

APPENDIX A

Get Active Slough: a physical activity strategy for Slough

'If the effects of exercise could be bottled – it would be the medicine of the century' - Dr William Bird (MBE)

1 Purpose of the strategy

1.1 This strategy is focused on improving the outcomes related to physical activity and sport for people who live or work in Slough. The time horizon for the strategy is the next 5 years however the health of Slough residents and workers is over lifetimes and therefore this strategy is for now and the foreseeable future and will be reviewed regularly. The strategy sets out the role that Slough Borough Council will take in achieving a shared vision for the future¹:

“To enhance the health and wellbeing of Slough residents by ensuring that physical activity and sport is adopted as a habit for life for all - more people, more active, more often.”

1.2 Throughout this strategy where services are referred to these are the facilities and programmes which enable people to engage in physical activity which promotes better health and wellbeing. This can take many forms including:

- Living active lives – walking and cycling to school and work and for pleasure; dancing; gardening; using parks and playgrounds
- Taking part in organised group physical activities: playing in a football team; being a member of a dance group;
- Leisure activities that require a specialised building to do: swimming; gym; ice skating;

1.3 All these activities can take place in a wide variety of settings, including parks and open spaces, community run clubs and leisure facilities, school facilities, commercially provided facilities and borough council contracted services and facilities.

2 How active are the residents of Slough and why does it matter?

“Physical inactivity is known to be the fourth leading cause of global mortality and leads to 37,000 premature deaths a year in England.”

2.1 Participation by local people of all ages in physical activity and sport in Slough is very low. Compared to the national situation Slough is the 10th least active council area in England (2). Inactive people (defined as having less than 30 minutes of moderate intensity activity per week over a 28 day period) are more

¹ 'Active Slough' – A Physical Activity and Sports Strategy for Slough 2013 – 2015

2. Turning the tide of Inactivity – UK Active; January 2014

likely to develop chronic health conditions including heart disease, high blood pressure and type 2 diabetes potentially leading to premature death.

Out of 326 local authorities, Slough ranks:

**2nd for emergency heart disease admissions
21st for all circulatory disease deaths under 75 years
26th for childhood obesity in reception
29th for emergency heart attack treatments
36th for low birth weights among term babies**

- 2.2 The benefits of physical activity and sport have been well researched. People who are physically active reduce the risk of premature death by 20-30%. Physical activity also reduces the risk of diabetes by up to 35%, coronary heart disease by up to 50% and some forms of cancer. Being physically active has an impact beyond purely physical health and can contribute to the wider aspects of health, such as mental health and well-being.
- 2.3 Deprivation levels have a bearing on many health outcomes, including participation in physical activity and sport. Research from the UK sports charity StreetGames, shows that young people aged 16-25 from areas of deprivation are half as likely to participate in sport as their more affluent peers. They are also almost half as likely to get involved in sports volunteering, club sport or coached activity – all factors that lead to sustained participation.
- 2.4 Whilst we will actively promote a population wide approach there are identifiable groups within Slough where activity levels are particularly low and our strategy will focus additional resources on these.
- Increasing the participation of **women** because only 31% of the adult female population take part in at least 30 minutes of exercise per week as opposed to 41% of men.
 - Increasing the participation of **children** because at year 6 more than one in 5 children in Slough is obese.
 - Increasing the participation of **young people** between the ages of **14 – 25 years** because activity levels in adults in Slough after the age of 25 drop significantly; this age group is more likely to be receptive to behavioural change and adopt participation as a habit for life.
- 2.5 In addition we will continue to promote and drive participation levels of **all residents** in Slough, targeting those groups who are of greater health risks including communities experiencing higher levels of health inequalities.
- 2.6 **How much physical activity should we be doing?**
- **Adults** – 150 minutes per week of moderate physical activity (raised heart beat, sweating – eg brisk walking)
 - **Children and young people** – At least 60 minutes and up to several hours of intense and vigorous activity per day (breathing hard and fast – eg running)

