

**Priority One – Health and Wellbeing (General)**

Increase	Decrease/Reduce
<ul style="list-style-type: none"> <li>• Proportion of more physically active adults meeting the guidelines of the Chief Medical Officer (completing 150 mins exercise of moderate intensity or 75 mins of vigorous intensity/week).</li> <li>• The activity levels for children and young people more broadly.</li> <li>• Ensuring effective provision of facilities &amp; open-space for new &amp; existing communities through the planning process.</li> </ul>	<ul style="list-style-type: none"> <li>• The proportion of adults physically inactive (completing &lt;30 minutes of physical activity/week).</li> <li>• The proportion of adults classified as overweight or obese</li> <li>• The proportion of children and young people who are physical inactive</li> <li>• The proportion of overweight &amp; obese children and young people.</li> </ul>

Actions	Year One	Project Lead	Year 2	Project Lead	Year 3	Project Lead
<b>Increase the number of active adults completing more than 30 mins of exercise/activity per week</b>	Ensure actions are achieved under all the targeted priorities within the action plan.	Sport and Leisure	Ensure actions are achieved under all the targeted priorities within the action plan.	Sport and Leisure	Ensure actions are achieved under all the targeted priorities within the action plan.	Sport and Leisure
	Monitor local activity levels – Public Health Indicators/Sport England.	Sport and Leisure/Public Health	Monitor local activity levels – Public Health Indicators/Sport England.	Sport and Leisure/Public Health	Monitor local activity levels – Public Health Indicators/Sport England.	Sport and Leisure/Public Health
	Create and deliver action plans targeting increased activity within the Health and Wellbeing sub board – Physical Activity.	Sport and Leisure/Health and Wellbeing board	Create and deliver action plans targeting increased activity within the Health and Wellbeing sub board – Physical Activity.	Sport and Leisure/Health and Wellbeing board	Create and deliver action plans targeting increased activity within the Health and Wellbeing sub board – Physical Activity.	Sport and Leisure/Health and Wellbeing board
<b>Reduction of overweight or obese adults</b>	Support and help deliver with Public Health a targeted offering within our leisure setting (exercise/nutrition) targeting new and existing members.	Public Health/Sport and Leisure	Review of targeted offering in line with new Public Health commissioned healthy weight service/supporting and working alongside to promote any new or continued offering.	Public Health/Sport and Leisure	Continuation of healthy weight offering – supporting Public Health in the delivery and attendance.	Public Health/Sport and Leisure
<b>211  Increase activity levels for children and young people</b>	Review partnerships with schools for holiday clubs/before and after school clubs/PPA provisions/sport specific camps to increase offerings.	Sport and Leisure	Implement/continue with partnership working with schools.	Sport and Leisure	Implement/continue with partnership working with schools.	Sport and Leisure
	Increase attendance of holiday clubs and sport specific camps – linking with schools/increased marketing/key internal teams (children’s/housing).	Sport and Leisure	Increase attendance of holiday clubs and sport specific camps – linking with schools/increased marketing/key internal teams (children’s/housing).	Sport and Leisure	Increase attendance of holiday clubs and sport specific camps – linking with schools/increased marketing/key internal teams (children’s/housing).	Sport and Leisure
	All new facilities and programmes where possible to include a children and young people offering.	Sport and Leisure	All new facilities and programmes where possible to include a children and young people offering.	Sport and Leisure	All new facilities and programmes where possible to include a children and young people offering.	Sport and Leisure
	Continue with existing offerings - free school swim/care leavers/foster children/youth offenders/free holiday clubs places for those most in need for housing tenant children/swim school/family swim sessions/family and young people gym memberships.	Sport and Leisure/Leisure Provider	Continue with existing offerings - free school swim/care leavers/foster children/youth offenders/free holiday clubs places for those most in need for housing tenant children/swim school/family swim sessions/family and young people gym memberships.	Sport and Leisure/Leisure Provider	Continue with existing offerings - free school swim/care leavers/foster children/youth offenders/free holiday clubs places for those most in need for housing tenant children/swim school/family swim sessions/family and young people gym memberships.	Sport and Leisure/Leisure Provider
	Work in collaboration with WBC School Games Organiser to support/promote and encourage attendance and participation by schools.	Sport and Leisure/Games Organiser	Work in collaboration with WBC School Games Organiser to support/promote and encourage attendance and participation by schools.	Sport and Leisure/Games Organiser	Work in collaboration with WBC School Games Organiser to support/promote and encourage attendance and participation by schools.	Sport and Leisure/Games Organiser
	Work with our Youth Council and community teams to develop new programmes/facilities to encourage increased attendance in young children/teenagers.	Sport and Leisure	Continue with existing offerings and review with our key teams to ensure still fit for purpose.	Sport and Leisure	Continue with existing offerings and review with our key teams to ensure still fit for purpose.	Sport and Leisure

