

# A sport and physical activity needs assessment for children and young people in the London boroughs of Camden and Islington

## Recommendations and solutions

### 5.1 Introduction

1. This section takes the identified needs from the research findings (section 4) and uses them to build a set of recommendations for Pro-Active Camden and Pro-Active Islington. To support the implementation of these recommendations the following has been outlined for each:
  - A short explanation.
  - The number of the needs that the recommendation addresses – a full list of needs can be found at appendix L.
  - A proposed lead service.
  - A list of services and partner organisations that the recommendation has implication for.
  - A timeframe for implementation.
  - Short – next 12 months.
  - Medium – one to two years.
  - Long – two to three years.
  - A number of possible solutions to aid the implementation of each recommendation.

### *Olympic legacy*

2. Recommendations six and nine are proposed as the basis of an Olympic legacy offer within both boroughs. These recommendations have been proposed because:
  - They offer a quick speed of impact.
  - They are visible to the community and offer the best opportunities for promoting legacy efforts.
  - They will impact upon all young people.

### *A subjective assessment of recommendation complexity and timescales to impact*

3. Figure 31 below is a subjective assessment of how complex it might be to implement the recommendations, along with a view on the length of time it may take for that recommendation to impact upon the physical activity levels of young people. These two variables have been assessed for each recommendation.

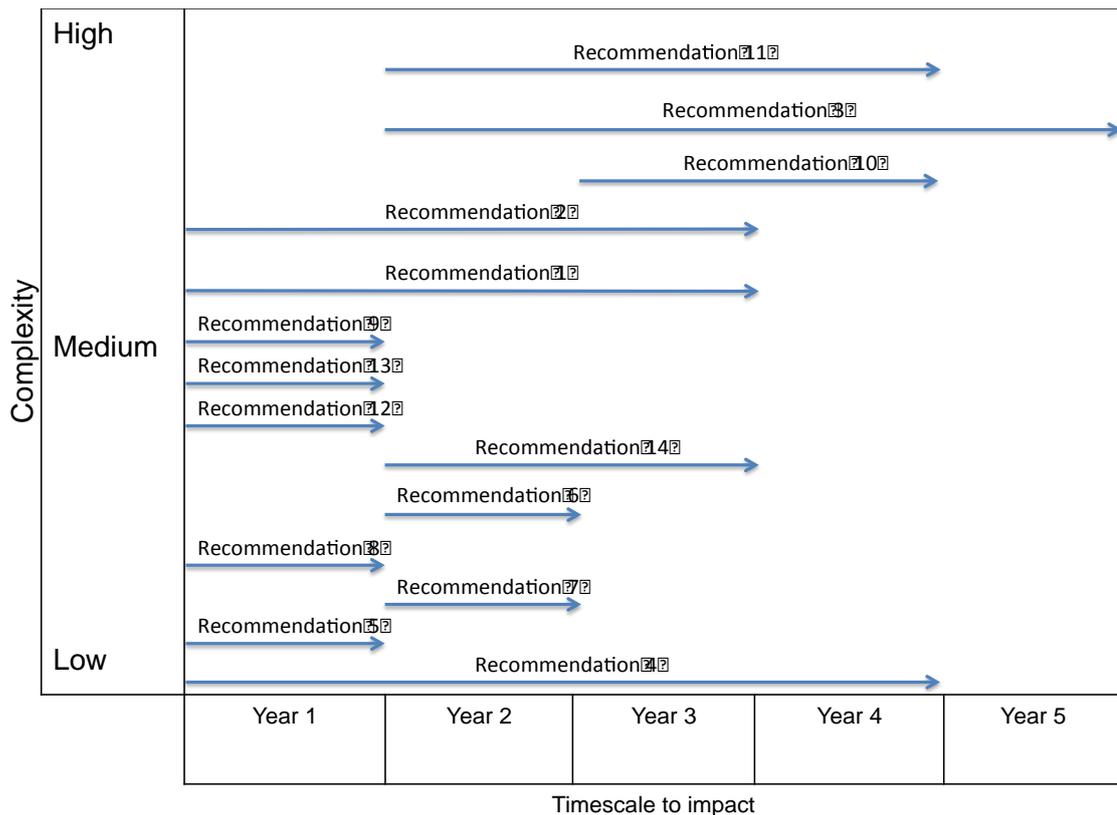
*Timescale to impact*

- The timescales indicate two aspects. Firstly, the timescale when action on each recommendation should be initiated. Therefore recommendations 1, 2, 5, 8, 9, 12 and 13 should be initiated within year one. Secondly, a subjective assessment of how long (in years) it will take each recommendation to achieve an impact on young people's activity levels.

*Complexity*

- A subjective assessment of the complexity of each recommendation. Variables such as the scale of the implementation challenge, number of partners involved, resource implications and the strategic/operational nature of the recommendation were considered. Each recommendation has been ranked in order of complexity. Those towards the top of the model are the more complex to achieve, while those at the bottom are less complex.