(Tackling Physical Inactivity – All Party Commission on Physical Activity 2014)

3 Slough as an active place – the role of the Council

- 3.1 There are substantial facilities and opportunities for participation in physical activity and sport in Slough. It is clear that there are factors which are getting in the way of wide community involvement in an active lifestyle. To deliver the ambition for Slough of **‘more people, more active, more often’** the Council will:
- Provide community leadership; working with partners from the private, public and voluntary sector to improve and promote access to resources, quality provision and activity programmes in local neighbourhoods targeting priority groups.
 - Ensure that there is a wide offer of indoor and outdoor leisure facilities which meet the current and future needs of the town.
 - Work within neighbourhoods to deliver a comprehensive programme of sports and physical activity sessions including the ‘Get Active’ programme, targeting communities experiencing higher levels of health inequalities.
 - Use the opportunity of the ending of the Slough Community Leisure contract in 2017 to get a new offer that focuses on the priorities of this strategy and which is targeted to achieve our key outcomes.
 - Champion and promote the benefits of physical activity and sports participation in achieving health, community cohesion and community safety outcomes.

4 How will we make sure this happens?

- Prioritise the provision of resources, including revenue funding, to incentivise and facilitate activity, targeting children, young people and women to address a number of emerging inequalities.
- Invest in a range of different types of facilities in our parks and open spaces, which will be accessible to the Slough population leading to an increase in use for physical activity purposes.
- Establish a strong governance model that holds to account those with the responsibility for the implementation of the strategy (Cabinet, scrutiny, Wellbeing Board etc – officer and partner leadership)
- Ensure we are informed by the best practice on what works to achieve our ambition, learning from others and working with the best in the sector
- Set ourselves challenging outcomes and targets which are regularly monitored and reviewed
- Have a clear delivery programme / action plan which details available resources and accountability for achieving outcomes/targets
- Bring together partners to ensure resources are maximised and duplication is avoided.

5 Outcomes

- 5.1 Everyone that lives and works in Slough should be informed and able to choose to access physical activity and sport that meets their needs. That should lead to

increased participation in physical activity and an active lifestyle. Success will be measured through a series of key outcomes and targets.

5.2 The outcomes that will be achieved are:

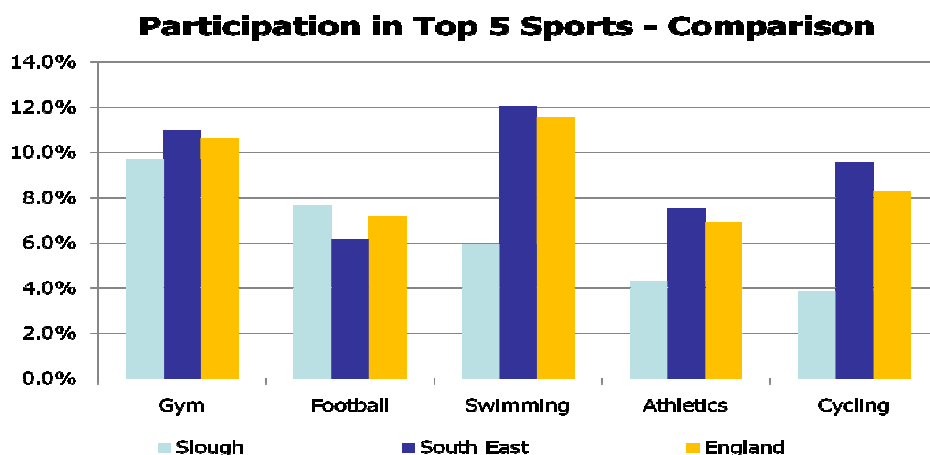
1. Long term reduction of chronic health conditions and increased life expectancy through an increase in the number of children, young people and adults taking part in sport and physical activity for 30 minutes a week
2. A mix of formal and informal opportunities to participate in physical activity and sport available for the right people , at the right time and in a way that meets their needs
3. Greater co-ordination of resources and evidence between partners in the public, private, education and voluntary sector.
4. An increase in the use of physical activity and sport as a means to address local issues including health inequalities, community cohesion and community safety leading to better outcomes for local people at a neighbourhood level.

