



**RICHMOND  
MOVES**  
FOR A HEALTHIER BOROUGH  
2024 - 2029

# FOREWORD



## Richmond Moves. Every Day. Your Way.

In Richmond upon Thames our goal is to make leisure, sport and physical activity a natural and accessible part of daily life.

I am therefore delighted to introduce a new vision and plan, setting out how we can work together to support our people to be more active; making the most of the world-renowned assets we have on our doorstep to provide accessible and inclusive opportunities for every person to move more, in their way, every day.

### Why do we need a new vision for physical activity?

There's so much to be proud of in Richmond already. We have a strong network of sports clubs, public leisure facilities, pitches, parks and play areas, and of course amazing green spaces and access to the River Thames.

However, we also know we face rising inactivity levels and obesity rates in children and adults, more residents with long-term conditions, and many other barriers, some physical, some cultural, that may discourage people from being more active.

Moving more can be anything from walking the dog, gardening or taking children to the playground, to joining a class, playing sport or visiting the gym. Being active does more than just benefit your fitness:

- It protects your **long-term health**, including lowering the risk of long-term illness like diabetes and heart disease.
- It can help us **age well** – living independent, healthy lives.

- It's great for **mental health**, reducing stress and anxiety, and the social aspects can help with loneliness.
- It **strengthens communities** and boosts our local economy.

### The Council's commitments:

We want to hit the ground running, so we've made some commitments for Year One, that we hope will have a big impact and set us up well to work together as a borough to bring our vision to life. These include:

- Introducing **fairer pricing** for our leisure services.
- Founding a working group looking at the opportunities to **increase opportunities for Women and Girls** in sport to help us make the most of the excitement around the Women's Rugby World Cup.
- Commissioning a **specialist leisure provider** to run Pools on the Park and Teddington Pools and Fitness Centre.

- Developing an online local **activity finder**.
- Reopen **Hampton Youth Centre** as a wellbeing and physical activity hub.
- Creating a Community Sports and Physical Activity Network to make sure we bring this **vision to life**.
- Continuing the work to **reduce the carbon footprint** of council leisure centres as we work towards becoming carbon neutral by 2030.

This is just a start – as you read through our vision and the plans for how we will reach our goal, I hope you will see the opportunities for you, your community or your organisation to get involved.

To create lasting change we have to do this together – please read on and be part of the movement.

### Cllr Julia Neden-Watts

Deputy Leader and Chair of the Environment, Sustainability, Culture and Sports Services Committee.



# About this plan

## Richmond Moves for a Healthier Borough is our movement to help people be more active.

Led by Richmond Council, it brings together council services, our voluntary and community organisations, to build on our strengths and get more people active by:

- Sharing information and promoting the benefits of an active lifestyle.
- Increasing the opportunities for people to be active in a way that works for them.
- Making sure local services that support active communities are accessible and fit for the future.
- Encouraging people to make positive choices and change their behaviours.

