

ENFIELD
Council



Active and Creative

**Enfield Leisure and Culture Strategy
2015 to 2020**

**Cabinet Version 1
March 2015**

Leisure and Culture Strategy – Active and Creative

Foreword by Cllr Doug Taylor

Our vision is to improve the lives of our community through leisure, sport, arts, heritage and culture. By 2020 every resident will have the opportunity to participate and experience leisure and cultural activities at a level of their choice and in their local community. The Active and Creative Strategy is about making leisure and cultural activities an important and valued part of the community. It is a five year strategy that sets out our strategic aims and objectives for leisure, sport, arts, heritage and culture from 2015-2020. It recognises the impact of leisure and culture on wider social, health and economic development. It builds upon the progress made as a result of the Everybody Active (2009-2014) and Creative Enfield (2008-2013) strategies.

We believe that leisure and cultural activities significantly adds to community life and positively impacts well-being and a sense of civic pride for everyone who lives, works and studies in Enfield. It provides fun, enjoyment, excitement and challenge as well as the opportunity to meet and interact with people of different ages and from different backgrounds. It also helps reduce obesity and isolation, improve health, provide positive activities, develop skills and create jobs.

Enfield's Active and Creative strategy outlines the intention of Enfield Council and its partners to enrich the offer through better joined up working, advocacy and exploitation of opportunities that help build the capacity of groups and organisations operating in the sector, and raise the profile of the great things to see, do and get involved with in Enfield. This strategy has been developed by Enfield Council in conjunction with a range of partners and local community organisations. It contributes to the key priorities of the Enfield Strategic Partnership, Enfield Council and other local organisations. We would like to thank these partners and look forward to working with them in the future.

Introduction:

We believe that Leisure and Culture is an important and valued part of community life in our borough. It not only brings vitality, life and vibrancy to Enfield's community, it also provides lifelong enjoyment. This strategy sets out the case for ongoing provision and investment, both Council and income generation in Leisure and Culture to deliver a range of outcomes and support wider social agendas in areas such as education, health, the economy and facilitate the development and empowerment of communities. Leisure and Culture provides us with opportunities within an increasingly diverse yet cosmopolitan society to come together, celebrate and enjoy shared experiences. It is an excellent mechanism for increasing social capital and social cohesion. But beyond that broader value, leisure and culture continues to provide us with those inspirational, incomparable and invaluable moments of enjoyment whether it is listening to music, watching our team win, enjoying a community event, visiting a heritage venue and learning about Enfield's rich history or going to the theatre.

In summary, Leisure and Culture has a positive impact on cross cutting agendas such as:

- Improving health and well-being
- Supporting local people and building capacity
- Raising aspirations and increasing life chances
- Promoting social and economic development

Our *Active and Creative* strategy sets out our commitment to cultivate and build upon the current levels of provision to achieve our vision:

Our Vision:

We want to continue to improve the lives of our community through leisure, sport, arts, heritage and culture. By 2020 every resident will have the opportunity to participate and experience leisure and culture activities in their local community. We want to **Engage** our residents, **Inspire** greater participation, and **Grow** involvement.

Our Objectives:

We want everyone to understand and value the benefits of Leisure and Culture and to translate that into everyday participation. Leisure and Culture can make a significant difference to our physical and mental well-being, happiness and outlook on life. They help to reduce long term health conditions, increase the likelihood of community cohesion and promote a "feel good factor". It can help prevent or reduce obesity and enable older people to continue to lead and enjoy independent lives. Leisure and Culture can impact on community safety, anti-social behaviour and crime, it can impact on deprivation and economic prosperity but probably more importantly leisure and culture adds value to our lives in allowing us to enjoy sport, theatre, cultural events, physical activity and relaxation with friends and family.

By 2020, Enfield will be a culturally vibrant and active borough, which celebrates the diversity and heritage of its people and values the contribution of all sectors of the community to the cultural and sporting life of the borough. Leisure and Cultural partners will work together to bring more skills, experience and employment to the borough and make Enfield an even more attractive place for people to live and work. We will foster the development of vibrant clubs, venues and town centres developing the local economy where possible. More people will take part in leisure, sporting, arts and cultural activities. We will work to ensure that everyone, including our young people, can access a broad range of excellent cultural and leisure services so that they are able to realise and achieve their full potential for the benefit of the wider community.

