

# Sport and Active Lifestyles Strategy 2022 - 2026

*To empower all people  
to be active*

# Foreward

We are pleased to present this new four-year Sport and Active Lifestyles Strategy that will help drive our work to improve health and wellbeing and empower all people to be active. Being physically active is an essential part of a healthy lifestyle and is linked to a number of other positive lifestyles choices, such as improving peoples overall emotional and social wellbeing. This strategy strives to increase positive opportunities for our residents, through an active lifestyle, as a core component of supporting and creating better outcomes for health and wellbeing.

The Covid-19 pandemic has had a significant impact on everyone and has changed the way in which many people get active. Restrictions have changed our habits which has affected the sport and physical activity sector significantly creating both challenges and opportunities. We know that some people have become more active at home, some returned to activity straight away, whilst others will take longer, especially to indoor settings. This strategy recognises those challenges and seeks to support recovery from the pandemic across a number of settings, working closely with key partners through the Eastleigh Sport and Physical Activity Alliance (SPAA).

During the previous strategy period, Eastleigh Borough Council and its partners proudly achieved a number of key facility developments that will help to deliver sustainable sport and physical activity outcomes for the community. This includes the development of Places Leisure Eastleigh, a £28 million state of the art leisure centre that replaced Fleming Park Leisure Centre. This flagship site offers excellent quality wet and dry side facilities, supporting community sports clubs and Eastleigh Borough residents to become and stay active and is home to our excellent HealthWorks programme. Amongst other investments, we have also seen the development of Stoneham Lane Football Complex, one of the largest football hub sites in the country and home to AFC Stoneham and the Eastleigh District Mini Soccer League. This £9 million site provides the opportunity for thousands of people to play football all year round.

The SportWorks programme continues to support the delivery of key programmes and initiatives at a time when staying active has never been so important for health and wellbeing. Programmes such as Park Sport and This Girl Can provide accessible activity opportunities and aim to reduce physical inactivity across the borough. HealthWorks programmes have also played a significant role in supporting and encouraging people to be active through a number of programmes, such as free health walks, cardiac rehab, falls prevention, health checks and much more, designed to encourage our most vulnerable to be active and improve their overall health.

A number of new strategies have been released in recent years that support the movement agenda, including Sport England's 'Uniting the Movement' and Energise Me, who have published 'We Can Be Active'. Both strategies have helped inform the development of this Sport and Active Lifestyles Strategy to ensure our approach is joined up and evidence based. Now is the time to build on our success and to implement a strategy that will assist in guiding the future provision of positive opportunities for our residents. The document aims to align the sport and health agenda to ensure that accessible and sustainable physical activity opportunities develop thriving and healthy communities across Eastleigh Borough.

Cllr Tonia Craig  
Cabinet Member for Health and Social Policy





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# Introduction

Eastleigh Borough is a unique place, divided into five local areas with Eastleigh as the main town, Fair Oak to the east, Hedge End and West End centrally and Hamble to the south. A recent population forecast estimates the borough's population at 138,351 in 2021, which is set to grow to 146,833 by 2026. Significant features of the borough include internationally renowned sailing venues on the River Hamble, a national and international cricketing venue at The Ageas Bowl, Arts venues of regional significance at The Point and Berry Theatres and an award winning leisure facility located on Fleming Park Open Space. Eastleigh Borough also has strong built and environmental assets, with good provision for parks and open spaces, such as two Green Flag awarded Country Parks, Itchen Valley and Lakeside, consisting of 200 hectares of beautiful lakes, water meadows and woodland.

As well as access to quality parks and leisure facilities, Eastleigh Borough Council also run a number of programmes and initiatives to support people to be active. Our SportWorks programmes are designed to provide a wide range of activity opportunities, support facilities and schools and clubs to enhance the overall quality and quantity of provision on offer within the borough. HealthWorks programmes target our most vulnerable residents in the borough to live a healthy and active lifestyle through low intensity exercise classes, health walks and a physical activity referral scheme designed to provide opportunities for people to improve their health and become more active. The combination of quality environments and provision of programmes supports Eastleigh residents to take up physical activity and remain active. As a landowner and developer, Eastleigh Borough Council is also embarking on delivering a different approach to development, focusing on community, innovation, and sustainability. The One Horton Heath project, in the heart of the borough, will feature a mix of new homes, open spaces and sports and leisure facilities to support our new communities and this strategy will play a role in shaping provision for new developments.

Overall, health and wellbeing in Eastleigh is good and generally better than the England average. However, levels of obesity and inactivity are on the rise and with the pandemic causing disruptions to people's active routines, how we ensure our residents stay active is increasingly important. An active lifestyle is key to developing an effective response to the problem of inactivity within Eastleigh as physical inactivity is one of the major risk factors causing death and ill-health, both globally and locally. Increasing physical activity has the potential to improve the physical and mental health of individuals, reduce all-cause mortality and improve life expectancy. It can also save money in the long term by significantly easing the burden of chronic disease on health and social care services.

