

# 'Active Together'

## A Physical Activity & Sport Strategy for Haringey

2019 - 2023



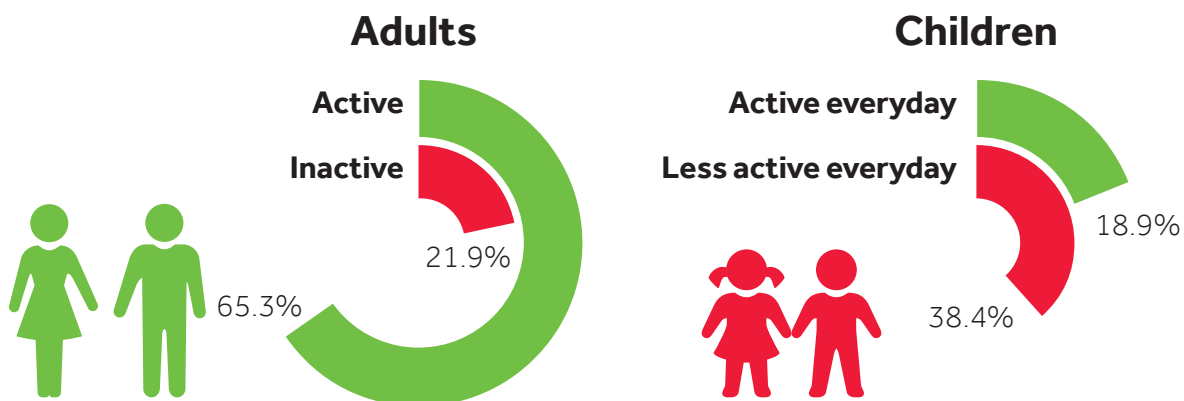
# Our vision

is to create and embed a culture of activity so that Haringey becomes one of the most physically active and healthy London boroughs.

# Our mission

is to ensure that all of Haringey's residents have the encouragement, opportunity and environment they need to lead active, healthy and fulfilling lives. By working collaboratively and cooperatively, as a whole system, we will seek to transform attitudes and behaviours and make it easier for residents to embed physical activity into their everyday lives.

## Sport England's Active Lives Survey results tell us that:



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# 1. Introduction

Haringey is a growing, diverse and constantly evolving borough. We are a borough that's determined to succeed. We have exciting and ambitious plans for the future and great ambitions for the people who live here.

This strategy builds on the success of our previous strategy. It sets out our aspirations to get more people, of all ages and backgrounds, to be more active with the view to making Haringey one of the most physically active and healthy London boroughs. We recognise that this is ambitious. We know that tackling inactivity and changing behaviours is no small challenge. But it is one that we are both committed to and ready for.

## Message from Cllr Kaushika Amin, Cabinet Member for Civic Services

I am delighted to endorse this strategy. As the Cabinet Member for Civic Services, as well as a parent and resident of the borough, I have seen first-hand the positive impact that physical activity and sport can have on our people, place and economy.

This strategy is underpinned by local insight, stakeholder engagement and buy in. It will make a valuable contribution towards a wide range of the priority outcomes that underpin our Borough Plan:

- Encouraging and supporting activity from a young age will help to ensure our children have the best start in life and can enjoy a happy and healthy childhood.
- Promoting and providing opportunities for people to be active throughout the life-course will play a significant part in ensuring all adults are able to live healthy and fulfilling lives, with dignity, staying active and connected in their communities.
- Strengthening and growing our extensive network of voluntary and community sector organisations who provide opportunities to be active will help create strong communities where people look out and care for one another.

Achieving our vision requires a step change in the way that we do things across the borough. Creating a culture of physical activity requires us to transform attitudes, behaviours and opportunities. It also requires us to tackle some of the stark and deep-rooted inequalities that exist between different demographic groups and the east and west of our borough. Our success relies on all partners buying in and pushing together towards the same vision so that we are continuously thinking, planning and incorporating activity into all aspects of the everyday lives of our communities. By working collaboratively and cooperatively, together we can, and will, ensure that all of our residents have the encouragement, opportunity and environment they need to lead healthy, active and fulfilling lives.

- Championing Haringey as a destination for sector businesses, events and investment will ensure the borough has a growing economy and thriving local businesses, supported by a community wealth building approach, and more quality jobs with opportunities for progression.



- Using physical activity and sport as a tool to divert people away from risky behaviours, encourage personal development and improve confidence and skills will help to ensure Haringey is a safer borough, a place where all young people have pathways to success, all residents have access to training and skills development opportunities and more people are supported into work.

Many of the stakeholders involved in the planning and delivery of health, education, facilities infrastructure, physical activity and sport across the borough have been instrumental to this strategy's development and will continue to play an active role in implementing the changes we need to make. I invite everyone with an interest to join us and get involved. Together we are stronger and together we can achieve the change we want to see.

## 2. Our priorities for 2019-2023

**Our long term vision is to** create and embed a culture of activity so that Haringey becomes one of the most physically active and healthy London boroughs.

**Our mission is to** ensure that all of Haringey's residents have the encouragement, opportunity and environment they need to lead active, healthy and fulfilling lives. By working collaboratively and cooperatively, as a whole system, we will seek to transform attitudes and behaviours and make it easier for residents to embed physical activity into their everyday lives'.

### Priorities for 2019 – 2023

Our priority aims and objectives for the next 4 years are:

<b>Active People:</b> To get more people, of all ages, backgrounds and abilities, regularly active; and use physical activity, active play and sport to connect communities and improve health and well-being.	<ul style="list-style-type: none"><li>→ <b>Active Mindsets:</b> People are motivated and empowered to change their behaviours and physical activity is considered a normal part of everyday life.</li><li>→ <b>Children, Young People and Families:</b> Every child, young person and family, whatever their background, will be engaged, confident and able to be active every day.</li><li>→ <b>Opportunities to be Active:</b> A wide range of partners provide and promote high quality opportunities to engage residents and sustain activity across the life-course.</li><li>→ <b>Care Pathways:</b> Physical activity is visible and pro-actively used in health and social care pathways to improve physical and mental health and well-being.</li></ul>
<b>Active Place:</b> To position physical activity at the heart of place shaping and ensure a network of high quality, safe and accessible environments exist to make it easier for people to be active.	<ul style="list-style-type: none"><li>→ <b>Accessible and Active Environments:</b> Protect, enhance and provide a network of well-planned and accessible environments for formal and informal physical activity, active play and sport.</li><li>→ <b>Walking and Cycling:</b> Improve air quality and increase the number of people walking, cycling and scooting via continued promotion and public realm improvements.</li><li>→ <b>Safer Communities:</b> Ensure more people feel safe being active in public spaces and use physical activity and sport as a positive diversionary tool amongst people vulnerable to risky behaviours.</li><li>→ <b>Animated Places:</b> Activate the community by making activity more engaging and visible in community settings.</li></ul>
<b>Active Economy:</b> To maximise the sector's contribution to economic growth through training, skills development, employment and the creation of more healthy, productive work environments.	<ul style="list-style-type: none"><li>→ <b>Strong, Resilient Workforce:</b> Strengthen, grow and diversify the sector's paid and volunteer workforce to ensure they are equipped to promote and deliver physical activity and sport at all levels.</li><li>→ <b>Training, Skills and Jobs:</b> Use physical activity and sport as a tool to enhance self-efficacy, training, skills development and routes into employment.</li><li>→ <b>Active Workplaces:</b> Create active workplaces and promote the benefits of a more active, healthy and productive workforce.</li><li>→ <b>Open for Business:</b> Support Haringey's talent and champion the borough as a destination for sector businesses, providers, events and investment.</li></ul>

