



Horsham  
District  
Council

# Sport and Physical Activity Strategy

2016 to 2031





# Forward



**Horsham District Council works with a wide range of partners to promote sport and physical activity and makes significant investment in related facilities and services.**

Over the next 15 years the district population will grow at a rate of around 900 a year to a population of 149,000 by 2031. The population change will increase demand for sport and physical activity services and during the same period some of the facilities owned or operated by the council or its partners will reach or approach the end of their natural life.

The Horsham District Planning Framework plans for the delivery of 16,000 new homes between 2011 and 2031 and, although pressure on public finance is unlikely to abate during this period, the framework brings opportunities to secure and deliver new sports infrastructure.

# 900

**The district population will grow at a rate of around 900 a year over the next 15 years.**

Given these factors, it is important that the council has a clear vision of its sport and physical activity priorities and how these can be achieved.

This strategy frames council priorities for sport and physical activity for the period up to 2031 within five work strands with a simple overall aim which is:

**To increase participation in sport and physical activity and improve the health and wellbeing of people living, working or visiting the Horsham district.**

The five work strands are:

**Encouraging and supporting people to become more active** – providing opportunities so that people who don't currently participate are encouraged to do so and so that people who already take part are encouraged to take part more often.

**Ensuring sufficient and appropriate sporting infrastructure** – sporting infrastructure needs to keep pace with the needs of a growing and changing population and it is imperative to provide the right facilities, of the right quality in the right place.

**Developing effective sporting and physical activity pathways** – encouraging and enabling people to stay involved in sport and physical activity and to achieve the performance standard that they aim for.

**Widening access to sport and physical activity** – ensuring that people who may find it difficult to take part as a result of disability or personal circumstances have increased opportunities to do so.

**Strengthening organisations and partnerships** – increase the number and quality of volunteers, coaches and clubs and deliver new projects through joint investment with other public and private sector partners

This strategy reinforces both the value that the council places on the importance of sport and physical activity and its commitment to increasing participation and improving health within finite financial constraints.

I not only hope that you support it, I also hope that you will participate and benefit as a result!

**Councilor Jonathan Chownen**  
Portfolio holder for Arts, Heritage and Leisure



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# Introduction

Sport is defined by Sport England as 'all forms of physical activity which, through casual or formal organised participation, aim at expressing or improving fitness and mental well-being, forming social relationships or obtaining results in competition at all levels'.

Physical activity is defined by the World Health Organisation as 'any bodily movement produced by skeletal muscles that require energy expenditure'.

The council has long valued the important role that sport and physical activity play in preventing ill health and improving quality of life and it provides a number of facilities that promote sport and physical activity including leisure centres, swimming pools, a golf course, an athletics track, sports pitches, parks and playing fields.

Additionally, the council has an established and highly successful sports development team and more recently introduced a health and wellbeing service funded by West Sussex Public Health. These teams work with clubs, schools, parish councils, the County Council, health partners, police and other partners to deliver specific initiatives in schools, clubs, village halls, sheltered housing units and a multitude of other venues. They also provide dedicated programmes for children and young people, families, older people and people with disabilities, mental health problems or long term conditions.



Following the adoption of the Horsham District Planning Framework, the council is required to facilitate the delivery of 16,000 new homes within the district between 2011 and 2031. The Office of National Statistics suggests that the district population will grow by 13,500 to 149,000 by 2031 and it seems likely that population growth will continue well beyond 2031. If new residents are to enjoy the same level of sport and physical activity opportunities as current residents then facility and service provision will need to keep pace with this population growth, ensuring that the mixture of public and private infrastructure can meet the needs of a diverse population.

At the same time as the population is increasing, resources to support sports and physical activity are reducing.

## 149,000

The Office of National Statistics suggests that the district population will grow by 13,500 to 149,000 by 2031.

Local Authorities, Health Service providers, Sport England, the National Governing Bodies for Sport (NGBs) and partners in the voluntary sector all have increasing financial challenges as a result of pressure on public finances and are finding it difficult to maintain and develop their services. The tensions between the pressure on public finances and population growth mean that a strategic approach to sport and physical activity is essential.