5.3 The key overarching measure for this will be an increase in the number of adults and children who are more physically active. Targets underpinning this measure include:

- 5% reduction in inactive adults (32.5% in 2018 – 37.6% in 2013)
- 1% reduction in children who are reported as overweight or obese in reception and at year 6 in the highest rate wards
- 5% reduction in residents who report their day to day activities are limited by a life long illness or disability

6 The People Offer

6.1 Going to the gym, football, swimming, athletics and cycling are the most popular activities for Slough residents. Although swimming is in the top five of the most popular activities in Slough, residents' participation is less than half the national level. 65% of over 16s want to do more sport (55% national figure), of whom the largest demand was for swimming,



Top 5 sports in Slough, compared with regional and national participation rates

- 6.2 Having a wide range of quality facilities that encourages engagement and participation in all forms of physical activity is a critical element in getting people more active. However national and local research demonstrates that targeted intervention programmes that encourage and enable participation have a far greater impact than what facilities are available.
- 6.3 Through a series of consultation exercises carried out in February 2014 with young people, the key barriers to participation were identified as time, cost and travel.
- Of the young people completing the survey a low proportion stated that they did no form of physical activity during a one week period
 - Zumba, rugby, basketball and boxing were stated as sports and activities that young people would be interested in pursuing if they had the opportunity in the future
 - Use of parks by young people for informal activity was affected by negative perceptions of crime, anti-social behaviour, personal safety and a gang culture in Slough
 - Demand for formal dance classes and sessions were popular with both male and female
- 6.4 The Council will prioritise encouraging participation through incentives and targeted programmes for children, young people and women. Programmes will be based in local neighbourhoods and offer activities that meet the needs of local residents. Areas and communities demonstrating high health inequalities will be targeted as a priority.
- 6.5 There is an opportunity to make better use of Slough's parks and open spaces for physical activity. From the figures collected as part of the Public Health Outcomes Framework Indicator 1.16 8.9% of Slough's population make use of its green spaces for exercise and health reasons as compared to an average of 14.5% across the South East and 14% nationally.² This requires investment in a range of facilities and programmes to encourage their use.
- 6.6 Slough will launch its three year 'Get Active' sports and physical activity programme in autumn 2014. This programme will operate in four wards in the borough targeting 14 to 25 year olds in multi sports activity. The programme is funded by Sport England. The programme will identify and train local 'sports activists', who will deliver programmes related to sport and healthier lifestyles and help enable sustainability of the programme when funding ends. This programme will be used to test the impact of improved community based programming for leisure.

7 Facilities

7.1 Current provision

In 2010 an audit was completed of sport and leisure provision in the town and the immediate surrounding area within a 20 minute car journey. The audit concluded

² Source: 'Monitor of Engagement with the Natural Environment' (Natural England, October 2012) – Public Health Outcomes Framework (PHOF) 1.16.

that Slough is well served for provision, but recommended much greater community use of school facilities. The audit findings have been updated to 2014 and the findings show a largely unchanged picture (summary in Appendix 1).

7.2 **Future options**

The Council's approach will be underpinned by the overarching vision; to get more people, more active, more often. A variety of options for future provision have been considered, including particularly:

1. Extensive refurbishment of existing facilities on the Montem site
2. A centralised approach – integrated new build; incorporating ice with leisure centre provision on a single (cf Appendix 2)
3. A dispersed strategy – with smaller facilities on a number of sites across the borough (cf Appendix 2)
4. Opportunities for greater use of other existing facilities by local people, including schools, community centres and parks and open spaces.

7.3 **Dispersed model**

This approach assumes that the Ice Arena will be comprehensively refurbished and the Montem Leisure Centre would be replaced by a range of new or adapted facilities throughout the borough.