A number of local issues underpin and support the development of this strategy, see Appendix 1 for further details but the headline issues are listed below:

- **Inactivity levels**
 - Enfield has been identified as one of the top 10 most inactive adults in country with 36.9% of adults in Enfield adults taking part in no physical activity.
- **Poverty**
 - Over a quarter (23,000) of young people and children living in poverty
- **Life expectancy gap**
 - There is an 8.7years difference in life expectancy for males and 8.6years difference in females from Upper Edmonton to Grange Park ward
- **Overweight or Obesity**
 - 64% of Enfield Adults are overweight or obese
 - Enfield has the 6th highest prevalence of reception aged children who are overweight or obese (26.2%) and 13th highest in London with 39.1% for year 6.
- **Raising Youth Aspiration**
 - Youth Unemployment
- **Mental Health**
 - Estimates suggest that 32,263 adults aged 18-64 years in Enfield are living with a common mental health disorder such as depression, anxiety or obsessive compulsive disorder.

For more up to date information please visit: www.enfield.gov.uk/healthandwellbeing

Council resources will be used to improve the quality of life for our residents. Partnership development and innovative programmes will be fundamental to the way we deliver services in order to reduce the demand on public resources whilst increasing the benefits to residents.

Enfield's population is currently estimated to be around 320,000, and it is expected to grow to about 335,000 by 2020. This strategy is written at a time of significant economic pressures and all the challenges that it brings to local people in terms of their employment, wellbeing, life opportunities, and expendable income. In this context the Council is seeking to work

ever more efficiently through commissioning, partnering, brokerage and good management of resources whilst maintaining excellent standards. The Council's ambition for its residents is to be a top performing authority in the area of Leisure and Culture. This context is a key driver of this strategy in that it emphasises the need to work in partnership, to share resources, and bring partners together to seek new funds and seize opportunities.

Our Plans and Principles

We will achieve our vision with 3 principles:

1. ENGAGE
2. INSPIRE
3. GROW

Under the **ENGAGE** principle we will explore alternative ways of attracting under-represented groups to participate and experience the leisure and culture offer and celebrate the diversity of our Borough by bringing people together.

Our ENGAGE aims are to:

- Raise awareness of leisure and culture activities and its benefits
- Work in partnership with non-traditional leisure and culture groups/ organisations to involve them in the planning, promotion and delivery of events and activities
- Promote community cohesion by integrating communities through our local festivals, activities and events

Under the **INSPIRE** principle we will raise the aspirations of our residents through leisure and culture emphasising that achievements are valued at every level from personal fitness goals, to joining a local drama group, to competing in dance competition.

Our INSPIRE aims are to:

- Encourage our young people to engage, participate and succeed in leisure, sport, arts and culture.
- Energise and motivate our residents to become more active promoting lifelong participation and improving health.
- Promote Non-Clinical Pathways into Universal Services for mental and physical well-being through leisure and culture activities.

Under the **GROW** principle we will develop our people, resources and services to ensure leisure and culture continues to exist as traditional sources of funding become scarce

Our GROW objectives are to:

- Improve access to leisure and culture opportunities across Enfield
- Build the capacity of leisure, sport, the arts and culture sector to extend the local activity offer supporting long term sustainability
- Develop Enfield as a geographical, social and economic hub of activities for arts, cultural, heritage and sporting events

Our current Leisure and Culture provision in Enfield

Leisure and culture provision in Enfield is rich in what it has to offer its community. Opportunities to be active and creative can be found in a number of channels led by our public, private, community and voluntary groups and organisations. A map illustrating Council provision is available in Appendix 2.

Visually the landscape of leisure and culture includes:

- 4 theatres providing diverse theatre productions
- 7 leisure centres including Bowls facilities, swimming and fitness suites
- Forty hall and Estate - Grade 1 listed Jacobean Manor House
- Over 150 sports clubs with 41 Clubmark Accredited
- A wide events programme including Enfield Autumn Town Show and Edmonton Festival
- 6 youth clubs providing positive activities
- 123 parks and open spaces consisting of outdoor gym areas, tennis courts and multi-use games areas.
- Opportunities to compete at London Youth Games
- Sports Events raising money for local charities
- Exercise referral programmes to reduce sedentary lifestyles
- Physical Education service to Schools
- 17 Libraries
- Museums and Local history

A number of areas contribute to the Leisure and Culture offer in Enfield:

Active Travel / Cycling

Enfield is one of the largest boroughs in London. Its landscape varies from greenbelt to built-up urban areas. Our borough is linked together with 374 miles of streets and roads to walk, cycle or drive on and public transport. We have ambitious plans to further improve transportation in the borough to help residents make healthy and sustainable travel choices.