### Principles

We will apply the following principles to all aspects of planning and implementing the strategy:

- Working in partnership to tackle the root causes of inactivity through a 'systems change' approach.
- Promoting equality and reducing inequality to make Haringey fairer and more equal.
- Investing in prevention and early help.
- Engaging and empowering our communities to find solutions.
- Protecting children and adults who are at risk of harm and abuse.

### 3. Building on our success

This strategy builds on the success of its predecessor, 'It's time to get moving!'.

Over the course of the outgoing strategy (2014-2018) there was a:

- **7.1% reduction in inactivity amongst adults.**
- **7.3% increase in the number of active adults.**
- **3.9% increase in the number of adults volunteering to support physical activity and sport.**



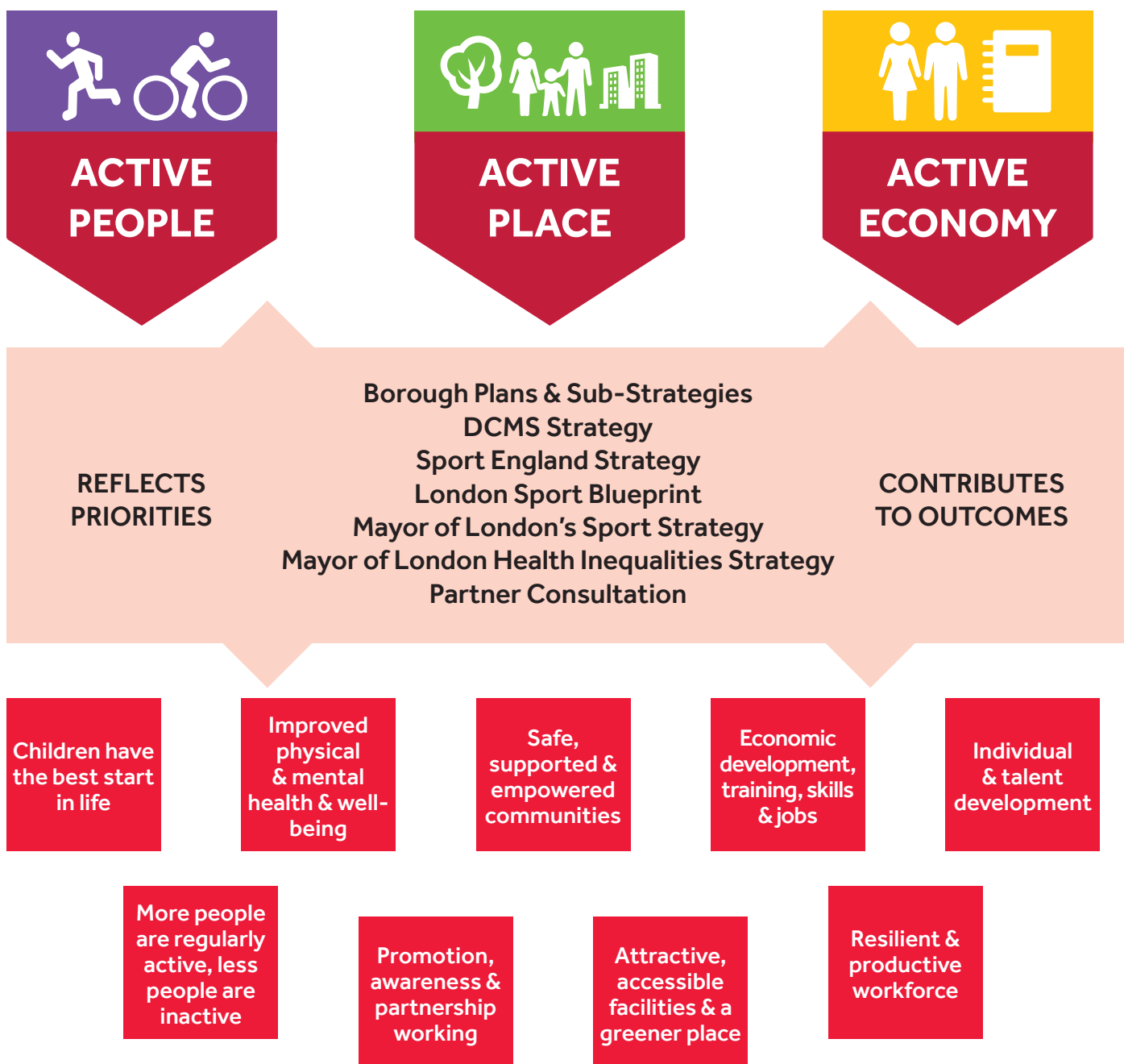
#### Top 10 achievements

- ➔ Forming a new, multi-agency network of experts, the 'Haringey Active Network', to guide physical activity and sport.
- ➔ More and better opportunities for older people to be active have been created including Silverfit sessions at Lordship Recreation Ground.
- ➔ Securing a £20 million investment into the Council's leisure centres and a further £1.6m into sport and play facilities in parks.
- ➔ The inclusion of increasing walking and active play as recognised work strands for the Haringey Obesity Alliance.
- ➔ Significant efforts to get more residents walking and a greater focus activating our parks and encouraging active play.
- ➔ Increasing leisure centre usage by almost 55% to well over a million visits per year.
- ➔ More schools committing to providing healthy, active environments: 44 have achieved Healthy Schools status (11 have gold status and 22 have silver) and 68 have Active Travel Plans (38 are gold standard).
- ➔ The Council's adoption of the principles of Healthy Streets to ensure future urban development encourages activity.
- ➔ Haringey was chosen to be a Laureus Sport for Good Model City Project, this will help us tackle inactivity in the east of the borough.
- ➔ The Council has produced an Outdoor Sports and Play Facilities Framework and an Indoor Sports Facilities Strategy to guide future investment.

We are exceptionally proud of our collective achievements. However, we know we can and must do better, particularly in the east of the borough where inactivity rates remain stubbornly and disproportionately high.

