



# Towards an Active Swale

Swale Active Lives Framework 2017 – 2022



**Swale**  
BOROUGH COUNCIL

# Foreword



I am pleased to introduce the Swale Active Lives Framework that sets out our vision for the borough and how all stakeholders can play their part in enabling our residents to be active and thus lead a more healthy and sustainable lifestyle. This framework builds upon the success of the Sports and Physical Activity Framework for Swale 2012 – 2017 with a greater focus on the 23.9% of individuals in our communities that are currently inactive.

Whilst it is important to continue to support the organisations, clubs and residents that are running, supporting or participating in current and traditional activities in the borough, the Council needs to follow the lead organisations in the Sport & Physical Activity (SPA) sector to investigate how it can adapt its and the local provision within the SPA network to increase activity levels and the wellbeing of residents.

We believe by working holistically across the public, private and voluntary sector we can all contribute to the health of the borough. So if it is from gaining motivation to start to live a healthier lifestyle or the aspirations of those to compete at an elite level of sport this framework provides opportunities for organisations to get involved and help work 'Towards an Active Swale'.

**Cllr Ken Pugh,**  
Cabinet Member for Housing and Wellbeing

# Introduction



The Council adopted the Sport and Physical Activity Framework for Swale 2012 – 2017 (SPAFS) in July 2012, to act as an enabler to various sports activities and initiatives in the Borough with the aim of increasing participation and addressing the high levels of inactivity. The Framework has evolved into the 'Active Lives Framework' to explore how Sport and Physical Activity (SPA) can contribute to the wider health and wellbeing for our residents.

The Active Lives Framework remains the overarching document for SPA in the borough and drives the strategic priorities that SPA provision delivers against. It draws together the suite of strategies both that Swale Borough Council has developed and those from external bodies to review the existing priorities for the borough.

The Active Lives Framework takes forward the direction of SPA work of the Council to ensure that positive achievements help address the issues of inactivity and increase participation. During the life of the SPAFS

there has been a shift in government and the Sports Governing Bodies thinking towards SPA, recognising that 'sport' for the enthusiast is a key focus but less formal options of their sport can be used to help inactive residents to become more active.

The Framework provides the local SPA partners and network with a strategic document they can utilise to review their programmes to make them more inclusive, with a real opportunity to tap into resources that are focused on those at risk of health issues due to an inactive lifestyle and helping to encourage an Active Swale.

## Methodology

The Active Lives Framework has been developed by:

- Drawing on data and research available and through consultation with Active Swale Network.
- Analysing the key national, regional and local strategic drivers that influence and can be influenced by the Active Lives Framework in Swale.

The Active Lives Framework sets out:

- A Vision for promoting Active Lives in Swale for all levels and abilities.
- Ways for the SPA network to support each other to sustain and increase participation.
- How the SPA network can work together, adapt and grow to encourage inactive individuals to make a positive change to their lifestyle.
- How success can be measured.



# Sport and Physical Activity Framework for Swale 2012 – 2017

The 2012-17 SPAF focused on the following 6 objectives:

## 1. Provide the right activities in the right places to the right people



2. Encourage active and healthier lives through regular participation in sport and physical activity

3. Provide accessible, affordable and good quality facilities and places to participate in sport and physical activity

4. Enable opportunities to develop skills, learning and achieve potential through sport and physical activity

5. Work with the voluntary and community sector and education sector to be more involved and increase participation in sport and physical activity

6. Raise the profile and recognition of sport and physical activity in contributing to wider outcomes



# Delivery Highlights

During 2012 – 2017 the SPA partners have delivered a wide range of programmes and activities to enhance and develop activity in Swale. Some of the highlights include:

- Reallocation of Council resources to provide an ‘enabling and facilitating’ role. This new focus has enabled the Council to be more responsive to the needs of SPA partners, supporting over 40 different partners when called upon to assist with their issues and priorities;
- Creation of a Sports Grant Scheme of £20k per annum, since 2014 the scheme has distributing 68 grants of up to £1000 to local organisations to help increase participation in their programmes;
- Piloted a Physical Activity Health Trainer Programme to increase physical activity within the Health Trainer programme, 731 inactive residents were supported to be more active;
- Transfer of Assets from Council ownership to local football organisations;
- Continued funding for local leisure provision at Sheerness, Sittingbourne and Faversham;
- Annually support the Swale Youth Development Fund (SYDF) with a grant of £3,690 that compliments their own fundraising to distribute to young people with talent in Swale;
- Re-establishment of the School Games Organiser in the Sittingbourne and Sheppey school sport area to manage a programme of activities; whilst establishing links with the East Kent Coastal School Games Organiser that supports Faversham Schools;
- Since 2014 the Council has managed the Sport England Satellite Club Programme in Swale to develop community links with schools securing over £30k to support after school activities;
- Active Swale breakfast network and evening sessions have been provided covering funding, coach/volunteer training, research, Elite performer support, Kent School games;
- Established Sittingbourne Parkrun with 1800 participants in the first year;
- Local businesses have engaged with the Kent Healthy Business Awards and the ‘Workplace Challenge’ to address the health and wellbeing of their staff;
- Faversham FC have secured external funding to develop the facilities at Salters Lane;
- Efforts of volunteers within all clubs to maintain and increased participation in SPA;
- Volunteers have re-established the Swale School Football Association to help raise the profile of talented players in Swale;
- Isle of Sheppey Sailing Club developing plans to improve the club facility and access to its programmes;
- Brents Residents Association fund raising to install an outdoor gym in Faversham;
- Millfield Allotment Association developing a club house to provide opportunities all year and weathers.



*Photo courtesy of James Bell*

# The SPAFS 2012 - 17 measures

The SPAFS listed success measures that would use research undertaken by external partners to gauge how Swale is performing in regards to SPA and Health indicators. A number of the measures were directly taken from research undertaken by Sport England either through their Active People survey, that was replaced in 2016 by Sport England with the 'Active Lives' survey or specific programmes of work. As a result of the change in the survey and how the figures are reported we are unable to provide direct comparisons to some of the measures.

Measure	Baseline	Most recent data		Commentary
		Result	Year	
<b>Increased participation of adults in sport and physical activity</b>				
Original measures: Adults with zero days of physical activity per week At least 30 mins of physical activity per week At least 5 x 30 mins of physical activity per week	51.9% 10.5% 11.5%	Not available Not available Not available		Original measures were drawn directly from Sport England's Active People survey. This was replaced in 2015 by the Active Lives survey, from which the new measures are drawn. The change in survey methodology means that recent results for most original measures are unavailable.
New measures: Inactive (under 30 mins activity per week) Fairly Active (30 - 149mins of activity per week) Active (150+ mins of activity per week)	23.9% 14.7% 61.4%	Not available Not available Not available	2015/16 2015/16 2015/16	
<b>Other Measures</b>				
Child obesity rate	18.1%	17.1%	2014	
Adult obesity rate (Swale Borough)	30.2%	30.9% 24.1%	2014	Swale CCG East Kent Coastal CCG
Satisfaction with sport and leisure facilities	49%	60%	2015/16	Taken from Sport England's Local Sport Profile
Quality accreditations secured: • Quest at Leisure Centres • Green Flags • Quality Coast Award / Blue Flags • Club Mark	2 2 2 58	2 2 2 52	2016 2016 2016 2013	Blue Flag replaced Quality Coastal Award
Adults regularly volunteering to deliver sports and physical activity at least an hour a week	6.2%	10.1%	2012/14	Active People survey for 2014/16 insufficient response to provide result
Sports Leaders identified Sports Makers recruited	250 120	250 1,015	2011/12 2013	County programme ended in 2012 Kent only total provided – National Join In campaign replaced post-Olympic volunteer programme

# Current Situation

## Swale Context

- Swale is made up of countryside, coastal and urban areas and has 3 distinct parts: Faversham, Sittingbourne and Isle of Sheppey plus a large rural hinterland.
- Swale is the third most deprived local authority area in Kent.
- The population is estimated to increase from 142,528 to 158,961 by 2025, most notably the 65+ age group. This ageing population is likely to increase the need for different and more accessible low impact sport and leisure provision. Keeping this ageing population active will help to prevent high-cost health conditions.
- There are pockets of severe deprivation, with 18 neighbourhoods amongst the most deprived nationally; 14 of these are located on the Isle of Sheppey. 23.1% of children are currently living in poverty, significantly worse than the national average of 19.2.
- In the Census 2011 - 92.9% of Swale's residents classify themselves as White British, 2.6% as White Other, 0.6% as White Irish, 1.2% Mixed/multiple ethnicity, 1.2% as Asian/Asian British and 1.0% Black/African/Caribbean/Black British. The diversity of the borough is increasing.



