

Appendix A

Leisure and Culture Strategy 2025-2035

Foreword

Leisure and culture are discretionary services that the council has actively chosen to deliver, mindful that they are fundamental to a thriving society, providing immeasurable benefits for the health, wellbeing and happiness of our residents. This was acutely apparent during and after the pandemic. They bring people together and they are fundamental to how people perceive their quality of life, how resilient they are, and ultimately their happiness. They also help people to develop confidence and skills, and by supporting them help attract people and businesses to the borough. As such it is important to set out and plan how the council will support the provision of leisure and cultural activities especially in the current financial climate.

The Leisure and Culture Strategy builds upon a strong foundation that the council has established over a number of years, and since the pandemic, working collaboratively with key strategic partners to affect change.

It recognises that whilst Spelthorne fairs better than much of the country it falls short of many other parts of Surrey, and within our geography there are stark contrasts, and health inequalities between the most affluent and poorer areas. The strategy looks to address inequalities and improve outcomes for people of all ages, recognising we are home to many young families and professionals, as well having an ageing population, by ensuring everyone has access to leisure and cultural activities and amenities to suit their needs.

Set over ten years, 2025 to 2035, the strategy sets out a clear vision for a borough with a thriving network of leisure opportunities and a vibrant cultural scene where people are attracted to live, work, study and visit. A borough where residents of all ages have access to, and are supported to engage in, a wide range of high-quality activities that are sustainable and inclusive; a borough where they feel proud to live and are where they are happy.

To this end the strategy outlines four key priority areas: People, Place, Community and the Environment.

Set against a complex backdrop and ever changing world the strategy will be complimented by a rolling delivery plan which will be produced in the first year and updated every three years thereafter for the term of the strategy. It will be a live document that will allow for flexibility to respond to emerging needs, changing demands and financial pressures as well as opportunities.

The strategy is aligned with our Corporate Plan, national and regional objectives for the arts, culture, sport and leisure, linked by a golden thread and tied in with other corporate strategies such as our Health and Wellbeing Strategy, and Economic Development Strategy and our Local Plan.

It looks to optimize our assets and the opportunities presented by our green spaces, waterways and fantastic amenities in the form of Eclipse leisure centre, Sunbury leisure centre, our parks and playing fields and looks to support the development of a strong cultural infrastructure within the borough.

The strategy recognises that we are operating in challenging times and can't work in isolation, but it positions the Council as a Leader of Place, leading by example and collaborating with key partners and our communities to maximise opportunities and drawing in income into the borough.

Ultimately, it is our aspiration for the council to be recognised as an exemplar of good practice, implementing positive change for our communities making them happier, healthier and more resilient.

Local picture

The Borough of Spelthorne lies to the southwest of London and is situated in the north-west of the county of Surrey. It covers an area of 20 square miles. Located 15 miles from central London, it shares its border with Heathrow Airport in the north and the River Thames in the south. It is densely populated and has five main urban areas - Ashford, Shepperton, Staines-upon-Thames, Stanwell and Sunbury-on-Thames

- 102,956 population
- Life expectancy at birth for males is 80.4 years and females is 83.9 years
- 65% of Spelthorne is Green Belt
- 12 miles River Thames frontage
- 17% of the Borough is water
- 2 Leisure Centres
- 4 Community Centres & Halls
- 29 Play areas
- 32 Parks (over 750 acres of parks and open spaces)

Spelthorne generally is the poor relation in Surrey yet fairs better than the England average in many areas in terms of health outcomes.

The picture is even more imbalanced when we look at participation in physical and digital activity in relation to arts at cultural engagement. Spelthorne underperforms against Surrey and England in all areas except physical engagement with libraries and digital

engagement in the arts such as reading an e-book, playing video games, watching TV and film, listening to the radio a streaming service, an audiobook or podcast.

In 2021 the borough was identified as an Arts Council England Priority Place - one of 54 places across England where investment and engagement in the arts is too low. This evidence went on to support the development and distribution of the UK Shared Prosperity Fund - introduced by the UK Government through the Levelling Up agenda between 2020-24 to local projects with the aim of reducing regional inequalities.