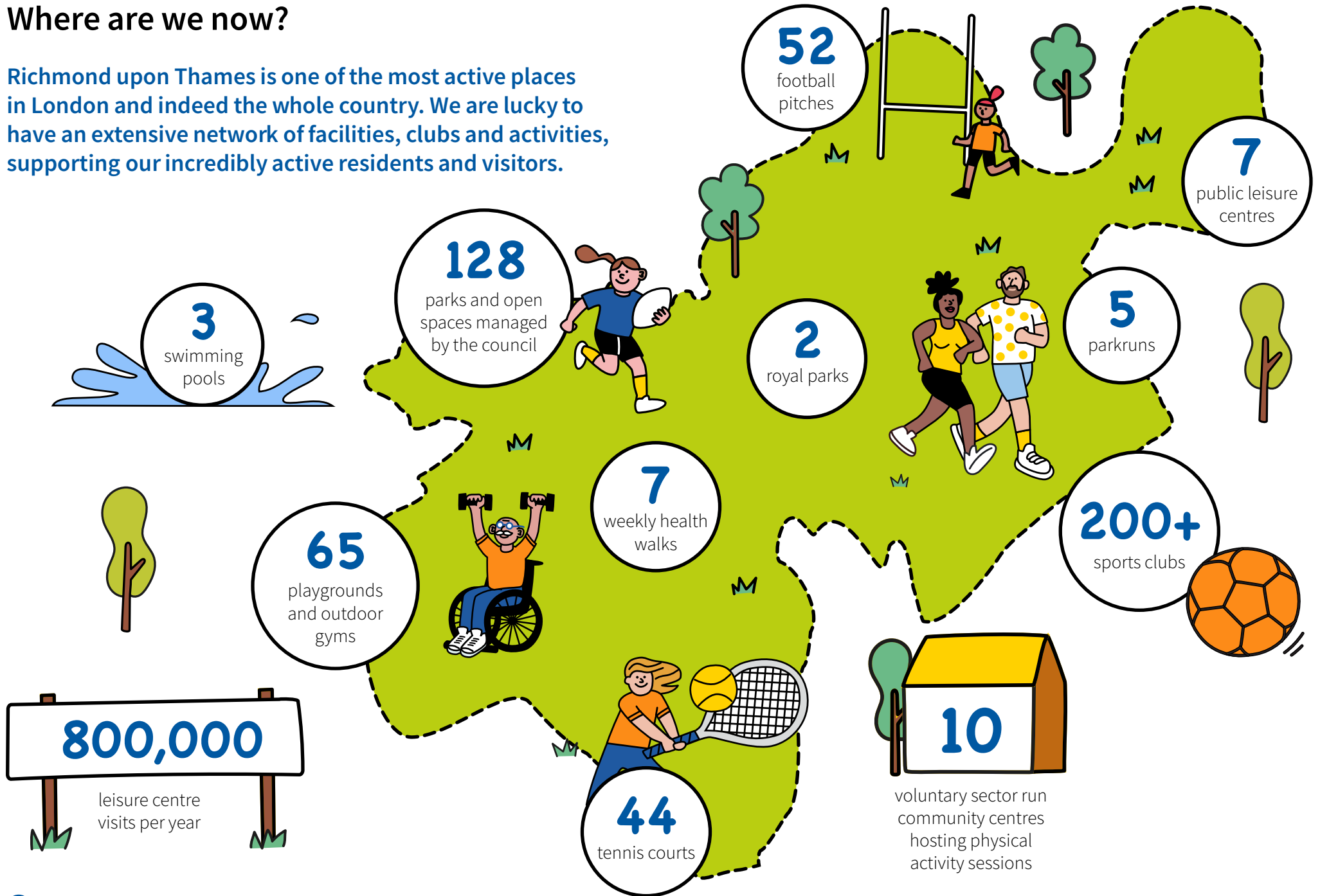
This five-year plan sets out the vision and approach to increasing participation in leisure, sport and physical activity.

Each year, we will set out our specific proposals in an annual action plan and our success will be monitored by the Community Sports and Physical Activity Network.



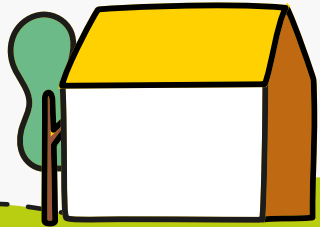
# Where are we now?

Richmond upon Thames is one of the most active places in London and indeed the whole country. We are lucky to have an extensive network of facilities, clubs and activities, supporting our incredibly active residents and visitors.



# What are the challenges?

However, despite all of these positive factors, we know that we can't afford to rest on our laurels as there are still challenges to address:



Our Playing Pitch Strategy and Indoor Built Sports Facility Assessment **highlighted the need to improve the provision and availability** of sports halls. Our ageing leisure centres that need investment also need to address a **shortfall in sports lighting and pitch provision** in some areas.