## 4. Links to other strategies and partner priorities.

The vision, mission, aims and objectives set out in this strategy are closely aligned with the strategic priorities from Haringey's Borough Plan and a range of local through to national strategies. They have been carefully shaped through consultation with a wide range of partners and stakeholders who are actively involved in both planning and providing services, facilities and opportunities for physical activity and sport across Haringey.



We will produce an Annual Implementation Plan to accompany the strategy and will regularly review our aims and objectives to ensure their ongoing alignment with local, regional and national priorities.

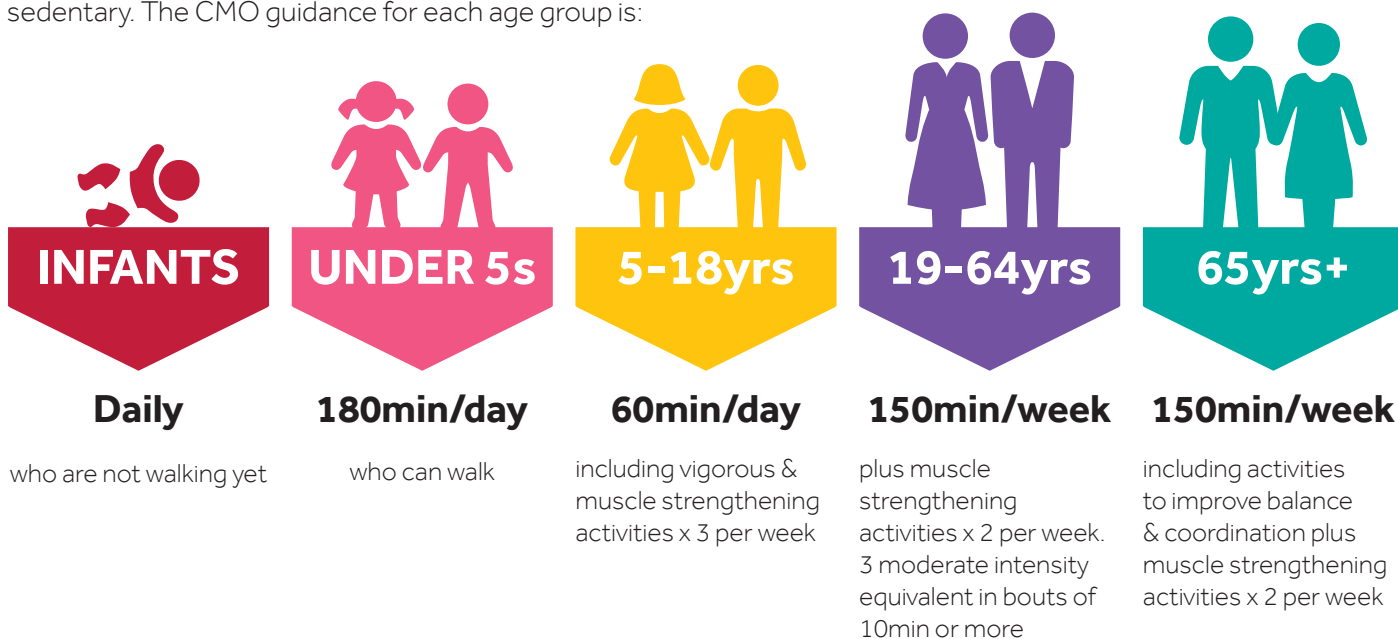
## 5. How active should we be and why?

### Physical Activity

For the purpose of this strategy the term physical activity is used in its broadest sense. It encompasses: active living, active travel, active recreation and active sport. It includes anything from everyday activities such as housework, gardening, active play, cycling, scooting and walking from place to place through to going to the gym, going for a jog, dancing, casually or competitively taking part in different sports.

#### Activity levels across the lifecourse

The Chief Medical Officer (CMO) sets national guidelines on the recommended levels of physical activity at different stages of the life-course. People of all ages are encouraged to spend as little time as possible being sedentary. The CMO guidance for each age group is:



### At every age doing something is better than doing nothing

#### Benefits of being active:

Physical activity and sport can contribute towards a wide range of socio-economic outcomes. The health and well-being benefits associated with being physically active are both wide-reaching and irrefutable:

- Reducing the risk of coronary heart disease and stroke by 35%.
- Reducing the risk of developing diabetes and colon cancer by 50% and breast cancer by 20%.
- Reducing the risk of an early death by 30%.
- Tackling obesity and overweight and maintaining a healthy weight.
- Reducing the risk of developing depression, dementia, stress and anxiety by 30%.
- Reducing loneliness and social isolation.
- Improving mobility and balance, reducing the risk of osteoarthritis by 83% and falls by 30%.
- Enhancing confidence, self-efficacy, transferable skills and employment opportunities.
- Offering effective diversionary activities for young people vulnerable to risky behaviours.



## 6. Haringey in context



Haringey has a total population of 271,224. Our population will increase by about 10% to 300,000 by 2029.



Haringey is the 30th most deprived area in England and the 5th most deprived London Borough. 7 of our 19 wards are within the 10% most deprived areas in England.

Haringey is a highly diverse, multi-cultural borough. Over 100 different languages are spoken in the borough.



65.3% of Haringey's adults are active enough to meet the CMO guidelines for physical activity, more than both the London and national average. We rank 15th of all London Borough's for adult activity levels.



Over 1 in 5 adults (21.9%) are inactive and do less than 30 minutes of activity per week. Inactivity rates are more pronounced in the east of the borough (peak of 35.7%) compared to the west (lows of 9.2%). The cost of inactivity in Haringey is over £3.8million a year.



18.9% of Haringey's children are active enough to meet the CMO guidance for their age. 38.4% of our children are less active which is 5% more than the London average.



Healthy life expectancy is 65 years for men and 64.5 for women. Healthy life expectancy reduces by 15 years for women and 17 years for men living in our most deprived areas compared to those living in the most affluent parts of the borough.



Over 1 in 5 children and young people (21.3%) in Haringey come from Low Income Families. This is higher than both London (18.8%) and National averages (17%).



11.6% of 16-17 year olds are Not in Education, Employment or Training or their activity is unknown. This is more than double the London average (5%).

# Haringey in context



Over 3 in 4 adults (78.1%) walk or cycle once per week. Higher than both the London (75.1%) and National (71.8%) averages.



Haringey has a strong network of places where people can be active including green spaces, water spaces, parks and built sports facilities including 3 public leisure centres and 25 Green Flag parks. We are also home to Tottenham Hotspur FC.



19.3% of our residents use outdoor spaces for health and exercise reasons. Apart from our location, our parks and open spaces are the feature that our residents most like about our borough (38%).



Over 41,000 adults aged 16-74 have a common mental health condition. This is predicted to rise by 26% by 2021. 5.8% of Haringey's adults are in contact with secondary mental health services, higher than the London average (5.4%). The risk factors associated with mental health conditions are greater in the east of the borough.