KPI:

- A reduction in the number of adults physically inactive (completing less than 30 minutes of physical activity a week).
- A reduction in the number of adults classified as overweight or obese.
- An increase in the activity levels for children and young people.

***Priority Two – Raising Participation and Reducing Levels of Inactivity (Targeted)***

Increase	Expand	Focus
<ul style="list-style-type: none"> <li>Engagement and the number of programmes that reduce social isolation.</li> <li>The availability and take-up of targeted sessions for those in ethnic minority communities.</li> <li>Engagement with &amp; participation rates for all groups where current levels are below average and to reduce the health and wellbeing gap, including those experiencing poverty and other dimensions of deprivation.</li> </ul>	<p>The range of mental health &amp; emotional wellbeing programmes &amp; the number of beneficiaries.</p>	<ul style="list-style-type: none"> <li>Focused initiatives to engage children in care and looked after children.</li> <li>Ensure appropriate provision to ensure accessible opportunities for people of all ages with disabilities.</li> <li>Use physical activity opportunities to help tackle local health inequalities</li> </ul>

Actions	Year One	Project Lead	Year Two	Project Lead	Year Three	Project Lead
<b>Increase the number of social isolation programmes and ageing residents.</b>	Re-introduce 'Moving with Confidence' programme (targeting older residents that have deconditioned and identified from ASC/VS and offer 1:1 sessions with falls prevention exercises).	Sport and Leisure	Evaluation of 'Moving with confidence' with ASC to establish the future of the programme.	Sport and Leisure	A full review of all programmes against local need and attendance and outcomes of programmes.	Sport and Leisure
	Attend and contribute to Health and Wellbeing sub board – Social Isolation – ensuring programmes delivered meet the needs of the board.	Sport and Leisure/Public Health	Continue to attend and represent at the Health and Wellbeing sub board – Social Isolation.	Sport and Leisure/Public Health	Continue to attend and represent at the Health and Wellbeing sub board – Social Isolation.	Sport and Leisure/Public Health
	Review current/future programmes and targeted events and work with key groups (PH/ASC/Care home/VS/External providers) for re-introduction of activities post COVID shielding.	Sport and Leisure	Continue to grow and deliver programmes, utilising new developments such as Carnival Pool.	Sport and Leisure	A full review of all programmes against local need and attendance and outcomes of programmes.	Sport and Leisure
	Represent and work with the VS group to promote programmes and encourage joint working such as – friendship alliance social groups in our venues/referrals to and from both groups to encourage participation.	Sport and Leisure	Continue to represent and work with VS group.	Sport and Leisure	A full review of all programmes against local need and attendance and outcomes of programmes.	Sport and Leisure
	Review existing programmes for older people such as SHINE, health walks and active ageing to ensure meeting the needs in activities offered and accessibility, utilising our volunteers to encourage participation.	Sport and Leisure	Review sessions offered, growing the number of sessions and venues.	Sport and Leisure	A full review of all programmes against local need and attendance and outcomes of programmes.	Sport and Leisure