**Obesity within the borough is on the rise...**

**1/2**

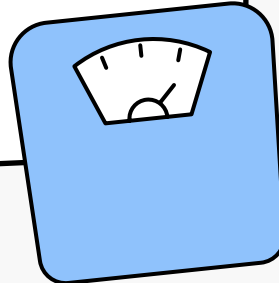
of adults in Richmond are classified as overweight or obese and rates of admission to hospital where obesity is a factor are rising.

**15%**

of Reception aged children are overweight or obese rising to

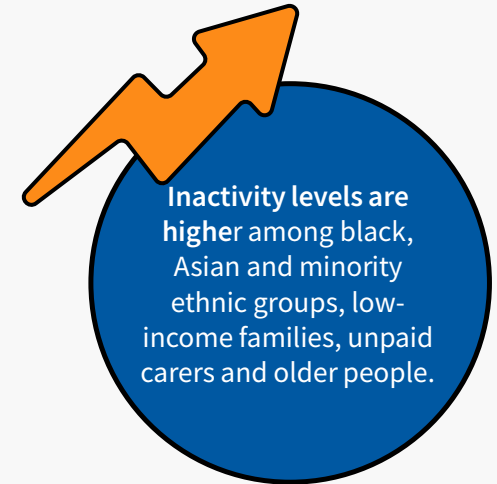
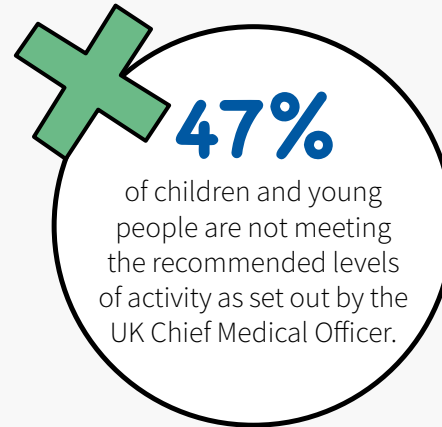
**23.3%**

of Year 6 children.



**Inactivity levels are increasing**

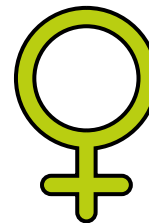
Physical inactivity and sedentary behaviours increased during the COVID-19 pandemic lockdown and there is a correlation between inactivity and long-term health conditions.



**There is a 13.2% difference between males and females reporting they are physically active:**

Females

**66.7%**



Males

**79.9%**





# OUR VISION

To support everybody in Richmond upon Thames to be more physically active, at every stage of their life.

# Guiding principles

Our vision and plan have followed a set of guiding principles which will continue to define the way that we will work:



We will work in **collaboration** with schools, our college and university, local sports clubs, voluntary sector and partners, making the most of existing networks and creating new connections in our communities.



We are committed to **co-design** whereby local people will be able to influence how the Strategy ambitions are delivered in their local community.



Our ideas and initiatives will be **evidence-based** and informed by data.



We will set **ambitious but achievable** objectives.



We will ensure that our work is **inclusive and accessible**, with a commitment to tackle inequalities across the borough.



We will be **flexible and adaptable**, recognising that needs and aspirations change over time.



We will be **honest and transparent**, celebrating success when we can and being accountable when things don't work.



## What does success look like?

- All our residents will be able to access a network of high quality, affordable, financially and environmentally sustainable assets which provide opportunities for people to take part in leisure, sport and physical activity;
  - Physical activity levels will have increased, particularly among the currently inactive populations within our borough;
  - Our parks and open spaces will be vibrant community hubs of physical activity with everyone feeling welcome;
  - The physical and mental health and wellbeing and happiness of our residents will have improved as we are a more active borough;
  - Active travel methods will have increased as more people take to public transport, bikes and walking, and car usage decreases for short journeys;
  - The carbon footprint of our leisure facilities is reduced;
  - There will be a vibrant programme of regular community events, that are environmentally sustainable, supported by a strong voluntary sector, with all sections of our community taking part;
  - Physical activity will be at the heart of our planning for future regeneration projects.
- We will develop monitoring and evaluation tools to measure the impacts of our actions and the return on our investment, in particular, we will seek to measure the social and economic value of our actions. This will be shared with our partners.