Almost 1 in 2 adults are overweight or obese (49.9%). In addition to this, over 1 in 5 children (22%) aged 4-5 and over 1 in 3 children aged 10-11 are obese or overweight (36.7%).



94% of our residents feel safe during the day and 69% do after dark. This varies massively at the ward level. 49% of residents feel unsafe in North Tottenham compared to just 3% in Muswell Hill.



Things our residents most dislike about Haringey are crime, parking, congestion, litter and run down areas.



12.2% of adults and 25.5% of children volunteer to support sport and physical activity. Volunteering levels among adults are higher than the London and national average, but levels among children are lower.



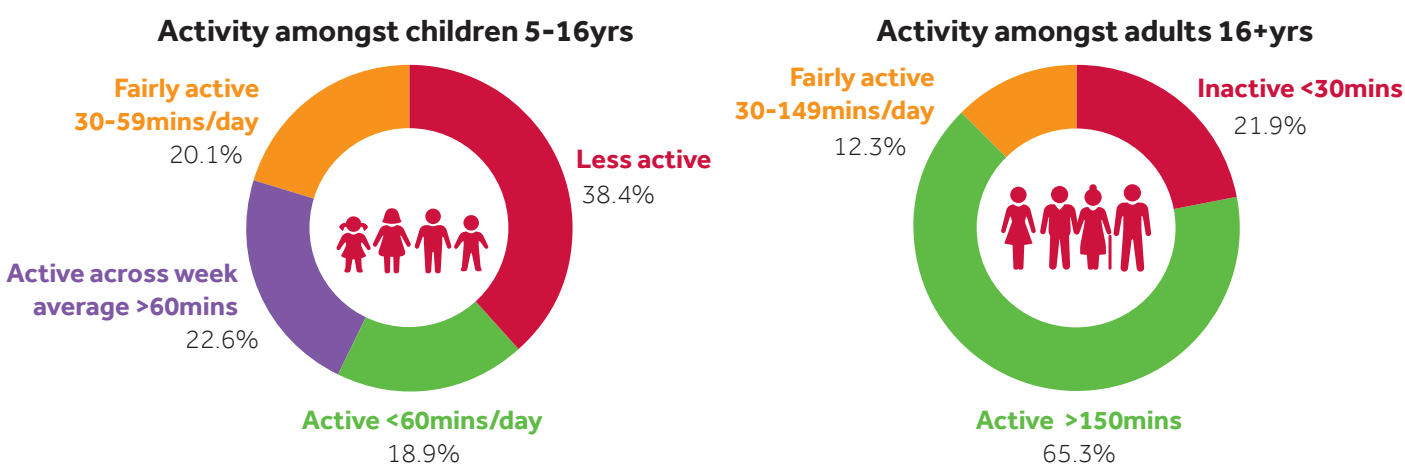
Sport and physical activity directly contributes over £87.5m and 2,351 jobs to the local economy. Participation is the largest contributor to the economy with a value of £60.9m.

## 7. The behaviour change challenge

Underpinning this strategy is a shared vision to make **'Haringey one of the most physically active and healthy London boroughs'**. To achieve this, we need to get more people, of all ages and from all sections of our communities, to change their behaviours, develop resilient activity habits and lead more active lives.

Insight tells us that the majority of the population enjoy physical activity, active play and sport and recognise the

importance of being active. However, when it comes to actually doing physical activity, the picture is quite different. Our population's activity levels fall broadly into three categories: those who are active and meet the CMO Guidelines for cardiovascular activity, those who are fairly active but not active enough to meet the guidelines and those who are inactive and have sedentary behaviour.

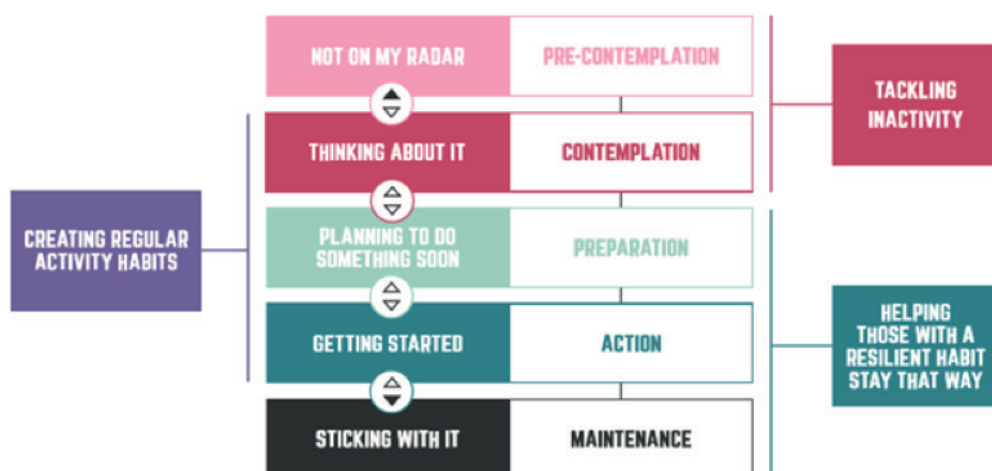


With a large proportion of Haringey's population currently not meeting CMO guidelines for their age, influencing and supporting people to change their physical activity habits is an ongoing challenge but one that partners across Haringey believe is well worth taking on.

### The Behaviour Change Journey

Tackling inactivity, increasing the number of people with a regular activity habit and sustaining participation among those who are already active will undoubtedly deliver multiple benefits to health, well-being, social and economic outcomes. **But behaviours are hard to change and the behaviour change journey is multi-faceted.** People dip in and out of being active at different stages in their lives. Some have negative associations with physical activity and sport and are harder to engage than others. People move through the journey at different paces, face different challenges and require different levels of support.

**Our ambition is to ensure that everyone in Haringey feels motivated, able and supported to change their behaviours and lead active lives.**



## Capability, motivation and opportunity

Sport England's research shows that people's behaviours are driven by their perceived capability (physical and psychological), motivation and the opportunities they feel they have to be active. It illustrates that:

- ➔ Amongst active people, enjoyment is their single biggest motivation.
- ➔ Amongst inactive people, perceptions of their own capability (physical and psychological abilities) is the main barrier to activity.
- ➔ Active people are more likely than inactive people to feel they have opportunities to be active.