# The case for sport and physical activity

Physical inactivity is a greater cause of death in the UK than almost every other economically comparable country. An estimated 17% of all deaths are caused by inactivity.

Physical inactivity costs the national economy an estimated £7.4bn in healthcare, premature deaths and sickness absence

Regular sport and physical activity is proven to have a direct impact on our physical health and general wellbeing and £1,760 to £6,900 a person can be saved in healthcare costs by taking part in regular sport or physical activity

(Source: Sport England)



# 17%

An estimated 17% of all deaths are caused by inactivity.

**Physical health** benefits include helping to combat obesity, reducing the risk of coronary heart disease, reducing the risk of stroke and hypertension, preventing and helping the management of diabetes, prevention of cancer, prevention or reduction of osteoporosis, reductions in falls among older adults and minimising the effects of arthritis.

**Mental health** benefits include reducing depression, stress and anxiety as well as raising self-esteem, confidence and sense of purpose.

At a national level the case for sport and physical activity has been well made through the government's 2015 strategy 'Sporting Future: A New Strategy For An Active Nation'

The strategy focuses on five key benefits of sport and activity being:

- physical wellbeing
- mental wellbeing
- individual development
- social and community development
- economic development

At a local level sport and physical activity plays an essential role in helping the council to achieve a wide range of objectives in relation to health, employment, social inclusion, regeneration, community safety, crime reduction, lifelong learning and health improvement.



# The case for sport and physical activity continued

## Horsham district health headlines

In the Horsham district:

- the life expectancy of males is 81.5 years compared to the national average of 79.2.
- the life expectancy for females is 84.4 years, compared to the national average of 83.
- 14.8% of the population have a long term health problem or disability.
- An estimated 50 deaths per year could be prevented if 75% of the population aged 40 – 79 were engaged in the recommended levels of physical activity.
- 13.3% of children in year six at school in Horsham district are obese (against a national average of 19.1%)
- 16.9% of adults in Horsham district are obese (against a national average of 23%)
- Unless health behaviour changes, by 2050 the national prevalence of adult obesity is predicted to affect 60% of men and 50% of women

(Source: Public Health England)

# 16.9%

**16.9% of adults in Horsham district are obese.**

## Sport, physical activity and economic development

Facilities for sport enhance the image of the district as a place to live and do business in. As participation increases so does participant expenditure, bringing with it economic growth and expansion. The importance of recreation and sport to the wider economy of the district is valued at:

- £43.8m in Gross Value Added (wages and operating profits)
- £34.2m from people participating in sport
- £9.6m from wider non-participation interests
- 1,309 jobs
- £11.0m value that volunteering brings to the local economy
- £55.6m economic value through improved quality and length of life plus health care costs avoided
- £20.3bn was contributed to the English economy in 2010 through sport and sport-related activity

(Source: Sport England)

## Sport, physical activity and social inclusion

Sport and physical activity brings people together and greatly contributes to breaking down social and cultural barriers, creating common ground and a sense of belonging. It fosters civic and social pride and contributes towards community cohesion. Participation in sports and physical activity helps tackle isolation whilst improving people's purpose, self-esteem and confidence.

## Sport, physical activity and community safety

Sport can make a significant contribution to the reduction in crime rates and anti-social behaviour. The council has many examples of physical activity and sport has been used as diversionary activity, contributing to measured reductions in crime and disorder. Early involvement in sport and physical activities by young people can help prevent crime or divert offenders from re-offending.

The estimated return on investment for every £1 spent on sports for at-risk young people through, for example, reducing crime and anti-social behaviour is £7.35.

(Source: Sport England)

## Sport, physical activity and lifelong learning

There is an increasing weight of evidence to demonstrate that involvement in sports and physical activity has a positive impact on the improvement to educational attainment especially in young people. Sport also helps by giving both young and older people the opportunity to develop new skills, as well as the confidence and motivation to gain qualifications that can ultimately lead to employment and career development.