This strategy sets out the plan for sport and active lifestyles provision in Eastleigh Borough and aligns with other regional and national strategies, such as Sport England's strategy 'Uniting the Movement'. Increasing participation levels in sport and physical activity, and in turn tackling health inequalities, is an absolute priority for Eastleigh Borough and ensuring that we take a targeted approach and focus efforts in these areas is essential to success. It is important this strategy reflects the national and local agenda for sport and physical activity provision; however, planning must be evidence driven ensuring that local issues and opportunities can be addressed and sustained.

## Our vision

Our vision is to empower all people to be active. We value the benefits of sport in the widest sense, not solely impacting on improving the physical health of the borough, but also in bringing communities together, building confidence in all ages and abilities, and supporting skills, training, and businesses. This strategy builds on the success of our previous strategy and sets out our aspirations to get more people, of all ages and backgrounds, to be more active. We want to make Eastleigh Borough one of the most active places in Hampshire, which promotes the Council's corporate priority to enable health and wellbeing and tackle health inequality and deprivation.

## Where are we now?

Significant progress has been achieved over the last four years, such as a £28 million investment in Places Leisure Eastleigh a brand new state of the art leisure centre for the borough, the development of Stoneham Lane Football Complex and new sports facilities at Hardmoor and Wide Lane. The SportWorks and HealthWorks programmes continue to offer a wide range of opportunities to improve the health and wellbeing of residents and have delivered key initiatives and campaigns to increase sport and physical activity, reduce health inequalities and improve long term health conditions. As well as programme delivery, support continues to be provided for community sports clubs and the development of key facilities. All of this has contributed towards positive sport and physical activity outcomes for Eastleigh residents and ensures people have access to the right tools to improve their health and wellbeing.

**It is this Council's continued commitment to address inactivity across the borough and enable more people to participate in physical activity in a way which is fun and inclusive. There have been a number of successes since the implementation of the previous strategy, which ran from 2016 – 2020:**

- Opening a £28 million state of the art leisure facility at Fleming Park.

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- Delivery of the This Girl Can Campaign, supporting women to be active, with an additional £10k achieved from Sport England to grow this.

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- We have increased access to quality programmes by growing our reach through social media (850 followers on Twitter, Facebook page has 1,430 likes and 420 followers on Instagram).

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- Delivery of key physical activity and health intervention projects such as Physical Activity Referral Scheme, Steady and Strong Balance classes and health walks.

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- Increased opportunities for young people through Friday Night Football as a diversionary activity to reduce anti-social behaviour and increase physical activity.

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- Delivery of Park Sport, dropping the entry age to 5 for activities, so more people can access this provision.

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- Continued to support sports clubs and organisations through advice and small grants (£16k in total funding over the last 4 years).

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- Ran four successful Sports Awards, celebrating 275 nominations and recognising the impact of the sports and physical activity sector.

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- Development of the Stoneham Lane Football Complex which opened 2019.

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- Increase opportunities for disabled people to access physical activity through HealthWorks programmes and Forever Active.

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- Expanded the Passport to Leisure scheme to ensure physical activity is accessible and affordable for all residents.

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# What are we already doing?

## This Girl Can

This Girl Can is a nationwide campaign, developed by Sport England to get women and girls moving, regardless of shape, size and ability. It proudly shouts that whatever your shape, ability, or experience - sport and exercise can be a fun and enjoyable part of every woman's life. As part of this campaign, we aim to break down current barriers women face in taking part in regular exercise and inspire them to take that first step.

**"I always wanted to do yoga but was worried that if I joined a class, my 'unbendy' body would make me the weakling of the class. It is nothing like that - learning with other newbies for 6 weeks gave me confidence and I found a weekly activity that brings me mental as well as physical wellbeing."**

Kate, from Eastleigh, who completed a This Girl Can Yoga course



## Places Leisure Eastleigh

In 2017, Eastleigh Borough Council completed the development of a high-quality leisure facility to replace the existing centre at Fleming Park. The project underpins the Council's commitment to promoting a healthy borough and providing improved facilities to grow and sustain community sport and leisure.

It now offers a wide range of facilities to appeal to the diverse range of local residents. Collaborative working with key stakeholders resulted in the co-location of health and wellbeing services with sport and physical activity facilities with the aim of increasing participation within the community. The new building occupies land adjacent to the previous centre that was subsequently demolished. This enabled uninterrupted leisure provision throughout the construction period.

The new BREEAM 'Excellent' rated leisure centre encourages participation in sport and physical activity while providing enhanced health and wellbeing services for the local and wider communities.



## Park Sport

Park Sport aims to provide opportunities for young people (5 - 16 year olds) and their families to keep active during the summer months.

Most activities are free or low-cost, which is welcomed by families experiencing financial hardship as a result of the pandemic and the cost of living challenges. Funding comes from the Council, Local Area Committees and town and parish councils. More new local activity providers and clubs have been asked to take part, including The Point Eastleigh team who have been involved in several aspects, together with Itchen Valley Country Park and over 10 other local sports and activity providers.