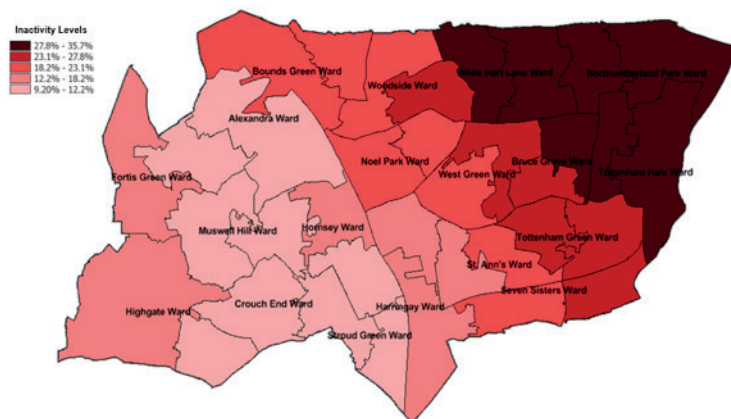
## Masked inequalities

We know that understanding activity levels is complex. There are many different factors that contribute towards how active a person is. Looking at activity rates on a borough wide basis alone, masks a number of stark inequalities that exist between different demographic groups. From national datasets, we know that some groups are much more likely to be inactive than others:

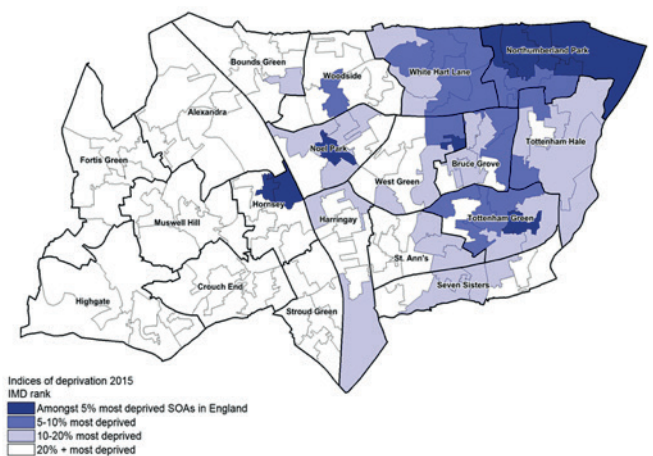
We also know that most of these groups are more likely to feel that they do not have the capability or opportunity to be active. They are also the least likely to think of sport and exercise as enjoyable. It is therefore essential that we motivate people, emphasise their capabilities, promote how attainable being active can be and provide varied, accessible opportunities which are delivered in the right way, at the right time, by the right people, in the right places.



## Physical inactivity in Haringey by ward



## Deprivation in Haringey by ward



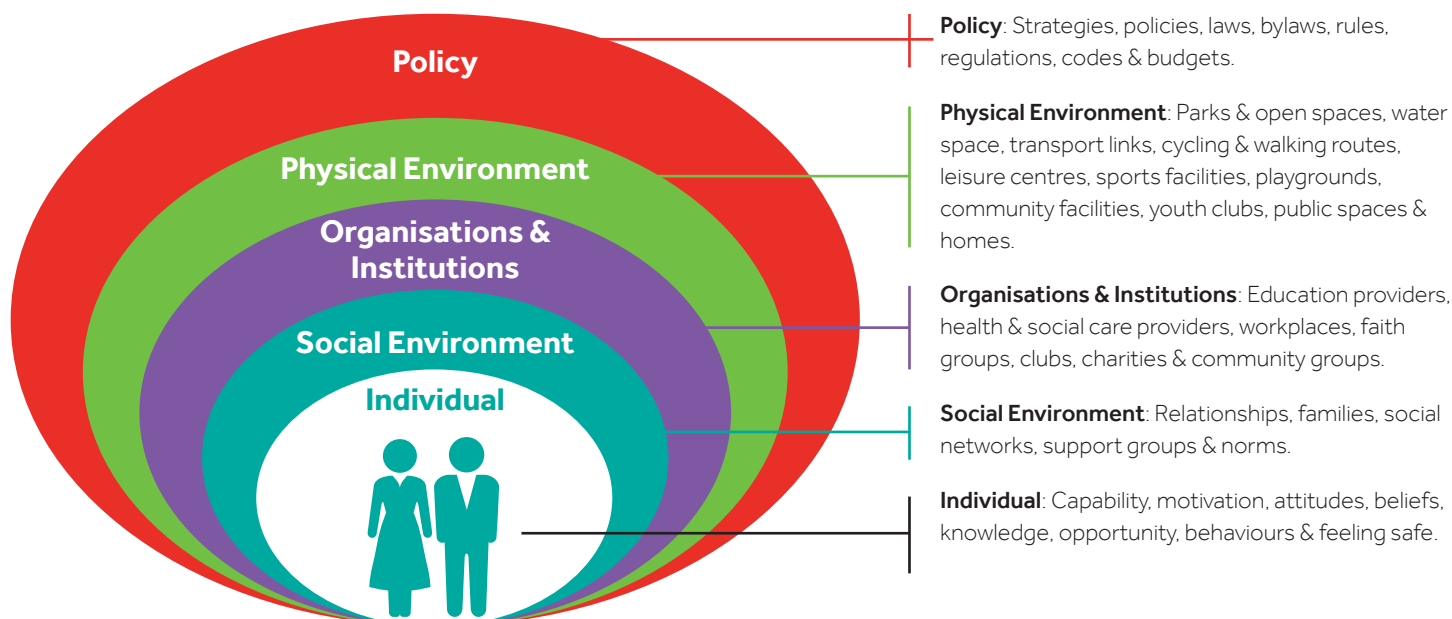
(Source: Sport England, Active Lives 2017/18 and IMD 2015)

As a diverse borough with stark contrasts in both wealth and health, we will work proactively to reduce inequality and target support at those that need the most help, in particular, those living in the east of the borough.

## 8. A whole system approach

People's activity habits are heavily influenced by a myriad of different factors. Some of these are person-centred. Others are a reflection of the social, physical and economic environments they live and work in, the organisations and institutions they engage with and the policies that shape them.

**Tackling inactivity and raising activity levels at scale requires a multi-agency, multi-disciplinary approach to changing the culture, opportunities, infrastructure and policies of our borough. We need all elements to work together as a whole system to make living an active lifestyle the normal, easy and natural choice.**

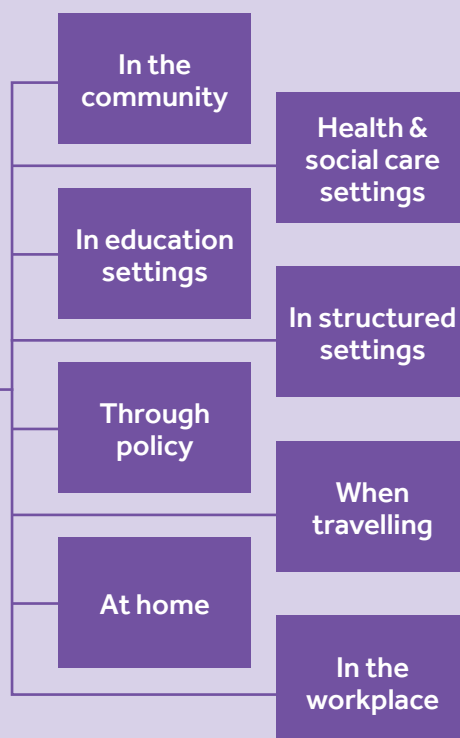


Adapted from Sport England social, ecological model.