Walking is a great way to get gentle outdoor exercise benefitting physical and mental well-being. 30% of all car trips in Enfield are less than 2km (just over 1 mile). This distance can easily be walked in less than 25 minutes; the 'walkit' tool campaign promotes walking

between destinations, supporting our active travel plans. Our School Travel Plans also look at ways to encourage walking and cycling to school.

Cycling is also a fun, healthy and economical way to travel. Nearly 80% of car trips in Enfield are of cycleable length. Enfield Council was awarded £30 million to transform cycling across the borough by the Mayor of London, making the cycling environment much more attractive and enabling more people to choose cycling for local journeys. The Cycle Enfield programme will improve road infrastructure in and between town centres and provides supporting activities like the £10 Cycle Loans.

Arts and Culture

The arts contribute to our sense of who we are as a place and as a community. They contribute to our social, economic and educational value systems, building bridges and connections across our diverse communities. We believe that the arts and culture contributes to making Enfield a great place to live, work, study, visit and do business.

The arts and cultural offer in Enfield embraces the work of:

- Artists, painters, poets and sculptors
- Millfield and Dugdale Theatre
- Community Theatres (Chickenshed, Intimate and FacefrontTheatres)
- Festivals and Events
- Forty Hall and Estate
- Local Authority theatres (Dugdale and Millfield Theatres)
- Musicians
- Visual and performing arts

The wide range of arts and cultural organisations and groups enhances the vitality, diversity and innovation to our offer in Enfield.

Healthy Places, Parks and Open Spaces

Creating vibrant, prosperous communities is at the heart of our plans for Enfield. We are driving regeneration in a number of areas, delivering new homes, improving open spaces, shops, leisure and community facilities. Our Borough is one the greenest in London with 123 parks and opens spaces of which a significant proportion have Multi Use Games Areas, outdoor gyms, play areas, tennis courts, running and walking circuits.

Parks and open spaces provide residents with local, free-low cost and accessible places to keep active, play and simply enjoy life. They also provide a venue to bring communities together through festivals and events promoting community cohesion and civic pride.

Leisure, Sport and Physical Education

Physical activity and access to appropriate leisure opportunities is a key factor in the prevention of number of long term health conditions. Within our schools we support PE teams in increasing the number of extra-curricular sports opportunities for pupils including gymnastics and dance festivals, we develop the skills of young people to become coaches and young leaders and improve the standards of school swimming and the swimming provision available in curriculum time.

We have invested significantly in our Leisure Centre's and facilities including the refurbishment of QEII stadium to improve the quality of provision for local people ensuring these facilities are widely accessible by all members of the community. Fusion Lifestyle as the operator of our Leisure Centre's will continue to play a pivotal role in investing and increasing in growing participation. Sports developments sessions are provided by a range of partners including the Council, community groups and our sports clubs. These outreach sport, health and dance sessions are held in community settings such as schools, parks and open spaces and community halls allowing residents to participate in physical activities locally. This function is fundamental to prevention of long term health conditions.

Libraries

Libraries are important sources of information and signposting to local leisure and culture opportunities. The Council currently has 17 libraries, the highest in London. Our libraries serve our community in a number of ways, by:

- Supporting learning and skills through a range of learning and literacy resources with space for quiet study for teenagers and adults and a fun and creative space for young children to improve their readiness for school
- Addressing digital exclusion so that all people can benefit from going online with improved and expanded IT facilities including assistive technology and support for people who want to learn digital skills
- Outreach to build strong communities and address social exclusion with community use of facilities, reaching out to communities and people in greatest need and increased use of volunteers who will receive a programme of training and support

Functioning as co-ordinated centres for accessing information, advice and services for a range of organisations including the Council, with support for online forms, self-service kiosks, general advice and appointments and shared facilities with other services, library services play a key to promoting the local leisure and culture offer in Enfield.

Museums and Local History

Enfield Museum Service unites and celebrates the history and diversity of Enfield's people and places. Our mission is to bring together and celebrate the people and places of Enfield. We do this by collecting and caring for things from the past and present so that people can enjoy, learn from and share in each other's lives. The Local Studies Library & Archive exists to identify, acquire, and preserve archival materials that document the history of the London Borough of Enfield, and to make such records available for the benefit of all its partners, residents and visitors. Museums and Local History play an important role in social integration and can reduce the sense of isolation supporting the mental health and well-being agenda

Public Health

Public Health supports people to achieve a healthy mind and body. We do this with individuals, families and communities where they live and work to prevent disease, promote health and prolong healthy life.