## Health Walks

Health walks are organised walks, led by a qualified walk leader, which run weekly in the borough to support people with low intensity exercise. Health walks are aimed at inactive residents who would benefit most from doing more physical activity. This can include people who haven't been active for a while and would like to start again, people recovering from ill health or who are managing a long-term condition and anyone who's been told by a health professional that they would benefit from being more active.

**“When I retired, I wanted to take up an activity which would give me regular exercise and enable me to meet new people. I had never tried organised walks before so joining a group and exploring the open spaces and woods in the area was a real joy as was the companionship of being with other walkers.”**

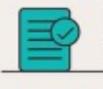
John, 72, Fair Oak



# Physical Activity Guidelines

The UK Chief Medical Officers Physical Activity Guidelines 2019<sup>1</sup> help to explain the level of physical activity required to achieve a range of health benefits for children, young people and adults. These guidelines, shown through useful infographics, demonstrate the type and amount of physical activity that people should be doing to improve their health.

## Physical activity for children and young people (5 – 18 Years)

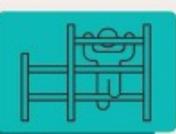
 <b>BUILDS CONFIDENCE &amp; SOCIAL SKILLS</b>		 <b>MAINTAINS HEALTHY WEIGHT</b>
 <b>DEVELOPS CO-ORDINATION</b>	 <b>STRENGTHENS MUSCLES &amp; BONES</b>	 <b>IMPROVES SLEEP</b>
 <b>IMPROVES CONCENTRATION &amp; LEARNING</b>	 <b>IMPROVES HEALTH &amp; FITNESS</b>	 <b>MAKES YOU FEEL GOOD</b>

### Be physically active

**Spread activity  
throughout  
the day**

**Aim for an  
average of at least  
**60**  
minutes per day  
across week**

**All activities  
should make you  
breathe faster  
& feel warmer**

 <b>PLAY</b>	 <b>RUN/WALK</b>	 <b>BIKE</b>	 <b>ACTIVE TRAVEL</b>
 <b>SWIM</b>	 <b>SKATE</b>	<b>Activities to develop movement skills, and muscle and bone strength ACROSS WEEK</b>	
 <b>SPORT</b>	 <b>PE</b>		
 <b>SKIP</b>	 <b>CLIMB</b>	 <b>WORKOUT</b>	 <b>DANCE</b>

## Get strong



**INACTIVITY**

## Move more

**Find ways to help all children and young people accumulate an average of at least 60 minutes physical activity per day across the week**

UK Chief Medical Officers' Physical Activity Guidelines, 2019

<sup>1</sup> \*Physical activity guidelines: infographics - GOV.UK ([www.gov.uk](http://www.gov.uk))

# Physical activity for adults and older adults



Benefits health



Improves sleep



Maintains healthy weight



Manages stress



Improves quality of life

Reduces your chance of

Type II Diabetes

-40%

Cardiovascular disease

-35%

Falls, depression etc.

-30%

Joint and back pain

-25%

Cancers (colon and breast) -20%

Some is good,  
more is better

Make a start today:  
it's never too late

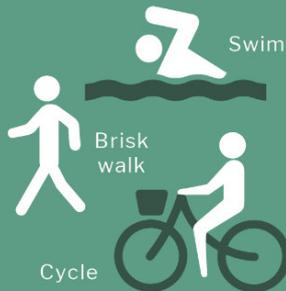
Every minute  
counts

## Be active

at least  
**150**

minutes  
moderate intensity  
per week

increased breathing  
able to talk



OR

or a combination of both

at least  
**75**

minutes  
vigorous intensity  
per week

breathing fast  
difficulty talking



to keep muscles, bones and joints strong

**Build strength**

on at least  
**2** days a week



Gym



Carry heavy bags



Yoga

**Minimise sedentary time**

Break up periods of inactivity



Bowls

Tai Chi



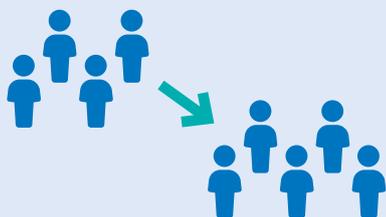
Dance

For older adults, to reduce the  
chance of frailty and falls

**Improve balance**

2 days a week

# Local Context



Eastleigh Borough had a **population of 138,351** in 2021, which is set to grow to **146,833** by 2026



Male and female **life expectancy** at birth (in years) in Eastleigh was **81.8** and **83.2** in 2019 compared to England which was 79.7 and 83.2



In 2021, **75%** of women in Hampshire wanted to be **more active**

In 2021, **81%** of **disabled adults** wanted to do **more activity** than they currently do



In 2019/ 20, **62.2%** of adults were **physically active** in Eastleigh compared to 61.4% in England



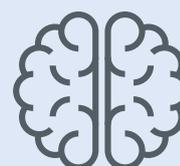
In 2021, **69%** of people with a **long-term health condition** would like to be more active



In 2019/ 20, **63.8%** **adults** (18+) were classified as **overweight** or obese in Eastleigh compared to 62.8% in England



Eastleigh is one of the **20% least deprived district authorities** in England, with a slight increase in the percentage of neighbourhoods experiencing worse than UK average deprivation 11.7% (2015) to 13% (2019)



In Eastleigh, it was estimated that in 2017 the prevalence of **common mental disorders** (aged 16+) was **13.5 people** per 100 population. This is much better compared to the England rate at 16.9 per 100.