	Spelthorne	Surrey	England
Estimated prevalence of common mental disorders aged 16+ (2017) ¹	13.5%	12.8%	16.9%
Percentage of adults who feel lonely often or always or some of the time 2019/20 ²	19.86%	18.27%	22.26%
Obesity prevalence in reception age children 4-5 years ²	6.9%	6.4%	9.2%
Obesity prevalence in year 6 age children 10-11 years ²	15.5%	12.9%	22.7%
Number of adults physically active (150+ minutes a week) ³	57.7%	69.2%	63.4%
Number of adults who are inactive (<30 minutes a week) ³	28.2%	20.2%	25.7%

¹Surrey-I 2020

² Finger Tips Public Health Profile Tool

³ Active Lives Adult Survey November 2023

⁴ DCMS Participation Survey 2023-24

Physical engagement in the Arts ⁴	88%	93.6%	90%
Physical engagement with Libraries ⁴	27.9%	28%	24.9%
Physical engagement with Heritage ⁴	61%	73.8%	66%
Physical engagement with Museums and Galleries ⁴	40%	49%	43%
Digital engagement in the Arts ⁴	40%	40%	36%
Digital engagement with Libraries ⁴	12%	16.5%	14%
Digital engagement with Heritage ⁴	24%	26%	25%
Digital engagement with Museums and Galleries ⁴	12%	14.8%	13%

Key:

Red: indicates worse than national comparative figure

Green: indicates better than the national figure

Blue: indicates where Spelthorne fares better than the national average, but worse than Surrey

Residents Survey

The Residents' Survey seeks views and satisfaction scores on the Council's core services, both mandatory and discretionary. The Council uses questions recommended by the Local Government Association (LGA) to enable the results to be benchmarked against other councils. The survey takes place every 2 years.

The most recent survey ran from 1 July to 8 September 2024 and received 1,707 responses, equating to 2.05% of the adult population, which is the highest response rate that the Council has ever experienced for this type of survey. The table below shows some of the results and compares Spelthorne to the LGA average.

Question	LGA Average	Spelthorne
Residents who are very or fairly satisfied with how the Council runs the services they provide	56%	60%

Residents who feel very or fairly well informed by the Council on its provision of services and benefits	54%	65%
Residents who are very or fairly satisfied with green space	76%	66%
Residents who feel very safe or fairly safe during the day	92%	79%
Residents who feel very safe or fairly safe after dark	71%	52%

61% very or fairly satisfied with Spelthorne Leisure Centre and 52% very or fairly satisfied Sunbury Leisure Centre. This is based on Everyone Active operating the Centres in 2024 prior to Eclipse Leisure Centre opening.

Some resident comments in relation to Leisure are below:

“There is a need to increase funding of youth services because young people have nowhere to go or to occupy them in the evening.”

“I like the outdoor gyms and looking forward to the leisure centre opening.”

“I’d like to be able to have more options of things to do in Staines, theatre or live music events.”

“Focus on fitness in the community for all ages. Protection and development of open green spaces for benefit of everybody.”

“Sunbury Leisure Centre is dated and in desperate need of a revamp compared with other local facilities.”

Youth Survey

For the past three years Staines Rotary in partnership with Ashford Youth Club and supported by other youth providers and educational services have carried out an annual youth survey with young people aged 12-20 years old. In years 1 and 2 there were over 500 responses. In the most recent survey carried out in 2024 there were over 1000 responses.

In the first two years of the survey, findings indicated that a significant number of young people would like to access and learn more about the arts and creative industries. In 2024 Active Surrey included four questions to better understand young people’s access to cycling and swimming activities and any barriers (physical or perceived) to engagement. Across all survey years there has been a notable decline in young people’s mental health e.g experiencing increased anxiety and worry.

The results showed that two thirds would like more ways to be active and think it improves mental health. Almost a quarter of young people don't feel safe being active in their local area. Even so, they generally know where to go and being active is an enjoyable activity.

