

MUNICIPAL YEAR 2015/2016

MEETING TITLE AND DATE

Health and Wellbeing Board
11 February 2016

Agenda - Part:1

Item: 3

Subject: Leisure and Culture Strategy

Wards:

Cabinet Member consulted: N/A

Approved by:

Contact officer and telephone number:
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1. EXECUTIVE SUMMARY

The Leisure Culture Strategy focusses on improving the lives of our community through Leisure and Culture. In order to extract the key elements from this to support the health and well-being agenda we are keen to develop an outcomes framework with partners. Key aims in the L&C strategy related to Health and Well-being include:

Engage aims:

- Raise awareness of leisure and culture activities and its benefits
- Work in partnership with non-traditional leisure and culture groups to involve them in the planning, promotion and delivery of events and activities

Inspire aims:

- Encourage our young people to engage, participate and succeed in leisure, sports, 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.

Grow aims:

- 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.

2. RECOMMENDATIONS

Using findings from the National Commissioning Project with the Chief Leisure Officers Association and Sport England in relation to exploring the strategic positioning of sport and physical activity for wider social and health outcomes, we would like to jointly develop an outcomes framework with the Health and Well-being Board and Health improvement partnership to focus on key priorities.

3. BACKGROUND

Draft areas we think maybe beneficial to explore are:

Potential overarching Vision:

We want to continue to improve the lives of our community through sport and physical activity.

Benefits we want to achieve:

- More residents having a healthy weight
- More active people, less inactive people in the Borough
- Greater community awareness of sport and physical activity services
- Built environment that promotes active travel and participation in physical activity
- Promoting healthy lifestyles is everybody's business

Partnerships we want to develop and what we want to achieve:

GPs/CCG:

- Develop a physical activity care pathway jointly with CCG
- Influence GPs to prescribe/refer patients to SPA opps
- Produce and adopt one agreed systematic, easy method of referring patients – removing any prior methods.

Adult social care:

- Raise profile of opportunities available in sport and physical activity amongst OT's and brokers to ensure it is considered as part of someone care plan for those that meet the statutory support requirement in ASC. To also ensure that do not meet the thresholds for support are still signposted to leisure services.

Voluntary Community Sector:

- Promote opportunities available to community groups working with underrepresented groups in sport and physical activity
- Work collaboratively in funding bids to ensure outreach sport and physical activity sessions are led by community groups and facilitated by the Council initially.
- Empower community leaders to raise the importance of physical activity for health

Five Priority ward members/Community:

- Empower ward members to act as champions for SPA

- Develop community led walks in the five priority wards through cascade walk leader training

Older People Board/Over 50s Forum:

- Ensure a clear menu of sport and physical activities is targeted/tailored and promoted for this segment of the community

Regeneration /Neighbourhood Renewal service:

- Ensure our environment encourages physical activity as an easy choice.

Schools/Young People and Families:

- Raise the profile and importance of SPA in schools, children's centres and with parents.
- Adoption of Golden Mile

Communications and Marketing Teams:

- Ensure a coordinated whole Borough approach to the promotion of physical activity for health including leisure, parks and Cycle Enfield

Enfield 2017/ Transformation team:

- Highlight the role physical activity can play in supporting the transformation agenda

Wider Colleagues:

- Promote the importance of health and well-being in the workplace more so during transformational change taking place.