Leisure and Culture Strategy
2014-2016

www.spelthorne.gov.uk/leisure
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Leisure and Culture Strategy 2013 – Approved by Cabinet 26 November 2013
1 Introduction by Cllr Forbes-Forsyth

Traditionally, the Leisure and Culture Strategy has been a stand-alone document, with budgets being cut, however and more being done for less, leisure and culture is being increasingly used for the delivery of the health and wellbeing strategy in councils. This is not surprising, as we all know that we feel healthier when we exercise or participate in activities.

It is with great pleasure that I present the Leisure and Culture Strategy 2014-2016. I hope this provides the platform for even more innovation in this field, giving our residents a healthy and happy life in our Borough.

I would like to thank Lisa Stonehouse and the Leisure Team for their work on this. I would also like to thank Cllrs Frazer and Friday for their input from the Overview and Scrutiny Committee.

Councillor Forbes-Forsyth

Deputy Leader and Cabinet Member for Community Safety, Young People and Leisure
2 The Way Forward

2.1 The aim of this plan is to explain how we will develop and promote high quality and accessible leisure and culture activities in Spelthorne until 2016. We start by giving an overview of Spelthorne today – what makes up our Borough and what we currently provide. We then give our vision of Spelthorne tomorrow – and what the Borough will look like by 2016. We draw on existing national and local policies to define our local leisure and culture values and explain how we will put them in place. The action plan on page 19-25 outlines how we will achieve our objectives.

2.2 The plan aims to achieve the development and promotion of high quality and accessible leisure and culture activities for the whole community, which will continue to result in huge benefits for our residents. We recognise the financial climate which prevails at this time. We will not let this deter Spelthorne from continuing to thrive. This is a positive plan, which affirms the strong leadership which the Council will continue to give to this vital aspect of everyday living.

The plan focuses on the following:

- **Health and Wellbeing**
  The role of leisure and cultural activities in enhancing the general mental and physical health of our residents.

- **Sport and Physical Activity**
  The development and promotion of high quality sport and active lifestyle opportunities for residents of all ages and to increase participation.

- **Arts and Heritage**
  The development and promotion of high quality arts and heritage opportunities for residents of all ages and to increase participation.

- **Children and Young people**
  The provision of facilities, activities and events for young people aged between 5-19 years.

- **Facilities**
  Ensuring that all borough sport and arts facilities are utilised to their full potential;

  Liaising with organisations that use Spelthorne buildings or structures;

  Seeking funding opportunities to develop new facilities where appropriate and working with local clubs to investigate the possibility of self-management opportunities of Spelthorne facilities.

- **Building on the legacy of the 2012 Olympics and Paralympics**
  Ensuring that residents continue to take up sporting and cultural opportunities within the borough and participate in Olympic legacy projects.
What are the objectives of the Leisure and Culture Strategy?

- To support our corporate priorities and vision for Leisure and Culture
- To promote the importance of leisure and culture for the well-being and enjoyment of people in the Borough of Spelthorne.
- To improve leisure and cultural provision within the borough.
- To help to promote Spelthorne as a tourist destination.
- To set priorities for the development of leisure and culture based on local needs.
- To make leisure and cultural activities more accessible.
- To promote and extend partnerships by working with the private, public and voluntary sector, to maximise leisure opportunities within the borough.
- To provide local direction for working towards national and regional objectives in Spelthorne.
- To help identify and achieve external funding opportunities.
- To help provide the best value leisure and cultural provision.
3 Spelthorne Today

Location and Transport Links

3.1 Spelthorne is located approximately 15 miles south-west of Central London. It borders three London Boroughs, the Berkshire Boroughs of Slough, Windsor and Maidenhead and the two Surrey Boroughs of Runnymede and Elmbridge. It is a relatively small (approximately 20 square miles) but quite densely populated Borough, with Heathrow Airport immediately to the north and the River Thames forming its southern boundary. Spelthorne’s main towns are Ashford, Shepperton, Staines-upon-Thames, Stanwell and Sunbury on Thames.

3.2 Spelthorne has very good transport links to London and neighbouring boroughs. The borough is situated within the M25 motorway and the M3 motorway runs through Sunbury on Thames, providing easy access to London as well as the South Coast. There are 5 railway stations that serve the borough giving access to Central London in just over half an hour. Bus routes serve all areas of the borough making most areas fairly accessible by public transport. The River Thames runs through Staines-upon-Thames, Sunbury on Thames and Shepperton.

Population and Ethnicity

3.3 Spelthorne has a current population of around 95,000 (Census 2011). There are 41,200 dwellings of which 13% are social housing.

3.4 87.3% of the borough’s population classifies their ethnicity as white which is slightly higher than England’s average of 85.5% (Census 2011). The breakdown of the ethnicity of the borough’s population is shown below.
Ethnic group | % of Spelthorne population
--- | ---
White British | 81%
White Other | 6.3%
Mixed / Multiple ethnic | 2.4%
Asian /Asian British: Indian | 4.2%
Asian /Asian British: Pakistani | 0.7%
Asian Other | 2.7%
Black | 1.6%
Other | 0.9%

**Economy and Tourism**

**Economy**

3.5 This Leisure and Culture Strategy is being prepared at a time when the UK economy has been in recession for nearly five years. Overall 2012 saw a very slight growth in Gross Domestic Products (GDP) and there is emerging evidence that the economy is now set for slow but sustained recovery.3

3.6 The draft Local Economic Assessment for Spelthorne (2013)4 has identified that Spelthorne has a significant amount of business space, predominantly made up of warehousing, industry, offices and retail. There is a wide range of business sectors represented in Spelthorne, including a significant presence of national and international businesses. The close proximity to Heathrow Airport and its good communication links to London and the rest of the UK are a huge advantage.

3.7 High profile venues in Spelthorne including Kempton Park, which host a number of high profile horse racing and entertainment events and the Shepperton Studios, the world renowned film studios. London Irish Rugby Club will open a brand new rugby facility in Sunbury in 2014.

**Tourism**

3.8 Spelthorne is rich in local heritage. The main town, Staines-upon-Thames is a riverside town and has a recorded history that dates back to Neolithic times. Excavations have found significant evidence of Roman occupation and public art throughout the town are reminders of the historic significance of the area. The town of Sunbury on Thames has the famous Sunbury Clock, which was erected in June 1897 to celebrate the Queen Victoria’s Diamond Jubilee. The annual Swan Upping ceremony has been taking place on the Thames for 500 years and begins at Sunbury Lock and proceeds to Abingdon, Oxfordshire. The Queen's Swan Marker and Swan Uppers weigh, measure, count and mark

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4 Spelthorne Borough Council, Local Economic Assessment 2013
the swans on the Thames. The beautiful and historic Walled Garden in Sunbury is also a popular attraction. Shepperton was where WS Gilbert (Gilbert and Sullivan) lived, and is home to St Nicholas’s, a fine 17th century Church within Shepperton Square. Shortwood Common in Ashford was the site of annual fairs, until the early 20th Century, which included the trading of livestock. Lord Knyvett, who arrested the Gunpowder Plotters in 1605, is commemorated in St Mary’s Church, Stanwell. The Spelthorne Museum within Staines Library is a significant information source regarding the history of the area.

3.9 The River Thames is a popular attraction throughout Spelthorne. There are several beautiful towpath walks along the river and the riverside parks and open spaces in Staines, Laleham, Shepperton and Sunbury are popular for visitors of all ages and celebrate the beautiful river frontage. Several companies offer boat trips from Staines and the river is also popular with private boat owners. Several rowing, canoeing and sailing clubs regularly use the river and there are several well established regattas each year. A large part of the Borough is green belt. There are numerous parks and open spaces and several sites of special scientific interest such as Staines Moor and Shortwood Common and Dumsey Meadow in Shepperton. There are well-established community led fairs and events in all areas of the Borough.

3.10 Staines-upon-Thames is a bustling town, with a substantial retail area, including a pedestrianised High Street, The Elmsleigh Centre and the Two Rivers Shopping Centre. It offers a wide range of shops, cafes, restaurants and pubs. Ashford, Shepperton and Sunbury also have busy retail areas with a range of independent and national outlets. Spelthorne has several good hotels and lodges to suit all budgets and has a riverside campsite in Laleham.

Employment

3.11 The Local Economic Assessment (2013) identified that although Spelthorne has some of the highest proportions of people in both full time and part time work in comparison to adjoining authorities and areas, there are more 16-24 year olds on Job Seekers Allowance and significantly more 16-18 year olds not in education, employment or training. It also identified that there are lower levels of educational attainment within the Borough. There are slightly higher proportions of people on other key unemployment benefits including those relating to health and incapacity. These levels are higher than the South East average.

These issues are being addressed within the Economic Strategy, which is currently in draft form. Leisure activities contribute to several targets within the Economic Strategy. The economic benefits of leisure activities are outlined in appendix 3.

