

**GET ACTIVE**  
**Three Rivers District**  
**Council Physical**  
**Activity Strategy**  
**2018-2021**  
**“Active People, Active**  
**Places, Active**  
**Together”**

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**Summary**

Increasing the physical activity levels of the residents of Three Rivers is a strategic priority of the Council contributing to the health and wellbeing of the local population, and demands on public resources.

This strategy aims to increase levels of physical activity and improve the lives of people living in Three Rivers. It will contribute to reducing health inequalities by targeting work at the parts of the community that are more inactive than others. The strategy also aims to enhance the lives of individuals, families and communities through their success and achievement in sport and physical activity.

The strategy identifies the Council’s priorities and the measures it will use to assess their delivery. It focuses on the areas where the Council has a lead role, or can play a key part in delivering or influencing the outcomes.

We will monitor the achievement of this strategy through reviewing progress on the action plans of the three priorities and measuring the levels of physical activity of the population through the key performance indicators identified.

**Review of 2015-18 Strategy**

The following key performance indicators were adopted into the Strategic Plan of Three Rivers District Council and measured through the Three Rivers Omnibus survey and Sport England Active People Survey:

- % adults classified as inactive (less than 30mins per week)
- % adults achieving 150 minutes of physical activity per week
- % adults participating in sport for 30 minutes per week.

Indicator	Baseline	2016	2017	2018
KPI 1: To achieve a year on year reduction in the level of physical inactivity of adults in Three Rivers (less than 30 minutes per week.)	29%	28%	27%	26%
KPI 2: To achieve a year on year increase in the number of adults who are active to the recommended level (150 minutes per week)	53.3%	54%	55%	56%
KPI 3: To achieve a year on year increase in the number of	36.9%	38%	39%	40%

adults participating in sport for (1 x 30 minutes per week)				
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Source: Herts Omnibus Survey 2017 / Sport England APS10

These targets were revised in March 2017 by Committee as follows:

Indicator	Baseline	2017/18	2018/19	2019/20
KPI 1 - Inactive adults aged 16 and over (<30 mins of activity per week)	15.9%	14.9%	14.4%	13.9%
KPI 2 - Active adults aged 16 and over (150+ mins of activity per week)	71.6%	72.6%	73.4%	74.0%

The change in targets reflects the change on Sports England's Strategy and measurement of physical activity using the Active Lives survey. This is more inclusive in the types of activity considered including non-sporting/fitness activities such as gardening walking, dance and cycling for travel.

### Context (National/Local)

Sport, health and physical activity are of growing strategic significance on a national, regional and local context. They have been recognised as having the potential to contribute to many health, social, economic and wellbeing objectives.

It is important then that this strategy is clearly linked into the wider strategic frameworks which exist both locally and nationally. The list below shows how the strategy can deliver the wider objectives of key partner agencies.

Department for Culture Media and Sport 'Sporting Future: A New Strategy for an Active Nation'

- Physical wellbeing
- Mental wellbeing
- Individual development
- Social and community development
- Economic development

Sport England 'Towards an Active Nation'

- Tackling inactivity
- Children and young people
- Volunteering – a dual benefit
- Taking sport and activity into the mass market
- Supporting sport's core market
- Local delivery
- Facilities

Herts Sport and Physical Activity Partnership Strategic Plan 2017 – 2021 'More people, more active, more often'

- Increase participation in sport and physical activity
- Improve health and wellbeing by reducing inactivity
- Demonstrate the economic and social value of sport and physical activity
- Strengthen the local delivery infrastructure
- Make the partnership fit for the future

## Appendix 1

### Hertfordshire Public Health Service Strategy 2017 – 2021 ‘Healthy and happy Hertfordshire’

- Starting and developing well
- Keeping well
- Influencing and advising
- Working collaboratively

### Three Rivers Community Strategy 2018-23

- Housing
- Ambition
- Independence & Resilience
- Health & Wellbeing
- Safety

### Three Rivers District Council Strategic Plan 2017-20

- Better Neighbourhoods
- Healthier Communities

For this strategy we will adopt the guidelines of the Chief Medical Officers report: Start Active, Stay active (2011), that all adults should aim to be active for 150 mins of activity a week, and all children should do at least 60 minutes of physical activity most days of the week.