**20.3%** of children in year R in Eastleigh are **overweight** or obese (3 years data combined - 2017/18 - 2019/20)



# Challenges and opportunities



## Strengths

- Male and female life expectancy
- Access to indoor and outdoor facilities
- SportWorks and HealthWorks programmes
- Experienced at accessing external funding



## Weaknesses

- Excess weight in adults and children
- Participation gap between men and women
- Advertising whats on offer



## Opportunities

- Partnership working
- Access to country parks and open spaces
- Places Leisure Eastleigh
- Ageing Population
- Master Planning for major growth areas



## Threats

- Ageing population
- Mental health
- Health inequalities
- Social isolation and loneliness
- Covid Recovery

# What do our residents say?

Eastleigh Borough Council ran a survey from 2nd September 2021 to 30th September 2021 seeking views from members of the public, agencies, businesses and community organisations on how important physical activity is to them and what opportunities there are to increase participation in sport and physical activity in Eastleigh Borough. A total of 133 people responded to the survey.

“Over half of people were satisfied or **very satisfied with opportunities** to participate in sport and physical activity in Eastleigh”

“30% of people cycle, 20% of people swim and 18% people like to run to keep active”

“36% of people stated they would like to see **more fitness related activities in the borough**”

“Roughly 44% of people felt that **more affordable prices would support them** to become more physically active”

“The most popular physical activity people participate in is walking, with **79% of people stating they walk to keep active**”

“There was a high percentage of people who **did not know about what provision is on offer** in Eastleigh”

“29% of people want **sports and physical activity opportunities** at more convenient times”

“Almost **31% of people take part in fitness** and exercise to keep active”

“Roughly 53% of people felt that there was **good quality facilities in Eastleigh**”

“Approximately **25% of people would like to feel safer** when exercising in public”

“24% of people would like more opportunities to **be physically active with others**”

“18% of people in Eastleigh **do not feel confident** taking part in physical activity”



# Sport and Active Lifestyles Strategy 2022 – 2026

The Sport and Active Lifestyles Strategy consists of 4 key aims which we believe are imperative to improve activity levels and participation in sport and physical activity across the borough. The strategy will take a partnership approach and be owned by all community organisations, agencies, and clubs to enable all sectors to work towards agreed outcomes to achieve the biggest possible positive impact. This will be achieved through the implementation of a delivery plan to ensure our vision to empower all people to be active is realised.

**Aim 1. To increase and sustain regular participation in sport and physical activity.**

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**Aim 2. To support and develop a quality delivery structure of clubs, coaches, volunteers, officials, and administrators.**

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**Aim 3. To promote a healthy lifestyle, that is inclusive of all people.**

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**Aim 4. To protect and provide quality active environments and facilities which are accessible to local communities.**



# Aim 1 - To increase and sustain regular participation in sport and physical activity.

## Objectives:

- Use SportWorks programmes to increase and sustain participation among all groups with targeted interventions.
- Use HealthWorks programmes to deliver key targeted interventions around health and obesity.
- Provide quality active programmes for young people to reduce levels of inactivity and obesity.
- Engage with older residents to increase their physical activity levels and reduce social isolation.
- Reduce the participation gap between males and females.
- Improve opportunities to participate in sport and physical activity among people of different ethnic backgrounds.
- Seek opportunities to develop new programmes to meet local need.

## Why is this important?

Increasing and sustaining regular participation in physical activity is extremely important to overall health and can reduce the likelihood of developing a major illness, decrease the risks of obesity and generally help improve your mental health. In Eastleigh, 25% of the population, roughly 27,400 residents, are considered to be inactive meaning they are doing less than 30 minutes of exercise a week. With an ageing population, systematic health inequalities and the pandemic driving inactivity, physical inactivity is quickly becoming one of the biggest health challenges of our time.

The Covid-19 pandemic has had an impact on almost everyone in the world. National restrictions such as social and physical distancing measures, lockdowns of businesses, schools, and overall social life, to halt the spread of the virus has disrupted many regular aspects of life, including sport and physical activity. It has also widened the levels of inequalities in terms of exercise and disproportionately impacted those with the lowest activity levels. In the initial stages of national lockdown, almost 20% of each demographic group was doing 'a lot less' physical activity compared to an average week before Covid-19 restrictions.

Children and young people are also among those who are more likely to be inactive with 32.3% of local children and young people classified as inactive. Furthermore, people from Black or South Asian ethnic groups are more likely to be inactive than those from White or mixed race ethnic groups. This is the same for people who identify as LGBT+ who are significantly more likely to be inactive compared to heterosexual people and, on average women are more likely to be inactive than men. It is important to reduce the participation gaps amongst specific groups of people to begin to tackle inactivity and health inequalities that exist across our borough. We need to continue to transform, increase and promote opportunities for our residents to become more active. We need to target those who are less likely to take part in physical activity due to their personal circumstances and focus interventions for our most deprived areas.