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5 Spelthorne Borough Council, Local Economic Assessment 2013
6 Spelthorne Borough Council, Local Economic Assessment 2013
7 Spelthorne Borough Council, Local Economic Assessment 2013
8 Spelthorne Borough Council Draft Economic Strategy September 2013
3.12 Whilst Spelthorne has pockets of deprivation in Stanwell North, Ashford North and Stanwell South, Ashford East and Sunbury Common (Census 2011)\(^9\), the Borough enjoys relative affluence in national terms.

**Health**

3.13 The health profile for Spelthorne in 2012\(^10\) shows that the average life expectancy for females in Spelthorne is 84.3 years and life expectancy for males is 80.2 years. Both are significantly better than the England average; however life expectancy for men living in the more deprived areas of Spelthorne is 4.7 years lower than those in the least deprived areas.

3.14 The North West Clinical Commissioning Group (CCG) have targets in Spelthorne in relation to the prevention of obesity, diabetes, ongoing support and advice for older and vulnerable people to maintain independence and increasing life expectancy for people with mental health and learning disability conditions. Surrey’s joint Health and Wellbeing Strategy\(^11\) has Surrey wide priorities to improve Children’s health and wellbeing, developing a preventative approach, promoting emotional wellbeing and mental health, improving older adults’ health and wellbeing and safeguarding the population.

3.15 The 2011 Census asked people about how healthy they were. They could choose one of five categories. Figure 1 provides the percentage response.\(^12\)

![Figure 1 Relative health of Spelthorne residents – March 2011](image)

Source: ONS Census Table KS301EW

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\(^9\) Census 2011 (Office for National Statistics (ONS)
\(^10\) Department of Health, Health Profile, Spelthorne 2012
\(^11\) Surrey’s Joint Health and Wellbeing Strategy 2013
\(^12\) Census 2011 (Office for National Statistics (ONS)

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3.16 In the following bar chart (figure 2) those in ‘very good health’ in Spelthorne are compared to adjoining authorities, Surrey, the South East and England. Spelthorne has one of the lowest percentages at 48% when compared to other authorities. Only Slough and England as a whole have fewer people in ‘very good health’.

**Figure 2 Comparison of those in ‘Very Good Health’ – March 2011**

Source: ONS Census Table KS301EW

3.17 Close examination of the figures reveals that Spelthorne, in comparison to its low score in the ‘very good health’ category, is generally higher than most authorities in terms of the number of people in the ‘good health’ category. It has the highest percentage of all authorities in the ‘fair health’ category. Whilst the percentages with ‘bad health’ and ‘very bad health’ in Spelthorne are quite low at respectively 3.2% and 0.9% these are higher than most comparison authorities. Overall Spelthorne residents consider themselves less healthy than residents in most other comparison authorities/areas.

3.18 Figure 3 shows the percentage of obese adults and obese school children in year 6 (aged 10-11) in Spelthorne and compares this against England rates. An estimated 26% of adults and 19% of children aged 10-11 in Spelthorne are classified as being obese. For adults this is worse than the England average. For children, this is the same as the England average. Obesity is associated with major health problems including hypertension, cardiovascular disease and diabetes.

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13 Department of Health, Health Profile, Spelthorne 2012
14 DH South East QIPP report 1 Overweight and Obesity (October 2010)
Figure 3  Percentage of obese adults (Health survey for England 2006-2008) and percentage of obese school children in year 6 (aged 10-11) 2010/11

3.19 Figures 4 shows the percentage of people on GP registers in Spelthorne with a recorded diagnosis of diabetes 2010/11 is worse than the England average. It is 5.8% in Spelthorne compared with an England average of 5.5%.

Figure 4  Percentage of people on GP registers with a recorded diagnosis of diabetes 2010/11.

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15 Department of Health, Health Profile, Spelthorne 2012
10 Leisure and Culture Strategy 2013- Approved by Cabinet 26 November 2013
3.20 Participating in physical activity is crucial in order to maintain health (Appendix 2). The number of people in Spelthorne participating in physical activity is measured by the national ‘Active People’ survey. This has identified that there has been a slight increase in the number of inactive adults in Spelthorne since the first survey was undertaken in 2005. There has been a slight increase in the number of people taking part in sport or physical activity on at least one day each week. (Appendix 5)

**Spelthorne Leisure Facilities**

3.21 Spelthorne Borough Council provides a wide range of leisure facilities, including the following:-

- Two Leisure Centres (Spelthorne and Sunbury) operated by Sports and Leisure Management.
- Parks and Recreation Grounds in all areas of the borough
- Sports pitches and pavilions
- Skate parks
- Tennis Courts, Basket Ball Courts and multi-use games areas within parks
- Children’s play areas
- Allotments

3.22 Spelthorne also own the following facilities that are operated by volunteers.

- Riverside Arts Centre
- Spelthorne Museum
- Laleham Heritage Centre

3.23 Three local bowls clubs have self-management arrangements. Lease negotiations are continuing with a fourth club.

3.24 Spelthorne Borough Council provide a number of activities for all ages. Examples include:-

- **Young People**
  
  Sports activities, art and craft activities, skate events, youth theatre and youth music workshops.

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16 Active People Survey
- **Adults and older adults**

  Walking for Health, Sing Spelthorne, sports activities and various community centre activities.

  3.25 There is a wide choice of private health and fitness clubs in Spelthorne, which include:

  - Virgin Active in Staines and Sunbury
  - The Thames Club in Staines
  - Lifestyle Fitness at Matthew Arnold School, Staines
  - The Meadhurst Club at BP, Sunbury
  - Holiday Inn, Shepperton

  3.26 Many of the local senior schools also provide indoor sports hall and drama facilities.

  3.27 Outdoor playing pitches are available in several areas of the Borough, as listed in the council’s Playing Pitch Strategy (2013).\(^\text{17}\)

  3.28 There are a wide range of sport, arts and play activities provided by private providers, local schools and voluntary organisations. The majority of leisure facilities and activities are listed in the Spelthorne Leisure Directory, which is published by the Council. Spelthorne Sports Council and Spelthorne Arts Council are umbrella bodies for the various sport and art clubs within the borough.

  3.29 The Borough is a member of The Active Surrey Partnership, The Surrey Arts Partnership and The Surrey Museums Consultative Committee, which enable us to work in partnership with experts in the relevant fields and other Boroughs to ensure that we provide good quality leisure provision.

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\(^{17}\) Spelthorne Playing Pitch Strategy 2013 (Spelthorne Borough Council)

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4 Spelthorne Tomorrow

4.1 “Culture, arts and sport are fundamental to building sustainable communities in which people want to live and work. Participation in cultural and sporting activities enhances people’s personal enjoyment, development and fulfilment and improves their physical and mental health and wellbeing” 18

4.2 Our vision:

To provide the opportunity for everyone to improve their quality of life through access to good leisure and cultural activities.

4.3 Our aspiration for 2016 is that:

- There will be a high level of public awareness of the benefits of the participating in leisure and cultural pursuits, as a vital part of health and well-being;
- More people will be taking part;
- There will be optimum use of our facilities and open spaces;
- There will continue to be active volunteering in sports clubs and arts bodies;
- Spelthorne will be a high-profile, connected and thriving leisure and cultural community.

18 Town and Country Planning Association 2013. Improving culture, arts and sporting opportunities through planning. A good practice guide

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5 Local, Regional and National Plans

5.1 The context for this strategy has been provided by several local regional and national plans, as outlined in the diagram below. The details of the plans are summarised in Appendix 1.

Figure 5 Local, Regional and National documents which influence the Strategy

5.2 In addition, three important areas of information have informed our plan. Appendix 2 summarises the huge health and wellbeing benefits of leisure activities and how leisure and culture can prevent or control many health issues. Appendix 3 summarises the economic and social benefits of participating in leisure activities; Appendix 4 contains the Department of Health
recommendations for physical activity (2011); and the Active People Survey results for Spelthorne are listed in Appendix 5.

5.3 The Corporate Plan and Community Plan approved by Spelthorne Borough Council provide the vision and principles for the work of the Council; the new economic strategy and development plan is also key to this vision.

5.4 The Council is proposing five new core values,\(^\text{19}\) which will be considered at the full council meeting on 19 December 2013. The table below outlines how leisure services contribute to these values:-

<table>
<thead>
<tr>
<th>Spelthorne Values</th>
<th>How Leisure Services contribute to this</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self-Reliance</strong></td>
<td>We work in liaison with a huge range of voluntary agencies and individual volunteers to provide very valuable leisure services to our community. These leisure activities ensure that our residents remain active and engaged within their local community.</td>
</tr>
<tr>
<td><strong>Accountability</strong></td>
<td>We understand that our residents have entrusted us to enhance the area they live in. We work in partnership with the statutory and voluntary sector partners in consultation with residents, to ensure that high quality and safe facilities are provided.</td>
</tr>
<tr>
<td><strong>Opportunity</strong></td>
<td>We provide a good range of leisure facilities and activities for all ages. We ensure that these activities are accessible to all and are reasonably priced, or free of charge. External funding is utilised to help to achieve this.</td>
</tr>
<tr>
<td><strong>Community</strong></td>
<td>We work in liaison with a huge range of community groups and volunteers, who provide an excellent service within our local area. Many of our leisure projects are reliant on these volunteers and they help to develop strong, thriving, cohesive communities.</td>
</tr>
</tbody>
</table>

\(^{19}\) Spelthorne Borough Council Core Values (2013)
Tradition

| Spelthorne Borough Council provide a grant to fund Spelthorne Museum and also support the volunteers of the Spelthorne Archaeology and Local History Group to promote our local heritage. We support events each year to celebrate our local heritage. |

5.5 The Spelthorne Community Plan 2005-2020 is published and delivered by partners working in collaboration under the umbrella of Spelthorne Together (Local Strategic Partnership) Their vision is to make Spelthorne a safe, healthy, inclusive, prosperous and sustainable community. It has five key aims to improve Spelthorne as an area to live, work, travel and take part in leisure activities.