## Sport and Physical Activity



- Active Lives survey (released Jan 2017) classifies 23.9% of adults in Swale as 'Inactive' doing less than 30 minutes in a week; this is above the national average of 22%.
- Active Lives survey (released Jan 2017) classifies 14.7% of adults in Swale as 'Fairly Active' taking part in 30-149 mins of activity compared to 12.6% Nationally; 61.4% are classified as 'Active' taking part in 150+ of activity compared nationally with 65.4%.
- Low cost, subsidised activities and family-friendly activities are the most popularly cited when asking for views on how to get more people active.

## Health and well being

- Significant health inequalities exist, with a 11.7 year difference in life expectancy between the two ends of the deprivation scale.
- In 2014 the adult obesity rates in Swale CCG (Sheppey and Sittingbourne) was 30.9% with Canterbury and Coastal Kent CCG (which incorporates Faversham) at 24.1%, with the England figure at 24.1%. The worst figure for a CCG area in England was 30.9%.
- 69% adults have excess weight, worse than the national average of 64.8%.
- 17.1% of children are obese, which is slightly better than the national average of 19.1%.



- Barriers to participation include lack of information of what is available, time constraints, cost, access, travel constraints, childcare requirements, ill health, and a lack of motivation.
- Local sport profile identifies that associated Health cost of physical inactivity is over £2m.

## SPA Infrastructure



*Photo courtesy of Boughton Bowls Club*

- In 2015, 59.6% of those using local sports provision were satisfied.
- 22.4% of residents in 2015/16 are currently members of or regularly join activities of sports and recreation clubs.
- There are 204 known sports clubs in Swale and 159 partners that are linked to the Active Swale Network.
- 52 sports clubs have completed or renewed their Clubmark accreditation.
- There are 285 sports facilities in Swale.
- The Local Sports Profile identifies there are 55 sports related businesses in Swale contributing £48m economic value of health benefits of participating in sports.

## What you said

A consultation was held during March 2017 with the SPA network and feedback was provided as to whether the existing vision and priorities were the right ones to guide the Council in the next 5 years with regards to SPA. The 25 partners that attended the two open sessions and the nine that completed the electronic survey all indicated that both the vision and priorities were still relevant and identified areas of focus for 2017–22. In addition to SPA network consultation other public sector agencies and Council departments were consulted. The summary of the feedback is detailed below:

- There is a desire to help increase activity levels but the capacity of the facilities and volunteers focuses on ensuring the current members are provided for rather than helping inactive residents take up a sport.
- For clubs to offer a non-traditional, non-competitive sport alternative there would need to be investment of resources to ensure the needs of the inactive are met.
- Support from the Health sector would need to be provided to ensure clubs and organisations are offering an appropriate activity as well as helping promote and motivate the inactive to try activities.
- Club facilities play an important role in the borough to provide local opportunities and the ability of the owners to diversify their offer to supplement income without detracting from the sport offer.
- Swale has a mix of private, public and voluntary sector facilities that provide a range of opportunities.
- Small grants through the Council are easy to access and adaptable to ensure it is used to meet the needs of the club / organisation.
- Recruiting and maintaining the volunteer workforce of a club is a consistent pressure for a committee, support with both sport specific and general club management courses is a constant requirement.
- Linking with schools is proving difficult due to the cultures i.e. volunteers having full time jobs and working during school hours.
- There needs to be the ability for voluntary clubs and schools to communicate and develop opportunities to support each other in both promotion of sport and the benefits it can have for students mentally and physically.
- The marketing of SPA in the Borough needs to be developed to ensure that digital and social media is better used to promote the activities and benefits of being active and a healthier lifestyle.





# Strategic Fit

The national and local drivers the ALF needs to take into account of have been analysed to ensure that the ALF priorities are in line with the strategic direction and outcomes being pursued by partner agencies. Table 1 on page 6, provides a summary of the strategies:

National/ Regional	Local
<ul style="list-style-type: none"> <li>• Sporting Future: A new Strategy for an Active Nation (Cabinet Office, 2015)</li> <li>• Towards an Active Nation Strategy 2016 - 2021(Sport England)</li> <li>• Moving More, Living More (Cabinet Office, 2014)</li> <li>• Everybody Active Every day (PHE, 2014)</li> <li>• Change4Life campaign (PHE)</li> <li>• Strategic Plan for the next 4 years: Better outcomes by 2020 (PHE, 2016)</li> <li>• Childhood Obesity Strategy (Cabinet Office, 2016)</li> <li>• Towards an Active County – Kent Sport Strategic Framework for Sport in Kent &amp; Medway.</li> <li>• Kent’s Joint Health and Well Being Strategy 2014 – 2017 (currently being reviewed)</li> </ul>	<ul style="list-style-type: none"> <li>• Making Swale a Better Place: Corporate Plan 2015-2018</li> <li>• Swale’s Local Plan</li> <li>• Health and Well Being Improvement Plan</li> <li>• Playing Pitch Strategy – 2016 - 2026</li> <li>• Open Spaces &amp; Play Strategy – 2017- 2022</li> <li>• Indoor &amp; Built Facility sports Strategy 2015 - 2025</li> <li>• Equalities Scheme 2016 - 2020</li> </ul>



# The Vision

That the residents of Swale are encouraged, motivated, informed and have the opportunity to be more active and healthier. Enabling them to live life to the full, be happy and well, reaching their full potential.