7.4 This model would geographically spread provision and take a range of sports, leisure and recreational facilities closer to local residents to maximise participation. It would be phased over a period of 5 years and be supported by planned activity programmes tailored to improve engagement with target audiences.

7.5 With investment of approximately £3.5m, the Ice Arena would be transformed. This would include new external cladding, a new entrance and an active frontage onto the A4 to substantially improve the internal and external appearance, energy performance, flexibility and usage of the facility.

7.6 In addition to the Ice Arena, the dispersed model would include a combination of:

- At least 1 new 25m swimming pool open to public use
- A community sports stadium with integrated dance studios and fitness facilities
- Negotiating enhanced levels of public access to swimming pools, sports halls and playing fields.
- Investment in parks to provide well maintained, safe, secure and accessible spaces that promote a range of physical activities for individuals and teams including play space, walking, running, cycling, green gyms and team sports

7.7 **Integrated or centralised model**

The integrated model is based on a new flagship facility built in a central location that would combine ice and a general leisure facility with pool, gym and associated features.

7.8 **Conclusion**

The Council will implement the **dispersed strategy** for leisure facilities for the following reasons:

- Provides all key facilities
- Brings opportunities for leisure participation closer to local people, many of whom are reluctant to travel or are put off by a large leisure centre
- More flexible and able to respond to needs and opportunities as they arise
- Can be scaled according to available resources
- Much stronger connection between facilities and capital investment and targeted programmes to engage local people and run activities in a wide variety of venues, from parks or community centres to leisure centre

7.9 Appendix 3 indicates broad areas for a potential new pool, as well as the Ice Arena retained at Montem. In addition many local venues – parks, schools and other community facilities – will form part of the devolved strategy, with a focus on delivering engagement and participation programmes focused on maximising participation by target audiences.

APPENDIX 1

Map of current leisure facilities in Slough



Audit of leisure facilities in Slough

- **Community based sports clubs (Slough)**
 - Over 120 facilities open to members drawn from the public
 - Over 90 formally established sports clubs in the town and the immediate surrounding area
 - Clubs cater for activities from bowls to cross country running, martial arts, football and athletics to ice hockey, cricket and gymnastics

- **Outdoor pitches and facilities**
 - 62 pitches with community use on 20 sites, provided by the borough council and parishes, schools and colleges and privately
 - 12 pitches on five school sites with no community use
 - 11 multi-use games areas
 - 5 artificial grass pitches
 - 70 courts for tennis and netball use, including 8 all-weather, floodlit tennis courts as part of the Salt Hill Tennis Centre development

- **Indoor leisure and sports facilities**

The indoor leisure offer in the town is provided through schools and community organisations, and private companies as well as by the borough council. This offer includes swimming pools, sports halls, exercise studios, gyms and squash courts

 - Langley and Montem leisure centres (SBC).
 - Ice skating rink (SBC)
 - Tenpin bowling centre (SBC)
 - Athletics stadium with 4 squash courts and large sports hall (Thames Valley Athletics Centre, Eton)
 - Herschel Leisure Centre (6 court sports hall, studio, and outdoor all weather sports facilities)
 - East Berkshire College (30 station gym and 4 court sports hall)
 - Falcon Leisure Centre (4 court sports hall, studio, and outdoor all weather facilities and pitches)
 - 10 private / commercial gym facilities

Profile of Slough Borough Council leisure facilities and usage at key sites

There are over 1 million individual visits made to Council run leisure facilities each year. The most visited facilities are swimming pools, ice arena and gyms.

Montem Leisure Centre – The largest leisure centre in the town. A single building with facilities over three floors and comprising a dated, yet comprehensive offer of wet led (2 x pools) and sports hall facilities (8 court) together with a health and fitness suite which incorporates aerobic classes and a spa provision. In addition there are 3 squash and racketball courts along with other flexible activity spaces in the building. The facilities are in need of significant investment to keep them operational for any meaningful period beyond the existing management contract. The building is not efficiently laid out and has higher than necessary operational and managerial staffing costs. The building itself is close to being past its useful life without major investment. Its position does not maximise the potential of the site.