<b>Targeted sessions for those in Black, Asian and Minority Ethnic community working with leisure provider.</b>	Review current programme of activities and look to identify sessions/set targets that are popular with Black, Asian and Minority Ethnic communities working with the Black, Asian and Minority Ethnic Lead and Forum with increased targeted advertising. Incorporating the key objectives within the Wokingham Equality Plan.	Leisure Provider/Sport and Leisure	Review sessions offered and popularity/look to re-introduce active communities role/incorporating new developments such as Carnival Pool.	Leisure Provider/Sport and Leisure	Expand number of sessions delivered and explore delivering within Black, Asian and Minority Ethnic community settings.	Leisure Provider/Sport and Leisure
	Attendance at the Health and Wellbeing Board sub board – Physical Activity to identify need and activities with the Black, Asian and Minority Ethnic lead.	Leisure Provider	Continue to attend and represent at the Health and Wellbeing sub board – Physical Activity.	Leisure Provider	Continue to attend and represent at the Health and Wellbeing sub board – Physical Activity.	Leisure Provider
<b>Promote and increase participants working jointly with housing, community development, adult social care, Town and Parish councils and children services to reduce health and wellbeing gap.</b>	Have key groups attend Health and Wellbeing Board sub board – Physical Activity to ensure a good cross working relationship and all parties are aware of what is being delivered and that it is meeting the needs of the residents.	Sport and Leisure	Have key groups attend Health and Wellbeing Board sub board – Physical Activity to ensure a good cross working relationship and all parties are aware of what is being delivered and that it is meeting the needs of the residents.	Sport and Leisure	Have key groups attend Health and Wellbeing Board sub board – Physical Activity to ensure a good cross working relationship and all parties are aware of what is being delivered and that it is meeting the needs of the residents.	Sport and Leisure
	Sport and Leisure to represent at key boards and groups for each area to ensure targeted programmes/sessions are promoted and teams are aware of subsidised/reduced cost sessions.	Sport and Leisure	Sport and Leisure to represent at key boards and groups for each area to ensure targeted programmes/sessions are promoted and teams are aware of subsidised/reduced cost sessions.	Sport and Leisure	Sport and Leisure to represent at key boards and groups for each area to ensure targeted programmes/sessions are promoted and teams are aware of subsidised/reduced cost sessions.	Sport and Leisure
<b>Develop relationships with medical professionals to increase awareness and resident participation.</b>	Regular attendance at Wokingham Multi-disciplinary working group, operational working groups with re-enablement team to discuss programmes/referrals. Regular communication with health professionals that link with our programmes – Cardiac Nurses/Stroke association/Physios/GP's.	Sport and Leisure				
	Awareness sessions held in GP practices to promote programmes.	Sport and Leisure				

KPI:

- If there is an Increase in participation rates and satisfaction for all groups where current levels are below average and to reduce the health and wellbeing gap.

**Priority Three – Indoor Leisure facilities**

Increase/Maintain
<ul style="list-style-type: none"> <li>• High quality facilities maintained to a high standard.</li> <li>• Flexible new and established facilities that meet growing &amp; changing demand over time.</li> <li>• Increasing footfall and levels of use.</li> <li>• Identify and address barriers to accessing activity</li> </ul>