## What will we do?

- Continue delivery of Park Sport for 5-16 year olds and additional programming of a 14+ offer.
  - Provide targeted support, by subsidising Park Sport for low income families.
  - Focus opportunities on women, utilising Sport England's 'This Girl Can' campaign to build more confidence in activity and reduce the participation gap between males and females.
  - Encourage people to be active by supporting our leisure facilities to recover following the pandemic.
  - Sustain the health walks programme across the borough ensuring the majority of walks offer a 'slower' option with at least one rehabilitation walk on the timetable.
  - Promote and advertise the Activity Buddy Scheme across the borough to increase people's confidence to access physically active opportunities.
  - Continue to run our Steady and Strong classes at Velmore and Hedge End, aimed at older adults who may be at risk of falling.
  - Run activity sessions specifically for older adults through the Forever Active Programme at Places Leisure Eastleigh.
  - Promote more group based exercise through running clubs and other opportunities.
  - Work in partnership with our Arts and Culture sector, and Country Parks to promote a diverse range of activity including walking, dance and more.
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## Success measures

- Increase in annual attendances at the Park Sport programme.
- Increase in number of low income families accessing the Park Sport programme year on year.
- Reduced percentage in physical inactivity among females across the borough.
- Increase in number of visits to key facilities following the pandemic.
- Increase in number of people accessing health walks.
- Increase in number of people with a registered disability accessing the Activity Buddy Scheme.
- Increase in number of people attending weekly sessions at Steady and Strong and decrease in falls.
- Sustain the Forever Active Programme aimed at older adults.
- Reduced percentage of inactive residents, measured through the Active Lives Survey.
- Increase in participation at Arts and Culture and Country Parks events and activities.

# Aim 2 - To support and develop a quality delivery structure of clubs, coaches, volunteers, officials, and administrators.

## Objectives:

- Support club and organisation development to enable them to reach their potential.
- Provide specialist advice and guidance to encourage sustainable delivery within clubs and organisations.
- Develop and increase opportunities for volunteering locally in sport and physical activity.
- Identify opportunities for funding to support increased club and volunteer development.
- Support community clubs in applications for external capital and revenue funding.
- Use strategic commissioning, through partnerships, to attract additional resources to support the voluntary sports sector.

## Why is this important?

Getting people more active cannot be achieved in isolation and we recognise the benefit of working in partnership with others through our clubs, coaches and volunteers who are key in achieving the vision of this strategy. Eastleigh Borough has a great network of clubs and organisations who encourage all our communities to be active. There are a lot of varied local sports clubs in the borough providing significant opportunities for participation and development and the majority of clubs are well-linked with local educational establishments. Many of them are managed and operated by dedicated volunteers and have good structures with well-run junior sections, but ensuring clubs get the support they need to develop and grow themselves is important.

Ensuring we support these crucial networks and partnerships, and connecting them with our most inactive populations, is essential and will further promote an active lifestyle in Eastleigh Borough. There have been some challenges over the last few years, such as an increasing dependence on voluntary organisations and clubs to engage with our inactive communities and the financial burden experienced across the sector. We need to continue to develop and increase opportunities locally in sport and physical activity through collaboration and celebrating the huge effort these groups contribute to our community is a must.

Eastleigh Borough Council's SportWorks team will continue to support our fantastic club infrastructure across the borough as they provide the network that really can make a difference to participation levels, quality sporting experiences and sustained higher levels of physical activity in the population. Eastleigh Borough club conferences will remain a priority, as well as continued club infrastructure support from the SportWorks team and recognition of clubs, coaches, participants, volunteers and officials through the Eastleigh Sports and Physical Activity Alliance Sports Awards. The growth and support for organised volunteer led activities is so important and will continue to target the most in need.

## What will we do?

- Continue to run volunteer led activities through HealthWorks and increase opportunities particularly where specific gaps in sport and activity have been identified.
  - Promote sports and physical activity within workplaces.
  - Provide schools, clubs and volunteers advice and support when required to help them develop and grow.
  - Promote Club Matters to local clubs and volunteers as an online tool to help them develop skills and knowledge to market themselves.
  - Deliver an annual club conference focusing on the latest and most relevant information to support clubs in the local area.
  - Support the application phase and background support to clubs applying for funding.
  - Continue to run the small grants scheme to help fund new initiatives that will improve health and wellbeing.
  - Deliver Sports Awards in partnership with the Eastleigh SPAA to recognise and showcase the work of local clubs, coaches, volunteers, and officials.
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## Success measures

- Maintain local volunteer levels above national average.
- Number of initiatives aimed at increasing activity and supporting exercise in the workplace.
- Number of interactions with sports clubs and organisations seeking support or advice.
- Increase in clubs and sports organisations accessing online learning tools.
- Hold a club conference once per year to help sports clubs and organisations in the locality.
- Amount of external funding awarded to sports clubs and organisations after seeking advice and guidance from the Council.
- Ensure the full amount of the Small Grants is allocated each year to support sports clubs and organisation have a positive impact.
- Support the Eastleigh SPAA to hold an annual Sports Awards to showcase and celebrate the work of sports clubs and organisations.