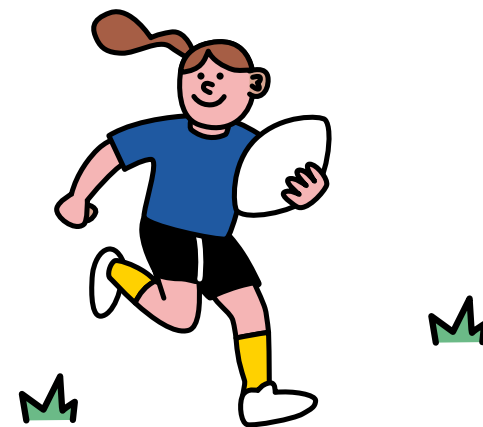


# ACTIVE PEOPLE

Working with the people of Richmond, in all their diversity, to support everyone to live an active, healthy life.

## Where are we now?

- We have **Fair Access** pricing offering free and discounted options to make sure everyone can afford to access our leisure facilities.
- A **sporting memories project** has started.
- **Falls prevention classes** for older people at our sport centres, and Active Living courses for those affected by long-term health conditions.
- We are **rich with community sports organisations** who are offering sport and physical activity programmes to a wide range of the local community.





# What's the plan?

## Fairer Access

### Year 1 priorities

- Being more ambitious with our current pricing offer, to encourage participation by **offering greater concessions to more people** for council-run leisure services.
- A year focused on **women and girls in sport**, using the excitement around the Women's Rugby World Cup (and other international women's tournaments) to boost participation, volunteering, coaching and employment.
- Working with partners such as Age UK Richmond to raise awareness of and build upon initiatives for **older people** and **unpaid carers**.
- Ensuring all our children can have the **best start in life** by identifying opportunities to create a wider range of active play, sports, and adventure activities available, including in our Family Hubs.



## Little and often

- Strengthening pathways for **inactive children** and **adults** to take small steps or 'doses' of physical activity.
- Building on the success of Richmond Moves, promoting the benefits of moving more, targeting those **groups who are the least physically active** and improving signposting to opportunities to be physically active.
- Identifying and promoting opportunities for **non-traditional and emerging types of physical activity** (e.g. parkour, line dancing, pickleball) that will attract different types of people to be active.

## Supporting People

- Developing a **buddy system** to help build confidence for new participants at Council sports centres and parkruns.
- Recruiting a network of **local volunteers** to help mentor young people with special educational needs and disabilities (SEND) into sport and physical activity.

- Supporting access to physical activity for people with **long-term conditions** and focusing on **secondary prevention** for cardiac, cancer and pulmonary conditions.
- Supporting our most **talented young athletes** through the Free Access for National Sportspeople (FANS) programme and working with sports clubs and St Mary's University to provide opportunities for athletes to compete.

## Training and Employment

- Working with leisure operators to develop a coordinated approach to **traineeships, apprenticeships, and graduate placements** for the sector.
- Engaging with schools** to develop improved volunteering and employment pathways into the sector for young people.
- Working with local clubs and organisations to support an **increase in coaching and volunteering** in the borough and ensure the workforce is more diverse and representative of society.



## Active Story

### Richmond Inclusive Sports and Exercise

Richmond Inclusive Sports and Exercise (RISE) is Richmond Council's programme of activities for people of all ages with special educational needs and disabilities, delivered in partnership with local community sport and physical activity organisations.