- To build a safer community;
- to involve all young people so that they are engaged and given every opportunity to succeed;
- to improve health and well-being with access to appropriate services for everyone;
- to support and develop opportunities for businesses in the Borough to survive and thrive;
- to enable improvements to ensure Spelthorne is a place where people want to live, work and play.

5.6 The key priorities within these aims that Leisure and Culture will help to achieve are:-

- Young people should have places to go, be safe and have the information to be healthy and enjoy and achieve.
- Improving the mental health and well-being of the Spelthorne population by combating loneliness and social isolation, stress and depression, initially targeting older people and then younger people.

5.7 Our plans for 2014-2016 apply these core principles to leisure and culture. Each one matters; each one identifies the value which leisure and culture services bring to local residents, because they support and respect the needs and aspirations of all ages and groups within the community and enhance Spelthorne as a whole.
6 Themes

6.1 We embrace the threads which run throughout these local and national policies. As the Spelthorne Community Plan recognises, if people have places to go, to be healthy, to enjoy and achieve, this is good for their general wellbeing, and encourages them to make positive lifestyle decisions.

6.2 Certain members of the community can be particularly vulnerable to isolation and poorer health, such as older people, or people with mental or physical disabilities and may need the extra support and bonus which leisure and cultural activities bring.

6.3 All of us need to know what opportunities there are to get out and about. People need places to go to and the Council’s role in using its land and assets for the benefit of the community is vital. The Council cannot act alone: Working in partnership with other bodies gives greater opportunities to develop the best possible services.

6.4 People and participation, places, and partnership: are the themes which underpin our action plan. We will work on a number of actions under these themes within the sport and active lifestyle, arts and heritage and young people areas of work. The action plan is outlined on page 19.

6.5 Get Involved! This is your Borough and your plan for leisure and culture: To get more involved, or to find out more, please contact Leisure Services on 01784 446433 or leisure@spelthorne.gov.uk
### Leisure and Culture Strategy Action Plan

#### People and Participation

<table>
<thead>
<tr>
<th>Sport and Active Lifestyle</th>
<th>Target</th>
<th>Action</th>
<th>By when</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote local sport and physical activity opportunities</td>
<td>Utilise a variety of communication techniques such as the Leisure Directory, Borough Bulletin, Website, Facebook and local events.</td>
<td>Produce 2014 Leisure Directory hard copy and on the website.</td>
<td>On-going</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sport/physical activity article in every Bulletin.</td>
<td>Feb 2014</td>
</tr>
<tr>
<td>Focus on promoting sport and active lifestyle activities for those who are most at risk from sedentary living, eg older people, women, young adults, people with disabilities.</td>
<td>Promote Walking for Health in health centres and usual marketing techniques. Launch Cycling for health scheme. Continue with Physical activity sessions for older people at Stanwell Community Centre Promote Sportivate sports sessions for those aged over 16 Continue to promote the new Boccia club and Disability Sports Club for those with disabilities.</td>
<td></td>
<td>2014 on-going</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>2014 Spring</td>
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<td></td>
<td></td>
<td></td>
<td>Spring 2014</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2014 on-going</td>
</tr>
<tr>
<td>Continue to support the Spelthorne Disability Sports Club</td>
<td>Weekly, term time sessions at Spelthorne Leisure Centre</td>
<td></td>
<td>On-going</td>
</tr>
<tr>
<td>Deliver the new Boccia project for young people and adults, thanks to funding from Sport England.</td>
<td>Continue to support and promote the new Boccia Club.</td>
<td></td>
<td>Club running each week from Autumn 2013.</td>
</tr>
<tr>
<td>Target</td>
<td>Action</td>
<td>By when</td>
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<tr>
<td>Encourage young people to participate in new sports and have the chance to take part in competition.</td>
<td>Coordinate free coaching P&amp;G Surrey Youth Games sessions for young people from April and compete in the games.</td>
<td>April 2014 (coaching)  June 2014 (compete in games)</td>
<td></td>
</tr>
<tr>
<td>Continue to provide physical activity schemes and encourage increased physical activity participation.</td>
<td>Continue to support the Walking for Health scheme, Continue to promote the self-led walks pack New Cycling for Health Scheme Install Cycle track or walk track in park subject to approval.</td>
<td>3 walks each week Spring 2014 Spring 2014</td>
<td></td>
</tr>
<tr>
<td>Continue to promote the Exercise Referral and Weight Management scheme run by Spelthorne Leisure Centre.</td>
<td>Exercise Referral scheme promoted</td>
<td>2014 on-going</td>
<td></td>
</tr>
<tr>
<td>Support the organisation of the annual Staines 10k event</td>
<td>Continue to have regular meetings with the Staines 10k committee (Runnymede Runners, Staines Strollers) to plan the annual race.</td>
<td>May 2014</td>
<td></td>
</tr>
<tr>
<td>Set up a 'Back to Netball' project</td>
<td>Continue to promote and support the Back to Netball week scheme following the success of the autumn programme. Work with local clubs such as Ashford Netball Club to encourage new adult players to continue to play and support the netball now scheme to encourage casual match play opportunities. Support England netball with Netball Now</td>
<td>January 2014  Summer 2014</td>
<td></td>
</tr>
<tr>
<td>Target</td>
<td>Action</td>
<td>By when</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------------------------------------</td>
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<td></td>
</tr>
<tr>
<td>Promote cycling as part of the Surrey Cycle Legacy project; to combine resources and funding to enable residents to cycle.</td>
<td>Work with Surrey CC to continue to commence the Borough Cycling Plan.</td>
<td>Spring 2014</td>
<td></td>
</tr>
<tr>
<td>Encourage volunteering in Sport and Active Lifestyle activities</td>
<td>Recruit volunteers for projects such as Surrey Youth Games, Staines 10k, Walking for Health, Cycling for Health, Disability Sport.</td>
<td>2 volunteers by 2014</td>
<td></td>
</tr>
<tr>
<td>Apply for funding to coordinate low cost or free sports sessions</td>
<td>Apply for Sportivate funding for Surrey Youth Games sessions</td>
<td>Spring 2014</td>
<td></td>
</tr>
<tr>
<td>Promote Olympic legacy projects that encourage participation in sport.</td>
<td>Liaison with Surrey County Council at meetings throughout the year</td>
<td>Throughout year</td>
<td></td>
</tr>
<tr>
<td>Support the Spelthorne Sports Council awards and Active Surrey awards</td>
<td>Support both events</td>
<td>Autumn each year</td>
<td></td>
</tr>
</tbody>
</table>

**Arts**

<table>
<thead>
<tr>
<th>Target</th>
<th>Action</th>
<th>By when</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work in partnership with Surrey Arts partnership</td>
<td>Arts Officer attend meetings</td>
<td>On-going</td>
</tr>
<tr>
<td>Continue to coordinate and support the Resource Centre scrap store facilities for the community and coordinate art and craft activities for children</td>
<td>Resource Centre craft activities will run weekly term time and at least 2 open day during the year.</td>
<td>On-going</td>
</tr>
<tr>
<td>Continue to support and coordinate the Spelthorne Youth Theatre</td>
<td>Find a new venue for autumn term. Run weekly sessions in term time.</td>
<td>On-going</td>
</tr>
<tr>
<td>Promote the availability of Spelthorne Leisure Grants</td>
<td>Promoted in Bulletin</td>
<td>Sept 2014</td>
</tr>
<tr>
<td>Continue to support the 'Sing Spelthorne' community choir and work with them to ensure their future.</td>
<td>Continue to promote the choir and support them to become sustainable.</td>
<td>March 2014</td>
</tr>
<tr>
<td>Continue to provide summer concerts in the Sunbury Walled Garden and other appropriate parks</td>
<td>Arrange a programme of concerts with local bands.</td>
<td>Summer 2014</td>
</tr>
<tr>
<td>Encourage the use of high street venues for suitable leisure activities to engage with a greater number of residents and visitors</td>
<td>Trial 2 street performances/events</td>
<td>Summer 2014</td>
</tr>
<tr>
<td>Continue to support the Spelthorne Museum</td>
<td>2014 and 2015 mark historic anniversaries for our Borough. 2014 is the centenary of the outbreak of the Great War, and</td>
<td></td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Target</th>
<th>Action</th>
<th>By when</th>
</tr>
</thead>
<tbody>
<tr>
<td>It will be 800 years since Magna Carta was signed in 1215; We are marking both events locally and are liaising closely with county wide and national institutions.</td>
<td>Meet with Museum and relevant Cllrs to make plans for both events and develop action plan. Regularly meet with the museum committee.</td>
<td>February 2014, Four times a year</td>
</tr>
</tbody>
</table>