*Figure 31: The complexity and speed of impact proposed for the recommendations*



## **Recommendation 1: Establish a physical activity pathway to help all young people become more physically active.**

Too many young people are not doing enough physical activity to benefit their health. For many young people their existing experience of physical activity isn't motivating them to achieve the required levels. Furthermore, the physical activity levels of certain groups of young people (girls and disabled young people) are significantly lower than the general population.

There are many stakeholders, including services within the councils and their partner organisations, involved in shaping the physical activity experience that young people are exposed to. This is currently uncoordinated and seemingly left to chance outside of statutory PE provision. If young people's physical activity levels are going to improve then it will require the combined efforts of all stakeholders to implement a clear 'user journey' that helps young people (and their parent/carers) identify and take part in the physical activity opportunity that is right for their circumstances. This physical activity pathway will meet the differing needs of all young people and recognise that sport is a product that meets the needs of only some young people.

Bringing providers of physical activity opportunities together to be clear on the contribution they can make to the physical activity pathway will be key to its success. The research suggests that the majority of physical activity providers are primarily motivated by getting more young people active and improving their health and wellbeing. This 'common purpose' between commissioners, policymakers and providers needs to be capitalised upon.

**Addresses needs:** 2, 3, 4, 5, 6, 7, 11, 12, 13, 64, 97, 99, 101, 102, 103, 106, 107, 112.

**Lead services:** Public health and leisure<sup>1</sup>.

### **This recommendation has implications for:**

- Health and wellbeing boards.
- Children's trusts.
- Camden and Islington council's commissioners and policymakers from services such as youth, play, park and open spaces, complex families and school improvement.
- Pro-Active Camden and Pro-Active Islington members.
- Clinical commissioning groups.
- School management teams.

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<sup>1</sup> Refers to leisure, sport and physical activity development teams within both councils.

- Children's centres.
- Camden and Islington council's services delivering physical activity opportunities to young people such as youth, play and school improvement.
- Leisure contractors.

**Timeframe:** Short term to medium term.

**Solutions:**

- Take the evidence and recommendations from this project to key decision making groups to embed across key policies and instigate desired action. These might include:
  - Health and wellbeing boards.
  - Clinical commissioning groups.
  - Children's trusts.
- Make the case for the physical activity pathway and engage decision makers from the following key partnerships and council services, including:
  - Complex families.
  - Adult social care.
  - Parks and open spaces.
  - Housing.
  - Play and youth.
  - Community safety.
  - School improvement.
- Review the membership and/or the terms of reference of the Pro-Active partnerships in light of engaging with services listed above and to ensure appropriate representation to develop and support the physical activity pathway.
- Pro-Active Camden to review its strategy and ensure it focuses on young people as well as adults, clearly setting out how it contributes to the physical activity pathway.
- Pro-Active Islington to use needs assessment evidence to strengthen the delivery of young person focussed elements of its strategy and to set out how it contributes to the physical activity pathway.
- Ensure the physical activity pathway:
  - Reflects the breadth of physical activity provision from everyday activity including active travel through to sport.
  - Establishes processes to support young people in critical transitions between children's centres, schools, colleges and community environments.

- g. Establish a local physical activity pathway delivery pilot in each borough. The establishment of the pilots should consider:
- Initially focussing on the Gospel Oak area in Camden to make the most of the Talacre Sports Centre and the QCCA as key facilities and resources.
  - Initially focussing on the Platform CHESS area in Islington to make the most of the Sobell centre's marketing expertise and outreach work and the Platform youth centre as a key facility in the area.
  - Leadership from relevant services from within Camden and Islington councils that will help bring together relevant schools, children's centres, facilities and community providers.<sup>2</sup>
  - Formulation of local 'delivery groups' made up of representatives from organisations that deliver physical activity opportunities in the locality.
  - The initial purpose of the groups to explore how those organisations involved contribute and can support delivery of the physical activity pathway locally.
  - How to incentivise involvement/contribution from schools and community groups such as giving preferential access to funding or discounted facility access.
- h. Work with providers of physical activity opportunities from across the borough to:
- Establish their needs for spaces/facilities.
  - Establish their workforce needs.
  - Ensure provision of the activities that young people want to do the most is available.
  - To secure funding for the provision of more opportunities.
  - Engage them in the local physical activity pathway delivery pilot in each borough where relevant.

**Recommendation 2: Implement the National Obesity Observatory's standard evaluation framework for physical activity to monitor and evaluate young people's participation in physical activity.**

One of the objectives of the project was to provide a specific recommendation on measuring young people's participation in physical activity. Currently, there is no consistent method for this taking place in the boroughs or from other agencies. Detailed data on who is taking part in what and for how long can help organisations understand participation, providing greater

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<sup>2</sup> Refers to a wide range of not-for-profit organisations that provide physical activity facilities and opportunities in the local community.

knowledge on how to increase it. Further detail discussing this objective is set out in appendix M.