*"The best thing about RISE are the people there, their energy, enthusiasm, humour and kindness. It's the coach putting in years of commitment then at last he has an enthusiastic squad who cannot wait for the football tournaments. It's T taking over C wheelchair so they can participate together. It's seeing someone pass the ball to a teammate who needs a bit of extra help when they are dying to score themselves! B has enjoyed going to RISE for many years now and during that time he has tried out many various sports and activities, which he would not have experienced otherwise. Despite his autism he is willing to try new things at RISE, as he feels safe and comfortable with his friends and the coaches who are great."*

# ACTIVE COMMUNITIES

Developing local community approaches which create opportunities for active life in our neighbourhoods.

## Where are we now?

- A wide network of **over 200 active and engaged sports clubs**.
- A strong ecosystem of **voluntary sector organisations** who are supporting physical activity and people moving more.
- Team Richmond at the **London Youth Games** have been consistently successful, including being overall runners up in 2023.
- The **Active Richmond Fund** has funded 13 local voluntary and community organisations in 2023/24 with over £72k, to provide an extended range of activities to promote an active and healthy lifestyle, especially groups working with less active people.
- **RUILS**, a Richmond upon Thames based Charity, delivers social prescribing in the borough, their Link Workers make around 600 referrals per month to organisations, groups, local services and activities.





# What's the plan?

## Enabling access

### Year 1 priorities

- Working with London Sport to develop the **online activity finder** for Richmond, making local opportunities easy to find.
- Facilitating access for non-English speakers and sanctuary seekers, emphasising the role of activity in **combating isolation and promoting healthy living**.
- Broadening the range of **Special Educational Needs and Disabilities (SEND)** provision across the borough.
- Making use of the **River Thames** to promote access to water sports for underrepresented groups.



## Mobilising networks and partnerships

- Supporting the development of a **new Community Sports and Physical Activity Network** which will become the accountable body for this new strategy.
- Building a network of **physical activity champions** to foster community engagement and connectivity.
- Working closely with **Public Health** to align the delivery of our work with their Physical Activity Plan for Richmond.
- Strengthening **partnerships** with and between voluntary and community sector (VCS) organisations.
- Developing our **work with health partners** to enhance signposting for those who are inactive and/or have a long-term condition into physical activity programmes.
- Exploring opportunities for the **co-location of related public services** within our sports and leisure facilities.

## Influencing Change

- Working with Sport Richmond, local sports clubs, voluntary organisations and governing bodies of sport to support our aspirations for **participation and engagement** through physical activity and sport.
- Seeking to influence **health and social care policy** to ensure resources are allocated to place-based commissioning of physical activity-based interventions targeted at our most deprived and 'at-risk' populations.
- Aligned with Richmond's Health and Care Dementia Strategy ensure that all council owned and commissioned leisure centres are **dementia friendly** by 2029.
- Seeking to work with the **private sector** to generate funding / sponsorship / partnership opportunities to develop Richmond as a high performing sports development borough.



## Active Story

### Love Me Wellbeing Programme

Sarah's story: Sarah joined Public Health's Active Richmond Fund supported programme offered by the community interest company, The Joy In Simple, having been socially prescribed as she was suffering from frequent low moods. She was not exercising at all and lacked motivation for life:

*"I think the programme is amazing and wish every woman could take part. In the short time I did the course it made such a difference in my life and has definitely encouraged me to do more for myself... I didn't think I could do some of the Breathe & Stretch/ Yoga/Pilates exercises, but I surprised myself, I felt so proud and happy I could hold the gentle stretches... I adored all of the creative/art activities. I love the fact that each week was different, like a surprise.... And the wellbeing did not stop at me, I was able to spread it to my children, friends and grandchildren. The programme delivery is top-class. I felt very welcomed, valued and appreciated. It's such a caring, nurturing initiative bringing immense benefits, mental & physical."*





# ACTIVE ENVIRONMENTS

Protect and enhance our open spaces, and indoor and outdoor facilities, to provide a broad range of high-quality opportunities for local people to be active.