Slough Ice Arena - This building shares the same site as the Montem Leisure Centre. It is a more modern structure but one that does not lend itself to having the operations expanded within the existing envelope to any significant degree. Whilst ancillary uses and activities are included within the building the principle use is as an ice arena for recreational ice skating with facilities for additional team and individual ice related activities. There is staged seating surrounding the ice pad for spectator orientated events. The plant is in need of modernisation, including the replacement of the refrigeration unit and the building needs extensive refurbishment.

Ten pin bowling - Formerly a tennis centre, this building is modern enough for the activity that occupies it. The Tenpin lanes together with the bar/cafe area, pool/snooker and gaming machine areas and soft play area are modern and have recently been the subject of a total refit. This represents a good modern facility although it is isolated from the usual commercial leisure uses of a cinema, family orientated restaurants and other family related leisure activities that would normally be adjacent to such an offer. The building is set in Salt Hill Park which offers good quality and comprehensive outdoor rackets and ball related activities. Vehicular access and signage to the venue are very poor and in need of significant upgrade to enable this facility to maximise its potential.

Langley Leisure Centre - This is a self contained building providing water led (1 x leisure pool), health and fitness and associated sports facilities to the specific area of Langley. The building is in a reasonable state of repair and the offer is good. With the usual programme of general maintenance and management it should be capable of continuing in its present format for the foreseeable future. There is little potential for expansion. Insufficient car parking is a continued problem for the centre.

The Centre (Farnham Road) – a modern steel framed building in a prominent location with a long frontage to Farnham Road. Designed essentially over a single floor to offer events, conferencing and community facilities it has been well used as a wedding venue and conferencing/meeting facility and has potential for expansion.

Slough Tennis Centre - The existing court provision, based in Salt Hill Park, was redeveloped using funding from the LTA and SBC in 2011. SCL have a formal lease for the next 20 years to manage the facility. The facility comprises of 8 all-weather surfaced courts with floodlighting and a club house. It is in very good condition.

APPENDIX 2

Item	Dispersed	Centralised
Capital Funding	The phased approach will spread costs, reduce development risk and provide greater flexibility to invest in the right project, in the right place at the right time to meet targets and outcomes.	Due to the anticipated cost and timing (up to £36m within 2 years) this approach substantially increases the development and financial risk and provides reduced potential to respond to changing need and demand.
Revenue Funding	Higher management costs as a consequence of the increased commitment to activity programmes rather than providing all services under one roof.	Lower management costs through providing all services under one roof. Significant opportunity to reduce energy/utility costs through heat exchanges between the ice and leisure elements.
Mix of accessible facilities and increased participation	<p>More people focussed by improving accessibility and maximising activity for local communities throughout the borough.</p> <p>It reflects concerns expressed about reducing travel time and cost.</p>	<p>Careful consideration will need to be given to ensure the location does not act as a disincentive for key target groups.</p> <p>Whilst usage will increase, participation by key target groups may not be maximised.</p> <p>Does not respond fully to concerns about travel</p>
Children, young people and at risk groups	<p>Increased participation amongst at risk and difficult to reach groups by providing a range of accessible activity programmes in a range of formal and informal settings.</p> <p>Potential for closer working with schools, sports clubs and local community groups to create conditions for young people to move into mainstream sport and increase participation for 16-25 year olds. Also to improve access to school facilities in evenings, weekends and outside term time.</p>	<p>A missed opportunity to work closer with schools and encourage children and young people to participate outside school hours.</p> <p>Full community access throughout the day, but potential for quiet times.</p>
Regeneration	Perception of taking the cheaper option.	A flagship regeneration project that will be centrally located beside public transport to maximise accessibility
Community Cohesion	The ability to strengthen the delivery of evidenced based programmes for priority communities that contribute to strategies to improve health and wellbeing.	The centralised approach reduces the flexibility to provide facilities and programmes in local settings.

APPENDIX 3 Emerging facilities strategy

