

Three Rivers District Council

**Sport and
Physical Activity
Strategy 2022-
2025 “Active
People, Active
Places, Active
Together”**

1. Summary

- 1.1 This strategy will contribute to reducing health inequalities by aiming to increase levels of physical activity and improve the lives of residents in Three Rivers. This will be achieved through targeting sports development initiatives at the parts of the community that are more inactive than others.
- 1.2 It 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 of activity investment, services and opportunities.
- 1.3 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.

2. Review of the 2018-2021 strategy

- 2.1 Key performance targets were set using the Sport England Active Lives Survey. This provides a national standard of measurement against physical activity levels. The survey is conducted twice a year and figures are taken from the May release.
- 2.2

Indicator	Baseline	2018/19		2019/20		2020/21	
		Target	Actual	Target	Actual	Target	Actual
KPI 1: Inactive adults aged 16 and over (<30 mins of activity per week)	19.2%	19%	19.2%	18.5%	25.6%	18%	21.5%
KPI 2: Active adults aged 16 and over (150+ mins of activity per week)	65.1%	66%	67.0%	67%	65.6%	68%	65.4%
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%	84.3%	84.5%	77.0%	85%	79.4%
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%	15.9%	20%	-	20.5%	-

Source: Active Lives, Sport England (excluding Gardening). Baseline measure taken May 16/17

- 2.3 The results cover a period pre and post pandemic and includes times of full national lockdowns, months of significant restrictions on sports and physical activity and periods of easing restrictions where activity levels were heavily impacted.
- 2.4 KPI 1: Inactivity levels remained stable in year one before spiking in year two at the start of the pandemic. Inactivity levels dropped again in year three as restrictions were eased but have not dropped back to pre-pandemic levels. This is a trend seen nationally.
- 2.5 KPI 2: Adults meeting the recommended 150 minutes of physical activity increased in year one above the target. Levels have remained fairly static since and are above Hertfordshire and England averages.
- 2.6 KPI 3: Activity patterns have been significantly interrupted by the pandemic and this can be seen in the figures covering years two and three dropping significantly during the pandemic but are now rising again.
- 2.7 KPI 4: The methodology for this indicator was changed and so subsequently only one year's data is available.

3. Three Rivers District Council Sport & Physical Activity Strategy 2022-2025 'Active People, Active Places, Active Together'

- 3.1 According to Sport England's latest Active Lives survey (November 2021) Three Rivers is the fifth most active area in Hertfordshire with 64.67% of adults doing 150 minutes or more of activity a week, marginally above the Hertfordshire average (63.13%) and above the England average (61.36%).
- 3.2 The number of inactive adults completing less than 30 minutes a week is 21.77%, the second lowest in Hertfordshire and significantly lower than the Hertfordshire average (25.46%) and England (27.16%).
- 3.3 Although Three Rivers is a relatively affluent area and despite overall positive figures we know the Covid pandemic and cost of living increases has disproportionately affected our most disadvantaged communities.
- 3.4 Research from Sport England's shows that those living in more deprived areas are more likely to have higher inactivity levels. In Three Rivers the number of less active adults in more deprived areas (IMD 1-3) is 12.1% higher than in our least deprived areas (IMD 8-10) – 34.5%/22.4%. The number of active adults in our most deprived wards (IMD 1-3) is 12.3% lower than in our least deprived wards (IMD 8-10) - 66.4% / 54.1%.
- 3.5 This is corroborated in the 2021-22 Three Rivers Omnibus Survey which showed 87% of residents in our most affluent ward do at least an hour of moderate intensity physical activity a week compared to 61% in our least affluent.
- 3.6 A collaborative approach to place based solutions is therefore required to support our diverse communities. Being more active is widely recognised to have a positive impact upon an individual's physical and mental health and wellbeing and lowering their risk of developing long-term health conditions.

- 3.7 Through well-designed places and spaces and strategic interventions and programmes we can therefore increase physical activity levels and support improved mental health in our residents.
- 3.8 The sport and physical activity strategy has been structured around a vision which is supported by a series of key priorities. The actions and interventions designed to deliver these will be set out in the resulting action plan.
- 3.9 Our vision is *“To reduce the levels of inactivity, increase regular participation and contribute to a healthier, more active Three Rivers.”*
- 3.10 To achieve this we have set three strategic priorities
1. Active People *“Encouraging residents in Three Rivers to be more active, more often”*
 2. Active Places *“Providing spaces and facilities that encourage residents to be more active”*
 3. Active Together *“Working in partnership with organisations to create an active Three Rivers population”*
- 3.11 How we will do this and how we will measure success is noted against each strategic priority. The actions within this strategy are subject to the budget position within the Council
- 4. *Priority 1 – Active People “Encouraging residents in Three Rivers to be more active, more often”***
- 4.1 We want to achieve this because it will mean...
- More people meeting CMO recommendations for physical activity
 - A reduction in health inequalities and preventable illness and disease
 - Better quality of life for residents
- 4.2 We will do this by...
- Raising awareness of the benefits of sport and physical activity and the opportunities available to local residents to take part in activities local to them
 - Increasing participation rates and reducing inequalities in sport and physical activity by targeting under-represented groups in particular women and girls, older adults and those with a long-term health condition
 - Supporting national campaigns and local initiatives to promote active lifestyles
- 4.3 We will measure success by...
- Increasing attendances on sports development programmes and initiatives
 - Evidencing the impact and benefit of sport and physical activity through case studies
 - Analytics of campaigns, surveys and customer feedback
- 5. *Priority 2 – Active Places “Providing spaces and facilities that encourage residents to be more active”***
- 5.1 We want to achieve this because it will mean...