# Strategic context



This strategy has been influenced by:

- the Horsham District Council Corporate Plan ('The Horsham District Plan')
- the Horsham District Planning Framework 2011-2031
- national planning policies/guidelines
- reductions in core funding to local authorities
- the growing and ageing population
- affordability, sustainability of opportunity and value for money through investment
- partner, county and national priorities for sport, health, social inclusion and community safety
- existing participation rates and trends
- existing provision
- existing council policies and strategies (see Appendix A)
- partner strategies and plans (see Appendix A)

## Population and economic pressures



- The Horsham district population increased by 7% between 2005 and 2016 to 135,000
- Following the adoption of the Horsham district planning framework it is estimated that it will rise by another 14,500 over the next 15 years
- The population is ageing. Those aged over 65 will increase by 60% by 2025 to 32,800.
- Those aged over 85 increased will increase by 45%
- There are some locality specific demographic anomalies. For example, 36% of population in Southwater is under the age of 18.
- Although 84.3% of 16-64 year olds are economically active and only 6% of working age population are out of work and claiming benefits there are still over 1000 low income families reliant on Leisure Access Cards (means tested discount cards) in order to afford some sport and physical activities available within the district

(Source: West Sussex Joint Strategic Needs Assessment)



# Purpose of the strategy and strategic goals

The purpose of the strategy is:

**To increase participation in sport and physical activity and improve the health and wellbeing of people living, working or visiting the Horsham district.**

The strategy identifies five work strands through which this purpose will be pursued being:

**Encourage and support people to become more active** – providing opportunities so that people who don't currently participate are encouraged to do so and so that people who do take part are encouraged to take part more often.

**Ensure sufficient and appropriate sporting infrastructure** – the sporting infrastructure needs to keep pace with the needs of a growing and changing population and it is imperative to provide the right facilities, of the right quality in the right place.

**Develop effective sporting and physical activity pathways** – encourage and enable people to stay involved in sport and physical activity and achieve the performance standard that they aspire want to.

**Widen access to sport and physical activity** – make sure that people who don't traditionally participate in sport and physical activity are supported to do so.

**Strengthen organisations and partnerships** – increase the number and quality of volunteers, coaches and clubs and deliver new projects through joint investment with other public and private sector partners.



The strategy also aims to:

- identify infrastructure required to meet the needs of a growing population
- ensure that the council maximises opportunities to enhance infrastructure to be delivered or funded by developers as a consequence of housing growth
- attract partner investment in facilities and services that will help deliver joint priorities at a district level
- formalise targets for levels of participation in sport and physical activity by district residents for the initial five years of the strategy
- identify success measures for health improvement that could be partially attributable (eg reductions in obesity) to actions driven by this strategy
- ensure that information pertinent to the updating of this strategy is collected and updated on a regular basis
- ensure partners and stakeholders understand the council's sport and physical activity priorities and thus what they can expect or achieve through working in partnership with us

# Purpose of the strategy and strategic goals continued



- 66.6% are satisfied with sporting provision in the area compared to 61.8% nationally
- 12.8% of adult residents are regular sports volunteers compared to the national average of 12.7%
- 50.4% of residents do not participate in any form of sport
- 51.6% of adults who are inactive, want to take part in sport, demonstrating there is an opportunity to increase participation.

The most popular sports for adults in Horsham district are swimming, cycling, fitness and conditioning, exercise classes, football, gymnastics and golf. Going to the gym and swimming are the most popular of these with an estimated 14,000 adults (13.2%) participating in each at least once per month. Participation rates in sports exceed both national and south-east region averages but the latest quarterly results suggest that participation is declining rather than increasing.

Some sports show significantly higher participation rates than regional averages with the athletics participation rate standing at 9.6% for the district versus 6.7% for the region and cycling participation standing at 12.4% for the district versus 8.1% for the region.

(Source: Sport England Active People Survey 9)

For instance, where clubs are competing against each other for scarce resources the council will consider and prioritise:

- **additionality** – is the club providing a sporting offer that does not currently exist in the locality or district? Is its offer to the local community broader than just sport?
- **breadth of current provision** – does the club offer a number of sports, sections for various age ranges, does it serve both genders, disability inclusion, etc?
- **membership** – is the number of benefitting participants significant or small?
- **ability to expand** – does the club have land or resources that will enable it to expand?
- **track record of sustainability** – has the club demonstrated that it can exist without external support?