**Addresses needs:** 1.

**Lead service:** Public health.

**This recommendation has implications for:**

- Camden and Islington council's commissioners and policymakers from play, youth leisure and school improvement services.

**Timeframe:** Short to medium term.

**Solutions:**

- a. Establish agreement to use and implement the framework across all services that commission physical activity projects.
- b. Make use of the framework a condition for all commissioned projects.
- c. Ensure that all commissioned physical activity projects have an appropriate budget to implement the framework to monitor and evaluate the project.
- d. Encourage partner organisations to use the framework and develop and provide resources and training to support partners to implement the framework.
- e. Consider how the data that is collected is used to build knowledge about sport and physical activity for young people.
- f. Provide incentives to encourage partner organisation to utilise the framework e.g. financial incentives or access to lower cost facilities for accurate implementation and data reporting.

**Recommendation 3: Collate and integrate data across services on young people's participation in physical activity.**

Accurate information regarding a user's (in this case young people) behaviour is a crucial element of any effective supply chain and is critical to being able to plan and successfully invest resources accordingly. The production of this research was made more difficult by the lack of information available about young people's physical activity habits. While many services within the councils, and their commissioned leisure contractors, collate data about

when and how young people are being physically active, it has been found that this is often piecemeal, inconsistent and incomplete.

**Addresses needs:** 1.

**Lead service:** Leisure.

**This recommendation has implications for:**

- Camden and Islington policymakers in services such as public health, youth, play, parks and open spaces and schools improvement.
- Leisure contractors commissioned to deliver on behalf of the councils.

**Timeframe:** Medium to long term.

**Solutions:**

- a. Identify all services collating and holding information on young people's physical activity behaviour.
- b. Initiate the project within a small geographic area to help understanding of what systems are already being utilised across services.
- c. Find an integrated system that works across facilities and mobile devices for use by outreach workers.
- d. Consider how it can be integrated with existing systems that leisure contractors may be utilising.
- e. Implement the system with the potential of rolling out to wider commissioned partners to support the implementation of the monitoring and evaluation framework set out at recommendation 2.

**Recommendation 4: Raise awareness of the recommended levels of physical activity for young people to be healthy.**

Research shows that the large majority of young people are not meeting the CMO's guidelines for physical activity. In particular, girls, disabled young people and those from a Bangladeshi background are failing to meet the guidelines. It is also apparent that as young people age, the less likely they are to meet them. Evidence also suggests that young people know physical activity is good for their health yet don't appear to be aware of how much they are meant to do. Parents, peers and others that work with young people have an influence

on young people's physical activity behaviour. However, they too are not aware of the CMO guidelines.

**Addresses needs:** 6, 7, 8, 11, 12, 13, 14, 15, 18, 22, 28, 30.

**Lead service:** Public health.

**This recommendation has implications for:**

- Health and wellbeing boards.
- Children's trusts.
- Clinical commissioning groups.
- Pro-Active Camden and Pro-Active Islington.
- Camden and Islington council's commissioners and policymakers from play, youth, leisure services and parks and open spaces.

**Timeframe:** Short, medium and long term.

**Solutions:**

- a. The campaign needs to be focussed on informing the following groups of the amount of physical activity recommended by the CMO (and its health benefits) for young people:
  - Parents/carers.
  - Policymakers.
  - GP's.
  - Teachers.
  - Early years practitioners.
  - All other people working directly with young people.
- b. Train all people working with young people on key messages about the levels of physical activity that young people should achieve.
- c. Utilise existing campaigns such as Change for Life and Nike's Designed to Move. Link into existing communication plans and actions of Pro-Active Camden and Pro-Active Islington.
- d. A coordinated campaign focussed on encouraging young people to be active should also be established though messages should focus on motivators such as activities being fun, social and done with friends and families.
- e. The use of peer role models, mini-health champions, local community champions and 'celebrities' (including elite athletes and personalities who can demonstrate

active behaviour) should be considered to spread the word among young people about the importance of being active.

- f. In line with the solution 'e' (above), relevant Camden Council services should evaluate the impact of the young ambassadors and mini-health champions projects as possible models for creating peer 'physical activity champions' to influence activity levels. These programmes should consider:
  - Including both 'sporty' and 'non-sporty but active' young people.
  - Establish key messages to help spread the word consistently.
  - Link young 'physical activity champions' into existing young people panels such as the youth council.
- g. Pro-Active Islington to consider the findings of Camden's evaluation of young ambassadors and mini-health champions projects and establish their own projects if effective. Integrate with youth health trainer programme and health champion scheme.

**Recommendation 5: Significant improvements to be made to the promotion and communication of physical activity provision across the boroughs.**

Young people lacked awareness of the physical activity opportunities that were available to them. There didn't seem to be a coherent, single source of information where young people could go to find out which activities were happening where and when.

