to provide alternative opportunities for physical activity.
- ◆ Install additional outdoor gym equipment in parks and open spaces to encourage exercise.

Sustainable impact

- ◆ Support active travel by investing in infrastructure, building towards 60% of the population being within 400m of the strategic cycle network by 2030.
- ◆ Embed the principles of active travel in all housing developments and future highway schemes, with a particular focus on the safety and segregation of vehicles from pedestrians and cyclists.
- ◆ Encourage more people to choose active travel to sports centres by investing in secure bike storage.
- ◆ Council leisure centres are included in our ambitious plan to make the Council carbon neutral by 2030.

Case study



“I’ve been coming to GoodGym since last autumn. Their Monday evening runs are a great way to start the week, even during the winter when it’s cold and dark – and led me to sign up for my first marathon.

As well as the physical benefits, it’s also been great for my mental health, because GoodGym is a community that stays fit by helping others, like shifting earth for community gardens and delivering prescriptions to isolated older people.”

Peter – GoodGym participant

BE PART OF THE MOVEMENT

Want to help make a change
in your neighbourhood?
Here's how you can get involved



To help Wandsworth become an even more active borough, we know that we need to encourage people to move, improve access to opportunities and tackle inequality.

We're doing this with our local partners and your communities – and you can get involved too!

Here's how you can help

◆ Help someone you know get more active

If you know someone who could benefit from being more active, why not talk to them, and find out what's stopping them from moving? Together, you can work with them to overcome the barriers.

◆ Tell us what you're doing

If you're already active in this space, get in touch with us through our web page so we can explore how we can work with you to achieve our shared objectives.

◆ Be a movement advocate

Talk about getting active with your friends or colleagues.



You could even share this strategy and set up a discussion about how your community or organisation could get more involved.

◆ Collaborate with other communities

Talk to other communities and organisations about the challenges that they're facing and the solutions they have developed and see what you can learn together to encourage more movement.

◆ Keep moving!

If you're already active, that's amazing. Keep it up – and consider speaking to others, encouraging them to be more active by sharing why it matters to you.