## Existing activity levels in the Horsham district

The 2014/15 Active People survey results (the latest year on record at the time of writing) detail that in the Horsham district:

- 62.4% of adults (16+) report undertaking 150 minutes of moderate intensity physical activity per week compared to the national average of 55.6%
- 38.3% adults (16+) take part in sport at least once a week compared to the national average of 35.8%
- 16.7% of adults (16+) take part in sport and/or active recreation three times a week compared to the national average of 17.5%
- 41.1% of residents currently take part in organised sport by belonging to a club, receiving tuition or taking part competitively, compared to 33.6% nationally



# Activity outcomes sought through the strategy

The headline outcomes targeted as a result of this strategy over its initial five years are:

- 64% of residents aged 16+ will be taking 150 minutes of moderate activity per week (as defined by Sport England) an increase of 1.6%
- 40% of residents aged 16+ will be taking part in sport at least once a week (an increase of 1.7%)
- 18% of adults (16+) will be taking part in sport and active recreation three times a week (an increase of 1.3%)
- 13% of residents will be regular sports volunteers (an increase of 0.2%)
- 68% of residents will be satisfied with local sports provision (an increase of 1.4%)

## Healthy weight ambitions to which this strategy could contribute

Although headline outcome targets are identified this strategy could never meet such targets in isolation, nor could it claim all the credit if they were achieved. However, such outcomes are something which this strategy would undoubtedly contribute towards:

- The percentage of children in year six at school in Horsham district that are obese will decrease by 1% to 12.3% (against a current national average of 19.1%)
- The percentage of adults in Horsham district that are obese will decrease to 15.9% (against a current national average of 23%)



## Principles of the strategy

Actions that will develop sport and physical activity in Horsham district will be based on the following principles:

- There should be opportunities for everyone to become more physically active but those least likely to take part should be targeted and included.
- Partnership working is fundamental to the development of sport and physical activity in the Horsham district
- Priorities and actions should recognise and be respectful of national, regional and local strategies, in particular contributing to improving outcomes for children and older people.
- Evaluation and monitoring against key objectives should be regular and ongoing
- There should be effective consultation with partners in the development of programmes and activities driven by the strategy
- The strategy should be reviewed and updated every five years



# Governance, monitoring, evaluation and review

Progress against actions identified in this strategy will be monitored by the Head of Culture and Communities and reported annually to the council via the Policy Development and Advisory Group and the Portfolio holder for Arts, Heritage and Leisure.

Benchmarking and evaluation of projects and outcomes will be based on the provision and analysis of appropriate evidence.

The strategy will be formally reviewed and updated every five years.

## Equality and diversity

The intention of this plan is to make physical activity and sport equally accessible to all sections of the community.

As well as stimulating participation by underrepresented groups, work will continue to encourage increased participation by those groups in society who are already well represented.

It is recognised that equal opportunity requires targeted positive action, and in line with the vision for this strategy, actions will be taken to encourage all residents in the district to take part in sport and physical activity.

The strategy will support the setting of targets for identified groups and recommend that plans and programmes are developed in consultation with group representatives.

The training of people and capacity building within these communities will be a key feature of this development work.

An equality impact assessment has been produced that outlines how the needs of the district's diverse communities have been considered and which is reflected through a number of targets within action plans.

## Resourcing the strategy

An evidence based approach to improving Health and Wellbeing coupled with an entrepreneurial, opportunistic and partnership based approach to Sports Development has enabled the council to expand its sport and physical activity offer in recent years whilst reducing costs. However, some actions within the strategy are reliant on the council's Health and Wellbeing service which is funded by West Sussex County Council Public Health.

Whilst the council is committed to improving health and wellbeing and has a strong resource management record it would not be able to meet resource gaps if partner organisations reduced funding. Although the strategy is deliberately ambitious it recognises that some of the actions are reliant on partner investment and if some of that investment was withdrawn, some of the actions could not be delivered.

In general the council will use its own resources and make strategic use of developer contributions obtained

through planning agreements in order to deliver most of this strategy. Where business plans demonstrate that facilities and services that the council or its partners are seeking to establish are affordable and sustainable it will also prudently borrow. It will seek to secure funding from Governing Bodies and Sport England where it is clear that local aims align with county, regional and national aims and it will also consider a range of management models such as community asset management or transfer which could see more facilities being delivered by the voluntary, private or trust sectors.