Find out more about plans for playing pitches and indoor sports facilities

[www.richmond.gov.uk/sport\\_\\_open\\_space\\_and\\_recreation\\_needs\\_assessment](http://www.richmond.gov.uk/sport__open_space_and_recreation_needs_assessment)

## Where are we now?

- A fantastic network of **128 parks** and open spaces including Richmond and Bushy Parks.
- **Bushy Park's parkrun** was the first ever to be launched in the country and is now one of the largest parkrun events in the country.
- **Swimming pools and sports centres**, managed by a variety of public, private and third sectors.
- **Investing in facilities** in the community, such as new school sport halls with guaranteed community access, upgrading ageing swimming pools and pitches with sports lighting.
- Implementing the **Active Travel Strategy** to encourage people to walk and cycle more.
- Twickenham is home to Europe's largest **purpose-built martial arts centre**, Bu'Sen.
- We will have invested a total of **£800k on refurbishing** tennis courts by 2026.

# What's the plan?

## Improving our assets

### Year 1 priorities

- **A plan to reopen Hampton Youth Club** as a new community wellbeing and physical activity hub.
- Investigating enhancements of our existing assets, including assessing options for refurbishing and enhancing facilities at Pools in the Park and Teddington Pools and Fitness Centre and developing a long-term infrastructure investment plan for our facilities.
- Upgrading our sports facilities in our parks by implementing the recommendations of our **Playing Pitch Strategy** by upgrading facilities and looking for space for new ones to meet demand.
- Exploring opportunities to provide **environmentally-friendly** sports lighting for our outdoor assets, including artificial pitches, to meet demand and support greater use in winter.
- Identify and encourage use of **underutilised facilities**, including those in schools.

## Active partnerships

- **Procuring an operating partner** for council leisure centres who will help us deliver this strategy and improve the quality of our assets and our programmes.
- Looking at maximising our four **dual-use sports centres** as community physical activity hubs.
- Working with **Royal Parks, Crown Estates and English Heritage** to increase awareness of opportunities for physical activity in parks.

## Active spaces

- Promoting the use of the river for organised physical activity.
- Working with **Visit Richmond** to bolster promotion of the borough's parks, open spaces, walking and cycling networks to tourists and visitors.
- Installing **outdoor gym equipment** in parks and open spaces and investing in our pavilions, to encourage exercise and play.

## Adapting places

- Explore the opportunities to include **health suite type facilities** within leisure centres.

- Exploring the use of **non-traditional locations** (e.g. car parks, vacant shops, community gardens) to provide alternative opportunities for physical activity.
- Addressing **barriers affecting participation** like safety, lighting, seating, toilets and access to equipment.
- **Collaborating with planners** to incorporate play and leisure spaces in new developments and support place and community-based ambitions.
- **Working with local businesses** to focus on developing active and healthy workspaces and workforces, with the Council leading by example.

## Sustainable impact

- Investing in, and embedding the principles of, active travel in all future developments.
- Investing in our sports centres to support active travel e.g. introducing more secure bike storage and E-charging points.
- Council leisure centres are included in our ambitious plan to make the **Council carbon neutral by 2030**.



## Active Story

### Richmond Gymnastics Association

Sophia has been an important part of Richmond Gymnastics Association for a number of years as a gymnast in the Inclusion class. Sophia has Down's syndrome, and this year qualified as an assistant gymnastics coach, working with younger children with additional needs, supporting them to progress their gymnastics in a safe and structured environment. Sophia is still a competitive gymnast herself. This year she won a medal at the London Regional Acro Championships and will be competing at the National Finals in May. Richmond Gymnastics Association is a registered charity providing gymnastics classes to all age groups, abilities and levels with the mission statement "to every child the opportunity".

*"I joined Richmond gymnastics as it was the only inclusive team in our region. And it has truly transformed my life, from a gymnast to a coach. This has made me more independent and confident in every other aspect of my life. RGA showed me anything is possible."*



# BE PART OF THE MOVEMENT

This vision and plan recognises that encouraging movement and tackling inactivity requires local partners and the local communities in Richmond upon Thames to work together.