# Aim 3 - To promote a healthy lifestyle, that is inclusive of all people.

## Objectives:

- Use sport as a tool to promote wider health messages and encourage community cohesion including community safety and mental health.
- Ensure effective data collection to monitor provision and inform strategic delivery.
- Promote the Borough's facilities and increase awareness of sports provision on offer across the Borough to targeted groups.
- Promote inclusiveness of sports and activity to address health inequalities.
- Work in partnership with local networks and empower local people to increase their activity levels.

## Why is this important?

Physical activity is about more than just joining a sports club or going to the gym. It includes any and all activity which is not just recreational and can include anything that uses energy, such as playing, gardening, walking, or doing household chores. The majority of physically active adults in England managed to maintain their habits despite the challenges of Covid, with just 710,000 fewer active adults across Hampshire between November 2019 and November 2020 compared to the same period 12 months previously. While the restrictions associated with the pandemic had an unprecedented impact on activity levels, thanks in part to the support of the sport and physical activity sector, many people were able to adapt and find ways to return to activity as restrictions eased. This has caused a culture shift and many people are now moving away from conventional physical activity, in favour of other forms of activity like walking or gardening.

The pandemic has also disproportionately impacted people, widening existing inequalities and increasing mental ill health among our residents. Approximately 13,500 people in Eastleigh suffered with depression in 2020/21, which is around 13.5% of the population, slightly higher than the England prevalence of 12.3%. There are clear links between physical activity and the benefits this provides for an individual's mental health. Understanding our residents need is important in shaping the services we provide them and should take into consideration the needs of the target audience to ensure that it is accessible on all levels.

For these reasons, it is important that a targeted approach is considered, based on evidence and insight. Engaging residents in the development of programmes and completing effective consultation is key as it is recognised that different people like to access physical activity opportunities in different ways and therefore the offer should not be one dimensional. We want to capitalise on this culture change and promote all forms activity, which is inclusive of all people. It is important that we acknowledge this culture shift and communicate what is on offer, whilst forming robust and collaborative partnerships to increase opportunities, participation and enjoyment in sport and physical activity.

## What will we do?

- Continue to run the Friday Night Football programme as a diversionary activity for local 10 - 19 years to promote positive outcomes for young people and increase physical activity.
  - Develop links with National Governing Bodies and wider partners through the Sport and Physical Activity Alliance.
  - Ensure that all Sports webpages are updated, and more information is available, so residents are aware of activities available.
  - Create a new Health and Wellbeing room at Places Leisure Eastleigh to provide community-based programmes.
  - Explore opportunities with Primary Care Networks to locate a mental health service at Places Leisure Eastleigh.
  - Promote what activity is on offer in Eastleigh Borough through relevant communications channels.
  - Continue to use insight and data to ensure programmes are valuable and support those who are inactive.
  - Use schemes such as Passport to Leisure to ensure fair access for all residents and explore opportunities to scale this up where possible.
  - Broaden our offer of GP and self-referrals for exercise so people are able to access community based support.
  - Continue to deliver inclusive community health programmes at Places Leisure Eastleigh, such as Parent & Baby and Family Activity Sessions.
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## Success measures

- Increase in attendance at Friday Night Football.
- Increase in quality membership at the quarterly SPAA group.
- Ensure webpages are reviewed and updated at least annually.
- Completion of the Health and Wellbeing room at PLE.
- Number of weekly programmes run out of the Health and Wellbeing room.
- Increase in communication campaigns that advertise activity on offer across the borough.
- Regular review of data and evidence to help inform our strategic approach.
- Increase in number of facilities accepting Passport to Leisure to improve accessibility.
- Increase of referrals from GPs so people can access community support.
- Continue community programmes for family sessions.

# Aim 4 - To protect and provide quality active environments and facilities which are accessible to local communities.

## Objectives:

- Ensure clubs are making use of community sports hubs/community facilities for activity.
- Provide and protect playing pitch provision guided by Eastleigh Borough Council's Playing Pitch Strategy.
- Continue to work within the planning process and negotiate Section 106 agreements to enable quality open space and formal sports provision.
- Ensure facilities align with projects identified in the Local Plan.
- Continue client management of Eastleigh Borough Council owned leisure facilities.
- Continue to monitor current facility stock and identify needs for future provision.
- Support arts and culture assets to provide accessible and relevant activities for all people.
- Maximise the use of our country parks and open green spaces for physical activity.

## Why is this important?

Ensuring that we have the right environments to enable people to be more physically active is a key aim of this strategy as facilities provide the infrastructure to deliver sport, leisure and recreational opportunities to increase participation, improve health and support clubs. In recent years, there have been major improvements to Eastleigh's sports and open space infrastructure, despite significant budget restrictions, so our communities have access to the right facilities to be more active. Places Leisure Eastleigh is the Council's flagship indoor facility in the borough. Finished in 2017, the £28 million project attracted more than 1 million visits per year pre pandemic.