### Touchpoints in 'the system'

In producing this strategy, we have worked with our partners and stakeholders to identify the key touchpoints (points of contact, shown adjacent) where we have the biggest and best opportunities to engage with large numbers of residents in ways that will meaningfully and positively impact on their deliberate and incidental activity levels. Representatives from each of these touchpoints will be fully embedded within the membership of the Haringey Active Network. Over the next 4 years we will work through the Network to focus on creating a coordinated, multi-agency approach to thinking, planning and taking action against inactivity. In doing this, we intend to build a coherent and comprehensive system that can influence change at a population level.

### Tackling physical inactivity - incidental / deliberate



## 9. Aims, objectives and goals 2019 -2023

**Our priority aims are:**



**To get more people, of all ages, backgrounds and abilities, regularly active; and use physical activity and sport to connect communities and improve health and wellbeing.**



**To position physical activity at the heart of place shaping and ensure a network of high quality, safe and accessible environments exist to make it easier for people to be active.**



**To maximise the sector's contribution to economic growth through training, skills development, employment and the creation of more healthy, productive work environments.**

We will take a multi-agency, multi disciplinary approach to achieving these aims by focussing on a series of related outcomes and goals in order to create and embed a culture of activity so that Haringey becomes one of the most physically active and healthy London boroughs.





## ACTIVE PEOPLE

### Aim:

To get more people, of all ages, backgrounds and abilities, regularly active; and use physical activity, active play and sport to connect communities and improve health and wellbeing.

### Objectives:

- 1. Active Mindsets:** People are motivated and empowered to change their behaviours and physical activity is considered a normal part of everyday life.
- 2. Children, Young People and Families:** Every child, young person and family, whatever their background, will be engaged, confident and able to be active every day.
- 3. Opportunities to be Active:** A wide range of partners provide and promote high quality opportunities to engage residents and sustain activity across the life-course.
- 4. Care Pathways:** Physical activity is visible and pro-actively used in health and social care pathways to improve physical and mental health and wellbeing.

### Goals:

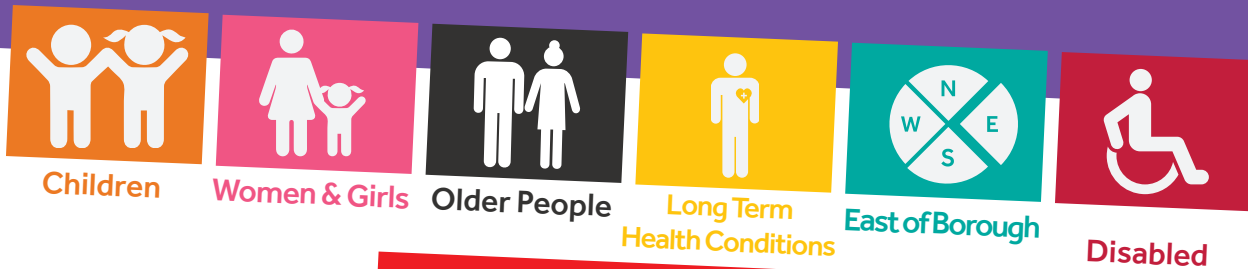
1. Communities are involved in designing interventions to tackle the stark inequalities in health and physical activity levels between different demographic groups and the east and west of the borough.
2. Ensure additional support is available for those that need the most help to be active.
3. Use physical activity to prevent and manage key health conditions and tackle loneliness.
4. Support schools and colleges to create a healthy and active culture by promoting Healthy Schools, Active Travel Plans and structured initiatives such as the Active Mile.
5. Create a Communications Plan to promote opportunities and celebrate successes.
6. Strengthen the capacity and resilience of delivery organisations to support their ongoing sustainability and growth.
7. Gather insight and evaluate outcomes.

# Active People



## More people, more active

- It is imperative that more people are active to not only improve overall health but also reduce the gap in health inequalities within the borough.
- The gap in life expectancy between the richest 10% & poorest 10% in Haringey is 15 years for women & 17 years for men.
- Currently over 4 in 5 (c28,800) children and 1 in 3 (c75,000) adults do not meet physical activity guidelines for having & maintaining good health (more detail on physical activity guidelines see page 8).
- From national datasets we know some people in our borough are more likely to be inactive & therefore in poorer health now & likely to be so in the future.



### TO:

- Improve physical & mental health & wellbeing
- Reduce health inequalities
- Improve healthy life expectancy
- Reduce overweight & obesity
- Strengthen community connectiveness
- Reduce social isolation & loneliness

## OUR AMBITION MUST BE TO:

- Ensure physical activity is more visible & used more proactively in health & social care pathways
- Create a culture where everyone in Haringey values physical activity, sport & play



## TO ENSURE THIS:

- There must be appealing, accessible opportunities for all residents to feel confident, motivated & supported enough to change their behaviours
- We must raise awareness
- Get our communities involved in designing solutions
- Provide extra support for those who need it
- Strengthen capacity & resilience of the agencies involved in delivering activities





## Aim:

To position physical activity at the heart of place shaping and ensure a network of high quality, safe and accessible environments exist to make it easier for people to be active.



**ACTIVE  
PLACE**

## Objectives:

- 1. Accessible and Active Environments:** Protect, enhance and provide a network of well-planned and accessible environments for formal and informal physical activity, active play and sport.
- 2. Walking and Cycling:** Improve air quality and increase the number of people walking, cycling and scooting via continued promotion and public realm improvements.
- 3. Safer Communities:** Ensure more people feel safe being active in public spaces and use physical activity and sport as a positive diversionary tool amongst people vulnerable to risky behaviours.
- 4. Animated Places:** Activate the community by making activity more engaging and visible in community settings.

## Goals:

1. Physical activity is embedded into local policies and Haringey is designed to make incidental and deliberate activity easier.
2. Address the priorities set out in Haringey's Playing Pitch, Sport and Play Facilities and Open Space Strategies including developing a new leisure centre in Wood Green.
3. More organisations have Active Travel policies.
4. More people regularly use the borough's leisure centres, parks and open spaces.
5. Increase community run activities in parks and open spaces in order to improve perceptions of safety and user confidence.
6. Increase targeted interventions to tackle crime and anti-social behaviour and increase civic pride.