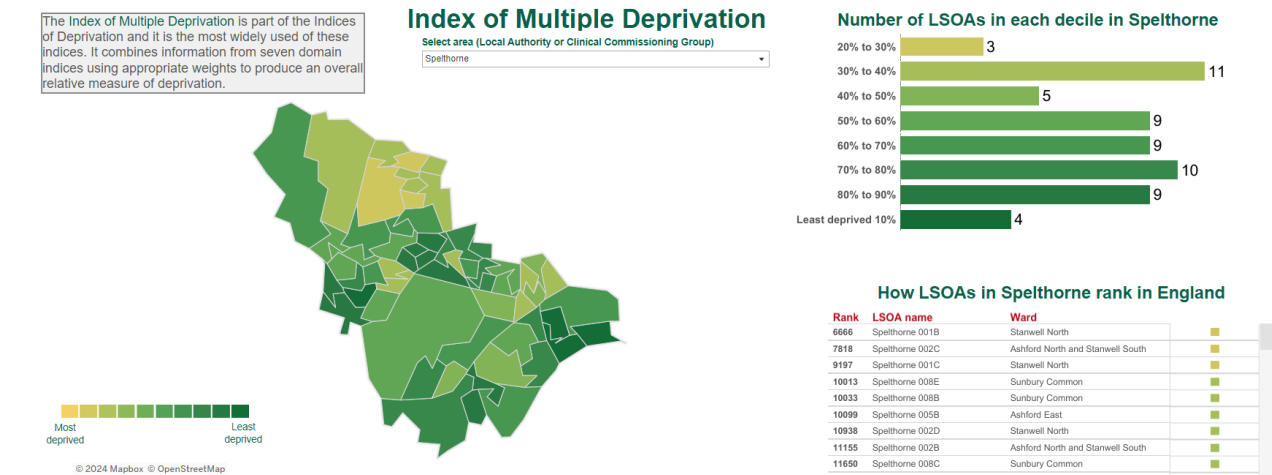
'Key Neighbourhoods' and target communities

Surrey County Council's Health and Well-being Strategy was refreshed in 2022 and identified 21 key neighbourhoods that experienced the poorest health outcomes within the county. Three of these neighbourhoods are located in Spelthorne; Ashford North, Stanwell North and Stanwell South.

Data shows that young people from these areas experience increased hardship, 16% of children are in absolute low-income families compared to 7.7% in Surrey and 15.4% in England. 53.6% of which are in lone parent families and youth unemployment in 18-24s is over double compared to the rest of Spelthorne and over quadruple to Surrey.

From a local perspective we are acutely mindful that Sunbury Common sits closely behind these areas and is also of key concern to the council.

Indices of deprivation 2019 published on Surrey-I illustrate that Sunbury Common ranks not far behind these other three areas in terms of indices of multiple deprivation, health and disability and crime.



Principles of Strategy

- To identify, protect, and enhance leisure and cultural amenities within the borough. Making it an attractive place to live work and do business, supporting communities and economic prosperity.
- To reinforce Spelthorne as a “Leader of Place”; develop partnerships and work collaboratively to maximise opportunities and optimise positive outcomes for residents.

- To take a proactive approach to encourage residents to prioritise leisure and culture and highlight the role its engagement can play in the prevention of physical and mental health conditions and improve resilience and overall wellbeing.
- To utilize the strategy as an evidence base to draw in external funding, generate income and develop a sustainable approach to all leisure and cultural activities.
- Lead by example, advocating our approach and sharing our successes so that other authorities can benefit from what we learn along the way.