Young people prefer to hear about opportunities for physical activity through word of mouth. Related to the promotion of opportunities are the motivations and barriers which affect young people when taking part in physical activity. In particular, time pressures, safety and the fun/social and learning/achievement elements of physical activity are relevant to how it should be promoted. Young people need to be aware of the breadth of physical activity options available to them, i.e. not just sport. Finally, different cohorts of young people had different barriers and motivations for taking part in physical activity, suggesting a need for targeted promotion.

**Addresses needs:** 12, 13, 15, 19, 25, 29, 30, 35, 38, 51, 58, 63, 74, 81, 82, 83, 86, 96, 98, 108, 113.

**Lead service:** Leisure.

**This recommendation has implications for:**

- Camden and Islington council's services planning, delivering or promoting physical activity opportunities to young people such as public health, play, youth and parks and open spaces.
- Pro-Active Camden and Pro-Active Islington members.
- Communication departments of councils.
- Marketing departments of leisure contractors.
- Community providers of physical activity opportunities.
- Children's centres and schools.

**Timeframe:** Short to medium term.

**Solutions:**

- a. Focus promotion and communication of opportunities and facilities on the following messages for parents/carers and young people:
  - It's easy to fit it into your day.
  - It's important for the health of young people.
  - It's safe.
  - There are affordable opportunities.
  - Showing the breadth of ways to be physically active including through active travel and informal play (i.e. not just sport).
- b. Communication and promotion should capitalise on the particular motivations some young people have for being active including:
  - Having fun and socialising.
  - Enhancing their body image.
  - Learning and achievement.
- c. The evidence suggests that there should be an increased focus on promoting facilities and opportunities to secondary aged girls, disabled young people and young people from a Bangladeshi background.
- d. Establish a single source of consolidated information that is easily accessible, extensive in its content and covering as wide a range of opportunities as possible from across the public, voluntary and private sectors. This information source needs to include opportunities that are most in demand and cover the following areas in the detail:
  - The date, time, cost and venue details.
  - Who the session is targeted at.
  - Explanation of activity.

- Contact details.
- e. Utilise the local physical activity pathway delivery pilots (proposed in recommendation 1) in each borough to:
- Bring together key council services, leisure contractors and community providers to cooperate on improving promotion of all opportunities to be active in the area.
  - Establish how best to improve promoting the most popular activities that young people would like to do.
  - Share the expertise of leisure contractors with other community providers (where competition is not an issue).
  - Test and evaluate word of mouth approaches (that can be scaled up) to promote opportunities.
  - Explore how parents/carers can be supported to inform young people about local opportunities to be physically active.
  - Explore using young physical activity champions at school gates.
  - The groups should include youth workers, engagement officers, teachers, early years practitioners and local coaches to help them know what is taking place locally.
- f. Attach a ring-fenced promotional budget to all physical activity commissions.
- g. Implement positive signs in and around community physical activity facilities that encourage and inform people about how they could be active in that space.

**Recommendation 6: Improve the quality, range and appropriateness of physical activity facilities.**

As both boroughs are densely populated, space for young people to be active is at a premium. Evidence from the areas explored through CHESSE scans suggests that those parts of the boroughs lack a range of high quality, age appropriate facilities for young people to be active in. Some of the CHESSE areas also had limited facilities available to certain groups. These included facilities targeted at teenagers generally and indoor spaces available for girls. Many of the outdoor facilities reviewed by young people in the CHESSE areas were deemed in need of improvement.

Young people and parents/carers have indicated a number of factors with regards to the improvement of the facility stock that would help get more young people active. The factors included having a choice of facilities, perception that the facility is safe, playground equipment being high quality and varied and facilities being local.

**Addresses needs:** 46, 47, 52, 54, 55, 56, 60, 65, 67, 68, 72, 73, 76, 79, 85, 87, 90, 91, 92, 105.

**Lead service:** Leisure.

**This recommendation has implications for:**

- Camden and Islington council's services planning designing and funding physical activity facilities such as public health, play, youth, parks and open spaces, planning, housing, school improvement and transport.
- Facility owning community providers of physical activity opportunities.
- Pro-Active Camden and Pro-Active Islington members.
- School management teams.

**Timeframe:** Short to medium term.

**Solutions:**

- a. Influence existing facility refurbishment strategies to improve and maintain the quality of appropriate facilities for different cohorts of young people. Take into account improvement actions and evidence from CHESS (further detail can be found in individual CHESS reports). Also consider:
  - Undertaking footfall/user research at children's playgrounds to understand who uses them and how.
  - The creation of more indoor space for physical activity for young people. Explore the feasibility of overhead covering of multi-use games areas to increase usage during poor weather and winter months.
  - Improving the variety and choice of equipment at children's playgrounds. Design of playgrounds for under 5s and under 11s need to have greater emphasis on physical activity utilising factors set out in paragraph 355 and feedback from focus groups with parents listed in paragraph 354.
  - Making multi-use games areas suitable for more activities including marking them out for range of different sports/activities.
  - Using the characteristics of assets that are popular to inform improvements.
  - Collaborating with the local community on developments.
  - The needs of different cohorts of young people when planning what age group(s) the facility will be aimed at and how it will be designed.
  - Locating any new facilities in residential areas and on popular thoroughfares for children and parents e.g. near schools or children's centres.