# Active Place



## Physical activity at the heart of place shaping

The environments that our residents live, work, play & spend their free time can significantly influence activity levels:

### Environments



Where we Work



Where we Play & Spend Free Time



Where we Live



Where we Travel

Swimming

Martial Arts

Playing

Yoga

Boxing

Gardening

Golf

Cycling

Dancing

Running

Tennis

Rambling

Gym

Walking

Orienteering

Exercise classes

Housework

Team games

Jogging

Active play

### Types of Physical Activity

**Need:**  
Safe, Attractive, Well Located  
Facilities & Public Realm

Improve & build on current assets that make it easier for people to be active:

- Leisure centres
- Parks, open spaces, rivers & canals
- Public realm, cycling & walking routes
- Community centres
- Playgrounds

For formal & informal activity built into normal life

### Benefits

Better Health

Civic Pride

Safer Communities

Community Cohesion

Cleaner Air

Happier Workplaces

- ➔ Utilise regeneration plans.
- ➔ Utilise Indoor and Outdoor Sports Facilities Strategies.
- ➔ Consider rapidly rising population.
- ➔ Aim to secure investment for a leisure centre with swimming provision in Wood Green.

- ➔ Consider that residents in North Tottenham are 16 x more likely to feel unsafe than those living in Muswell Hill.
- ➔ Consider that 78.1% of adults walk or cycle at least x1 a week but the number drops dramatically to 42% when frequency increases to 5 x a week.



## ACTIVE ECONOMY

### Aim:

**To maximise the sector's contribution to economic growth through training, skills development, employment and the creation of more healthy, productive work environments.**

### Objectives:

- 1. Strong, Resilient Workforce:** Strengthen, grow and diversify the sector's paid and volunteer workforce to ensure they are equipped to promote and deliver physical activity and sport at all levels.
- 2. Training, Skills and Jobs:** Use sport and physical activity as tools to enhance self-efficacy, training, skills development and routes into employment.
- 3. Active Workplaces:** Create Active Workplaces and promote the benefits of a more active, healthy and productive workforce.
- 4. Open for Business:** Support Haringey's talent and champion the borough as a destination for sector businesses, providers, events and investment.

### Goals:

1. More people, from all ages and backgrounds, regularly volunteer to support physical activity and sport.
2. More employers create environments and policies to reduce sedentary behaviour and encourage physical activity.
3. More residents are engaged in training, apprenticeships and employment within the sector.
4. The direct economic impact of physical activity and sport in Haringey increases.
5. Pathways are in place to ensure talented athletes, coaches and officials reach their full potential and inspire others.

# Active Economy



Maximise the sector's contribution to Haringey's economy:

Training

Skills & Jobs

Talent Development

Wider Economic Benefit

## Active Workplace Culture

Simple changes to daily routines e.g. walk up the stairs, lunch walks = big impacts on inactivity levels.

- Less sickness (sitting at a desk for 8 hours a day = 60% increase in the risk of premature death)
- Happier workforce
- Higher productivity
- Raise money for charity
- Team building



## Jobs & Volunteers

Paid & volunteer workforce has to be diverse, strong, skilled and resilient = a better experience for those being active.



Volunteers add value to the local economy of £42.7m  
2,350 sports related jobs  
In Haringey. Volunteers of all ages strengthen communities.

## Sports Business

Sports jobs, apprenticeships and volunteering opportunities = Tackle local challenges such as unemployment, alienation and disadvantage.

**Adults sports volunteering – 12.2%**  
**Young people sports volunteering – 25.5%**

(Young people's levels of volunteering are much less than the London average (34.9%).)

Tottenham Hotspur Football Club, Finsbury Park and New River attract millions of visitors.

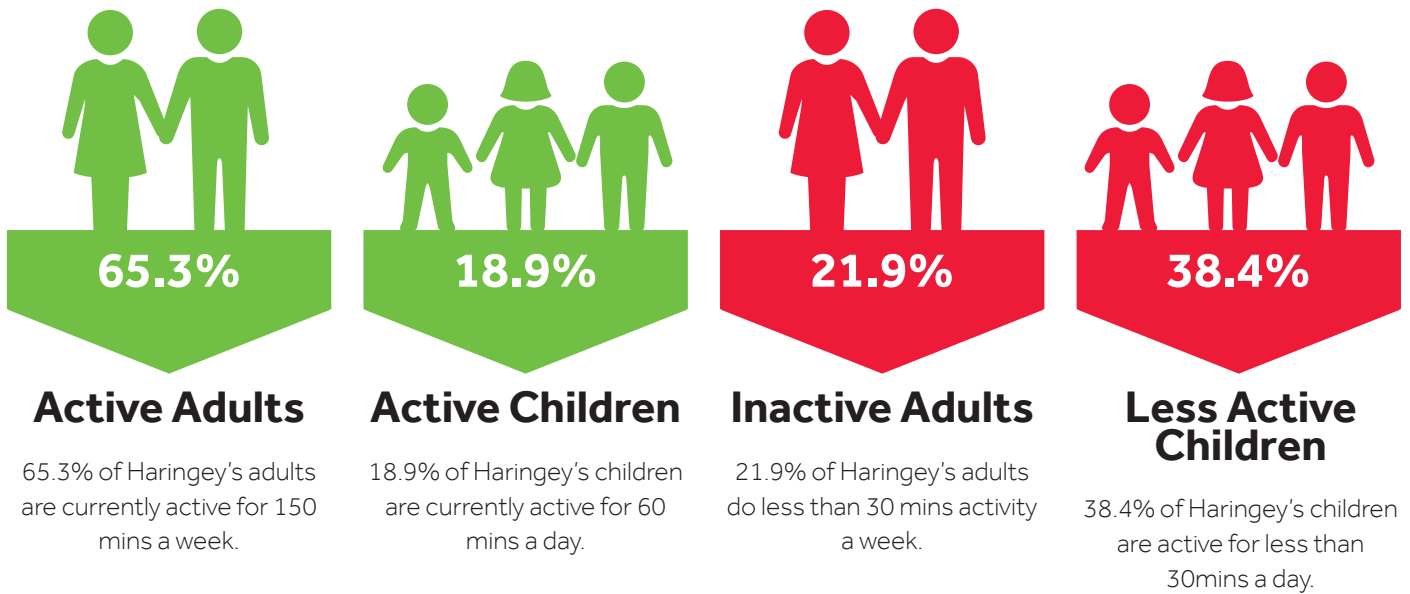
Haringey provides an excellent opportunity for sports businesses to locate and invest in facilities, behaviour change and programmed activity.



# 10. Measuring our success

The driving force behind this strategy is to create and embed culture of physical activity in Haringey. This means getting more people, from all sections of the community, more active and reducing levels of inactivity.

We will measure our success by regularly reviewing our progress against our 4 priority key performance indicators. **We will seek to achieve a 2% improvement against each priority over the lifespan of the strategy.**



Obese or overweight children:  
 in reception year: **22%**  
 in year 6 :**36.7%**  
 Obese & overweight adults:  
**49.9%**  
 Attitudes around capability, motivation & opportunities to be active.