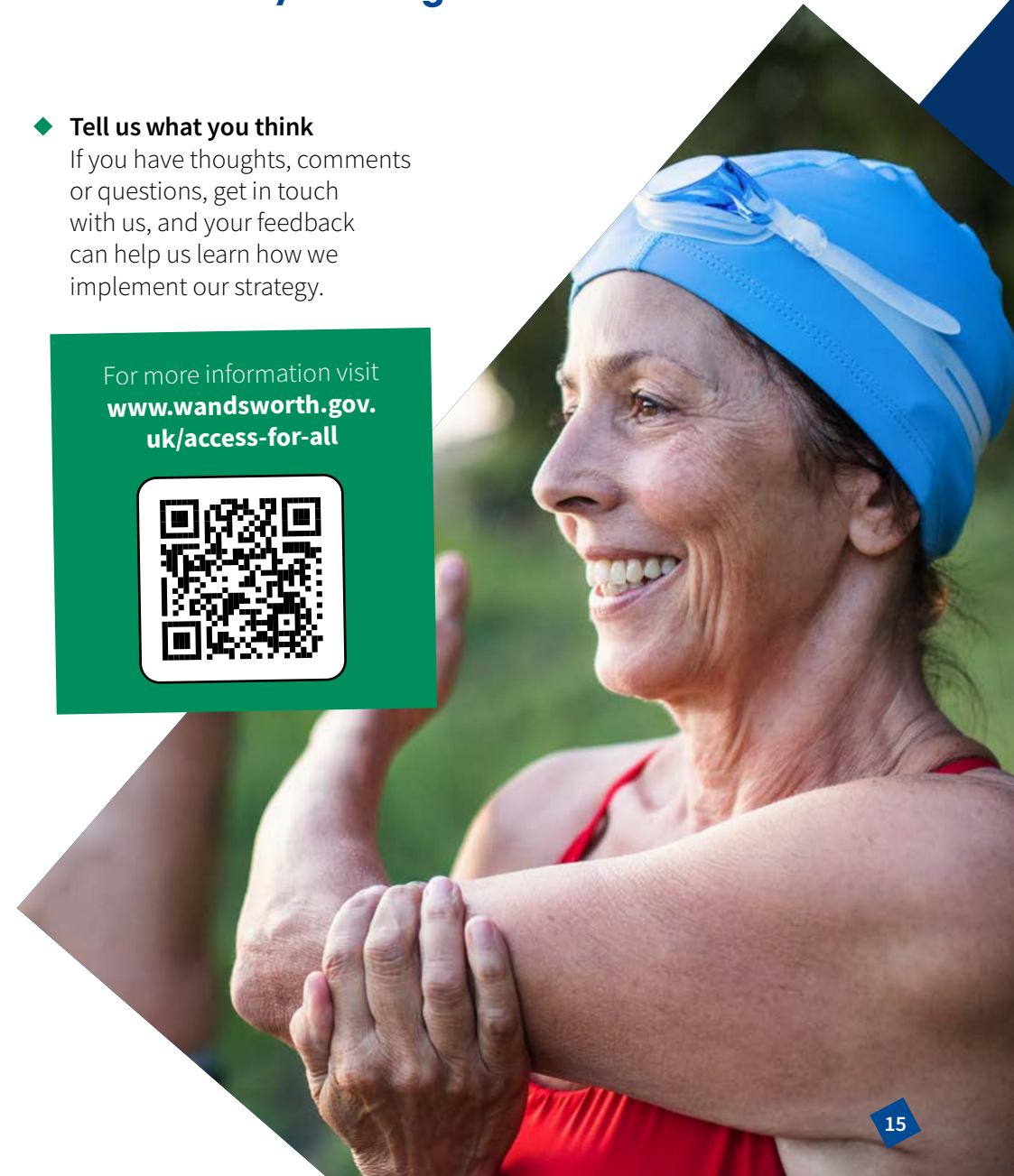
◆ Volunteer

Work with one of our amazing voluntary organisations or charities, particularly those working with older people, people with disabilities and children and young people with special educational needs and disabilities (SEND). Find out more: www.wandsworth.gov.uk/leisure-and-culture/volunteering/volunteering-opportunities

◆ Tell us what you think

If you have thoughts, comments or questions, get in touch with us, and your feedback can help us learn how we implement our strategy.

For more information visit
www.wandsworth.gov.uk/access-for-all



WANDSWORTH MOVES TOGETHER

Wandsworth Moves Together is an ambitious strategy that aims to get more residents moving for their health and wellbeing

FIND OUT MORE:

www.wandsworth.gov.uk/access-for-all

ACTIVE PEOPLE

NEW PARKRUN

For juniors and adults at Battersea Park building on the success of our existing Parkrun on Tooting Common

'ACCESS FOR ALL'

Free and discounted access to leisure centres to reduce barriers to sport and physical activity

WOMEN AND GIRLS IN SPORT

Develop a plan to get more women and girls more active and into volunteering and employment roles linked to physical activity

DID YOU KNOW:

Tooting Lido is the largest freshwater lido in the country

Free cycling lessons are offered to 2,000 adults and children a year as part of our Walking and Cycling Strategy

Being more active has fantastic benefits for long-term health, in fact regular exercise can reduce your risk of early death by up to 30%

Physical activity can boost self-esteem, mood, sleep quality and energy and it can be a great way to socialise with family and friends, meet new people and be part of your community.

ACTIVE ENVIRONMENTS

PLAY STRATEGY

We will invest over £1m into play facilities as part of our new Strategy

NEW FACILITIES

We will develop new community culture and health facilities and develop a new 3G artificial turf pitch to address the deficit

CLEAN AIR PLAN

Council leisure centres are included in our ambitious plan to make the Council carbon neutral by 2030

INVESTMENT PLAN

We will create a plan to invest in our leisure centres, sports pitches and other facilities to ensure they meet local needs

There's so much to be proud of in Wandsworth already. We are one of the most active boroughs in the country and we have strong network of sports clubs, many well-loved leisure facilities, pitches, parks and play areas, which the Council supports through continuous investment. But there are rising inactivity levels and obesity rates in children and adults. With more people with long-term health conditions, growing hospital waiting lists and increasing sickness absence, physical activity and moving more has never been more important.

This is a challenge that no organisation can tackle alone. We are doing this with our local partners and your communities

Join us and get involved!

ACTIVE COMMUNITIES

LOCAL ACTIVITIES

We will work with London Sport to develop and promote the online activity finder for Wandsworth

PHYSICAL ACTIVITY ACTIVATION PROGRAMME

We will create an estate-based programme, bringing affordable opportunities into our estates across the Borough starting with a pilot in Roehampton