## The Priorities

### Active You

This priority is about offering activities that are accessible to both rural and urban residents at the right time and will enable individuals of all physical and mental abilities to participate and challenge themselves in a supportive environment.

Partners wanting to contribute to this priority could:

- Provide welcoming and supportive environments that focus on the needs of the customer.
- Offer opportunities for residents with physical, mental health and life limiting needs.
- Promote being active as well as playing sport.
- Provide activities that safely raises the heart rate and gets you moving.
- Work with other organisations and agencies to enhance your offer.
- Explore opportunities within the workplace.
- Understand what creates barriers for people to join in and what support can be provided to overcome them.



### Active and Healthier Lives

This priority is about the development of programmes and campaigns that help residents understand the benefit that both an active life and healthy diet can have.

Partners wanting to contribute to this priority could:

- Raise awareness and campaigning to inform behaviour change and create more resilient habits that will cement more active and healthier lifestyles
- Explore partnership opportunities to engage with non-traditional SPA organisations to widen the scope of the local SPA offer
- Provide opportunities to engage with families of participants to become more active with multi-generational opportunities
- Link with national campaigns and events that showcase local and national examples of good practice to cover all aspects of a healthier lifestyle
- Identify new technologies that will help raise the awareness of the benefits and results of being active
- Promote the social benefits of volunteering within local community organisations
- Use of health and activity campaigns, programmes and opportunities to promote positive benefits to residents, i.e garden and grow schemes, cycle and walking routes/paths.

# Active Facilities

This priority focuses on making the best use of the facilities available in Swale including open spaces, land and water, ensuring they are as accessible and affordable as possible to encourage participation and usage.

Partners wanting to contribute to this priority could:

- Provide facilities that are safe, good quality, multi-sport, accessible and affordable
- Create the right outdoor and indoor spaces to be active
- Work in partnership to utilise facilities and open spaces
- Utilise new technologies in conjunction with existing facilities to widen provision
- Support existing and new opportunities to transfer facilities to community organisations
- Review facility use and diversifying the offer to community
- Support improvement of facilities
- Promote the full range of community facilities within Swale
- Enhance facilities through the utilisation of developer contributions as per the requirements identified in Open Spaces and Play Strategy, Playing Pitch Strategy and Built Facilities Strategy



# Active Training

This priority identifies opportunities through SPA to develop activity specific skills and general learning to support the social and personal development of the SPA Network to deliver opportunities in Swale.



Partners wanting to contribute to this priority could:

- Raise awareness of the commitment and benefits of having skilled coaches
- Explore and promote opportunities for skill/workforce development
- Encourage volunteering within SPA providers to inspire others
- Offer support for new and existing SPA partners

# Active Partnerships

This priority is about ensuring the SPA infrastructure in Swale is strong with almost 300 known organisations offering activities but the cultural differences can provide barriers to partnership work, opportunities should be explored to help develop partnerships.



Partners wanting to contribute to this priority could:

- Develop partnerships between organisations for shared outcomes
- Create links between the voluntary and both primary and secondary education providers to raise awareness of the benefits of a more active and healthier lifestyle
- Share information on partner's activity priorities to increase participation
- Create links and offers between Health and SPA sectors to lead healthier lives
- Support borough networks that encourage partnership working
- Share knowledge and experiences to motivate residents to be more active

# Active Promotion

This priority is about co-ordinating the promotion of the benefits of a more active lifestyle with activity at the heart of the message will raise the profile and recognition of the SPA partners.

Partners wanting to contribute to this priority could:

- Contribute to a wider marketing brand of SPA within Swale
- Engage with national campaigns and events to promote healthier lifestyles
- Incorporate new technologies to help promote the SPA network.
- Contribute towards a system to review information and promotion of SPA
- Advertise and update their activity offer for the borough



# Activities and Case Studies



## parkrun UK in Sittingbourne Project

To establish a 5km running route in Milton Creek Country Park

### Cost

£6,000 to establish.  
Free for all participants.