**Young People**

- Develop a new Children and Young People Strategy
  - Write a new strategy and seek approval from Children and Young People partnership and cabinet. **Dec 2013**
- Re launch the youth council
  - Youth Council members recruited and youth council launched. **January 2014**
  - Ensure that youth facilities are well maintained and continue to be popular and suitable for use.
    - All play and skate facilities inspected by Lotus and faults rectified. **On-going**
  - Continue to administer the play scheme voucher project for families on benefits.
    - Assess budget position for 2014. Seek additional funding if necessary. **Feb 2014**
  - Provide a varied menu of community activities throughout the year to get young people more involved.
    - Action plan - plan in liaison with Youth Council. **March 2014**
  - Continue to support the 'Sound Hive' youth music project.
    - Regular meetings to evaluate progress. **On-going**
  - Coordinate the Spelthorne Youth Achievement awards.
    - Plan and run event in liaison with Youth Council. **Summer 2014**
  - Constantly review our Safeguarding Children policy; which is an important statutory requirement for children's protection.
    - On-going review in liaison with Surrey County Council. **Regular attendance at Surrey meetings.**
<table>
<thead>
<tr>
<th>General</th>
<th>Action</th>
<th>By when</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue to promote the huge range of leisure opportunities within the Borough</td>
<td>Update and publish Leisure Directory Update and publish summer events leaflet On-going promotion of all activities by other marketing opportunities. Events will be advertised via the Borough Bulletin, website, press releases and Facebook/Twitter.</td>
<td>Feb 2014 May 2014 On-going</td>
</tr>
<tr>
<td>Continue to administer the Free Access for County Sports People (FACS) and promote the Surrey elite athlete scheme.</td>
<td>Liaise with Active Surrey to promote both schemes</td>
<td>On-going</td>
</tr>
<tr>
<td><strong>Places</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Thames is an important recreational and tourist asset and we will ensure that this is promoted.</td>
<td>We will protect facilities such as the short term moorings and slipways, that enable boating and water based sporting activities. We will support the maintenance and provision of visitor facilities, to promote the use of the Thames. Various departments involved, including Asset Management, Streetscene and Sustainability.</td>
<td>On-going</td>
</tr>
<tr>
<td>The Spelthorne and Sunbury Leisure Centres are contracted to Sport and Leisure Management (SLM) until 2021; we will undertake a needs analysis in 2013/14 to assess the current and likely future demand for the types/venues of such facilities that best suit the Borough.</td>
<td>Needs analysis completed.</td>
<td>January 2014</td>
</tr>
<tr>
<td>Implement the actions within the Playing Pitch Strategy to enable the continued development of pitch sports within the borough.</td>
<td>Follow Playing Pitch action plan targets</td>
<td>On-going</td>
</tr>
<tr>
<td>Target</td>
<td>Action</td>
<td>By when</td>
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<tr>
<td>--------</td>
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</tr>
<tr>
<td>Work with local sports clubs; to take on self-management of borough facilities where appropriate and financially viable -</td>
<td>Work with Colne Valley Girls and Ladies Football Club, The Middlesex Football Association and the Football Association to pursue self-management of Kenyington Manor Park pavilion. This is subject to funding from the Football Association. Complete final lease negotiations with Fordbridge Park Bowls Club.</td>
<td>May 2014</td>
</tr>
<tr>
<td>Continue to work in liaison with the Riverside Arts Centre, who lease a council facility in Lower Sunbury.</td>
<td>Continue to work in liaison. Promotion of their activities as requested.</td>
<td>On-going</td>
</tr>
<tr>
<td>Review the actions within the Parks and Open Spaces Strategy 2010-2020 and develop specific parks management plans. Support the Surrey Wildlife Trust in their proposed open space project to promote the psychological and physical benefits of using local green spaces for leisure activities.</td>
<td>Two parks management plans Surrey Wildlife Trust project underway</td>
<td>March 2014 Summer 2014</td>
</tr>
<tr>
<td>Allotments: Spelthorne has 13 allotment sites, 12 of which are managed by the Council and 1 is self-managed; we value the social and recreational importance of these plots and will encourage their use.</td>
<td>There is currently a waiting list for allotments. Ongoing advertisement continues. Sustainability Department – continue to promote self-management of the allotments</td>
<td>September 2014</td>
</tr>
<tr>
<td>Liaise with Surrey County Council to ensure that improvements in the Spelthorne cycle network are being planned and prioritised.</td>
<td>Meetings with Surrey CC to establish next steps.</td>
<td>Spring 2014</td>
</tr>
<tr>
<td>Work in liaison with A2 Dominion and the Stanwell Community group to ensure that a wide range of positive activities are provided at the new community hall.</td>
<td>A range of positive activities planned.</td>
<td>On-going</td>
</tr>
</tbody>
</table>

**Partnership**

<table>
<thead>
<tr>
<th>Target</th>
<th>Action</th>
<th>By when</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote and support the Active Surrey club and coach development workshops and club development forums.</td>
<td>Liaise with Active Surrey to run 2 workshops a year in Spelthorne.</td>
<td>Sept 2014</td>
</tr>
<tr>
<td>Promote information regarding club accreditation, good practice and funding opportunities to all clubs.</td>
<td>Liaise with Active Surrey to promote this.</td>
<td>On-going</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Target</th>
<th>Action</th>
<th>By when</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work in liaison with the huge range of clubs, uniformed organisations, and charitable organisations to ensure that leisure activities are promoted and volunteers are utilised and supported.</td>
<td>Ensure that all clubs are invited to advertise in the Leisure Directory.</td>
<td>on-going</td>
</tr>
<tr>
<td>We will work in liaison with the team responsible for tourism to ensure that we work in partnership.</td>
<td>Link in with proposed Tourism Plan</td>
<td>When the tourism plan is developed</td>
</tr>
<tr>
<td>We will liaise with the North West Surrey Clinical Commissioning Group (CCG), Surrey Public Health, Sports England Active Surrey, Surrey Sports Board and national governing bodies for sport, to encourage local residents to participate in physical activity and sport and seek funding to develop project in liaison with them.</td>
<td>Attend regular meetings. Investigate possibility of and implement actions seeking funding via CCG and Public Health</td>
<td>on-going</td>
</tr>
<tr>
<td>We will work with the Arts Partnership Surrey to implement their programme (see appendix 6).</td>
<td>Arts officer attends meetings and implements joint actions</td>
<td>on-going</td>
</tr>
<tr>
<td>Support local clubs to share facilities where appropriate and to work in liaison with local schools to ensure that their facilities are used.</td>
<td>Support Active Surrey to increase use of schools for sport</td>
<td>on-going</td>
</tr>
<tr>
<td>Continue to be represented on the Stanwell hub.</td>
<td>Youth and Arts Manager attend meetings</td>
<td>on-going</td>
</tr>
</tbody>
</table>
8 Appendix 1: Local Regional and National Plans that influence the Leisure and Culture Strategy

8.1 The Leisure and Culture Strategy links to a number of key strategies, action plans and departments, both locally and nationally. These plans and strategies have helped support the development of this Strategy by providing context and rationale for developing this document. In turn the Leisure and Culture strategy and implementation of the action plan will help to deliver the aims and objectives of these other strategies. The key points of these strategies and plans are summarised below:–

Spelthorne’s Strategies

Spelthorne’s Playing Pitch Strategy

8.2 This Playing Pitch Strategy provides a complete assessment of playing pitch provision across Spelthorne and was undertaken during 2012/2013. It replaces the previously adopted strategy from 2007. The report follows the methodology recommended by Sport England, as set out in the publication “Towards a Level Playing Field” and contains several recommendations to improve pitch provision within the borough, which will enable pitch sports to continue to develop within the borough.

Spelthorne Youth Strategy

8.3 A new Children and Young People Plan will be written in autumn 2013 in liaison with the youth council and the Children and Young People Partnership. This plan will link in with the Leisure and Culture Strategy and the Children and Young People Partnership (CYPP)

8.4 The CYPP is integral to support the work that is carried out by many different agencies to ensure that young people are engaged and given every opportunity to succeed. The partnership ensures children and young people have a voice in Spelthorne. The CYPP supports a range of key strategies and policies which support statutory and voluntary sector delivery. The Youth Council is due to be re-launched in September and will provide an opportunity for young people to make a major contribution to decision making regarding services and facilities for young people in the borough. A number of project groups may also be created, as the Youth Council develops. Youth consultation regarding the new youth council and strategy is currently taking place in schools and youth centres.

21 Spelthorne Playing Pitch Strategy 2013 (Spelthorne Borough Council)

Leisure and Culture Strategy 2013 -- Approved by Cabinet 26 November 2013
Spelthorne Safeguarding Children Strategy

8.5 The corporate Safeguarding Children Policy for Spelthorne is written and implemented by Leisure Services. It adheres to the Surrey Safeguarding Board guidelines and Spelthorne is represented at the local safeguarding meetings.