- b. Seek contribution for the development and refurbishment of facilities for physical activity through planning Section 106 and the Community Investment Levy.
- c. Link Active Spaces playground developments to findings from the CHES reports and consider placing an Active Space in each of the following CHES areas:
  - Camden – Surma Centre, Somers Town and QCCA.
  - Islington – Platform and Lift.
- d. Influence the development of lanes exclusively for cyclists in areas around schools and other key community facilities to encourage more young people to cycle to school.

**Recommendation 7: Ensure young people have more access to all community assets.**

In the areas explored through CHES, the young people identified a number of issues that prevented or could prevent their use of physical activity facilities such as children's playgrounds and multi-use games areas. These issues included facilities being poorly lit, locked, situated within gated communities and signs which create a negative perception of the facility e.g. signs warning against drug use.

The evidence also suggests the need to improve access for young people to school's facilities outside of the school day and to facilities that are hired out to other users at key times of the day. Furthermore, young people indicate reluctance to travel to access facilities outside of their local area.

**Addresses needs:** 17, 42, 44, 53, 59, 71, 75, 84, 89.

**Lead service:** Leisure.

**This recommendation has implications for:**

- Camden and Islington services such as youth, play, parks and open spaces and school improvement.
- School governors and management teams.
- Leisure contractors and other community organisations that control access to local facilities.

**Timeframe:** Short to medium term.

**Solutions:**

- a. Take action to address the specific access issues found at facilities across the CHES areas and set out in the specific CHES reports.

- b. Take concerted action to influence schools to open up facilities for young people to use outside school hours. Explore how funding programmes such as Sport England's Satellite Club, Active Spaces and Sportivate can be utilised to incentivise schools.
- c. Maximise the availability and use of appropriate facility space for young people across CHESS areas. This should include:
  - Extending the hours available (of sites that can be booked for private use) for organisations offering young people physical activity opportunities.
  - Working with leisure contractors and community providers to make more indoor space available for opportunities to young people in the winter months.
  - Ensure that there is sufficient access to the activities in most demand from young people.
- d. Work with community providers to establish their needs for spaces/facilities to be able to increase their supply of physical activity opportunities to young people.  
Consider:
  - The needs of youth clubs, sports clubs, schools, SEN schools and other community providers.
  - The pricing of the space to make it more accessible to more groups.

### **Recommendation 8: Make more activities more affordable**

The views of young people and parents suggest that a number of young people cannot afford the cost of existing physical activity facilities and provision available to them. While there is evidence of some free and low cost activities within the CHESS zones, it would appear that the scale of this is limited. Some young people and families require specific support to help them afford the cost of available activities. This is particularly the case for disabled young people and families with multiple siblings. Some facilities or activities are made unaffordable to disabled young people by the costs of transportation to get to it.

**Addresses needs:** 26, 27, 34, 36, 66, 80, 95, 109.

**Lead service:** Leisure.

#### **This recommendation has implications for:**

- Camden and Islington services providing physical activity facilities and provision such as youth, play and parks and open spaces.
- School management teams.
- Leisure contractors.

- Clubs and community providers.

**Timeframe:** Short term.

**Solutions:**

- a. Expand the use of discount cards (COO-L/Free Izz cards) for targeted groups to give greater discounts to broaden access. Possible target groups include:
  - Teenage girls.
  - Disabled young people.
  - Those in complex families.
  - NEETS (though utilised as an incentive).
  - Those on free school meals and low incomes.
- b. Expand access to free/very low cost physical activity opportunities in key facilities in the CHESS areas.
- c. Work with leisure contractors and the community sector to:
  - Establish 'family friendly' affordable pricing and offer discounts for parents/carers with multiple children.
  - Develop affordable opportunities for parents and children (under 5s and 0-11s) to be active together. Consider using children's centres as hubs.
  - Utilise promotional techniques such as 'bring a friend' promotions to encourage more young people to take part in opportunities.
- d. Explore the feasibility of reducing the lower age of the Give It a Go programme in Camden. This should be specifically focussed on reaching inactive teenagers and exploring the feasibility of establishing a family offer.

**Recommendation 9: Create more, and a greater choice of, physical activity opportunities.**

Greater supply of structured activities would help more young people meet CMO guidelines on physical activity. Working on the basis that young people need to undertake an hour's physical activity per day, current levels of structured activity were found to be too low to meet this demand.

Many outdoor facilities are considered to be under-used with young people often stating that structured provision would encourage their use. It was also found that there was less provision targeted at teenagers. Analysis of the activities demanded by young people suggests that provision should be targeted at different groups, that young people enjoy variation and are keen to try new activities.