### Current Physical Activity Levels of Three Rivers

Indicator		Three Rivers	Hertfordshire	England
Adults (16+) levels of physical activity (exc. Gardening)	Active	65.1%	63.3%	60.6%
	Fairly Active	15.7%	13.8%	13.8%
	Inactive	19.2%	22.6%	25.6%
Adults (aged 16+) who have taken part in sport and physical activity at least twice in the last 28 days		83.5%	80.6%	77.2%
Adults (aged 16+) who have volunteered to support sport and physical activity at least twice in the last year		19.1%	15.9%	14.9%

**Source: Active Lives, Sport England (May 2016/17) (excluding Gardening)**

Note: The figures above appear worse than listed in the strategic plan as they exclude gardening as a measurement of physical activity. Sport England’s Active Lives survey now excludes gardening from its results.

### Vision

“To reduce the levels of inactivity, increase regular participation and contribute to a healthier, more active Three Rivers”

To achieve this vision we have set three strategic priorities.

- Active People
- Active Places
- Active together

## Priority 1 – Active People

*“Encouraging residents in Three Rivers to be active and healthy by enabling sport and physical activities to become a habit of life”*

We want to achieve this because it will mean...

- More people developing a physical activity habit for life
- Enhanced physical and mental health and wellbeing
- Better quality of life for residents
- A reduction in health inequalities and preventable illness and disease

We will do this by...

- Raising awareness of the benefits of physical activity and the opportunities available
- Increasing participation and reducing inequalities in physical activity and sport
- Targeting under-represented groups in particular women and girls, older adults and those with a long-term health condition
- Championing sport and physical activity as an effective means of improving health and life chances
- Supporting campaigns and initiatives to promote active lifestyles
- Working with a broad range of partners to reach the inactive population
- Utilising physical activity and sport to prevent physical and mental ill health and strengthen communities
- Embedding behaviour change principles and evaluation across programmes
- Communicating effectively to support people in physical activity and sport
- Identifying, sharing and utilising good practice from across the district and nearest neighbours to ensure success
- Providing timely information and guidance on the appropriate condition specific exercises and activities
- Identifying and developing physical activity opportunities to support individual needs and requirements

We will measure success by...

- Evidencing what we do through case studies and videos/photos
- Adopting a common evaluation framework
- Impact reports and assessments
- Measuring the annual investment in sport and physical activity
- Active Lives Survey
- Analytics of campaigns
- Customer feedback

## Priority 2 – Active Places

*“Promoting the design, development and use of environments that make it easier for people to participate in physical activity and encouraging residents to be more active in every aspect of their day to day lives”*

We want to achieve this because it will mean...

- Stronger and safer communities through improved community cohesion
- There are more places and opportunities available to start, stay and succeed in sport
- Use of indoor and outdoor space is optimised
- Communities will be safer, stronger and better places to live and work

We will do this by...

- Championing the local sporting and community infrastructure and supporting them to unlock funding to increase and improve services
- Increase access to and use of current green space by Three Rivers’ residents living in the most deprived communities, who may experience the poorest health
- Working with partners to improve access to school and community facilities for the delivery of sport and physical activity
- Maximise the potential of existing assets by creating safe and attractive parks, leisure facilities and community venues
- Auditing all indoor and outdoor provision across the district to ensure space is optimised
- Investing in our sporting infrastructure including high quality play area provision
- Providing expert advice and consultation on planning applications involving sport and leisure
- Supporting outdoor sport and education as a means of improving wellbeing
- Promoting and encouraging sustainable travel choices across activities of the partnership, including cycle training opportunities
- Ensuring parks and public open spaces are safe, accessible to all, multi-functional and part of an active travel network that connects key destinations (school, workplaces and community facilities)
- Increasing access to free play opportunities such as play rangers and street play

We will measure success by...