70% of NHS budget is spent on Long Term Conditions (e.g. diabetes, heart chronic kidney disease, chronic pulmonary obstructive disease (COPD)). All of these are either preventable or amenable to lifestyle change. Physical activity is associated with a 30% reduction in mortality as well as a 20-30% reduction in such as diabetes, heart disease bone disease and

mental ill-health. There is also a proven link between the increased likelihood of obesity across generations in families. Critical to tackling this problem is investing resources to increase participation in physical activity. The estimated health cost due to insufficient physical activity is £4.5million in Enfield. In the current economic climate investing in physical activity will significantly reduce financial pressure and improve the lives of our residents.

Youth and Family Support Services

Youth and Family Support Services provide young people and families' information, advice and guidance on a range of services, activities and programmes available in the Borough. The youth centres and hubs play a vital role in providing a safe environment for young people to engage in leisure and culture activities. The networks built within this service are essential in supporting the promotion and growth of participation in these activities.

Our Achievements

In partnership with our customers, volunteers, staff, service providers and community groups we have achieved a number of benefits for our residents in the following ways:

- Opening of a new Studio Theatre and Conference Centre at the The Dugdale Centre in Enfield Town
- Customer service excellence accreditation for Enfield Council's Leisure and Culture Service
- Online bookings system for sports courses making bookings more accessible for customers.
- Appointment of a new leisure centre operator
- Approximately £8.9 million has been invested in the leisure facilities since 2010 including £5.5 million at Southgate LC, £2.5 million at Albany LC and nearly £1million at Southbury LC.
- Increase in attendances at the leisure centres from approximately 1.6 million in 2010/11 to 1.9 million in 2013/14, an increase of nearly 20%.
- Refurbishment of QEII stadium
- Restoration of Forty Hall and Estate
- Refurbishment of Millfield Theatre and Millfield House
- Over 386,000 people attended a theatre performance at Millfield Theatre & The Dugdale Centre
- 308,000 Children and Young People participated in Positive activities at Millfield Arts Centre in Edmonton
- 13 new outdoor gyms and trim trails
- Development of Ponders End Youth Centre with a gym and a sports hall.

- Development UNITY HUB Youth Centre with a gym, a climbing wall and a dance studio.

Regional and national context:

Leisure and Culture contribute to our sense of who we are as a place and as a community. They contribute to our social, economic and educational values, building bridges and connections across diverse communities. We believe that leisure, sport, arts, heritage and culture contribute to making Enfield a great place to live, work, study, visit and do business.

Our strategy is in line with Sport England's *A Sporting habit for Life 2012-2017* specifically on items:

- More people taking on and keeping a sporting habit
- Create more opportunities for young people
- Nurture and develop talent
- Provide the right facilities in the right places
- Ensure real opportunities for communities

It also takes into consideration the *London Sport Strategy* principles:

- Make it easier for Londoners to find the right activity, stay in it and achieve their potential
- Get more resources by making best use of current investment and securing more
- Supporting grassroots organisations by making the structures simpler and better
- Bigger and better workforce to support activity
- Harness the power of elite sport to create sustained grassroots activity and inspire the next generation of talent

The Art Council England's *Great Art and Culture for Everyone 2010-2020* also influences this strategy specifically through the following items:

- Everyone has the opportunity to experience and to be inspired by the arts
- The arts are resilient and environmentally sustainable
- Every child and young person has the opportunity to experience the richness of the arts

Conclusion: Our strategy "*Active and Creative*" challenges all of us as individuals to make leisure and culture a regular part of our lives and to create environments, facilities, programmes and events at a local level that make it easy for us to do so. To achieve the vision by 2020 will require action and investment by many organisations working together to provide a co-ordinated Leisure and Culture offer for every young person and adult in Enfield

that promotes healthy lifestyles, promotes community cohesion, delivers economic improvements and delivers positive activities for the community to take part in.

