

# Pro-Active Bromley Strategic Framework

2017—2022



Support an active and healthy Bromley  
through sport and physical activity



# Foreword

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**Christine Double**  
Pro-Active Bromley  
Chair

Sport and physical activity brings us together. Pro-Active Bromley is the boroughs sport and physical activity network. This Strategic Framework sets out what Pro-Active Bromley will do to support more people to become more active more often in Bromley. As a sport and physical activity network, we want to bring together key partners as everyone has a role to play in increasing levels of physical activity and therefore improving health and wellbeing – whether in our school, our work, our community or home.

As the Chair of Pro-Active Bromley, I would like to thank all our partners for their collective support which helped us to develop and deliver our previous Strategic Framework. I will seek to further develop the successes we can be proud of in Bromley, including a large network of sports clubs and physical activity opportunities, an active network of volunteers and a range of targeted activities to encourage specific groups in our communities that are less active, to be able to engage in activity.

Through our collaborative partnership efforts, Pro-Active Bromley will seek to increase the investment and commitment required to develop widely accessible, high quality physical activity and sport opportunities.

**Stephen Carr**  
Council Leader  
London Borough of Bromley

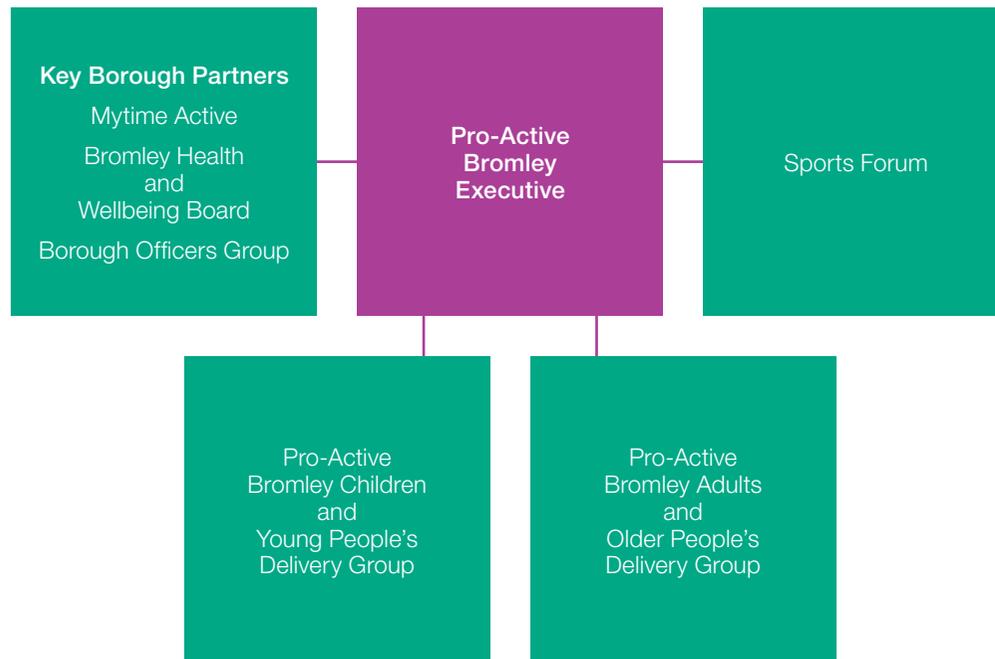
The London Borough of Bromley is a key partner to Pro-Active Bromley. As the Leader of the Council, our ambition is to 'Build a Better Bromley' so all our residents can thrive and lead healthy independent lives. We will do this through pro-actively supporting our residents to enjoy sport, and by promoting opportunities for them to become more physically active. We want as many of our residents as possible to enjoy the benefits that exercise can provide, such as experiencing the joy of winning and losing together with teammates, conquering a personal challenge or enjoying the social benefits of becoming an active member of our community through volunteering.