- Evidencing what we do through case studies and videos/photos
- Adopting a common evaluation framework
- Impact reports and assessments
- Measuring annual investment in sport and physical activity
- Active Lives Survey
- Analytics of campaigns
- Customer feedback
- Number of successful facility funding applications across Three Rivers
- Maintaining the level of green flag awards

### Priority 3 – Active Together

*“Working in partnership across all sectors to consolidate and expand Three Rivers’ sport and physical activity opportunities, enabling sport and physical activity to become a habit of daily lives”*

We want to achieve this because it will mean...

- Making the sport and physical activity everybody’s business by working together in partnership
- Clearer lines of communication between existing and new partners
- Narrowing the participation gap among those with the greatest need
- Improved physical and mental wellbeing of residents
- A robust sporting infrastructure

We will do this by...

- Identifying and developing communication links and ways of working with all partners across public, private and voluntary organisations
- Creating clear links and communication between the professional and voluntary sector
- Increasing social engagement within communities and neighbourhoods to effectively promote and deliver physical activity
- Encouraging safe participation and compliance with safeguarding policies and procedures
- Locally activating national and Hertfordshire wide campaigns
- Working with Three Rivers’ leisure providers to develop innovative ways of increasing participation which appeal to all sections of the population including people with disabilities, older people and school leavers
- Using insight led and evidence based approaches across our work
- Working with the Watford and Three Rivers School Sports Partnership in devising plans that increase participation for school age children and young people
- Seeking opportunities for collaborative working with stakeholders
- Supporting volunteers in sport
- Working with National Governing Bodies of Sport and with voluntary groups to develop a stronger local club network
- Providing the insight and supporting the needs of local sports clubs and providers

We will measure success by...

- Evidencing what we do through case studies and videos/photos
- Adopting a common evaluation framework
- Impact reports and assessments
- Measuring annual investment in sport and physical activity
- Active Lives Survey
- Analytics of campaigns
- Customer feedback
- Measuring the amount of external funding received for sport and physical activity in the district

## Implementation, Monitoring and Evaluation

Each of the strategic priorities will have their own action plan created to implement, monitor and evaluate the strategy. Organisations working in Three Rivers will be asked to align strategies and plans that impact on physical activity with the priority areas identified in this strategy.

Whilst all agencies, working in partnership, have a role to play, effective leadership and coordination of effort is needed. Each action plan will have clear lines of accountability overseen by Three Rivers District Council which will produce an annual progress report on the key actions.

It is crucial that there is a clear business case for continued investment into physical activity and sport. Therefore we will use the Single Item Measure for physical activity and the Standard Evaluation Framework (SEF, 2012) for physical activity interventions developed to support the evaluation at local level interventions to create an evaluation approach to measure the impact, show return on investment, and the economic benefit against our physical activity strategy.

The KPIs we will set against the baseline (Sport England Active Lives May2016/17) are listed below. These will be measured annually through the Sport England Active Lives Survey.

Indicator	Baseline	2018/19	2019/20	2020/21
KPI 1: Inactive adults aged 16 and over (<30 mins of activity per week)	19.2%	19%	18.5%	18%
KPI 2: Active adults aged 16 and over (150+ mins of activity per week)	65.1%	66%	67%	68%
KPI 3: To achieve a year on year increase in the number of adults who have taken part in sport and physical activity at least twice in the last 28 days	83.5%	84%	84.5%	85%
KPI 4: To achieve a year on year increase in the number of adults who have volunteered to support sport and physical activity at least twice in the last year	19.1%	19.5%	20%	20.5%

**Source: Active Lives, Sport England (excluding Gardening)**