

Strategic Principles for Sport & Fitness 2014-2018

Sport, fitness and health in the London Borough of Richmond upon Thames in 2014

Key current features of sport, fitness and health in LBRUT include:

- Richmond is currently the most active Borough in England, measured by the number of adults taking part in sport and physical activity 3 x 30 minutes per week (33%) and 1 x 30 minutes per week (50%).
- Health outcomes in Richmond are generally better than the national average, e.g. life expectancy, obesity and there is strong evidence for the health benefits of regular exercise in relation to a range of physical and mental health conditions,
- Richmond has a strong voluntary sector with approximately 200 clubs with an estimated overall membership of 30,000. Richmond scores consistently in the Top 6 Active People scores for adult sports club membership.
- Richmond has a strong commercial sport and fitness sector with an estimated 32,500 members.
- Richmond has good provision of public sport and fitness centres, currently providing 4 dual use centres and 2 swimming and fitness centres, with an overall annual attendance exceeding 1 million.
- Richmond has excellent provision of parks and open spaces providing a total of 66 playing pitches, 58 tennis courts and 4 bowling greens.
- Richmond has 26 miles of Thames riverbank which provides for a variety of water sports opportunities.
- Richmond has a strong Sports Development Team which works closely with other partners to develop participation and improve standards of performance in sport.
- There are generally lower participation rates amongst people with disabilities – however, the Borough performs well in comparison to participation rates in the rest of London and England.
- There are generally lower participation rates amongst people living in the more deprived wards of the Borough.

Strategic Principles

Strategic principle	Performance measure / priority 2014-15
1. Provide more opportunities for adults to take part in sport.	LBRUT to retain position in Top 6 for Active People scores and to achieve a 1% increase in participation year on year. Target: 1% per annum increase in participation in Sport & Fitness Centre attendances.
2. Provide more opportunities for young people to take part in sport.	Measured by number of schools offering a minimum of 2 hours sport and PE per week. Target: 100% of schools participating in inter-Borough events. Target: All secondary schools to have at least one school/club link.
3. Widen participation by targeting provision at low participant groups, particularly people with disabilities, and villages.	Measured by usage by target groups of Sport & Fitness Services. Further development of Richmond Inclusive Sport & Exercise (RISE) programme. Measured by usage of Sport & Fitness Services by Children Looked After.
4. Develop more opportunities for people to learn new skills through sport and fitness, both as participants and volunteers.	Increase in volunteering levels measured by Active People. Further develop links between Sport Richmond and Volunteer Centre. Number of adults and juniors attending sports coaching courses.
5. Support competitive sport and work with locally based clubs to identify and develop effective pathways to support talented sports people.	Development of Competitive Edge / Olympic Sports Legacy programme. Pathways to be in place from School / beginner level to high performance in all major sports. Number of young people taking part in London Youth Games and Mini Marathon, with a target of Top 6 in each event.
6. Increase opportunities for Sport & Fitness Services to improve the health and emotional wellbeing of participants and volunteers.	Develop a closer working relationship with Public Health Richmond to improve levels of physical activity. Further develop Exercise Referral Scheme. Target: 588 referrals per year.
7. Retain and improve existing sports facilities and develop new facilities where there is need.	Undertake gap analysis looking at current range and geographical distribution of public sport and fitness facilities, playing fields, water sports etc. Support partner organisations in developing sports specific provision where there is identified need.
8. There is legacy benefit from major events such as Rugby World Cup 2015.	Work with RFU to ensure there is a local benefit from RFU facility Legacy Plan. Develop participation events for rugby and other sports.
9. Improve the quality of services, develop the quality of the workforce and volunteers and achieve external quality accreditation.	Sport & Fitness Service to retain Customer Services Excellence accreditation and to achieve Quest for all centres. Increase number of clubs achieving Clubmark or equivalent accreditation.

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<p>10. Enhance partnership working and consultation mechanisms to improve the delivery of effective sport and fitness services.</p>	<p>Measured by number of effective partnership relationships with organisations in and outside the Borough.</p> <p>Re-establishment of PRO-ACTIVE Richmond as the Community Sport & Physical Activity Network for the Borough.</p> <p>Level of funding raised for Borough projects from external partners.</p>