Eastleigh Borough also benefit from a fair geographical spread of other sports provision across the borough; however, data shows that people in more rural areas need to travel further to access this. Many educational and private leisure sites and community venues at key hub sites across the borough have been improved and modernized through previous strategies. The range of facility types included gyms, multi-use halls, artificial grass pitches, dedicated gymnastics and boxing facilities, sports halls, swimming facilities, changing facilities and skate and BMX provision at a number of sites.

We want to maximise the use of the borough's existing built facilities and open spaces as these are great resources for people to enjoy and be active. This also includes community usage of sports halls at educational sites which are great opportunities to enable our growing communities to have access to a wide range of high quality local facilities and space. As significant areas of our borough are being developed and expanded, we need to ensure that our built facilities and open spaces, existing and aspirational, meet the needs of our growing populations. To do this, we will ensure that our facilities are being maintained, renewed, and upgraded through continued monitoring of our facilities stock to identify need and provision. We will also provide and protect our built leisure facilities and playing pitch provision, guided by the Council's Playing Pitch Strategy and Local Plan, to ensure geographical access is maintained and enhanced.



## What will we do?

- Work closely with clubs and other providers to ensure that community facilities are being used.
- Develop a new Playing Pitch and Built Leisure Facilities Strategy for Eastleigh Borough.
- Ensure there is early engagement with developers on a joint vision and framework for future sports facility requirements.
- Ensure robust planning policies are in place in the Local Plan to ensure that new sports recreation facilities are provided alongside new developments.
- Continued support and monitoring for The Hub and Places Leisure Eastleigh to ensure clubs have good access to council owned facilities.
- Hold regular meetings through the Places Leisure Consultative Group so that partners are informed and involved in decision making.
- Encourage greater and wider use of our open spaces for physical activity, informal play and structured sport, with a focus on promoting Lakeside Country Park as an 'outdoor leisure centre'.
- Ensure each facility has a maintenance plan built into operating contracts/agreements.
- Increase access to school sports facilities, sports halls and other alternative spaces making it easier for the community to be active locally.
- Work in partnership with creative facilities, such as The Point and Berry Theatre to promote programme which support an active lifestyle.
- Enhance our open spaces and playing pitches to enable more active environments.

## Success measures

- Increase in usage year on year from Eastleigh Borough clubs at key community sports facilities.
- Adopt a new Playing Pitch and Built Leisure Facilities Strategy by 2023.
- Delivery and project management where required for new facilities.
- Promote the use of accessible community facilities to support the development of sports clubs and organisations.
- Hold regular contract management meetings with PLE and The Hub to ensure effective delivery of agreements.
- Hold a minimum of two Places Leisure consultative meetings per year.
- Deliver enhancement of the quality of playing pitches aligned to the recommendations within the Council's Playing Pitch Strategy.
- Ensure a maintenance plan is in place for the Council's existing sport and leisure assets.
- Increase in the number of SportWorks programmes utilising open spaces and playing pitches.
- Increase in participation of partnership initiatives at creative facilities and Country Parks.
- Ensure that new housing developments provide good quality formal sports provision to meet the needs of new and existing populations.

# How the Strategy is supported

This strategy is supported by a number of other strategies and plans, including:



# Delivery Plan

Aim	Objective	What will we do?	Timescale			
			Within year 1	Within year 2	Within year 3	Within year 4
<b>To increase and sustain regular participation in sport and physical activity</b>	Use SportWorks programmes to increase and sustain participation among all groups with targeted interventions.	Continue delivery of Park Sport for 5-16 year olds and additional programming of a 14+ offer.	X			
	Use HealthWorks programmes to deliver key targeted interventions around health and obesity.	Provide targeted support, by subsidising Park Sport for low income families.	X			
		Focus opportunities on women, utilising Sport England's 'This Girl Can' campaign to build more confidence in activity and reduce the participation gap between males and females.		X		
	Provide quality active programmes for young people to reduce levels of inactivity and obesity.	Encourage people to be active by supporting our leisure facilities to recover following the pandemic.		X		
		Sustain the health walks programme across the borough ensuring the majority of walks offer a 'slower' option with at least one rehabilitation walk on the timetable.	X			
	Engage with older residents to increase their physical activity levels and reduce social isolation.	Promote and advertise the Activity Buddy Scheme across the borough to increase people's confidence to access physically active opportunities.	X			
	Reduce the participation gap between males and females.	Continue to run our Steady and Strong classes at Velmore and Hedge End, aimed at older adults who may be at risk of falling.	X			
	Improve opportunities to participate in sport and physical activity among people of different ethnic backgrounds.	Run activity sessions specifically for older adults through the Forever Active Programme at Places Leisure Eastleigh.	X			
		Promote more group based exercise through running clubs and other opportunities.		X		
		Work in partnership with our Arts and Culture sector, and Country Parks to promote a diverse range of activity including walking, dance and more.	X			
Seek opportunities to develop new programmes to meet local need.						