### Support

Swale Borough Council  
Friends of Milton Creek  
Parish Hall/Church  
KCC – Kent Sport

### Achievements

Over 2,860 different participants have taken part between February 2016 to February 2018.  
Average of 20 volunteers a week supporting the runners and event.



## Boughton Bowls club Project

Resolve planning and build new club house

### Cost

Club House Build - £153,000.

### Support

Viridor Credits  
Swale Borough Council  
Kent County Council  
Club Members  
Community of Boughton-Under-Blean

### Achievements

Club House funded, built and opened on 21st April, establishing a permanent home for bowls in Boughton-under-Blean.



## Health Trainer project Project

Three year pilot to increase activity levels in clients linked to the Kent Community Health Foundation Trust.

### Cost

£108,000 to fund the pilot  
Free for clients to access

### Support

Funding and delivery –

- National Lottery & Sport England
- Swale Borough Council
- Kent Community Health Foundation Trust

### Achievements

731 inactive residents have taken part during the 3 years of the project – 2014 to 2017.  
10,664 sessions attended by the inactive residents, an average of 14.5 sessions per person.



# Satellite Club Funding – Sport England Project

Support Kent Sport to secure Sport England Satellite Club funding to create Secondary School and Community Club links in priority sports identified by the schools in Swale.

## Cost

In kind contribution for secondary school facilities and staff time

## Support

Sport England  
Kent Sport  
Swale Borough Council  
Secondary Schools in Swale  
Identified Community Clubs  
Governing Bodies of Sport

## Achievements

All secondary schools in Swale have engaged with the programme and collectively secure £40k since 2014.

Helped establish Heads of PE meetings 3 times a year.

737 participants through the programme since 2014



# Swale Borough Council Sports grants Project

To provide small grants for local organisations to increase participation and activities available to residents.

## Cost

£56,100 distributed in 68 applications

## Support

Swale Borough Council

## Achievements

Equipment included in 40 applications

Training for volunteers included in 18 applications

New activities established within 15 applications



# Outcomes/Success Measures

## SPA Indicators

The Sport England 'Active Lives Survey' has replaced the 'Active People Survey' and is new way to measure sport and activity throughout England providing data on the levels of activity at a local, regional and national level.

Activity Levels		Swale	Kent	England	5 year target
Inactive	0-30 mins	23.9%	21.4%	22.0%	↓
Fairly active	31-149 mins	14.7%	13.0%	12.6%	↑
Active	150 mins +	61.4%	65.6%	65.4%	↑

## Health Indicators

The following information has been taken from both the KCC Public Health Observatory that provides 'Analysis, knowledge and evidence to improve health and wellbeing across Kent: starting well, living well and ageing well'; and the Sport England Local Sport Profile tool.

Measures	Swale	Kent	5 year target
Reception year obesity	9.4	8.7	↓
Year 6 obesity	18.9	18.29	↓
Reception year excess weight	23.6	21.6	↓
Year 6 excess weight	33.7	32.8	↓
Excess weight in adults (including obesity BMI >25kg/m <sup>2</sup> )	69%	65.5%	↓
Life expectancy at birth	79.4	80.8	↑
Life expectancy ay 65 years	18.85	19.61	↑
Mental Health contact rate (16-64)	27.91	28.31	↑
Mental Health contact rate (65+)	65.09	60.02	↑

## Be involved

We all have a role to play in encouraging and motivating more people to choose to be more active, more often. It is hoped that the Active Lives Framework will be adopted by key agencies involved in SPA in Swale. We welcome contact from any organisation interested in playing its part.

## How to use the Framework

The Active Lives Framework has been developed to help support partners to both sustain their current provision and explore options to adapt and develop their programmes to help increase opportunities for inactive residents. It will be through partnership working and aligning SPA organisations priorities that the network will be able to maximise resources.

The Active Lives Framework will help:

- Evidence the role SPA can take to support healthier lifestyles
- Support organisations to take ownership of SPA provision
- Build on existing and encourage new partnerships
- Diversify partners programmes to meet changing needs of the sector
- Provide a focal point for the SPA network
- Promote equality and safeguarding good practise in provision
- Sustain organisations and celebrate the SPA heritage in Swale
- Identify funding sources to invest in SPA in Swale
- Put the varying needs of the user at the centre of services and activities

## Further information

If you would like to help achieve the priorities set out in the Active Lives Framework or for more information on the Active Swale Network then contact:

Russell Fairman – Community (SPA) Officer  
Swale Borough Council  
russellfairman@swale.gov.uk

## Contacting Swale Borough Council

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