Actions	Year One	Project Lead	Year Two	Project Lead	Year Three	Project Lead
<b>Produce flexible new and established facilities that meet growing and changing demand over time.</b>  <div style="text-align: center; font-size: 2em; font-weight: bold;">213</div>	Ensure facilities remain to a good standard in line with the contract requirements and standards.	Sport and Leisure/Leisure Provider	Re-opening of Carnival Pool including a new Long Term Health Gym.	Sport and Leisure/Operational Property services	Review of new facilities (Cantley Park/Boxing Fitness Hub) to ensure they are still meeting the proposed outcomes.	Sport and Leisure
	Set key targets to increase footfall in all facilities, to be reviewed quarterly.	Sport and Leisure/Leisure Provider	Set key targets to increase footfall in all facilities, to be reviewed quarterly.	Sport and Leisure/Leisure Provider	Set key targets to increase footfall in all facilities, to be reviewed quarterly.	Sport and Leisure/Leisure Provider
	Review attendance for targeted groups in line with the actions in 'raising participation levels for targeted groups'.	Sport and Leisure	Review attendance for targeted groups in line with the actions in 'raising participation levels for targeted groups'.	Sport and Leisure	Review attendance for targeted groups in line with the actions in 'raising participation levels for targeted groups'.	Sport and Leisure
	Review offerings by leisure provider and those programmes delivered by the sport and leisure, ensuring they still match with the services required (1:1 reviews with participants, surveys, APSE data, consultations with key groups and in house teams).	Sport and Leisure/Leisure Provider	Review offerings by leisure provider and those programmes delivered by the sport and leisure, ensuring they still match with the services required (1:1 reviews with participants, surveys, APSE data, consultations with key groups and in house teams).	Sport and Leisure/Leisure Provider	Review offerings by leisure provider and those programmes delivered by the sport and leisure, ensuring they still match with the services required (1:1 reviews with participants, surveys, APSE data, consultations with key groups and in house teams).	Sport and Leisure/Leisure Provider
	Re-development of Cantley Park Pavilion	Sport and Leisure			Complete full review of facilities around the Borough and identify any gaps or potential for new facilities.	Sport and Leisure
	Expand facilities – New boxing fitness hub.	Sport and Leisure				

KPI:

- Attendance levels are high within facilities and through feedback/consultation and monitoring ensure the facilities are meeting the growth and demand over time.

**Priority Four – Outdoor Spaces**

Grow and Develop	Increase
<ul style="list-style-type: none"> <li>•The formal and informal use of a high quality interconnected network of outdoor spaces, including country parks, ‘greenways’ and children’s play facilities.</li> <li>• Develop and increase physical activity sessions offered in outdoor spaces and the associated numbers participating.</li> <li>• The number of organised outdoor public events and overall attendance.</li> <li>• Playing Pitch strategy to meet future demand and to secure investment.</li> </ul>	Increase the number of clubs accessing and utilising outdoor spaces.

Actions	Year One	Project Lead	Year 2	Project Lead	Year 3	Project Lead
<b>Grow the number of organised outdoor public events and overall attendance.</b>	Review existing events and identify gaps for events that can increase attendance – developed space for PT sessions, increased outdoor classes for sport and leisure programmes/school games.	Sport and Leisure	Review existing events and identify gaps for events that can increase attendance including expansion of PT area/ and increase of outdoor sessions/school games.	Sport and Leisure	Continue with existing offerings to ensure regular attendance.	Sport and Leisure
	Continue with existing offerings to ensure regular attendance.	Sport and Leisure	Continue with existing offerings to ensure regular attendance.	Sport and Leisure	Full review on services to ensure they still meet needs and demand.	Sport and Leisure
	Add a winter programme to Cantley Park to include an Ice rink for use by all ages.	Sport and Leisure	Review winter programme at Cantley Park to include an Ice rink for use by all ages to establish if event a success and repeat again.	Sport and Leisure		
<b>Increase the number of clubs accessing and utilising outdoor spaces.</b>	Maintain existing facilities in line with Football Foundation recommendations to ensure continued use.	Sport and Leisure	Maintain existing facilities in line with Football Foundation recommendations to ensure continued use.	Sport and Leisure	Maintain existing facilities in line with Football Foundation recommendations to ensure continued use.	Sport and Leisure
	Add 3G pitch at Arborfield Primary School.	Sport and Leisure	Sport Hub at Arborfield Green – Cricket wicket, football pitches, pavilion/tennis courts.	Sport and Leisure/Operational Property services	Refresh of the play and pitch strategy	Sport and Leisure
			Sports Hub – 3G pitches, football pitches, cricket wicket – Grays farm	Sport and Leisure/Operational Property services		
<b>High quality interconnected network of outdoor spaces, including country parks, ‘greenways’ and children’s play facilities.</b>	Redevelopment of Cantley Park – Pavilion/3G pitch/maintenance work on existing grass pitches/cricket wicket/new play park/additional parking.	Sport and Leisure/Operational Property services	Redevelopment of Cantley Park – Pavilion/3G pitch/maintenance work on existing grass pitches/cricket wicket/new play park/additional parking.	Sport and Leisure/Operational Property services	Full review on services to ensure they still meet needs and demand.	Sport and Leisure