- Encouraging residents to be more active in every aspect of their day to day lives
- Promoting the design, development and use of environments that make it easier for people to participate in sport and physical activity
- Use of indoor and outdoor space is optimised

5.2 We will do this by...

- Increasing access to and use of current green space by Three Rivers residents and in particular to those living in the most deprived communities who may experience greater health inequalities
- Promoting and encouraging sustainable travel choices across the district as a means of improving health and wellbeing
- Auditing all indoor and outdoor provision across the district and championing the local sporting and community infrastructure to support them in unlocking funding to improve facilities

5.3 We will measure success by...

- Measuring the annual external investment in sport and physical activity across Three Rivers
- Providing expert advice and consultation on planning applications involving sport and leisure
- Maximising the potential of existing assets to create safe and attractive parks, leisure facilities and community venues

6. ***Priority 3 – Active Together “Working in partnership with organisations to create an active Three Rivers population”***

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

- Making the sport and physical activity everybody’s business by working together in partnership
- Improved physical and mental health and wellbeing of residents
- Narrowing the participation gap among those with the greatest need

6.2 We will do this by...

- Identifying and developing communication links and ways of working with partners across public, private and voluntary organisations
- Increasing engagement within our communities and neighbourhoods to effectively promote and deliver sport and physical activity opportunities
- Working with our leisure provider to develop innovative ways of increasing participation which appeal to all residents

6.3 We will measure success by...

- Partner feedback, surveys and assessment
- Evidencing what we do through case studies, impact reports and assessments
- Measuring annual changes in participation levels

7. **Implementation, Monitoring and Evaluation**

- 7.1 Each of the strategic priorities will have their own evolving action plan created to implement, monitor and evaluate the strategy. Partnership working will be crucial to successfully deliver the priorities set out in the strategy and organisations working in Three Rivers will be asked to align their own strategies and plans that impact on physical activity with the priority areas identified in this strategy.
- 7.2 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. The action plans will be regularly updated and costed with partners to ensure they are deliverable.
- 7.3 For this strategy we will adopt the guidelines of the Chief Medical Officers 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.

7.4

Indicator	Baseline	2023	2024	2025
KPI 1: Inactive adults (less than 30 mins per week)	21.8%*	21.5%	21%	20.5%
KPI 2: Active adults (at least 150 minutes a week)	64.7%*	65%	65.5%	66%
KPI 3: Adult % participation at least twice in the last 28 days	80.1%*	80.5%	81%	81.5%
KPI 4: Adult % any volunteering in the last 12 months	15.9%*	16%	16.5%	17%
KPI 5: Inactive children (less than 30 minutes per day)	25.4%**	25%	24.5%	24%
KPI 6: Active children (at least 60 minutes a day)	52.9%**	53%	53.5%	54%
KPI 7: Number of active adults reporting 150+ minutes of moderate intensity minutes***	50%	52%	54%	56%
KPI 8: Number of inactive adults reporting <30 minutes of moderate intensity minutes***	16%	15%	14%	13%

*baseline measure taken from Sport England Active Lives Nov 2020-21

**baseline measure taken from Sport England Active Lives Academic Year 2020-21

***responses from Three Rivers Omnibus Survey, baseline taken from 2021-22 survey

APPENDIX 1: Background strategies related to Sports Development

Three Rivers Corporate Framework 2020 - 2023

- Housing and thriving communities
- Sustainable environment
- Successful economy
- High performing, financially independent council

Three Rivers Community Strategy 2018-23

- Housing
- Ambition
- Independence & resilience
- Health & wellbeing
- Safety

Herts Sport and Physical Activity Partnership Strategic Plan 2022– 2027

- Community sport and physical activity sector
- Covid recovery
- Physical activity for health and wellbeing
- Sport for social change
- Stronger communities
- Active environments

Sport England: Uniting the Movement

- Recover and reinvent
- Connecting communities
- Positive experiences for children and young people
- Connecting health and wellbeing
- Active environments

DCMS Sporting Future: A New Strategy for an Active Nation

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