Aim	Objective	What will we do?	Timescale			
			Within year 1	Within year 2	Within year 3	Within year 4
<b>To support and develop a quality delivery structure of clubs, coaches, volunteers, officials, and administrators.</b>	Support club and organisation development to enable them to reach their potential.	Continue to run volunteer led activities through HealthWorks and increase opportunities particularly where specific gaps in sport and activity have been identified.	X			
	Provide specialist advice and guidance to encourage sustainable delivery within clubs and organisations.	Promote sports and physical activity within workplaces.		X		
	Develop and increase opportunities for volunteering locally in sport and physical activity.	Provide schools, clubs and volunteers advice and support when required to help them develop and grow.	X			
	Identify opportunities for funding to support increased club and volunteer development.	Promote Club Matters to local clubs and volunteers as an online tool to help them develop skills and knowledge to market themselves.	X			
	Support community clubs in applications for external capital and revenue funding.	Deliver an annual club conference focusing on the latest and most relevant information to support clubs in the local area.	X	X	X	X
	Use strategic commissioning, through partnerships, to attract additional resources to support the voluntary sports sector.	Support the application phase and background support to clubs applying for funding.	X			
		Continue to run the small grants scheme to help fund new initiatives that will improve health and wellbeing.		X		
		Deliver Sports Awards in partnership with the Eastleigh SPAA to recognise and showcase the work of local clubs, coaches, volunteers, and officials.	X	X	X	X

Aim	Objective	What will we do?	Timescale			
			Within year 1	Within year 2	Within year 3	Within year 4
<b>To promote a healthy lifestyle, that is inclusive of all people.</b>	Use sport as a tool to promote wider health messages and encourage community cohesion including community safety and mental health.	Continue to run the Friday Night Football programme as a diversionary activity for local 10 - 19 years to promote positive outcomes for young people and increase physical activity.	X			
	Ensure effective data collection to monitor provision and inform strategic delivery.	Develop links with National Governing Bodies and wider partners through the Sport and Physical Activity Alliance.		X		
	Promote the Borough's facilities and increase awareness of sports provision on offer across the Borough to targeted groups.	Ensure that all Sports webpages are updated, and more information is available, so residents are aware of activities available.	X			
	Promote inclusiveness of sports and activity to address health inequalities.	Create a new Health and Wellbeing room at Places Leisure Eastleigh to provide community-based programmes.		X		
	Work in partnership with local networks and empower local people to increase their activity levels.	Explore opportunities with Primary Care Networks to locate a mental health service at Places Leisure Eastleigh.		X		
		Promote what activity is on offer in Eastleigh Borough through relevant communications channels.	X			
		Continue to use insight and data to ensure programmes are valuable and support those who are inactive.	X			
		Use schemes such as Passport to Leisure to ensure fair access for all residents and explore opportunities to scale this up where possible.	X			
		Broaden our offer of GP and self-referrals for exercise so people are able to access community based support.	X			
		Continue to deliver inclusive community health programmes at Places Leisure Eastleigh, such as Parent & Baby and Family Activity Sessions.	X			

Aim	Objective	What will we do?	Timescale			
			Within year 1	Within year 2	Within year 3	Within year 4
<b>To protect and provide quality active environments and facilities which are accessible to local communities.</b>	Ensure clubs are making use of community sports hubs/ community facilities for activity.	Work closely with clubs and other providers to ensure that community facilities are being used.	X			
	Provide and protect playing pitch provision guided by Eastleigh Borough Council's Playing Pitch Strategy.	Develop a new Playing Pitch and Built Leisure Facilities Strategy for Eastleigh Borough.		X		
		Ensure robust planning policies are in place in the Local Plan to ensure that new sports recreation facilities are provided alongside new developments.	X			
	Continue to work within the planning process and negotiate Section 106 agreements to enable quality open space and formal sports provision.	Continued support and monitoring for The Hub and Places Leisure Eastleigh to ensure clubs have good access to council owned facilities.	X			
		Hold regular meetings through the Places Leisure Consultative Group so that partners are informed and involved in decision making.	X	X	X	X
	Ensure facilities align with projects identified in the Local Plan.	Encourage greater and wider use of our open spaces for physical activity, informal play and structured sport, with a focus on promoting Lakeside Country Park as an 'outdoor leisure centre'.		X		
	Continue client management of Eastleigh Borough Council owned leisure facilities.	Increase access to school sports facilities, sports halls and other alternative spaces making it easier for the community to be active locally.	X			
	Continue to monitor current facility stock and identify needs for future provision.	Work in partnership with creative facilities, such as The Point and Berry Theatre to promote programme which support an active lifestyle.		X		
	Support arts and culture assets to provide accessible and relevant activities for all people.	Enhance our open spaces and playing pitches to enable more active environments.		X		
	Maximise the use of our country parks and open green spaces for physical activity.	Ensure there is early engagement with developers on a joint vision and framework for future sports facility requirements.				
		Ensure each facility has a maintenance plan built into operating contracts/ agreements.				