# Everyone can play a part, so how can you help?

There are a number of things that you can do to help make a change...

- **Keep moving!**

If you're already active, keep active and try to inspire others to be active by sharing why moving matters to you;



- **Let us know what you or your organisation is doing** in this space and how we can work together to achieve our shared vision and objectives;

- **Help someone you know to move more** – if you know someone who could benefit from being more active, talk to them, find out what's stopping them from moving and work with them to overcome the barriers;

- **Be a movement advocate** –

share this strategy with your friends or your work colleagues and discuss how your community or your organisation could get more involved;

- **Collaborate** – 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;

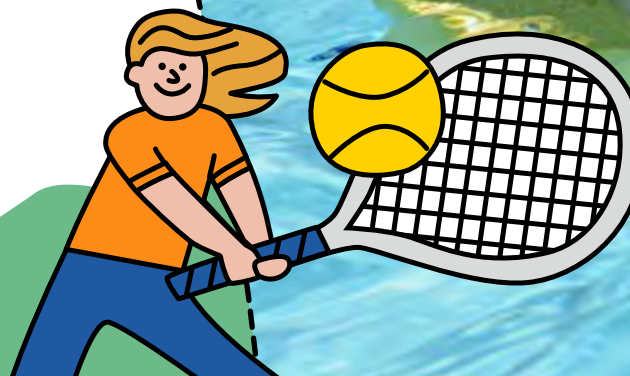
- **Tell us what you think** –

please help us to plan how we implement the priorities set out in this plan.



- **Volunteer** 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). [richmond cvs.org.uk/richmond-volunteering](http://richmond cvs.org.uk/richmond-volunteering)

For more information please visit [richmond.gov.uk/richmond\\_moves\\_more](http://richmond.gov.uk/richmond_moves_more)



# RICHMOND MOVES

ACTIVE PEOPLE

ACTIVE ENVIRONMENTS

## Every Day. Your Way

Our goal is to make physical activity, leisure and sport, a natural and accessible part of daily life.

We are one of the most active boroughs in the country and with hundreds of open spaces, clubs and facilities, there is something for everyone!

Being active has fantastic health benefits, and with rising inactivity levels and obesity rates, and more people with long-term health conditions, it has never been more important.

We know it's not always easy to be active, so we will be doing more to provide accessible and inclusive opportunities for every person to move more, in their way, every day.

[Find out more info/get involved https://www.richmond.gov.uk/movemore](https://www.richmond.gov.uk/movemore)

### CHAMPION WOMEN & GIRLS IN SPORT

Boost participation, inspired by the Women's Rugby World Cup final, held in our borough

### FAIRER ACCESS

Offering price concessions for council facilities to more people

### BUDDY SYSTEM

Helping people build confidence at local leisure centres and ParkRuns

### SUPPORTING PEOPLE

To live well and age well through physical activity, with a focus on prevention of long-term health conditions like heart disease and diabetes

### LOCAL ACTIVITIES

Develop the London Sport online activity finder for Richmond, making local options easy to find

### STRONG PARTNERSHIPS

Between voluntary and community sector, schools, businesses and health organisations

## ACTIVE COMMUNITIES

### ACTIVITY CHAMPIONS

A network of champions to support connectivity and community engagement

### ENABLING ACCESS

For non-English speakers and sanctuary seekers

### MAKING THE MOST

of underused facilities, including those in schools, for wider benefit

### NEW COMMUNITY HUB

Hampton Youth Club will be reopened as a new community wellbeing and physical activity hub

### UPGRADING OUR FACILITIES

like leisure centres, pitches, tennis courts, cricket strips and nets

### INVESTMENT PLAN

Developing a long-term infrastructure investment plan

### DID YOU KNOW:

- That regular exercise can reduce your risk of early death by up to 30%
- That residents can use Richmond's swimming pools for a reduced price
- We have 7 weekly Health Walks - a gentle way keep active and meet new people
- That physical activity can boost self-esteem, mood, sleep quality and energy