Whilst the strategy is deliberately ambitious in difficult financial times, the council remains confident it will deliver services to ensure that all residents can enjoy and benefit in health terms from sport and physical activity in some way, irrespective of their age, ability, gender, location or income, whilst seeking to extend these services to meet the needs of an ever growing population.



# Action Plan 1



## Encourage and support people to become more active

Provide opportunities so that people who don't currently participate are encouraged to do so and so that people who do take part are encouraged to take part more often.

Action	Success Measure
<b>1.1</b> Encourage people who undertake little or no physical activity to be more active through interventions targeted at sedentary populations	<b>1.1.1</b> 5% increase in number of clients seeking advice from wellbeing hub. 5% increase in numbers from those advised that sustain increased exercise levels for at least three months
	<b>1.1.2</b> Current initiatives to encourage 'hard to reach' and specific conditions populations into sport (ie. aging population, disabled, mental health, chronic conditions, rurally isolated) sustained despite shrinking resources
	<b>1.1.3</b> '60+ Olympics' event piloted and reviewed by 2017 with a view to establishment as an annual event
	<b>1.1.4</b> Two 'non traditional' new sports and physical activities piloted and reviewed by 2017. eg. foot golf, disc golf
<b>1.2</b> Work with GPs and other health partners to develop interventions that encourage residents to be more active and help reduce health inequalities in the district	<b>1.2.1</b> Exercise referrals per year increased to 500 (10% increase) by 2018
	<b>1.2.2</b> Weight management referrals per year increased to 300 (7% increase) by 2018
	<b>1.2.3</b> Prediabetes intervention programme piloted at two surgeries by 2018
	<b>1.2.4</b> Cardiac rehab phase IV established at one additional venue in district by 2018

# Action Plan 1

## continued

Action	Success Measure
<b>1.3</b> Improve marketing of facilities and programmes to encourage new attenders and to encourage existing service users to participate more often	<b>1.3.1</b> Refreshed Horsham District Sports Development website established as an effective booking and information site, to include local sport and physical activity directory, by 2017
	<b>1.3.2</b> Sports Development social networking presence (Facebook, Twitter etc) strengthened by 10% increase in followers by 2017
	<b>1.3.3</b> Existing events to promote sport and physical activity eg Sparks in the Park (annual), Sport Relief Mile (biannual), youth triathlons (annually in Horsham, Steyning and Billingshurst), 'Parkruns' (weekly) sustained until at least 2020
	<b>1.3.4</b> 'Spring into Summer' district-wide campaign to promote local sport and physical activity opportunities in partnership with local leisure centres and sports clubs delivered by April 2017
	<b>1.3.5</b> Annual Change 4 Life campaign established and sustained until at least 2020
<b>1.4</b> Encourage walking for health and active travel	<b>1.4.1</b> Number of regular health walk attendees increased to 1000 a year by 2020 (24%) and total walk attendees increased to 12000 a year
<b>1.5</b> Support clubs and partners seeking to increase participation	<b>1.5.1</b> At least three club led sports development projects supported by direct involvement or funding each year until at least 2020
<b>1.6</b> Increase knowledge and opportunities for children aged 0-5 years to develop physical literacy and confidence	<b>1.6.1</b> Training for children and family centre staff, volunteers delivered in three centres by 2018
<b>1.7</b> Sustain and expand work with schools in the absence of school sports partnerships	<b>1.7.1</b> Re-establish schools partnership in STARS area by 2018



# Action Plan 2



## Ensure sufficient and appropriate sporting infrastructure

The sporting infrastructure needs to keep pace with the needs of a growing and changing population and it is imperative to provide the right facilities, of the right quality in the right place.