KPI:

- An increase in the number of physical activity sessions offered in outdoor spaces and the associated numbers participating.

**Priority Five – Sporting Excellence**

Increase	Build	Promote
Increase the number of sport sponsorship participants performing at a high level (county and national standard).	A thriving and diverse network of sports clubs catering for all levels of ability and providing pathways from grassroots to elite.	Promoting and supporting volunteering to underpin widespread access to opportunities and progression pathways to all.

Actions	Year One	Project Lead	Year 2	Project Lead	Year 3	Project Lead
<b>Increase the number of sport sponsorship participants performing at a high level (county and national standard).</b>	Continue to offer sport sponsorship funding/parish council match funding to those eligible.	Sport and Leisure	Continue to offer sport sponsorship funding/parish council match funding to those eligible.	Sport and Leisure	Continue to offer sport sponsorship funding/parish council match funding to those eligible.	Sport and Leisure
	Targeted promotion/commms for local sporting groups to help identify and encourage sponsorship applications.	Sport and Leisure	Targeted promotion/commms for local sporting groups to help identify and encourage sponsorship applications.	Sport and Leisure	Targeted promotion/commms for local sporting groups to help identify and encourage sponsorship applications.	Sport and Leisure
	Organisation and attendance of annual sport awards for WBC residents – showcase talent/networking and rewards presented.	Sport and Leisure	Organisation and attendance of annual sport awards for WBC residents – showcase talent/networking and rewards presented.	Sport and Leisure	Organisation and attendance of annual sport awards for WBC residents – showcase talent/networking and rewards presented.	Sport and Leisure
<b>Working in partnership with sport clubs to secure a pathway for excellence.</b>	Attendance/Member of Sports Council to work with local clubs in identifying individuals for sponsorship/free use of leisure centres for training.	Sport and Leisure/Sports Council	Attendance/Member of Sports Council to work with local clubs in identifying individuals for sponsorship/free use of leisure centres for training.	Sport and Leisure/Sports Council	Attendance/Member of Sports Council to work with local clubs in identifying individuals for sponsorship/free use of leisure centres for training.	Sport and Leisure/Sports Council

215

- Achieve an increase in sport sponsorship participants.

**Priority Six – Active Travel**

Increase
<ul style="list-style-type: none"> <li>• Increase the proportion of adults and young people walking for travel at least three days per week.</li> <li>• Increase the proportion of adults and young people cycling for travel at least three days a week</li> </ul>