Appendices

Appendix 1

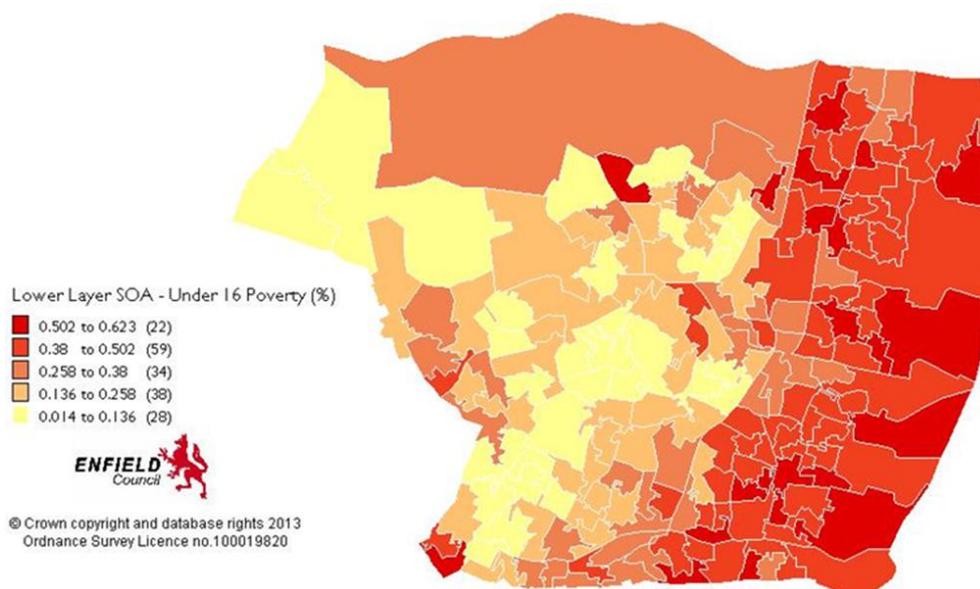
Background – People and place

Enfield's population is estimated to be around 320,000, and it is expected to grow to about 335,000 by 2020. Enfield has an ethnically diverse population with 166 languages spoken at schools.

Deprivation in Enfield

Enfield is a highly deprived borough: it ranked the 64th most deprived local authority in England. The three Edmonton wards, in the South East, are all within the most deprived 10% of wards in England, whilst 12 of Enfield's twenty-one wards are in the most deprived 25% of wards in England. Around 23,000 children live in poverty in Enfield, the largest number of any London borough. The child poverty rate varies widely within Enfield, with higher rates seen in the east of the borough.

Figure 1. Percentage of children (under 16 years) living in poverty, Lower Super Output Area in Enfield, 2011

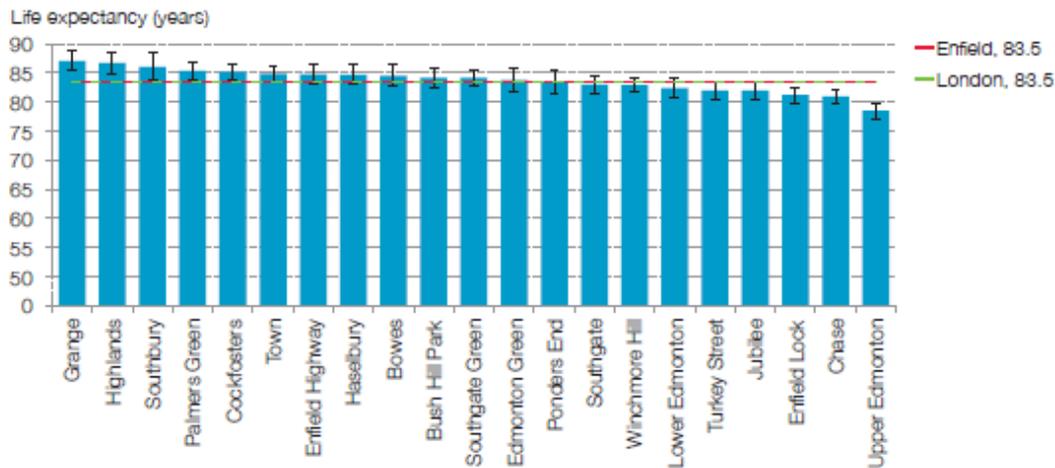


Source: HM Revenue and Customs

Life expectancy in Enfield

Life expectancy in Enfield has been increasing and it is particularly pleasing to see the recent improvement in Edmonton area. However there is still a gap in life expectancy of about 8.5 years between some east and west wards of the Borough.