Action	Success Measure
2.1 Undertake a pitch and facilities audit in line with Sport England best practice	2.1.1 Winter sports facilities audit completed by March 2017
	2.1.2 Summer sports facilities audit completed by September 2017
2.2 Ensure that pitch and built sports facility provision keeps pace with population growth predicted by draft planning framework	2.2.1 New pitch and built sports facilities plan in place by December 2017
	2.2.2 Appropriate facilities secured for physical activity and sport at major developments such as Southwater, Broadbridge Heath, Denne, Kilnwood Vale and North Horsham
	2.2.3 Infrastructure secured within the life of the Horsham District Planning Framework (2011-31) in line with Sport England Facilities Calculator and Sport Recreation and Open Space Assessment Tool
	2.2.4 Infrastructure requirements identified within the Infrastructure Development Plan (IDP)
	2.2.5 New infrastructure secured through CIL or s106 in support of Neighbourhood Plans
2.3 Build new Leisure Centre at Broadbridge Heath to meet population growth needs of catchment area	2.3.1 New flexible purpose centre built and operating by 2018
	2.3.2 Attendances at council owned leisure facilities increased to 1.2m a year (18% increase) by 2020
2.4 Provide new pitches and pavilion south of new leisure centre to serve new population and re-home Broadbridge Heath FC	2.4.1 Pitches and facilities in use by November 2017

# Action Plan 2

## continued

Action	Success Measure
<b>2.5</b> Exploit opportunities to deliver ATPs (including 3G pitches) in strategic locations	<b>2.5.1</b> New 3G pitches secured for Southwater and Horsham/North Horsham by 2021
<b>2.6</b> Support Collyer's Sixth Form College as a hub for disability sport and netball serving the broader Horsham area	<b>2.6.1</b> One new programme established by 2018 following completion of sports hall adaptations and multi sports floodlighting in 2016
<b>2.7</b> Ensure facilities management models maximise revenue to council for strategic investment in additional facilities and services	<b>2.7.1</b> New contract in place for Broadbridge Heath Leisure Centre by 2017
	<b>2.7.2</b> New contract in place for Rookwood Golf Course by 2019
	<b>2.7.3</b> New contract for all Leisure Centres in place by 2020
	<b>2.7.4</b> New contract in place for water sports operation at Southwater by 2017
<b>2.8</b> Help Horsham Football Club to secure a ground which enables them to compete at their current level	<b>2.8.1</b> Horsham Football Club established at a suitable location by 2018.
<b>2.9</b> Ensure protection of athletics in district	<b>2.9.1</b> Investigation of ability to augment outdoor track by limited indoor support facilities completed and any agreement in place by end of 2017
	<b>2.9.2</b> New location for Athletics track agreed by 2018
	<b>2.9.3</b> Athletics track relocated by 2021
<b>2.10</b> Support emerging facilities or pitch strategies in local parishes	<b>2.10.1</b> Infrastructure priorities agreed for Henfield, Billingshurst and two other parishes.
<b>2.11</b> Refurbish and enhance changing rooms at Bennetts Field	<b>2.11.1</b> Completed by 2017
<b>2.12</b> Support independent leisure centres at Storrington, Henfield and Southwater	<b>2.12.1</b> Ongoing and as required
Action	Success Measure



# Action Plan 2

## continued

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|--|---|
| <b>2.13</b> Support clubs and parish councils to meet infrastructure requirements in specific sports or locations        | <b>2.13.1</b> Extended changing facilities at Horsham Rugby Club to accommodate girls by 2017<br><b>2.13.2</b> Enhanced facilities at Pulborough Sports and Social Club by 2019<br><b>2.13.3</b> Horsham Hockey club secured suitable facilities to expand offer and development work by 2020<br><b>2.13.4</b> Improved facilities at Holbrook Sports Club by 2020 (subject to security of lease) |
| <b>2.14</b> Ensure street sport facilities developed to serve emerging populations                                       | <b>2.14.1</b> New skate parks and open access ball courts at Southwater by 2020 (and North Horsham by 2025)<br><b>2.14.2</b> New BMX facilities at Highwood Mill by 2020 (and North Horsham by 2025)<br><b>2.14.3</b> New skate parks at Storrington and Broadbridge Heath by 2020<br><b>2.14.4</b> Replace Horsham Skatepark with concrete facility by 2022                                      |
| <b>2.15</b> Sustain and improve green spaces, play and community facilities in the district in conjunction with partners | <b>2.15.1</b> Improvement programme contained within green space strategy implemented   |
| <b>2.16</b> Monitor impact of planning development on field sports and ensure they can continue                          | <b>2.16.1</b> No activity compromised during term of strategy   |
| <b>2.17</b> Complete renovation of Horsham Park Tennis Courts  | <b>2.17.1</b> Courts resurfaced, floodlit and promoted through joint LTA participation programme by 2017 (subject to planning permission)   |

# Action Plan 3

## Develop effective sporting and physical activity pathways

Encourage and enable people to stay involved in sport and physical activity and achieve the highest standard that they want to and are capable of.