Actions	Year One	Project Lead	Year 2	Project Lead	Year 3	Project Lead
<b>Increase the proportion of adults and young people walking for travel at least three days per week.</b>	Support Schools and Transport Team to deliver key initiatives targeting increased activity within the Health and Wellbeing sub board – Physical Activity.	Active Travel/Sport and Leisure	Support Schools and Transport Team to deliver key initiatives targeting increased activity within the Health and Wellbeing sub board – Physical Activity.	Active Travel/Sport and Leisure	Support Schools and Transport Team to deliver key initiatives targeting increased activity within the Health and Wellbeing sub board – Physical Activity.	Active Travel/Sport and Leisure
	Represent and Input for into local development plans to encourage walking routes to leisure and sporting facilities.	Active Travel/Sport and Leisure	Represent and Input for into local development plans to encourage walking routes to leisure and sporting facilities.	Active Travel/Sport and Leisure	Represent and Input for into local development plans to encourage walking routes to leisure and sporting facilities.	Active Travel/Sport and Leisure
<b>Increase the proportion of adults and young people cycling for travel at least three days a week</b>	Support Schools and Transport Team to deliver key initiatives targeting increased activity within the Health and Wellbeing sub board – Physical Activity.	Active Travel/Sport and Leisure	Support Schools and Transport Team to deliver key initiatives targeting increased activity within the Health and Wellbeing sub board – Physical Activity.	Active Travel/Sport and Leisure	Support Schools and Transport Team to deliver key initiatives targeting increased activity within the Health and Wellbeing sub board – Physical Activity.	Active Travel/Sport and Leisure
	Represent and Input for into local development plans to encourage cycle routes to leisure and sporting facilities/ensuring bike storage available.	Active Travel/Sport and Leisure	Represent and Input for into local development plans to encourage cycle routes to leisure and sporting facilities/ensuring bike storage available.	Active Travel/Sport and Leisure	Represent and Input for into local development plans to encourage cycle routes to leisure and sporting facilities/ensuring bike storage available.	Active Travel/Sport and Leisure

£16

- Increased number of residents walking/cycling within the Borough.

**Priority Seven – Financial Sustainability/ Commercialisation of facilities**

Priorities	Grow and Develop
<ul style="list-style-type: none"> <li>• Maximise income generated by and the viability of sports and leisure facilities</li> <li>• Maximise external funding from all potential sources, e.g. Sports England, national sports governing bodies, CIL.</li> <li>• Maximising income generation from country parks by increasing visitor numbers and spend per customer.</li> </ul>	<ul style="list-style-type: none"> <li>• Further develop income generation programmes including sports, leisure and cultural activities.</li> <li>• Generating income from expanding the range of outdoor sports and outdoor events across country parks.</li> </ul>

Actions	Year One	Project Lead	Year 2	Project Lead	Year 3	Project Lead
<b>Maximise income generated by and the viability of sports and leisure facilities</b>	Review pricing structures for programmes/ allowing improved services and increasing income.	Sport and Leisure	Expanding partnerships with schools for holiday clubs/before and after school clubs/PPA provisions/sport specific camps.	Sport and Leisure	Review all income generation programmes and facilities to ensure meeting targets and outcomes to identify any gaps.	Sport and Leisure
	Identify new programmes and events within existing facilities – 5 aside football, health and wellbeing sessions (general health/mental health/nutrition)	Sport and Leisure	Expanding SHINE programme to non-residents.	Sport and Leisure		
	Identify new trends and gaps in programmes currently delivered.	Sport and Leisure				
<b>Maximise external funding from all potential sources, e.g. Sports England, national sports governing bodies, CIL.</b>	Represent on governing bodies and internal teams (PH/CIL) where funding can be received, ensure all relevant bids are completed to ensure all potential funding is received.	Sport and Leisure	Represent on governing bodies and internal teams (PH/CIL) where funding can be received, ensure all relevant bids are completed to ensure all potential funding is received.	Sport and Leisure	Represent on governing bodies and internal teams (PH/CIL) where funding can be received, ensure all relevant bids are completed to ensure all potential funding is received.	Sport and Leisure
<b>Maximising income generation from country parks by increasing visitor numbers and spend per customer.</b>	Opening of new Cantley Café at Cantley Park.	Sport and Leisure	Look to expand outdoor sport to activities such as Athletics/cricket/outdoor basketball/touch rugby.	Sport and Leisure	Review all country parks income generation programmes and facilities to ensure meeting targets and outcomes to identify any gaps.	Sport and Leisure
	Identify sporting activities to expand outdoor sport activities and facilities.	Sport and Leisure	Expand Cantley Café – hiring to groups to use outdoor/indoor facilities.	Sport and Leisure		

KPI:

- A growth in the number of organised public events throughout the year.
- An increase in the number of sports clubs using our facilities.
- Income targets are reached.

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