**Addresses needs:** 41, 45, 50, 55, 61, 62, 69, 70, 77, 78, 79, 86, 92, 93, 94, 111, 112.

**Lead service:** Leisure.

**This recommendation has implications for:**

- Pro-Active Camden and Pro-Active Islington members.
- Camden and Islington council's services commissioning and delivering physical activity opportunities to young people such as play, youth, public health, parks and open spaces.
- Leisure contractors.
- Community providers of physical activity opportunities.
- Children's centres.
- Schools.
- Youth centres.

**Timeframe:** Short term.

**Solutions:**

- a. Support the local physical activity pathway delivery pilot in each borough to establish a clear picture of supply through a full audit. Including:
  - Leisure contractors.
  - Schools.
  - Youth clubs.
  - Sports clubs.
  - Colleges.
  - Community groups and charities.
- b. Establish a coordinated approach to the use of young people-focussed investment in sport (such as Sportivate, Satellite Club funding and Primary School Sport Premium):
  - Secure match funding.
  - Invest in activities that young people want to do.
  - Involve youth workers in planning and implementation.
  - Explore whether using the local physical activity pathway delivery pilot in each borough is a suitable mechanism for coordinating this funding.
- c. Expand delivery on estates, in areas of social housing and other priority locations (some locations are identified in the full CHESS reports). Consider:
  - Use of multi-use games areas.
  - Most appropriate providers.
  - Variety of provision.

- Multi-activity provision.
  - Age appropriateness.
  - Making provision fun and social.
  - The activities that are in demand from young people.
- d. Increase provision in educational settings/facilities. Consider:
- Schools/colleges and children centres.
  - 'Attaching' multi-skills/sport coaches/leaders to designated children's centres or primary schools.
  - Funding for specialist PE teachers at key primary schools.
  - Linking voluntary sport clubs to schools.
- e. Target any new provision to ensure it doesn't just provide a further opportunity for the sporty cohort of young people. Consider commissioning appropriate suppliers from within the communities such as Access to Sport, Street Games and Arsenal FC.
- f. Influence providers to make available a greater variety of activities in local areas. Consider:
- Utilising evidence of demand for activities.
  - Creating greater weekend provision for families and young people across the boroughs particularly through leisure contractors.
- g. Work with schools and GP's to identify high-risk inactive young people. Expand specialist provision and interventions available such as Change for Life clubs and Exercise on Referral.
- h. Identify events and festivals (those with and without a physical activity focus) and identify how they can be used to provide opportunities to take part in and promote physical activity.
- i. Explore how to instigate greater cycling within the borough. Consider:
- Use of parks and open spaces for cycling events.
  - Using cycle leaders to cycle with young people to school along busier routes.
- j. Create and test a model for providing small 'seed-corn' budgets to groups of young people to get their peers/friends more active. Consider:
- Implementing through key youth centres.
  - Match funding from other funding streams.

**Recommendation 10: Improve the appropriateness of physical activity opportunities for all young people.**

Young people have a variety of needs when it comes to physical activity opportunities and these should be reflected by the provision that is available. Consideration must be given to catering to a range of skill levels, providing a chance for competition for some, but not others and for learning and achievement, but again, not for all. The need to provide social and fun physical activity also came out strongly from research. Safety is a key concern for young people as is the need for families to be able to take part in physical activity together.

**Addresses needs:** 19, 20, 29, 31, 33, 40, 43, 46, 48, 49, 65, 68, 85, 91.

**Lead service:** Leisure.

**This recommendation has implications for:**

- Pro-Active Camden and Pro-Active Islington members.
- Camden and Islington council's services commissioning and delivering physical activity opportunities to young people such as play, youth, public health, parks and open spaces.
- Leisure contractors.
- Community providers of physical activity opportunities.
- Children's centres.
- Schools.
- Youth centres.

**Timeframe:** Medium to long-term.

**Solutions:**

- a. Work with existing providers of physical activity opportunities to young people (possibly through the local physical activity pathway delivery pilot in each borough) to review and identify how existing provision meets the needs of different cohorts of young people across the borough. Considering:
  - Target age.
  - Target groups.
  - Facilities used.
  - Determine whether emphasis is social or for beginners.
  - Whether young people view the provision as safe.
- b. Influence leisure contractors to develop programming in conjunction with:
  - Young people from the local area.

- Other community providers.
  - Youth workers.
- c. Camden Council to commission its own version of the Saturday Night Project (SNP) that provides a regular, large scale and safe opportunity for teenagers to socialise and be active. Build young person involvement into the design process.
  - d. Islington council to build on the success of the SNP. Considering:
    - Introducing another event in the borough or develop smaller derivatives of the SNP (e.g. dance competitions) at regular intervals.
    - Build young person involvement into the design process.
    - Consider the use of outdoor urban spaces and parks – make the events feel unique.
  - e. Expand the amount of existing and new provision that is focused on ‘enjoyment through socialising’ or ‘hanging out with their mates’ as the primary focus. Co-produce this provision with young people.
  - f. When developing physical activity programmes, identify whether the social aspect is a primary driver. If it is, consciously develop the programme/project to meet this need rather than focussing on the delivery of the physical activity.
  - g. Identify opportunities for physical activity provision to be linked to other areas of interest to young people such arts, music and fashion through existing events and providers.
  - h. Involve young people in the commissioning and decision making processes regarding provision of physical activity.
  - i. Putting in place policies to ensure all funding is awarded to partners that can evidence consultation and engagement with parents and young people. Identify and share effective practice of involving young people in consultation and decision-making. Make this available to providers.
  - j. Explore creating ‘social spaces’ for young people that encourage them to congregate informally and be active.