Action	Success Measure
<b>3.1</b> Implement development and performance improvement plans in various sports (eg athletics, archery, basketball, bowls, badminton, baseball, boxing, cricket, cycling, football, golf, gymnastics, hockey, netball, rugby, rounders, running, stoolball, swimming, squash, table tennis, tennis)	<b>3.1.1</b> New performance sections established in five separate clubs by 2020
<b>3.2</b> Maintain and extend offer to 50+ and veteran sports people	<b>3.2.1</b> Two new groups for walking versions of either basketball, football or netball established by 2017
<b>3.3</b> Increase career opportunities in sport for young people	<b>3.3.1</b> Sports coaching, development and administrative experience provided to at least 10 new young people per year via the following processes: school/college/university work experience, the Journey to Work scheme and volunteering deployments <b>3.3.2</b> Five young people supported into paid work each year <b>3.3.3</b> Referrals via volunteering link with Collyer's Sixth Form College sports leadership programme increased by 10% <b>3.3.4</b> Additional sports development apprentice recruited by 2017
<b>3.4</b> Improve support for talented athletes, officials and coaches	<b>3.4.1</b> Set 4 Success scheme has provided bursary, facility access support and recognition for at least 12 young sports people a year <b>3.4.2</b> All leisure centres offering free off-peak access to their facilities as a benefit to Set 4 Success awardees <b>3.4.3</b> Two leisure centres delivering talented athlete days for talented primary school age children by 2017
<b>3.5</b> Encourage people to get back into sport and physical activity	<b>3.5.1</b> One new 'Back to' programme (eg 'Back to Netball') targeting lapsed participants, especially in the 30-50 year old age range, introduced each year until 2020



# Action Plan 4



## Widen access to sport and physical activity

make sure that people who don't traditionally participate in sport and physical activity are supported to do so.

Action	Success Measure
<b>4.1</b> Provide positive and diversionary activities for children and young people (including those offending or at risk of offending)	<b>4.1.1</b> Additional Parkour session established at a district venue by 2018
	<b>4.1.2</b> New mobile street sports service established in partnership with Horsham Matters by 2018
	<b>4.1.3</b> One new sports session/clubs established in each Think Family Neighbourhood area each year by 2020
<b>4.2</b> Maintain and increase access to sport and physical activity opportunities for disabled people	<b>4.2.1</b> Continuation funding until 2019 secured to extend HDC's Reaching Higher project that provides disabled children and young adults with sport, physical activity and art opportunities
	<b>4.2.2</b> Ready and Able Club sustained until at least 2020
	<b>4.2.3</b> Reaching Higher Games day delivered by 2018 and established as an annual event
<b>4.3</b> Promote the council's Leisure Access Card (LAC) to individuals on low incomes	<b>4.3.1</b> 10% increase in take up by 2020
	<b>4.3.2</b> Five new sport providers offering LAC discount to their service by 2020
<b>4.4</b> Increase access to sport and physical activity opportunities in the workplace	<b>4.4.1</b> Two new employers per year offering workplace sport and physical opportunities for its staff via council delivered work place health scheme
<b>4.5</b> Increase access to sport and physical activity for people with poor mental health	<b>4.5.1</b> Sports buddy service to initially support people with low confidence to access club, leisure centre and other setting sport and physical activity opportunities provided to 5 service users by 2018
<b>4.6</b> Improve quantity and quality of free and accessible sport and physical activity opportunities in the district's parks and open spaces	<b>4.6.1</b> New Outdoor Gym in Horsham Park by 2018
	<b>4.6.2</b> New open access ball courts at Southwater, and Kilnwood Vale by 2018

# Action Plan 5

## Strengthen organisations and partnerships

Increase the number and quality of volunteers, coaches and clubs. The council wishes to support organisations with aspirations but resources are limited.