Bromley is an active borough, however, a significant number of adults are completely inactive. This is worrying as physical inactivity is one of the top four avoidable risk factors for death and disease (alongside smoking, high blood pressure and obesity). Being physically active helps us feel good, grow well and maximise our potential at school and work. Sport and physical activity ultimately helps us to live independently for as long as possible by improving our physical and mental health and reducing the risk of illness. Through this partnership, we will maximise the opportunities to become active in Bromley, making the most of the sport and leisure facilities and the vast array of open spaces available in our borough, for all to enjoy.



## Who we are

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**Pro-Active Bromley is a Community Sport and Physical Activity Network (CSPAN) established as a strategic, independent alliance of partners, who are active in sustaining and increasing participation in sport and physical activity in the London Borough of Bromley.**

Pro-Active Bromley is a voluntary organisation, connecting, facilitating and promoting the work that clubs, schools, community groups and businesses are doing to get Bromley active. As a small team we concentrate on providing forums and opportunities for sharing and learning from each other. We do this through our website, social media, and through the meetings, forums and events that we organise.

The Pro-Active Bromley Executive is the principle driver for the development, delivery and performance management of this Strategic Framework. It leads on developing partnership arrangements with key organisations and stakeholders to ensure that sport and physical activity priorities are embedded within wider cross cutting agendas.

Pro-Active Bromley, through its two delivery groups, works with key stakeholders, community and voluntary groups, schools and other partners, to develop annual action plans. These action plans outline the initiatives and projects that will be supported by Pro- Active Bromley. The Pro-Active Bromley Executive provides a governance structure for sport and physical activity, it will monitor, review and challenge the individual initiatives contained within the Children and Young People and Adult and Older People annual action plans.

Pro-Active Bromley also organise an annual sports forum to consult with sports clubs, community organisations, schools, and other partners, and to provide information and advice on new national developments, initiatives and funding. The feedback received from the sports forum is used to inform next year's action plan.

# What is our role?

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## Our role is to provide:

### Strategic Planning and Co-ordination

Identify the needs of the local community in order to promote active lifestyles and tackle barriers to participation. Interpret national and regional strategy to help shape local policy to best fit community needs, co-ordinating delivery to avoid duplication and to optimise the use of resources.



### Advocacy

Raise the profile of sport and physical activity, increasing recognition of the wider values of sport and physical activity, and representing the interests and concerns of the sector. Be a legitimate voice for sport and physical activity in Bromley.



### Facilities

Encourage and support the use and development of accessible sports and recreation facilities. Support the protection and enhancement of existing community sports facilities, including parks and open spaces.



### Capacity Building

Encourage sports clubs, community organisations and other partners to adopt minimum operating standards, such as Clubmark and other accreditations that promote continuous improvement, and support education and development courses for coaches, school teachers and volunteers.



### Safeguarding

Promote the safety and wellbeing of children, young people and adults at risk of harm when participating in sport and physical activity in Bromley.



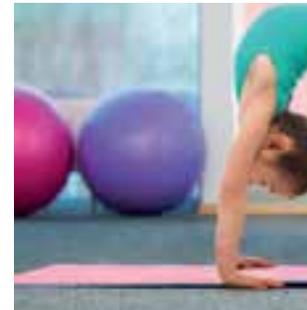
### Partnership Development

Broker and facilitate partnership working, making the whole greater than the sum of the parts. Improve communication and information sharing across the sector, including organising an annual sports forum.



### Equal Opportunities

Support and promote equality in sport and physical activity, providing opportunities for everyone. Encourage participation for all regardless of their age, ability, gender, race, ethnicity, sexual orientation, religion, social or economic status.



### Funding

Seek external funding to support the work of Pro-Active Bromley and its partners. Encourage investment into the sector to make delivery more sustainable.



### Our vision is:

To support an active and healthier Bromley through sport and physical activity.

### Our aims are:

- To support the increase in participation in sport and physical activity across the Borough
- To support the reduction in the number of inactive people and encourage regular and sustainable activity habits for those new to physical activity
- To increase peoples activity levels for people who are already active
- To focus on under-representative groups, promoting innovative, demand led initiatives
- To focus on encouraging more disabled people into activity
- To promote the wider health, social, community and economic benefits of sport and physical activity
- To support initiatives that promote an increase in volunteering, participation and membership at local sports clubs
- To identify and seek external funding and grants to support the work of Pro-Active Bromley and its partners
- To communicate information, advice and guidance to sports clubs, community organisations, schools and other key partners

## Our key achievements delivered from the last strategy

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### Funding

Pro-Active Bromley has attracted over £250,000 of external grant funding into the borough from national organisations to deliver sport and physical activity opportunities. In addition London Sport has provided resources for sportivate programmes, satellite clubs and clubworks initiatives into the borough.