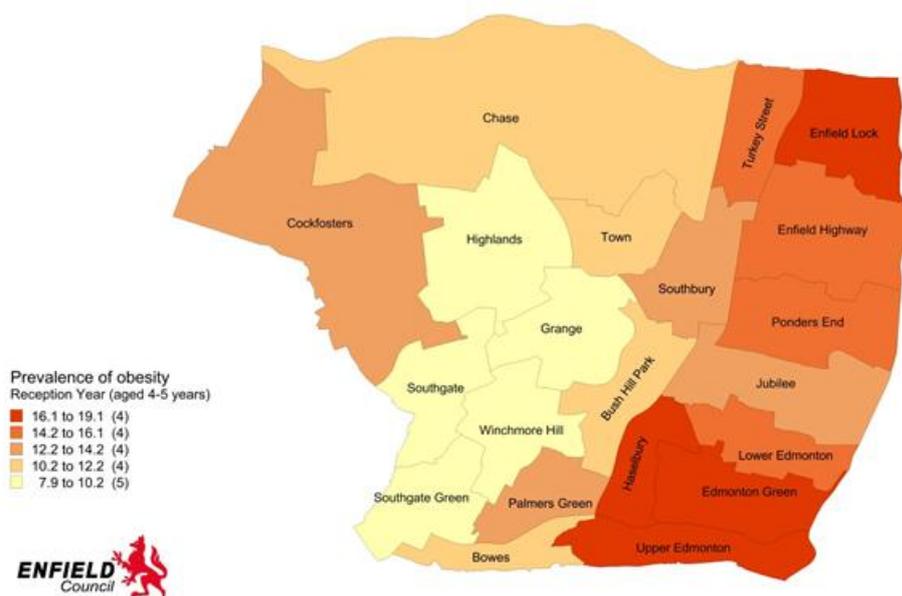
Figure 2. Female life expectancy at birth, Enfield wards, 2008-2012



Source: Greater London Authority using ONS mortality data and ONS mid-year population estimates

One of the factors that impact on life expectancy is infant mortality. The department of health identified tackling child poverty and reducing prevalence of obesity as important factors in reducing infant mortality. Obesity can reduce life expectancy on average by nine years through premature death. The pattern of childhood obesity in Enfield is shown in figure 3.

Figure 3. Percentage of children who are obese, Reception Year (aged 4-5 years), Enfield wards, 2010/11-2012/13



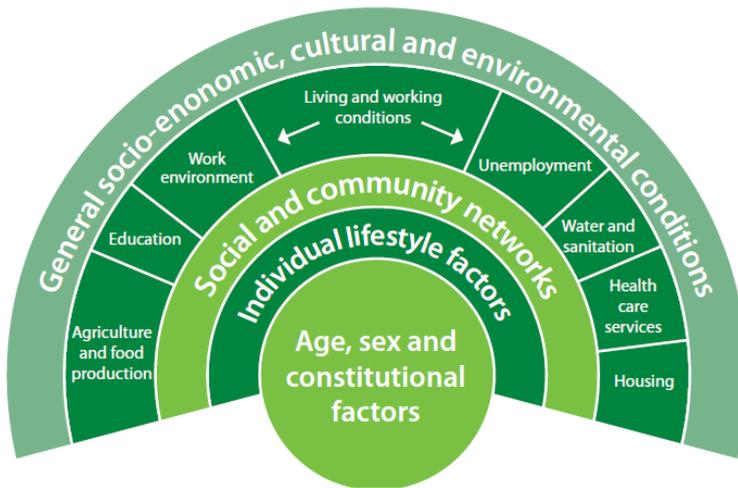
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Source: National Childhood Measurement Programme, National Obesity Observatory

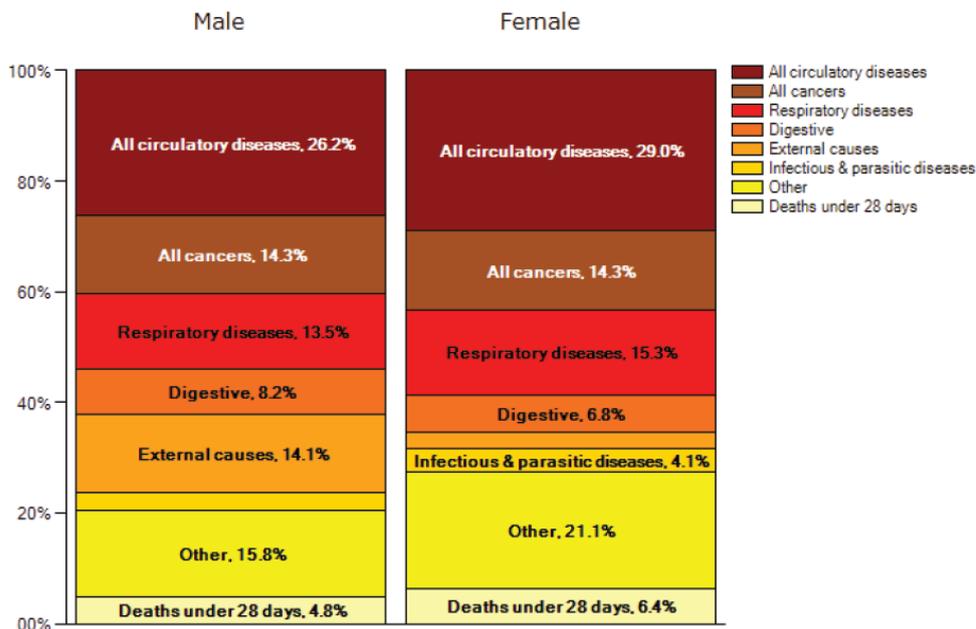
Various factors impact on health. The diagram below shows that life style factors such as physical activity, and social and community networks impact on health.