Action	Success Measure
<b>5.1</b> Champion and support the ongoing growth and development of voluntary sports clubs and teams as key providers of participation, coaching and competitive opportunities	<b>5.1.1</b> Organise a sports club conference to re-engage relationships and update on current opportunities for partnership working towards achieving future objectives by 2018
	<b>5.1.2</b> New community netball club set-up for the district at Collyer's Sixth Form College
	<b>5.1.3</b> Increase membership of recently formed clubs such as Horsham Youth Cycling Club and Horsham Rounders Club by 10% by 2018
	<b>5.1.4</b> Support one club per year to gain or maintain governing body accreditation in conjunction with Active Sussex
<b>5.2</b> Encourage more people to volunteer their time, skills and expertise to support the delivery of sport and physical activity initiatives in the district	<b>5.2.1</b> 10 new volunteers recruited from participant base and trained as sports coaches each year
	<b>5.2.2</b> Training and good practice in volunteer management (most notably utilising Sport England's 'Club Matters' scheme) established in five new clubs by 2020
<b>5.3</b> Support a strong and effective school sport infrastructure	<b>5.3.1</b> Reinvigorate sports partnership working in the STARS schools area of the district
	<b>5.3.2</b> Halt in rise of childhood obesity in the district
<b>5.4</b> Help local clubs to independently maintain and develop facilities and services	<b>5.4.1</b> Planning and sustainability planning advice provided to at least five clubs seeking to extend or improve facilities by 2020
	<b>5.4.2</b> £500k secured from external sources in support of clubs by 2020
	<b>5.4.3</b> Five tangible facility improvements secured through Horsham District Planning Framework to meet needs of growing population by 2020
<b>5.5</b> Support leisure centres in the district to prosper as sport and physical activity hubs	<b>5.5.1</b> One new aquatic sport (eg water polo) or activity (eg aquafit) established in conjunction with Places for People by 2018
<b>5.6</b> Further develop commercial linkages and income generating ideas to the benefit of community sport in the district	<b>5.6.1</b> One formal link with outdoor activity providers (eg Holmbush Farm), coaching agencies (eg Premier Sport ), sports injury services and shops explored and established by 2017



# Appendix A

Existing council policies and strategies that have influenced this strategy include (but are not limited to):

## **District strategies and Initiatives**

The Horsham District Council District Plan 2016 to 2020  
The Horsham District Planning Framework 2011 to 2031  
The Horsham District Health and Wellbeing Partnership Plan  
The Horsham District Community Safety Partnership Plan  
The Horsham District Preparing For An Ageing Population Plan  
The Horsham District Children and Young Peoples Plan  
Leisure Future's – An Assessment of Horsham's Needs 2011  
Outline Business Case For Broadbridge Heath Leisure Centre 2012  
PPG 17 Pitch and Facilities Audit 2013  
The Horsham District Sport, Open Space and Recreation Assessment 2014  
The Health and Wellbeing Plan 2015/16

## **Regional or county strategies and Initiatives**

Sussex On The Move: Physical Activity Strategy For Sussex 2010 to 2020  
West Sussex Joint Strategic Needs Assessment  
West Sussex Joint Health and Wellbeing Strategy 2015 to 2017

## **National Strategies and Initiatives**

'Sporting Future: A New Strategy For An Active Nation' 2015  
Public Health Outcomes Framework for England 2013 to 2016  
Active People (National and Local Surveys) 9  
Building a Society for All Ages 2009  
DoH Be Active, Be Healthy 2009  
DCMS New Strategy for Sport Consultation Paper 2015  
UK Active Turning the Tide Of Inactivity 2014  
Creating a Sporting Habit For Life (Sport England Strategy 2012 to 2017  
This Girl Can  
HM Government – Healthy Lives, Healthy People 2011  
Local Government Association – Tackling Obesity: Local government's new public health role 2013  
Tackling Obesities: Future Choices – Project Report (2nd Edition) – Government Office for Science 2007  
Sport England: Towards an Active Nation 2016 to 2021



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