### Community Sport Activation Fund (CSAF)

Since 2014 Pro-Active Bromley has encouraged over 4,000 residents into newly developed sport and physical activity opportunities, resulting in over 20,000 attendances. A wide and diverse range of partners have established new programmes to target the young and old alike.

### Zero to Hero Runners

Over 400 people that are new to running or physical activity, have attended 'Zero to Hero', a 10 week course which helps participants achieve a 5k run. Each course is led and managed by qualified peer mentors. The scheme was nominated for Sports Club of the Year at the London Sports Awards.

### 'Back to' sport programmes

Back to netball, walking football and a gym programme for those identified at risk of diabetes have been set up via Pro-Active Bromley which have attracted over 500 participants.

### Cycling

The cycling clubs have benefited from CSAF funding and the take up of the sport in the Borough continues to grow. In 2016, the Ride to Rio event in Norman Park attracted over 540 residents, who collectively cycled the distance from Bromley to Rio. In addition to the event taster cycling sessions have then been delivered throughout the borough.

### Inclusive Sport

Pro-Active Bromley has supported Bromley Sparks to start new athletefit sessions, and also supported Community Futures, Experts by Experience and Magpie Dance to set up new programmes for adults with disabilities.



### Mytime Active

has continued to support Pro-Active Bromley and has created numerous opportunities to encourage people to get active. For example, annually Mytime Active has delivered over 1,000 hours of activity / events in community settings, engaging over 1,500 participants and 130 Bromley based volunteers. In addition 5 Olympic legacy challenges have been delivered attracting over 7,500 participants.

### Men's Active Lifestyle Programme

This 2 year Mytime Active project attracted over 800 inactive men aged 50+ to take up different sport and physical activity opportunities. The men recorded over 10,600 attendances and 90% of them reported that they continued their weekly activity 6 months after they completed the programme. 47% of men also improved their happiness score.

### Parkrun

Pro-Active Bromley, with support from Mytime active set up the first parkrun in Norman Park, and since then two more weekly parkrun events for adults have been established in the Borough as well as a junior parkrun.

### Sportivate

Bromley continues to benefit from London Sport initiatives with over 3,000 young people taking part in free Sportivate programmes, which is a lottery funded London 2012 legacy project that gives young people the chance to try a new sport.

### School Satellite Clubs

Sports clubs in Bromley have been working with secondary schools targeting inactive 11–25 year olds. 23 new Satellite Clubs have been set up in Bromley (London average is 12). The programme has contributed to many more young people becoming active.

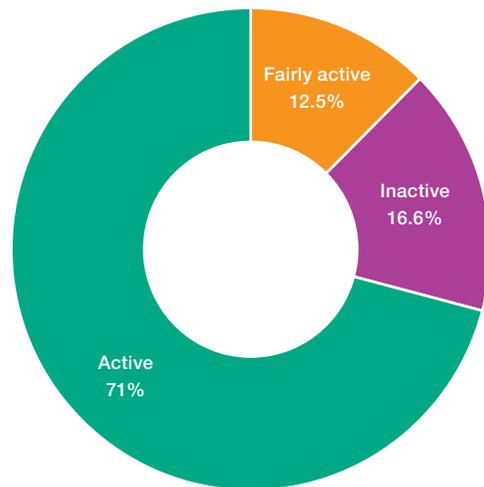
### Workplace Challenge

20 organisations have engaged in the workplace challenge which offers new opportunities for employees to undertake sport and physical activity.