Adults walking and cycling each week: **78.1%**  
 Adults using outdoor space for exercise & health reasons: **19.3%**

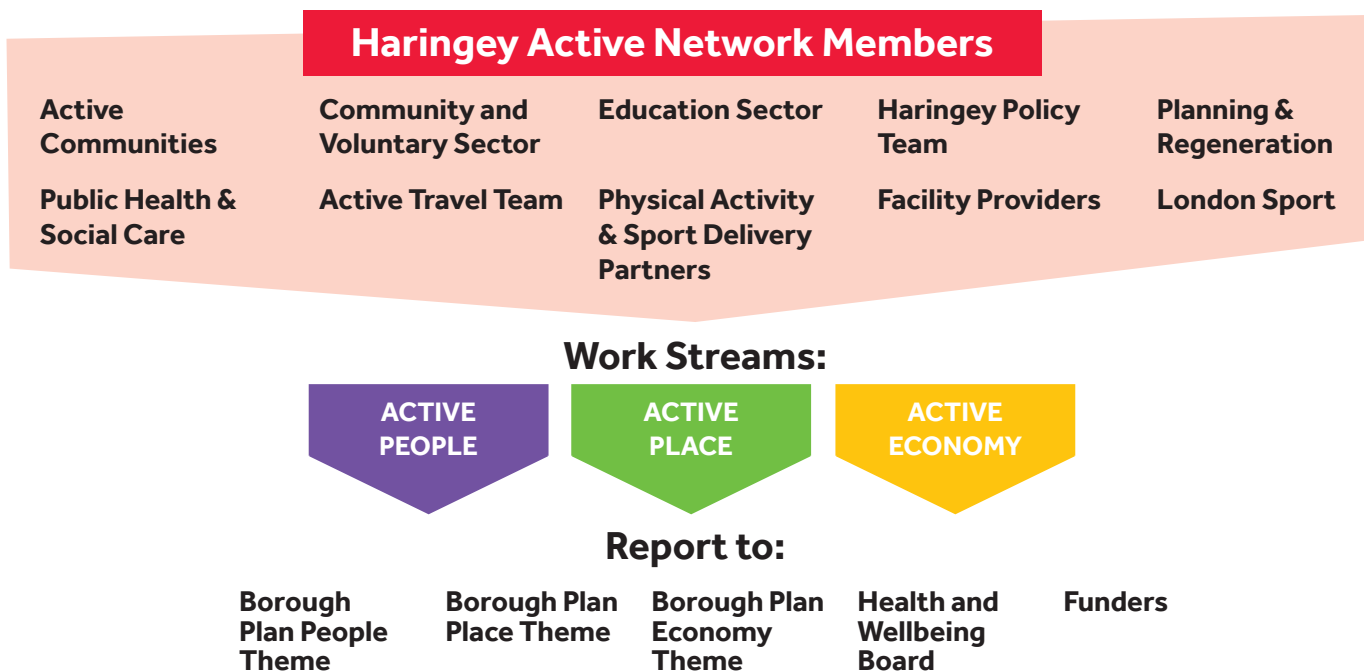


The direct value of physical activity & sport to Haringey's economy: **£87.5m p/a**  
 Children volunteering in sport & physical activity: **25.5%**  
 Adults volunteering in sport & physical activity: **12.2%**

# 11. Implementing the strategy

The strategy will be led, owned, governed and implemented by the Haringey Active Network (HAN) who will be accountable to the borough's People, Place and Economy Theme Boards and the Health and Wellbeing Board. The HAN will be made up of representatives from a wide range of partner organisations that represent the touchpoints in the

system. This will ensure we have the greatest influence on deliberate and unintentional physical activity in the borough. Through strong leadership, partnership working and targeted delivery planning, we will work collaboratively to transform the way we do things and make it easier for residents to embed physical activity into their everyday lives.



## Throughout the lifespan of this strategy, the Haringey Active Network will:

- Work together to develop an Annual Implementation Plan.
- Champion & promote the strategy to partners across the borough.
- Influence, motivate and coordinate input from local partners & council services.
- Act as the lead body for the commissioning of physical activity & sport across Haringey.
- Determine the priorities for coordinated & individual bids to external funding bodies.
- Gather, interpret & share insight on physical activity & sport.
- Measure & report on our progress.
- Review the strategy & implementation plan on an annual basis.

## Join in

Achieving population wide change requires a long term commitment to working collaboratively to change and improve all of the touchpoints within the systems that directly influence our resident's physical activity habits. This strategy provides a clear direction of travel for the next 4 years and should be used as a reference guide so that everyone in the borough can check, challenge and refine their approach. Our Annual Implementation Plan will detail the priority actions for each year. We ask all partners to see this strategy as a call to action to get involved and play a part in planning and delivering change.

**We look forward to working with you to make Haringey one of the most physically active & healthy London boroughs.**

## 12. Free and affordable ways to get active in Haringey

### Affordable Leisure Centres

- Discounts available for concessions who are Haringey residents including free access for 65+. Monday to Friday 9am to 5pm.
- Also free for registered carers accompanying the person they are caring for.

[www.haringey.co.uk/leisurecentres](http://www.haringey.co.uk/leisurecentres)

### Tennis

- Tennis for Free: coached session, Saturdays 11am to 1pm in Priory Park.
- Turn up and play for free in these parks: Priory Park, Stationers Park, Downhills Park, Down Lane Park, Chapmans Green and Chestnuts Park.
- Haringey Adult Tennis League

[www.localtennisleagues.com/haringey](http://www.localtennisleagues.com/haringey)

### Free Guided Health Walks

- Variety of start times and places. Walks approximately 30 minutes of a fairly easy pace around your local area.

More information at [afl@fusion-lifestyle.com](mailto:afl@fusion-lifestyle.com)  
020 8885 7307

### One You Haringey

- One You Haringey provides a free lifestyle and wellbeing service that helps residents manage their weight, stop smoking, drink more moderately, become more physically active and have a health check-up.

020 8885 9095  
[info@oneyouharingey.org](mailto:info@oneyouharingey.org)  
[www.oneyouharingey.org](http://www.oneyouharingey.org)

### FREE Outdoor Gyms

- FREE outdoor gyms at Ducketts Common, Finsbury Park, Downhills Park, Chestnuts Park, Somerford Grove, Brunswick Park, Downhills Park, Markfield Park and Lordship Rec and Lordship Rec.

### Silverfit

- Silverfit provides fitness sessions for over 45s. Sessions take place on Tuesdays at 10.30am at Lordship Hub, Lordship Rec Off Higham Road, Tottenham London, N17 6NU. You can choose from yoga, badminton, cheerleading and Nordic walking.

[www.silverfit.org.uk](http://www.silverfit.org.uk)

Need more information?  
Email: [get.active@haringey.gov.uk](mailto:get.active@haringey.gov.uk)

For further information please contact

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**Haringey**  
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