**Recommendation 11: Encourage all young people to form a physically active lifestyle.**

Physical activity levels of young people reduce as they get older, particularly during early teen years. Once young people (and in particular, girls) stop taking part in physical activity they find it difficult to get back into it. They feel that a certain level of competence is required and that they lack the confidence to take that step back into it. Further effort is required to ensure all young people learn and develop the fundamental movement skills early in their lives to instil the physical activity lifestyle.

**Addresses needs:** 8, 16, 21, 23.

**Lead service:** Public health.

**This recommendation has implications for:**

- Pro-Active Camden and Pro-Active Islington members.
- Camden and Islington council's services commissioning and delivering physical activity opportunities to young people such as play, youth, leisure services, parks and open spaces.
- Children's centres.
- Schools.
- Youth centres.
- Leisure contractors.
- Community providers of physical activity opportunities.

**Timeframe:** Medium to long term.

**Solutions:**

- a. Influence all schools and children's centres to sign up to the healthy schools/children's centres programmes. Consider increasing the number of minutes of physical activity schools offer young people (not just through PE) to three hours.
- b. Establish plans to influence the creation and maintenance of a physically active lifestyle in children's centres and schools. Utilise:
  - Healthy schools and healthy children's centre programme.
  - Joining up the Primary School Sports Premium to secure full time primary PE teachers working across schools.
  - School nurses.
- c. Influence children's centres and schools to focus delivery of the curriculum on practising the fundamental movement skills rather than specific sports or activities. Explore the potential use of skills achievement award to encourage young people to progress and to support identifying young people's ability level.
- d. Introduce a programme of multi-skills courses targeted at young people aged between 13 and 16 to help reintroduce fundamental movement skills to those that are dropping out of regular physical activity due to lack of confidence or skill. Consider:
  - A focus on learning and achievement.
  - Provision must be fun and social.
  - Encouraging 'mastery' of the basic movement skills.

- Teenage taster and beginner sessions.
  - Progression into suitable opportunities e.g. Satellite Clubs, 'back 2...', sport clubs, gym sessions etc.
- e. Utilise an appropriate coaching workforce who are sympathetic to these needs rather than focussed on sporting performance.
  - f. Develop more affordable opportunities for parents and their children (under 5s and 0-11s) to be active together. Consider using children's centres as hubs and focus provision on building confidence in moving.
  - g. Establish processes to support young people in critical transitions between educational settings and between education and community physical activity provision.

**Recommendation 12: Effect change to increase levels of physical activity among girls.**

The physical activity levels of girls are significantly lower than boys and this activity gap increases with age. Girls also prioritise being active less than boys, as well as having a lower preference for taking part in physical activities as opposed to other activities. Research shows a significant reduction in physical activity levels at the early secondary school ages. At this age, girls experience particular barriers to being active that are related to confidence, body image and self-consciousness. There is a need to take action to address these issues, which may centre on the types of activities provided, the way they are promoted and the types of facilities they take place at.

**Addresses needs:** 9, 23, 24, 32, 39, 57, 83, 88, 100.

**Lead service:** Public health.

**This recommendation has implications for:**

- Pro-Active Camden and Pro-Active Islington members.
- Camden and Islington council's services commissioning and delivering physical activity opportunities to young people such as play, youth, leisure services, public health, parks and open spaces.
- Children's centres.
- Schools.
- Youth centres.
- Leisure contractors.
- Community providers of physical activity opportunities.

**Timeframe:** Short, medium and long-term.

**Solutions:**

- a. Undertake a specific, targeted campaign to raise physical activity levels amongst girls that:
  - Is mindful of presenting physical activity in an appropriate way – fun, social, easy and social.
  - Articulates the available supply.
  - Is sensitive to the barriers for girls such as self-consciousness and lack of confidence.
  - Focuses on secondary school age.
  - Considers links with national campaigns that can help support this target group such as Changing the Game for Girls.
- b. Utilise the evidence from this project to inform the Pro-Active Camden and Pro-Active Islington action on provision for girls. Particularly:
  - Regarding the type of activities girls would most like to do.
  - Using indoor space.
  - The motivators and barriers for girls.
- c. Increase age-appropriate provision for girls. Consider:
  - The findings about the most popular activities that girls would like to try.
  - Using indoor space to address barriers around self-perception.
  - The use of dance and other performing arts.
  - Achievement/recognition-focussed opportunities e.g. working towards an award.
- d. Capitalise on the significant number of providers that are already specifically targeting girls to expand the provision of 'girls-only' sessions.
- e. Commissioners and budget holders to refocus resources on to the development of new physical activity opportunities for girls. Explore opportunities to access external funding to provide additional resource.
- f. Any new interventions should include supporting girls to establish the confidence in the fundamental movement skills to help them stay active for life.
- g. Establish a programme for identifying and utilising positive female role models that demonstrate the right active lifestyle behaviour. This should include taking action to recruit and train more female coaches and activity leaders.