Spelthorne's Development Plan Documents

8.6 The Councils planning policies set out detailed policies for guiding and controlling the development and use of land and buildings. With regards to open space and sport and recreation facilities, the policies require that there is the provision of sufficient open space, which is well sited and suitable to meet a wide range of outdoor, sport, recreation and open space needs, that services and facilities meet the needs of the community and that existing services and facilities are retained, or replaced adequately to meet local need.

Spelthorne’s Economic Strategy

8.7 The draft Economic Strategy sets out the actions the Council will be taking over the coming few years to further secure the sustainable growth of the local economy. The strategy was based on the Local Economic Assessment (2013). Much of the work will be in partnership with other organisations and will build on the strengths of the economy, as well as any issues that need improving.

Spelthorne’s parks and open spaces development strategy (2010 2020)

8.8 Spelthorne’s parks and open spaces strategy provides an outline of facilities within Spelthorne and highlights the positive impact that open space and sport and recreational facilities have on wellbeing and quality of life of residents. There are significant areas of open space within the Borough that perform a valuable role in providing facilities for sport and recreation.

Surrey Strategies

Surrey’s Strategy for Sport and Physical Activity

8.9 The Surrey Sports Board Sport and Physical Activity Strategy presents the views of multiple agencies and stakeholders with regards improving sport and physical activity provision across Surrey. Spelthorne is a member agency of this partnership. It focuses on delivering 4 outcomes to create “a more active and successful sporting county”.

- Everyone has the opportunity to be active for life

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22 Draft Safeguarding Children Strategy 2013 Spelthorne Borough Council
24 Surrey Sport and Physical Activity Strategy 2011-2015 Surrey Sport Board
• Strong Sustainable infrastructure is available in every community.
• Sufficient, well managed facilities meet Surrey's needs
• Talented performers are supported

The Surrey Health and Wellbeing Board

8.10 The Surrey Health and Wellbeing Board has been recently established as part of the Government's changes to the NHS. The board is made up of NHS, public health, social care, local councillors, district and borough representatives and user representatives, who work together to improve the health and wellbeing of the people of Surrey. The Board has produced a Joint Health and Wellbeing Strategy containing priorities for action for Surrey. The Board used the Joint Strategic Needs Assessment as the basis for Surrey’s priorities, along with consultation with stakeholders to help develop a set of priorities for the first Joint Health and Wellbeing Strategy.

8.11 The priorities are:-

• Improving Children's health and wellbeing
• Developing a preventative approach
• Promoting emotional wellbeing and mental health
• Improving older adults’ health and wellbeing
• Safeguarding the population

Arts Partnership Surrey

8.12 Arts Partnership Surrey (APS) is a strategic alliance of 9 local authorities and trusts representing the boroughs, districts and county council in Surrey. Spelthorne is a member agency of this partnership. The Arts Partnership work together to shape and deliver cultural services for Surrey. By working and creating together they aim to maximise resources to achieve large scale art projects which would be impossible to achieve as stand-alone organisations. They also research and assess need in order to develop cultural activity in Surrey. The APS have a key role in strengthening the partnership with organisations such as Farnham Maltings, who work with communities across South East England to encourage the greatest number of people to make, see and enjoy the best art possible. Their action plan 2013-2014 is in appendix 6.

Surrey Heritage

8.13 Surrey Heritage is the Surrey County Council department responsible for preserving and celebrating the county's past. The department based at Surrey History Centre in Woking, preserve the written memory of Surrey, protect its archaeology, historic environment and artifacts and celebrate the diversity of history and experience.
8.14 Surrey Museums Consultative Committee (SMCC) is an umbrella organisation working on behalf of museums in Surrey working in partnership with the district and borough councils of Surrey and Surrey County Council. They provide advice, information and practical assistance to anyone connected with Surrey's museums and we develop partnerships with those in tourism, arts, heritage, culture, education, archives, libraries and area museum councils.

**Surrey Youth Centres and Youth Support Service**

8.15 Surrey County Council is responsible for the statutory youth provision throughout Surrey. The contract to run the five Spelthorne Youth Centres in Ashford, Shepperton, Staines, Stanwell and Sunbury was awarded to the Lifetrain Trust in 2012. They work with the youth centre boards (majority young people) to oversee the running of the youth centre and to ensure it is delivering a suitable programme of activities for young people.

8.16 The Youth Support Service (YSS) works across the whole of Surrey, with a team for each borough or district in Surrey. The YSS work with partners including health professionals, schools, colleges, police, voluntary organisations and local boroughs with the key objectives to support young people who:

- are 16-19 years old and not in education, employment or training
- are 10-17 years old and are in the youth justice system
- display a range of risk factors linked to becoming NEET (not in education, employment or training) or offending

8.17 The service works to support vulnerable young people to:-

- Participate in education, training and employment (PETE),
- Prevent problems that cause barriers to becoming and remaining in education training and employment,
- Reduce offending and anti-social behaviour,
- Support for homeless young people and preventing homelessness in young people who are 16 and 17 years old.

8.18 The service is a multi-agency partnership between Surrey County Council, Surrey Police, Surrey and Sussex Probation Trust, NHS Surrey and Catch 22.
Surrey Alliance and Safeguarding Children's Board

8.19 The Surrey Alliance for Children, Young People and Families is Surrey’s overarching partnership arrangement for children and young people. It brings together the key organisations involved in commissioning and delivering children’s services in Surrey and who are committed to working together to improve outcomes for children and young people. The principal purpose of the Surrey Alliance is to strengthen joint working to support vulnerable children, work with high need families and enable the children and young people’s workforce and volunteers to work together more effectively.

The Surrey Safeguarding Children Board (SSCB)

The Surrey Safeguarding Children Board (SSCB) is an inter-agency forum which brings together the Local Authority, police, health workers and all others in the community responsible for child protection to help them work more effectively to safeguard children from abuse and neglect. Surrey Safeguarding Children Board has representatives from Education, Health, Legal Services, Police, Probation, Social Care, Youth Justice, Districts and Boroughs, Voluntary Organisations, Prisons, Children and Family Court Advisory and Support Service (CAFCASS), Army Welfare Service.

National Strategies

Sport England Strategy 2012-2017

8.20 Sport England's strategy, ‘A sporting habit for life’ (Department for Culture Media and Sport 2012), sets out the objectives for the national sports policy until 2017. The strategy sets out actions to transform sport in England, to create a meaningful and lasting community sport legacy from London 2012 Olympic and Paralympic Games at the grassroots level. Sport England want to ensure that sport becomes a habit for life for more people and a regular choice for the majority. The strategy will:

- See more people taking on and keeping sporting habit for life;
- Create more opportunities for young people;
- nurture and develop talent;
- provide the right facilities in the right places;
- support local authorities and unlock local funding;
- ensure real opportunities for communities

8.21 Sport England will work with National Governing Bodies (NGBs), County Sport Partnerships, Local Authorities and other partners to achieve these outcomes:
The Youth Sport Trust

8.22 The Youth Sport Trust Strategic Plan 2013-2018 outlines their mission to use the power of sport to change young people’s lives.

8.23 The organisation has gained knowledge and understanding of how PE and sport can make a lasting difference to young people's lives and can make an impact on academic achievement, school ethos and whole school standards.

8.24 The plan makes it clear that:

- every child needs the best possible sporting start in life
- all young people deserve a sporting chance
- all young people should be supported to achieve their sporting best in school and in life.
- Within the plan the Youth Sport Trust has set some ambitious targets over the next 5 years to have:
  - changed the lives of one million primary school children
  - reached 250,000 young leaders, volunteers and teachers, dedicating time to change young people's lives
  - enabled 2.5 million young people to achieve their personal best

Arts Council

8.25 Arts Council England is the lead agency for developing the arts in England. The arts council framework aims to build long-term collaborations between arts organisations, cultural partners and local authorities to encourage inspiring, sustainable art programmes. They have produced a strategic framework (Arts Council England 2010), to focus their work over the next 10 years and a plan to prioritise their work from 2011-2015 (Arts Council England 2011). Two of their goals (there are five goals in total), are particularly relevant to work at borough council level:

More people experience and are inspired by the arts.

8.26 More people are involved in arts in their communities and are enriched and inspired by arts experiences. The priorities for 2011-2015 to achieve this are:

- Developing arts opportunities for people and places with the least engagement.

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25 Youth Sport Trust – “Sport Changes Lives” Strategic Plan 2013-2018

30 Leisure and Culture Strategy 2013 - Approved by Cabinet 26 November 2013
• Strengthening the distribution of excellent art through touring and digital platforms.

• Encouraging funded organisations to be even more focused on attracting new audiences.

Every child and young person has the opportunity to experience the richness of the arts.

8.27 Ensure that children and young people have the best current and future artistic lives they can have and enable them to develop their artistic capabilities and engage with, and shape, the arts. The priorities for 2011-2015 to achieve this are:-

• Improving the delivery of arts opportunities for children and young people.

