

Local government physical activity strategy development

SECTOR

Local government

DATE UNDERTAKEN

January - April 2017

CONSULTANCY AREA

Insight

PARTNER

Royal Borough of Kingston-upon-Thames

A London Local Authority seeking to build an evidence-led strategy for physical activity and sport commissioned London Sport to facilitate the development of a new framework for physical activity and sport in line with emerging regional priorities.

The Challenge

- To create a compelling case for physical activity's role in meeting integrated public health and leisure outcomes
- To interpret Local Authority needs and priorities within a new framework for local physical activity and sport
- Support the development of a new steering group to coordinate delivery of the new framework

London Sport Support

- Built evidence-base to support Local Authority stakeholders to make the case for physical activity and sport
- Combined stakeholder consultation with data analysis to identify action priority areas
- Developed action plan and provided ownership to framework steering group

Outcomes of London Sport Consultancy

- New framework and strategy adopted with alignment to national and regional strategies, and with coordinated delivery across multiple internal departments
- Built evidence base to support continued investment and funding into health, physical activity and sport
- New steering group formed and acting against clear objectives aimed at improving health and reducing inactivity



The Challenge -

Making the case for physical activity in an integrated policy environment



As local government takes an increasingly integrated approach to strategies and services, how do those with responsibility for physical activity and sport ensure it remains a central part of policy decisions? Royal Borough of Kingston-upon-Thames sought London Sport's support in creating a new framework strategy for physical activity and sport that positioned it as a central part of wider local authority priorities and helped to create a common purpose around which Local Authority service areas and partners could find common alignment.

With wide-ranging changes to national physical activity and sport policy having taken effect in recent years, the framework needed to consider its role in meeting national agendas, while taking into account specific local and regional priorities across Kingston-upon-Thames.

London Sport's Support

With a wide-range of parameters and stakeholders to consider, London sport took a two-strand approach to supporting the development of Kingston-upon-Thames' new physical activity and sport framework:

- 1) Stakeholder qualitative engagement and consultation
- 2) Deep analysis of local and regional data to identify target areas for activity

By bringing stakeholders on-board at the outset, London Sport were able to reflect a wider-range of local priorities in the strategy development phase, providing clear outcomes for diverse strands of local services and strategies and developing an evidence base around the positive impact of physical activity and sport to multiple service areas.

In working consultatively, evidence-gathering identified a range of stakeholder outcomes that led directly to the outlines of a local action plan, with clear indications of the range of regional bodies and individuals necessary to create an effective delivery steering group.



“Working in partnership with London Sport to develop our Physical Activity and Sport Framework 2017-2020 added substantial value to the depth and quality of our work.

London Sport provided excellent knowledge of all the factors affecting physical activity and sport behaviours and trends across the borough, presenting back to us an actionable working framework to improve health and reduce inactivity through the implementation of a targeted approach.”

Sue Gregory-Johnson

Sport & Leisure Commissioner, Royal Borough of Kingston-upon-Thames



Outcome of London Sport Support

By creating an action plan and framework underpinned with hard data and multiple stakeholder perspectives, London Sport was able to support Royal Borough of Kingston-upon-Thames' Sports & Leisure Commissioner and Public Health Physical Activity Lead to create a strategy that received buy-in from all key stakeholders across the borough, and presented a clear roadmap for the future of physical activity across the Local Authority.

Alongside the framework strategy, a renewed steering group has been recommended with clear objectives and a targeted action plan aimed at improving health and reducing inactivity across the borough, while demonstrating clear alignment to national and regional strategies and the wider needs of the Local Authority.



Interested in working with London Sport? Get in touch:

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