Figure 4. The determinants of health model



We know that the key diseases that cause the main gap in life expectancy (shown in a diagram below) are circulatory diseases and cancers, both of which amenable to lifestyle changes.

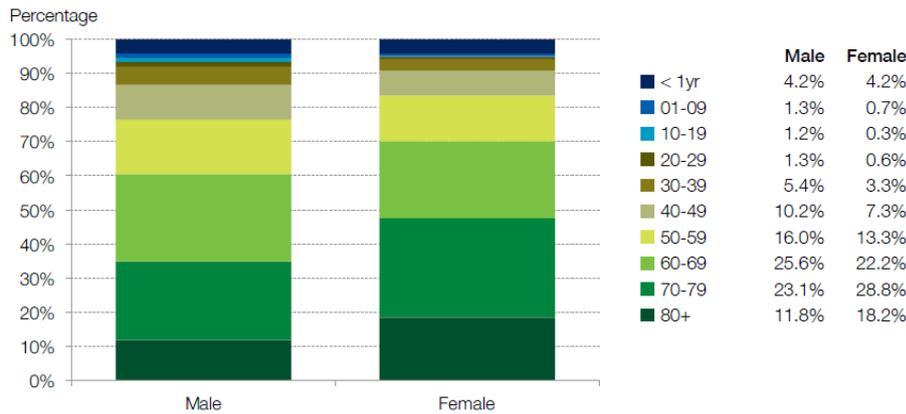
Figure 5. Breakdown of life expectancy gap between the Most Deprived Quintile (MDQ) of Enfield LB and the least deprived quintile in the local authority average by cause of death, 2011



Source: London Health Observatory

We also know that age group to target for the biggest impact most rapidly is the over 50s (as illustrated in the diagram below).

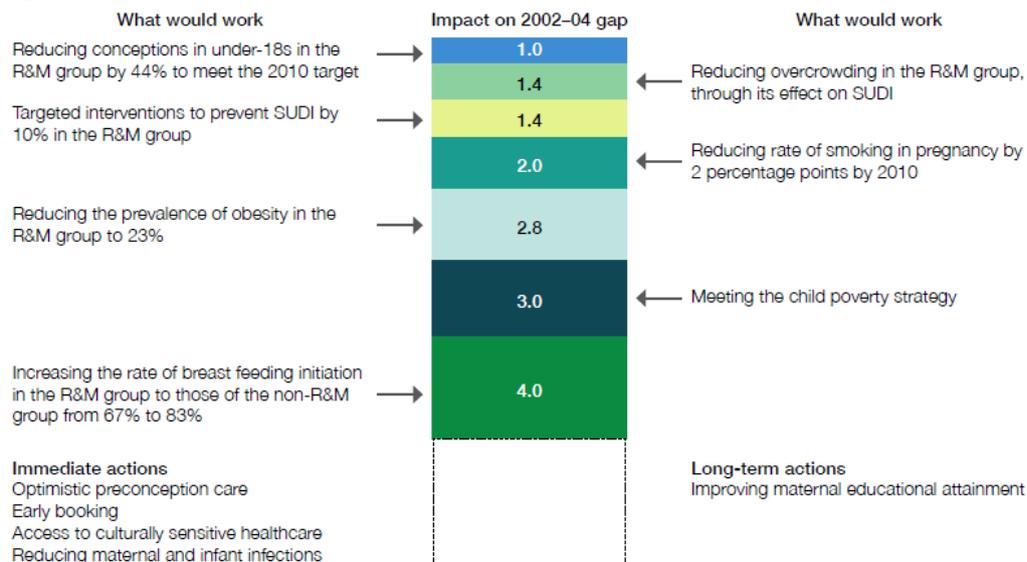
Figure 6. Breakdown of the life expectancy gap between the 70 local authorities with the worst health and deprivation indicators and England, by age group, Males and Females, 2006-2008