• Raising the standard of art being produced for, with and by children and young people.

The Children Act 2004

8.28 The Children Act (2004) refers to five outcomes that are key to children’s wellbeing and enable all children to have the opportunity to achieve their full potential:-

• Stay safe

• Be healthy

• Enjoy and achieve

• Make a positive contribution

• Achieve economic well-being

8.29 Spelthorne Borough Council work alongside all statutory and voluntary agencies to ensure that their work with young people adhere to these outcomes.
Appendix 2: The health and wellbeing benefits of participating in leisure activities

Figure 6 The Health and Wellbeing Benefits of Participating in Leisure Activities

**Physical Activity**
Prevents and manages the following issues, conditions and diseases
- Obesity
- Cardiovascular disease
- Type 2 diabetes
- Certain types of cancer
- Mental health problems
- Certain muscular and skeletal problems
- Social isolation

Physical activity provides the opportunity for more social interaction, increasing an individual’s social network and support

**Arts and Heritage**
**Improve**
- General wellbeing
- General skills
- Provide learning opportunities
- General mental Health

**Prevent**
- Isolation
- Antisocial behaviour
- Mental health problems

**Develop**
- The wellbeing of children and young people and their curiosity and critical capacity
- Provides opportunities for more social interaction, increasing an individual’s social network and support

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9.1 Increasing physical activity levels is a key component of reducing cardiovascular disease (CVD), cancer, diabetes and obesity. Helping inactive people to move to a moderate intensity activity level will produce the greatest reduction in risk of ill health and premature death. Achieving the recommended levels of activity can be used effectively to manage and prevent over 20 conditions and diseases including coronary heart disease, stroke, type 2 diabetes, cancer, obesity, mental health problems and musculoskeletal

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conditions. Even relatively small increases in physical activity are associated with some protection against chronic disease and improved quality of life.

9.2 Physical activity helps people feel better about themselves, as well as helping to reduce physiological reactions to stress. In line with the NICE clinical guidelines for depression, it is recommended that patients of all ages with mild depression should be advised of the benefits of following a structured and supervised exercise programme.27

9.3 Many of the health priorities outlined in the Surrey Joint Health and Wellbeing Strategy and by the North West Clinical Commissioning Group (CCG) have targets in relation to the prevention of issues such as obesity, diabetes which can lead to Coronary Heart Disease and Stroke. Both agencies have also highlighted actions in relation to improving the health and wellbeing for older and vulnerable people and promoting emotional wellbeing and mental health. Spelthorne Leisure Services will be able to play a huge part in this prevention agenda.

9.4 The Department of Health physical activity recommendations28 are outlined in appendix 4.

The Arts

9.5 The arts can contribute to the development and well-being of children and young people and helps to develop their curiosity and critical capacity. It is vital that children engage with the arts early in their lives.29

9.6 The arts can foster and sustain resilience in communities during difficult economic times by improving wellbeing, developing skills and providing learning opportunities. This is especially important for people who may be isolated and who do not have networks of family or friends.30

27 National Institute for Health and Clinical Excellence (NICE), 2008 Mental Wellbeing and older people (PH16)
28 Department of Health (2011) UK physical activity guidelines. Guidance from the Chief Medical Officer on how much physical activity people should be doing. 11 July 2011, London.
30 Local Government Association, 2013 Driving growth through local government investment in the arts
10 Appendix 3: The Economic Benefits of participating in Leisure Activities

General Economic Benefits

10.1 The Department of Health\textsuperscript{31} estimated that a 10 per cent increase in adult physical activity would benefit the UK by £500 million per year, saving £6,000 lives; this calculation does not include the potential economic impact of improved mental wellbeing.

10.2 It is estimated that for every £1 spent by councils on the arts, leverage from grant aid and partnership working brings up to £4 in additional funding.\textsuperscript{32} Arts can also bring benefits such as creating jobs, filling vacant shops and reducing youth offending. Simple arts projects such as dance and street entertainment can increase footfall and spend in a high street.\textsuperscript{33}

Reducing the economic Impact of poor health

10.3 The Spelthorne Local Economic Assessment and Draft Economic Strategy (2013)\textsuperscript{34} highlights the findings of the 2011 Census figures\textsuperscript{35} and identifies that in general, a higher proportion of Spelthorne residents have poorer levels of health than many adjoining areas. In comparison with other authorities, Spelthorne has more people of working age who are ‘limited a lot’ in their day to day activities by a poorer health. In addition, as stated in section 3.6, Spelthorne has more obese people than the national average and more people with diabetes than the England average.

10.4 Although the Census information relies upon people’s subjective view of their health, this has been identified by The Local Economic Assessment as an issue in relation to the possibility of reducing the impact of poorer health on the labour market. Although the reasons for the poor health are not specified within the Census findings, research has shown that exercise can benefit physical health and mental health, which can potentially keeping people fitter for longer and reducing the reliance on local services to carry out their day to day activities:-

10.5 Research by the University of Essex on behalf of the charity Mind\textsuperscript{36}, found that 94% of those who took part in Mind green exercise activities (gardening projects, walking groups, conservation work running and cycling) said that green exercise activities had benefited their mental health and 90% commented that it had benefited their physical health. They also undertook research involving more than 30,000 people and identified that green exercise had three key benefits:-

\textsuperscript{31} Department of Health (2004) At least five a week: evidence on the impact of physical activity and its relationship to health, London:
\textsuperscript{32} Local Government Association (2013) Driving growth through local government investment in the arts
\textsuperscript{33} Local Government Association 2013 Driving growth through local government investment in the arts
\textsuperscript{34} Spelthorne Borough Council, Local Economic Assessment 2013
\textsuperscript{35} Census 2011 (Office for National Statistics (ONS))

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• Improved psychological wellbeing by enhancing mood and self-esteem, while reducing feelings of anger, confusion, depression and tension

• Has a wide range of physical health benefits

• Facilitates social networking and connectivity

10.6 Research has demonstrated that a supervised programme of exercise can be equally as effective as antidepressants in treating mild to moderate depression

The link between Leisure and employment

10.7 The Local Economic Assessment for Spelthorne (2013)\textsuperscript{39} identified two issues in relation to:-

• improving educational attainment to enable residents to be more competitive in the labour market; and

• unemployment among the 16-24 age group (particularly 16-18 year olds) and those aged 24-65 (particularly the longer term unemployed) within the Borough:-

10.8 Research has identified that participation in leisure activities can result in significant benefits. Although the research is not directly related to employment, the physical, social and psychological benefits that participation in leisure activities create, can only be a bonus when competing in the job market.

10.9 A wide range of factors influence young people’s transition to adulthood.\textsuperscript{40}

10.10 They include:

• their experience of the education system and labour market;

• the society and culture in which they grow up;

• their relationships with parents and families; and

\textsuperscript{37} Halliwell E. (2005), Up and Running? Exercise therapy and the treatment of mild or moderate depression in primary care, Mental Health Foundation, London

\textsuperscript{38} Richardson C.R., Faulkner G., McDevitt J. et al. (2005), ‘Integrating Physical Activity Into Mental Health Services for Persons With Serious Mental Illness’, Psychiatric Services 56 (3): 324–31

\textsuperscript{39} Spelthorne Borough Council, Local Economic Assessment 2013

\textsuperscript{40} Department for Children, Schools and Families (2007) Aiming high for young people: a ten year strategy for positive activities. HM Treasury.
• their experiences with their peers and in their leisure time.

• Participation in constructive leisure-time activities, particularly those that are sustained through the teenage years, can have a significant impact on young people’s resilience and outcomes in later life\textsuperscript{41}

• International evidence demonstrates that participation in positive activities can: help to improve attitudes to, and engagement with, school; build social and communication skills; help young people avoid taking risks such as experimenting with drugs or being involved in anti-social behaviour or crime; and improve their self-confidence and self-esteem\textsuperscript{42}

10.11 Participation in positive activities also provides opportunities for building relationships with positive role models, and for mixing with, and bridging gaps between, young people from different ethnic and faith groups as well as different generations and building community cohesion. They can also act as a gateway to support services, which can provide additional help if and when things start to go wrong. It is therefore important to increase participation by young people in positive activities, including a wide range of activities including sports, creative activities such as dance, drama & music, volunteering, engagement in the local community projects and clubs.\textsuperscript{43}

**Leisure and Tourism**

10.12 High quality cultural and sports facilities help to make places more attractive, help to boost economic activity and prosperity, and aid the development of shared identities and increased understanding between different communities\textsuperscript{44}.


\textsuperscript{43} Department for Children, Schools and Families (2009) Positive Activities, Qualitative Research with Young People, Solutions Research, Research report DCSF-RR141 August 2009

\textsuperscript{44} Town and Country Planning Association (2013) Improving Culture, arts and sporting opportunities through planning – a good practice guide.
11 Appendix 4: The Department of Health recommendations for physical activity

Early Years (under 5s) – For infants who are not yet walking

Physical activity should be encouraged from birth, particularly through floor-based play and water-based activities in safe environments.

All under 5s should minimise the amount of time spent being sedentary (being restrained or sitting) for extended periods (except time spent sleeping).