## The opportunity

**Exercise can be fun and contributes to people's well-being, boosting energy levels, promoting better sleep, helping to combat health conditions and supporting weight control.**

Sport can be exciting and competitive, and we want to support our residents to reap the social benefits of exercise and enjoy all forms of activity available. 61% of residents that were asked said they would like to do more sport than they currently do. We want more of our residents to enjoy the vast array of benefits that activity can provide.



## What is the challenge?

### Context

- Bromley is the largest geographically of the 33 London Boroughs. It has the sixth highest population of all London Boroughs, with over 321,000 residents. The Borough has an ageing population with 50% more 65 year old plus residents compared to the London average.
- There are a number of well-established and successful activity programmes and sports clubs in Bromley that have a significant impact on engaging residents. In comparison to London, Bromley is an active borough and is in the top 10 London boroughs for sport and physical activity participation.
- The percentage of residents using outdoor space for exercise or health reasons has increased from 4% in 2011 to 19% in 2016, one of the fastest growing rates in London. Bromley is in the top 10 boroughs for the percentage of residents that participate in sport in the outside environment. However, Bromley has the fourth lowest public transport access level in London, and the fifth highest percentage of households with access to a car.
- There are 951 sports facilities in Bromley which hosts 7.2% of all London's facilities, the second highest number of facilities per head in London. There is a wealth of parks and open spaces, sport and leisure facilities, including public and private leisure centres, voluntary sports clubs and specialist sports facilities.
- Club membership is higher than the London average, but membership has fallen significantly in the last two years.
- Bromley has a healthy volunteering network. Bromley has a strong and vibrant network of organisations and individuals supporting sports and recreational activities within the parks and green spaces.
- 17% of Bromley residents are physically inactive (latest measure in 2017), that means they are achieving less than 30 minutes per week of moderate intensity physical activity (England Average 26%) and not receiving any health benefits through activity.
- There are 214 premature deaths per 100,000 people per year in Bromley due to physical inactivity (2015). The number of people with diabetes has tripled between 2002 and 2014, there are now just under 15,000 people with diabetes. A further 30,000 people are at risk of developing diabetes. 64.1% of Bromley's adult population are either overweight or obese (2016), which represents approximately 202,336 adults. This is ranked as the sixth highest prevalence of excess weight in London. 20% of children in Reception and 31% in Year 6 were either overweight or obese.
- Bromley has and will continue to have a focus on under-represented groups. Traditionally, under-represented groups include people with disabilities, older people, people from disadvantaged areas, people from minority ethnic groups, women and girls. In Bromley, we have higher participation in most of these groups than the average for London and England but we know at a national level that people with a disability partake in less activity than the general population, therefore we will seek to increase participation and ensure there are inclusive and accessible sports opportunities for all.

# How will we collectively increase sport and physical activity in Bromley?

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## Increase in opportunities

Areas of high population density, deprivation, and low life expectancy in the borough will be targeted. There will be an increase in the healthy lifestyle initiatives to attract young people and inactive adults.

## Outdoor Activity

Further capitalise on the activity undertaken in the large number of parks and green spaces in the borough. Increase development of walking, cycling and running initiatives and support more informal, casual participation opportunities.

## Access to Activity

The low public transport provision in the south of the borough, along with the distance residents have to travel for access to sport and physical activity will be considered when developing new schemes and activities.

## Tackling Inactivity

The prevalence of obesity, cardiovascular disease, and diabetes is rising significantly, reducing people's life expectancy, therefore Pro-Active Bromley will target children and adults who are inactive. We will seek to maximise the financial return on investment through reducing chronic diseases, and narrowing health inequalities.

## Ageing population

Bromley has a large number of older residents. Pro-Active Bromley will target the 50+ age bracket, with interventions located where there is a greater concentration of older residents.

## Support for Schools

The move to academy schools across the Borough means new approaches to communication and working across the schools network needs to be adopted, to enable a joined up and systematic approach to supporting schools. Pro-Active Bromley will seek to maximise the use of the school sport premium funding for primary schools and share examples of best practice.

## Under-represented groups

Continue to support under-represented groups such as people with disabilities, older people, people from disadvantaged areas, people from minority ethnic groups, women and girls, and those with unhealthy lifestyles.