Source: Health Inequalities Intervention Toolkit – Life Expectancy Spearhead Tool, Public Health England

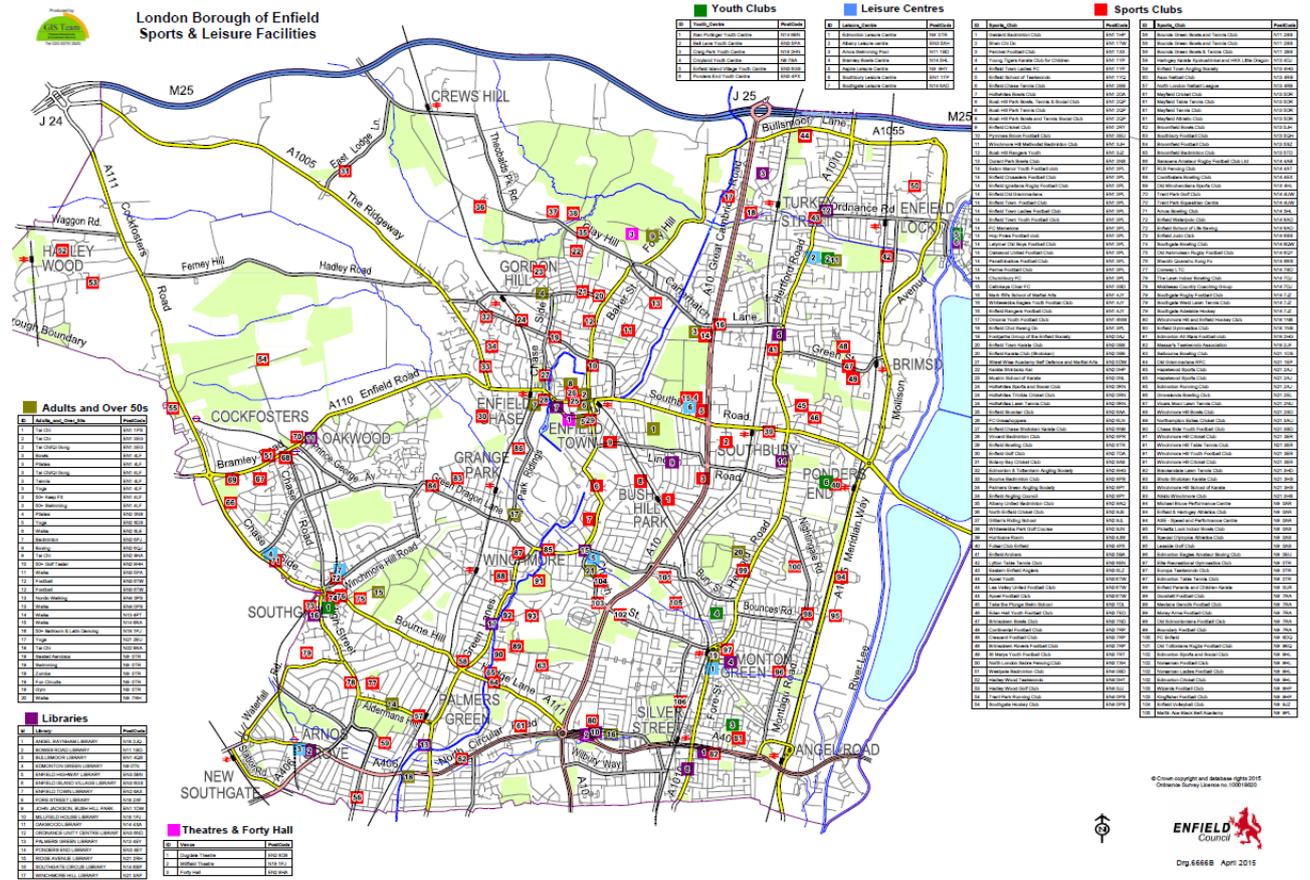
We know that infant mortality affects life expectancy and that tackling obesity and child poverty are important as illustrated in the diagram below.

Figure 7. Nationally identified interventions to reduce inequalities in infant mortality



Source: Implementation plan for reducing health inequalities in infant mortality: a good practice guide, Department of Health

Appendix 2



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