### **Recommendation 13: Effect change to increase levels of physical activity among disabled people.**

Research found that disabled young people have lower levels of physical activity than non-disabled young people. It was found that they encountered more barriers to physical activity than their non-disabled peers, including difficulty accessing facilities, transport, a lack of opportunities and staff/leaders who can cater for their specific needs. It was also found that there was a lack of information available on opportunities for young disabled people to be active.

**Addresses needs:** 10, 11, 34, 37, 39, 51, 100.

**Lead service:** Leisure.

#### **This recommendation has implications for:**

- Pro-Active Camden and Pro-Active Islington members.
- Camden and Islington council's services commissioning and delivering physical activity opportunities to young people such as play, youth, leisure services, public health, parks and open spaces.
- Children's centres.
- SEN schools.
- Youth centres.
- Leisure contractors.
- Community providers of physical activity opportunities.

**Timeframe:** Short, medium and long-term.

#### **Solutions:**

- a. Budget holders to refocus resources to provide greater emphasis on the development of new provision for disabled young people. Explore opportunities to access external funding to provide additional resource.
- b. Facilitate discussions between SEN schools and organisations for disabled people with providers (including leisure contractors). This should:
  - Identify what physical activity provision is already available.
  - Include action to increase age appropriate provision for disabled young people.
  - Address concerns with existing supply such as pool temperature and skills of those working with disabled people.
  - Be incorporated into Inclusive and Active 2 plan.

- c. Utilise the evidence from this project to inform the Pro-Active Camden and Pro-Active Islington action on provision for disabled young people. The particular barriers that disabled young people face around lack of support, access to facilities and available activities should be addressed.
- d. Camden to ensure Sport England funded disability project positively impacts disabled young people as well as adults.
- e. Utilise disability specialist organisations (e.g. Panathlon, Disability Sports Coach) to provide specialist training on working with young people with different needs to:
  - Coaches/activity leaders.
  - Leisure attendants.
  - Lifeguards.
  - Early years practitioners.
  - SEN school teachers.

**Recommendation 14: Improve the skills of the physical activity workforce.**

Coaches, teaches, leaders, youth workers and play workers all play an important role in supporting young people to fully engage in physical activity. These people directly delivering physical activity opportunities to young people play a crucial role in shaping the young person's perceptions of their competence and confidence in being physically active. They are also able to positively impact on the young person's views of their experience, and engagement, in being physically active. The organisations that employ these people recognise their importance and suggest they require better access to more people with the right skills and qualifications if they are going to grow provision. This is particularly the case for organisations working directly with disabled young people. The research also suggests that some young people value coaches and leaders with the empathy and social skills that are able to relate with them over and above technical proficiency in delivering a specific activity.

**Addresses needs:** 21, 23, 24, 37, 49, 104, 110.

**Lead service:** Leisure.

**This recommendation has implications for:**

- Pro-Active Camden and Pro-Active Islington members.
- Camden and Islington council's services commissioning and delivering physical activity opportunities to young people such as play, youth, leisure services, public health, parks and open spaces.

- Children's centres.
- Schools.
- Youth centres.
- Leisure contractors.
- Community providers of physical activity opportunities.

**Timeframe:** Medium to long term.

**Solutions:**

- Undertake a workforce skills assessment and establish a workforce development plan that:
  - Includes both paid and unpaid roles.
  - Is focussed on the broad range of people that can support young people to be physically active including activity leaders, coaches, teachers, early years practitioners and youth workers.
  - Identifies both technical and social skills required to effectively work with young people of all ages.
  - Improves training for volunteers in clubs and community organisations.
  - Links to existing workforce development plans for those working with young people.
- Implement measures to improve the standard of coaching provision, including:
  - Minimum standards in line with Sports Coach UK recommendations including the need for a young person specific qualification/module.
  - Regular monitoring and evaluation of performance.
  - Placing an emphasis on creating an appropriate coaching workforce who are sympathetic to these needs rather than focussed on sporting performance.
- Establish young sport leader programmes across schools and youth centres. A focus should be on teenage girls (healthy lifestyles leadership) and disabled young people.
- Recruit more people to support the delivery of physical activity opportunities and implement training to provide clear guidance around expectations and strategies, including:
  - Both paid and unpaid roles.
  - Youth workers.
  - More female coaches.
  - More activity leaders.
  - More coaches/leaders with the skills to work with disabled people.

- Recruiting more leaders able to lead the delivery of the most popular activities that young people would like to do.
- e. Establish (and grow) apprenticeships for young people to help them enter the sport and physical activity workforce.