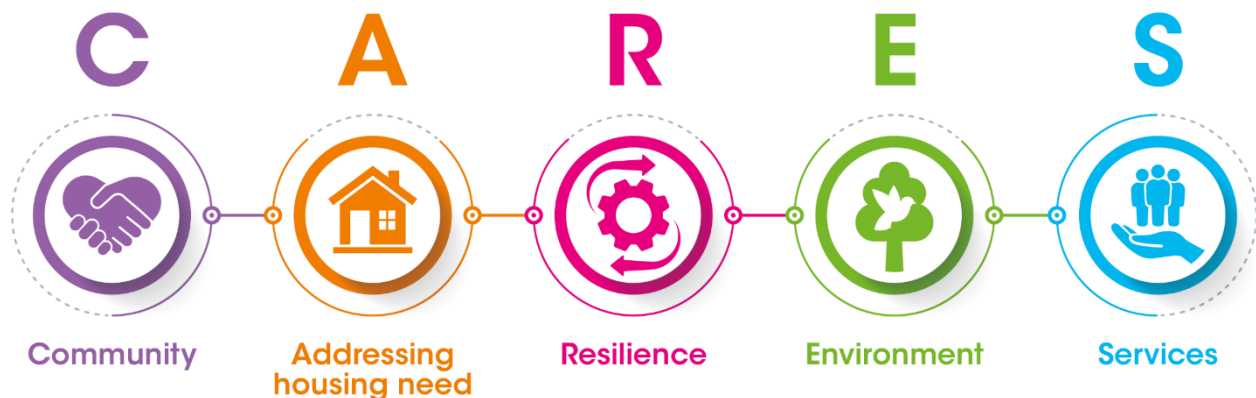
Vision

Spelthorne is a borough with a thriving network of leisure opportunities and a vibrant cultural scene where people are attracted to live, work, study and visit. A borough where residents of all ages have access to, and are supported to engage in a wide range of high-quality activities that are sustainable and inclusive; a borough where they feel proud to live and are where they are happy.

Council Corporate Priorities

The Spelthorne Corporate Plan 2024-2028 puts our residents at the heart of everything we do.

The Council corporate priorities are:



Community: To place the needs of the Borough at the heart of everything we do; supporting residents to live healthy and fulfilling lives and empowering communities so they feel included, valued, supported and safe.

Addressing housing need: To support the delivery of high-quality housing and solutions to allow residents to live independently which meets the needs of all sections of the community at every stage of life, addressing the challenges around availability, affordability and homelessness.

Resilience: To ensure prudent management of our finances and resources and create a climate in which businesses and individuals can thrive. Work with our partners to maintain our preparedness for emergencies.

Environment: To work with our residents, suppliers and partners to minimise our impact on the environment and achieve our Council goal of 'net zero' carbon emissions by 2030. To maintain a clean and attractive Borough which supports biodiversity.

Services: To deliver a wide range of high-quality community focused and accessible services for everyone who lives and works in Spelthorne, striving for continuous improvement in all aspects of our work and providing excellent customer care.

The Leisure & Culture Strategy plays a key role in supporting:

Community:

- Clean & Safe Borough
- Healthier communities
- Empowered communities

Resilience:

- Financial resilience of the Council
- Economic resilience of the Borough
- Preparing for the effects of climate change

Environment:

- Our Council's journey to Net Zero 2030
- Protecting and enhancing our environment
- Championing local action

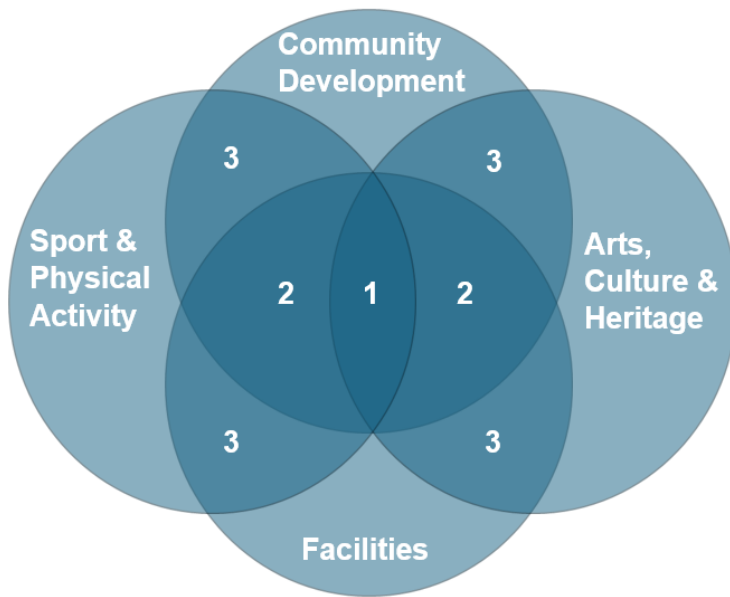
Services:

- Community focused services
- Digitally enabled and accessible services
- Being a responsible employer

Scope of strategy

Leisure is defined as "use of free time for enjoyment". The following Word Cloud was produced to reflect responses in the Spelthorne Leisure and Culture Survey 2024 which asked people what Leisure meant to them.