## Volunteering

Continue to support the successes achieved through volunteers, buddies and peer mentors. Increase the number of volunteers and volunteering opportunities.

## Communication

Develop a clear and simple communication strategy to communicate effectively with our partners, providing relevant information, advice and guidance. Join up the work of Pro-Active Bromley partners, and support the development, delivery and marketing of initiatives.

## Support for Sports Clubs

Provide information, advice and guidance to sports clubs and community organisations including support for external funding applications.

## External funding

Continue to access resources to support the delivery of the Strategy and the work undertaken by Pro-Active Bromley's wider partners. In these times of public sector austerity, the advocacy for sport and physical activity and the role and importance of the voluntary sector is becoming increasingly important.



## Strategic context

### The following documents have helped to inform the development of this Strategy:

- HM Government Strategy Sporting Future: A New Strategy for an Active Nation
- Sport England Strategy Towards an Active Nation
- London Sport Blueprint and Strategy for a Physically Active Sporting City
- London Borough of Bromley Building a Better Bromley
- Bromley Joint Strategic Needs Assessment



## Our partners

### Pro-Active Bromley is supported by the following partner organisations:

- Age UK Bromley and Greenwich
- Bromley Education Trust
- Bromley Youth Support Programme
- Charlton Athletic Community Trust
- Clarion Housing Group
- Community Futures
- Community Links
- Experts by Experience
- Health and Wellbeing Board
- Idverde (Parks and Green Spaces)
- London Borough of Bromley
- London Borough of Bromley Public Health
- London Sport
- Magpie Dance
- Mytime Active
- Palace for Life Foundation
- Schools and Academies
- School Games Organisers
- Sports Clubs



## Glossary of terms

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### **Building a Better Bromley**

Bromley Councils shared long-term sustainable community strategy for improving quality of life in the Borough.

### **Clubmark**

National cross sports quality accreditation scheme for clubs. It is built around a set of core criteria which ensure that accredited clubs operate to a set of consistent, accepted and adopted minimum operating standards.

### **Joint Strategic Needs Assessment**

The Local Government and Public Involvement in Health Act 2007 specifies that local authorities produce a Joint Strategic Needs Assessment (JSNA) exploring the health and wellbeing of the local community. This provides the evidence of local need and informs local Health and Wellbeing Board strategies and this Pro-Active Bromley strategy.

### **London Sport**

London Sport has a vision to make London the most active sporting city in the world. It has a target of getting 1,000,000 more Londoners more active by 2020 by helping to inspire more Londoners to be physically active. London Sport has five objectives to help achieve their vision for London:

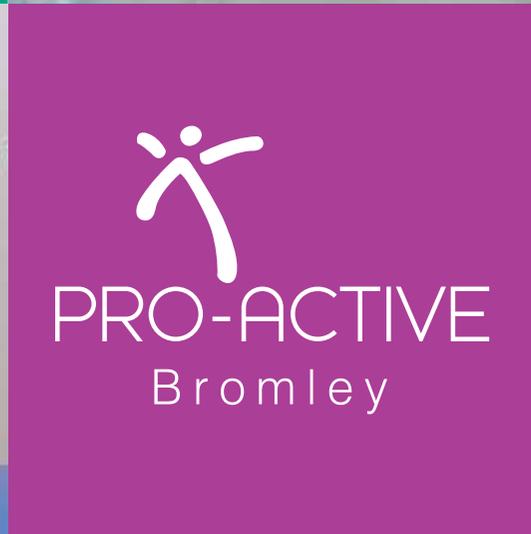
- Make it easier for Londoners to find the right activity for them, remain in it, and achieve their potential
- Get more resources by making best use of current investment and securing more
- Support grassroots organisations by making structures simpler and more effective
- Create a bigger, better workforce to support activity
- Harness the power of elite sport to create sustained grassroots activity and inspire the next generation of talent

### **Sport England**

Sport England work to get more people active across England. In May 2016, they launched their current strategy and outlined the work that will be done between 2017 and 2021 to increase the number of people getting active. The vision is that everyone in England, regardless of age, background or ability, feels able to take part in sport or activity.







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