Minimising sedentary behaviour is also important for health and development and may include:

• Reducing time spent in infant carriers or seats
• Reducing time spent in walking aids or baby bouncers (these limit free movement)
• Reducing time spent in front of TV or other screens

Children and young people (5-18 year olds)

All children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day.

Vigorous intensity activities, including those that strengthen muscle and bone, should be incorporated at least three days a week.

All children and young people should minimise the amount of time spent being sedentary (sitting) for extended periods.

Adults (19-64 years old)

Adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more –one way to approach this is to do 30 minutes on at least 5 days a week.

Alternatively, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or combinations of moderate and vigorous intensity activity.

Adults should also undertake physical activity to improve muscle strength on at least two days a week.

45 Department of Health (2011) UK physical activity guidelines. Guidance from the Chief Medical Officer on how much physical activity people should be doing. 11 July 2011, London.
All adults should minimise the amount of time spent being sedentary (sitting) for extended periods.

**Older adults (65+ years)**

Older adults who participate in any amount of physical activity gain some health benefits, including:-

Maintenance of good physical and cognitive function. Some physical activity is better than none, and more physical activity provides greater health benefits.

Older adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.

For those who are already regularly active at moderate intensity, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous activity.

Older adults should also undertake physical activity to improve muscle strength on at least two days a week.

Older adults at risk of falls should incorporate physical activity to improve balance and co-ordination on at least two days a week.

All older adults should minimise the amount of time spent being sedentary (sitting) for extended periods.

*Individual physical and mental capabilities should be considered when interpreting the above guidelines.*
Appendix 5: The Active People Survey in Spelthorne

The Active People Survey commissioned by Sport England is the largest survey of physical activity patterns ever undertaken. It is an annual survey involving telephone interviews with approximately 500 adults in every local authority area in England. Since the initial survey in 2006 there have been a further 5 surveys to date allowing trends relating to sport and physical activity to be tracked over a number of years. A selection of results from the survey is outlined below:

Sport England want to see a year on year increase in the proportion of people who play sport once a week for at least 30 minutes. In particular they want to raise the percentage of 14-25 year olds playing sport once a week and reduce the proportion dropping out of sport.

The results of the Active people survey show that there has been a slight increase in the number of inactive adults in Spelthorne since the first survey was undertaken in 2005. They also show however that there has been a slight increase in the number of people taking part in sport or physical activity on at least one day each week. Club membership numbers has increased over the last 5 years and are well above the regional and national averages. The number of adults receiving tuition or coaching in Spelthorne is also higher than the regional and national averages although the figure has decreased slightly over the study period. Despite higher than average numbers involved in clubs and tuition, those involved in organised competition has slightly decreased in Spelthorne over the last 5 years. The number competing does however remain higher than the national average. The question regarding satisfaction with sports provision has not been included in the recent surveys but levels of satisfaction in Spelthorne have remained similar over the study period and are slightly lower than the national average.

Market Segmentation

Building on the results of the Active People Survey, Sport England developed market segmentation data which helps us to understand the nation’s attitude to sport and their motivation for taking part, along with the barriers that prevent them taking part. Understanding which of the market segments are most common in Spelthorne can help to anticipate the demand for certain sports.

The 19 market segments as defined by Sport England are shown below, along with the percentage of Spelthorne’s population that has been classified in that segment. For comparison the regional and national figures are also shown.

---

46 Active People Survey
## Active People Survey Results

**Frequency of participation in 30 minutes Sport and Active Recreation**

<table>
<thead>
<tr>
<th>Area and year</th>
<th>0 days per week</th>
<th>Occasionally but less than 1 day per week</th>
<th>1 day per week</th>
<th>2 days per week</th>
<th>3 or 4 days per week</th>
<th>5 days per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spelthorne</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005/6</td>
<td>46.4%</td>
<td>11.0%</td>
<td>12.4%</td>
<td>8.2%</td>
<td>11.3%</td>
<td>10.7%</td>
</tr>
<tr>
<td>2009/11</td>
<td>48.4%</td>
<td>8.9%</td>
<td>11.4%</td>
<td>10.4%</td>
<td>11.5%</td>
<td>9.4%</td>
</tr>
<tr>
<td>South East</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005/6</td>
<td>46.2%</td>
<td>9.5%</td>
<td>12.9%</td>
<td>8.5%</td>
<td>10.4%</td>
<td>12.5%</td>
</tr>
<tr>
<td>2009/11</td>
<td>45.3%</td>
<td>9.8%</td>
<td>13.1%</td>
<td>8.9%</td>
<td>10.7%</td>
<td>12.2%</td>
</tr>
<tr>
<td>England</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005/6</td>
<td>50%</td>
<td>8.8%</td>
<td>12.0%</td>
<td>8.0%</td>
<td>9.6%</td>
<td>11.7%</td>
</tr>
<tr>
<td>2009/11</td>
<td>48.2%</td>
<td>9.1%</td>
<td>12.4%</td>
<td>8.3%</td>
<td>10.6%</td>
<td>11.3%</td>
</tr>
</tbody>
</table>

### Satisfaction with local sports provision

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Spelthorne</td>
<td>68.1%</td>
<td>62.1%</td>
<td>70.0%</td>
<td>68.1%</td>
<td>N/A</td>
</tr>
<tr>
<td>South East</td>
<td>71.8%</td>
<td>69.9%</td>
<td>71.2%</td>
<td>71.0%</td>
<td>N/A</td>
</tr>
<tr>
<td>England</td>
<td>69.5%</td>
<td>66.6%</td>
<td>68.4%</td>
<td>69.0%</td>
<td>N/A</td>
</tr>
<tr>
<td>Name allocated</td>
<td>Description</td>
<td>Spelthorne</td>
<td>South East</td>
<td>England</td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>------------------------------</td>
<td>------------</td>
<td>------------</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>Ben</td>
<td>Competitive Male</td>
<td>6.7%</td>
<td>6.0%</td>
<td>4.9%</td>
<td></td>
</tr>
<tr>
<td>Jamie</td>
<td>Sports Team Drinkers</td>
<td>2.2%</td>
<td>3.9%</td>
<td>5.4%</td>
<td></td>
</tr>
<tr>
<td>Chloe</td>
<td>Fitness Class Friends</td>
<td>6.5%</td>
<td>6.1%</td>
<td>4.7%</td>
<td></td>
</tr>
<tr>
<td>Leanne</td>
<td>Supportive Singles</td>
<td>2.1%</td>
<td>3.1%</td>
<td>4.3%</td>
<td></td>
</tr>
<tr>
<td>Helena</td>
<td>Career Focused Females</td>
<td>5.8%</td>
<td>5.2%</td>
<td>4.5%</td>
<td></td>
</tr>
<tr>
<td>Tim</td>
<td>Settling Down Males</td>
<td>13.3%</td>
<td>11.4%</td>
<td>8.8%</td>
<td></td>
</tr>
<tr>
<td>Alison</td>
<td>Stay at Home Mums</td>
<td>7.4%</td>
<td>6.3%</td>
<td>4.4%</td>
<td></td>
</tr>
<tr>
<td>Jackie</td>
<td>Middle England Mums</td>
<td>4.7%</td>
<td>4.6%</td>
<td>4.9%</td>
<td></td>
</tr>
<tr>
<td>Kev</td>
<td>Pub League Team</td>
<td>2.3%</td>
<td>3.5%</td>
<td>5.9%</td>
<td></td>
</tr>
<tr>
<td>Paula</td>
<td>Stretched Single Mums</td>
<td>1.7%</td>
<td>2.7%</td>
<td>3.7%</td>
<td></td>
</tr>
<tr>
<td>Philip</td>
<td>Comfortable Mid-Life Males</td>
<td>10.1%</td>
<td>9.7%</td>
<td>8.6%</td>
<td></td>
</tr>
<tr>
<td>Elaine</td>
<td>Empty Nest Career Ladies</td>
<td>7.3%</td>
<td>6.8%</td>
<td>6.1%</td>
<td></td>
</tr>
<tr>
<td>Roger &amp; Joy</td>
<td>Early Retirement Couples</td>
<td>8.7%</td>
<td>7.3%</td>
<td>6.8%</td>
<td></td>
</tr>
<tr>
<td>Brenda</td>
<td>Older Working</td>
<td>1.9%</td>
<td>2.8%</td>
<td>4.9%</td>
<td></td>
</tr>
<tr>
<td>Terry</td>
<td>Local ‘Old Boys’</td>
<td>1.6%</td>
<td>2.4%</td>
<td>3.7%</td>
<td></td>
</tr>
<tr>
<td>Norma</td>
<td>Later Life Ladies</td>
<td>1.1%</td>
<td>1.3%</td>
<td>2.1%</td>
<td></td>
</tr>
<tr>
<td>Ralph &amp; Phyllis</td>
<td>Comfortable Retired Couples</td>
<td>6.2%</td>
<td>6.5%</td>
<td>4.2%</td>
<td></td>
</tr>
<tr>
<td>Frank</td>
<td>Twilight Year Gents</td>
<td>3.4%</td>
<td>3.5%</td>
<td>4.0%</td>
<td></td>
</tr>
<tr>
<td>Name allocated</td>
<td>Description</td>
<td>Spelthorne</td>
<td>South East</td>
<td>England</td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td>---------------------</td>
<td>------------</td>
<td>------------</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>Elsie &amp; Arnold</td>
<td>Retirement Home Singles</td>
<td>7.0%</td>
<td>6.8%</td>
<td>8.0%</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>100.0%</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>100.0%</strong></td>
<td></td>
</tr>
</tbody>
</table>

The 5 most dominant segments within Spelthorne are Tim, Philip, Roger and Joy, Alison and Elaine. The characteristics of these segments along with the sports and activities they are most likely to take part in are shown below.

<table>
<thead>
<tr>
<th>Segment name</th>
<th>Characteristics</th>
<th>Sports most likely to participate in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tim</td>
<td>Aged 26 – 45</td>
<td>Cycling</td>
</tr>
<tr>
<td></td>
<td>Married or single</td>
<td>Keep Fit/Gym</td>
</tr>
<tr>
<td></td>
<td>May have Children</td>
<td>Swimming</td>
</tr>
<tr>
<td></td>
<td>Professional</td>
<td>Football</td>
</tr>
<tr>
<td></td>
<td>27% of this segment take part in 3 x 30mins sport each week</td>
<td>Athletics</td>
</tr>
<tr>
<td></td>
<td>37% of this segment have done no sport in the last month</td>
<td></td>
</tr>
<tr>
<td></td>
<td>66% of this segment would like to do more sport.</td>
<td></td>
</tr>
<tr>
<td>Philip</td>
<td>Mainly aged 46 – 55</td>
<td>Cycling</td>
</tr>
<tr>
<td></td>
<td>Married with Children</td>
<td>Keep fit/ gym</td>
</tr>
<tr>
<td></td>
<td>Full time employment</td>
<td>Swimming</td>
</tr>
<tr>
<td></td>
<td>Owner Occupier</td>
<td>Football</td>
</tr>
<tr>
<td></td>
<td>19% take part in 3 x 30</td>
<td>Golf</td>
</tr>
<tr>
<td>Segment name</td>
<td>Characteristics</td>
<td>Sports most likely to participate in</td>
</tr>
<tr>
<td>--------------</td>
<td>-----------------</td>
<td>-------------------------------------</td>
</tr>
<tr>
<td></td>
<td>minutes of sport each week</td>
<td>Keep fit / gym</td>
</tr>
<tr>
<td></td>
<td>50% have done no sport in the last month</td>
<td>Swimming</td>
</tr>
<tr>
<td></td>
<td>58% would like to do more sport</td>
<td>Cycling</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Golf</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Angling</td>
</tr>
<tr>
<td>Roger and Joy</td>
<td>Mainly aged 56 – 65</td>
<td>Keep fit / gym</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>Swimming</td>
</tr>
<tr>
<td></td>
<td>Full time employment or retired</td>
<td>Cycling</td>
</tr>
<tr>
<td></td>
<td>Slightly less active than average adult.</td>
<td>Golf</td>
</tr>
<tr>
<td></td>
<td>10% participate in 3 x 30 minutes sport each week.</td>
<td>Angling</td>
</tr>
<tr>
<td></td>
<td>66% have done no sport in the last month</td>
<td>Keep fit / gym</td>
</tr>
<tr>
<td></td>
<td>44% would like to do more sport.</td>
<td>Keep fit / gym</td>
</tr>
<tr>
<td>Alison</td>
<td>Mainly aged 36 – 45</td>
<td>Keep fit / gym</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>Swimming</td>
</tr>
<tr>
<td></td>
<td>Stay at home mum</td>
<td>Cycling</td>
</tr>
<tr>
<td></td>
<td>Have Children</td>
<td>Athletics</td>
</tr>
<tr>
<td></td>
<td>Above average participation in Sport</td>
<td>Equestrian</td>
</tr>
<tr>
<td></td>
<td>20% take part in 3 x 30 minutes sport each week</td>
<td>Keep fit / gym</td>
</tr>
<tr>
<td></td>
<td>46% have done no sport in last month.</td>
<td>Keep fit / gym</td>
</tr>
<tr>
<td>Segment name</td>
<td>Characteristics</td>
<td>Sports most likely to participate in</td>
</tr>
<tr>
<td>--------------</td>
<td>-----------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td></td>
<td>72% of this segment would like to do more sport</td>
<td></td>
</tr>
<tr>
<td>Elaine</td>
<td>Mainly aged 46 – 55</td>
<td>Keep fit / gym</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>Swimming</td>
</tr>
<tr>
<td></td>
<td>Children have left home</td>
<td>Cycling</td>
</tr>
<tr>
<td></td>
<td>Similar to average activity levels</td>
<td>Athletics</td>
</tr>
<tr>
<td></td>
<td>12% do 3 x 30 minutes of sport each week</td>
<td>Tennis</td>
</tr>
<tr>
<td></td>
<td>62% have done no sport in the last month.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>55% would like to do more sport.</td>
<td></td>
</tr>
</tbody>
</table>
Appendix 6: 2013-2014 Plan of Activity Surrey Arts Partnership

Introduction
The Arts Partnership Surrey is a strategic alliance of nine local authorities, with district, borough and county councils working together to shape & deliver a cultural offering for Surrey that addresses social, economic, learning and health needs. Following consultation with all the member authorities of the APS, we have agreed the following priorities for 2013-2014:

- Health & Well Being
- Older People
- Families
- Disadvantaged Communities

In addition APS will undertake a programme of Research & Development to include:
- Key Celebrations – planning APS involvement in, for example, the WW1 centenary (2014-2018)
- Models of Working – ensuring that successful models of working identified in previous projects are captured and rolled out in other areas where possible
- New Shoots – building on the success of the early years programme

We will also continue to improve the infrastructure of the Arts Partnership itself and of the arts sector within the county.
- Coordination – strengthen our partnership with National Portfolio Organisation, Farnham Maltings, to deliver central coordination services for the Partnership
- Internship – offer a paid internship to an emerging arts administrator within the county
- Website – continue to develop the APS website, hosted on an in-kind basis by Surrey County council, to ensure that it is a valuable resource for the artists and communities of Surrey

In developing our plan of activity for 2013-2014 we have been led by the following Guiding Principles:
- Partnership – not undertaking activity alone if we can do it better with others
- Sustainability – ensuring projects have the capacity to continue where possible
- Value – using the APS investment to lever in funding from alternative sources
### Arts Partnership Surrey draft/Activity Plan 2013-2014

<table>
<thead>
<tr>
<th>project</th>
<th>priorities</th>
<th>overview</th>
<th>aims</th>
<th>outcomes</th>
<th>Budget</th>
<th>Total cost: £10k APS: £10k</th>
</tr>
</thead>
</table>
| Creative Seated Dance  | Health & Well Being Older People | This project will train and mentor staff and volunteers in Day Centres and Care Homes across Surrey to deliver seated creative dance.                                                                 | ▪ To improve the physical, mental and social health of older people by working with experienced dance artists and movement therapists to deliver training days and mentoring sessions in venues across Surrey | ▪ The sessions will inspire staff and volunteers and improve confidence  
▪ Staff and volunteers will develop new skills and ways of working  
▪ Participants will develop new friendships and become more confident socially & physically.  
▪ Improved physical and mental health and a greater sense of well-being as isolation is reduced and options in life are increased | Total cost: £10k APS: £10k                                                                                                           |                                                                                                                                       |
| Keepsake               | Health & Well Being Older People | Artists will ‘animate’ memory boxes in Day Care Centres across Surrey. Themes might include ‘the children’s room’ with toys, books and nursery aids or ‘take good care of yourself’ with pills, essences, smells | ▪ To run a series of artist workshops for older people in day centres using memory boxes.  
▪ To train staff to use the memory boxes to stimulate creative activity.  
▪ To organise a celebratory event to | ▪ improved access to creative opportunities for people attending day care centres in Surrey  
▪ increased awareness of the power of making to improve and protect wellbeing  
▪ increased uptake of | Total cost: £16.4k APS: £12.5k  
In kind: £3.9k                                                                 |                                                                                                                                       |
and remedies. The boxes will provide a jumping off point for a range of creative activity such as storytelling, performance and craft. We will also train staff and volunteers in using art in a day care setting.

showcase the project

creative activities at day care centres
- greater levels of social contact and support resulting in improved feelings of well-being

| Vitamin G | Health & Well Being Older People Families Disadvantaged Communities | A programme of work to revitalise forgotten or neglected outdoor spaces using art as the catalyst, providing opportunities for social interaction as well as access to the proven therapeutic benefits of art | ▪ To help vulnerable older people to deal with life-changing events which often come with age (e.g. retirement, bereavement, care-giving, physical & mental) | ▪ new gathering places for all will result in greater community cohesion ▪ strengthened social networks will increase confidence & self-esteem, improve health & well- | Total cost: £57k APS: £10k Other: £47k (est) |