What is within the scope of the Leisure Strategy?



1. Council managed:
 - Leisure Centres
 - Parks and open spaces
 - Playgrounds and play areas
 - Sports pitches, tennis and basketball Courts and MUGA's
 - Skate parks
 - Outdoor gyms
 - Staines Park Fitness Trail
 - Walking for Health
 - Cycling for Health
 - Staines 10K
 - Community Centres
 - Annual Grants
 - Spelthorne Youth Awards
 - Spelthorne Resource Centre
 - Spelthorne Arts Forum
 - Arts Mailing List
 - Elmsleigh Centre
2. Spelthorne Museum
 - Riverside Arts Centre
 - Sunbury Embroidery Gallery
 - Laleham Heritage Centre
 - Youth Centres
 - Bowls Clubs
 - Town centres and high streets
 - Tenants and residents' groups
3. Private gyms and sports facilities
 - Village and community halls
 - Voluntary and community organisations
 - Waterways (rivers, lakes & reservoirs)
 - Surrey County Council:
 - Schools and Adult Education
 - Libraries
 - Bridleways
 - Cycle Paths
 - Surrey Arts
 - Culture Box Surrey (LCEP)

Areas of Influence

Spelthorne Borough Council has a wide area of influence, working in partnership with organisations to achieve desired outcomes. The area of control is much smaller and forms the focus for this strategy.

Areas of influence:

- Surrey County Council (including but not limited to Active Surrey, Surrey Arts, Culture Box Surrey and the Library Service)
- Arts Partnership Surrey
- Surrey Museums Partnership
- Food banks
- Public Health
- Primary Care Network
- Third sector

Areas of control:

- Sport and physical activity
- Arts and heritage
- Community development
- Parks & open spaces
- Leisure Centre contract

- Social prescribing
- Economic Development



Priorities

We will deliver under the following four priorities:

- **People**
- **Place**
- **Community**
- **Environment**

For each priority, we have identified the current challenges and will address these to focus on the delivery areas.

People – encourage individuals to prioritise time for leisure to benefit their wellbeing

- Ensure residents have the opportunity and freedom to move more

- Encourage residents to engage in a greater number of creative opportunities
- Ensure all residents can access Leisure opportunities that are inclusive and affordable

Place – foster a positive environment where Leisure activities can be delivered

- Operate a wide range of dedicated Leisure facilities
- Use community assets and facilities in an innovative way to deliver Leisure activities
- Offer a welcoming and supportive environment for residents to engage in Leisure activities
- Work with borough and county colleagues and community partners to explore how Leisure and Culture can have greater impact for example placemaking and public realm projects.

Community – offer services to ensure all residents feel connected and boost social cohesion

- Offer inclusive Leisure opportunities to all residents
- Offer vibrant volunteering and employment opportunities to increase skills development and career prospects
- Create strong partnerships with local groups and organisations to provide a network of support for them to thrive

Environment – take positive steps to reduce our impact on climate change

- Advocate carbon neutral initiatives to ensure we reach Net Zero
- Prioritise keeping the environment clean and tidy to support a safe and happy place for Leisure
- Promote both the physical and environmental benefits of active travel to embed it within residents' daily lives

What are we currently doing?

The Leisure and Community Development Team directly deliver a wide range of initiatives to encourage residents to engage in Leisure activities:

- *Active lifestyle projects* - Walking for Health, Cycling for Health, Surrey Youth Games
- *Leisure Centres* - liaison/contract management of Sunbury Leisure Centre and Eclipse Leisure Centre.
- *Inclusive opportunities* - ParaSports, Boccia, Dynamo Ukraine, Resource Centre outreach activities.
- *Events and activities* - Staines 10K, Youth Awards, Resource Centre Saturday Morning Craft Club and Art Open Days.
- *Activities in parks* - training licenses, Xplorer, Music in the Park programme.
- *Grants Programme* - Commitment of a minimum of £3000 per annum allocated to Leisure projects in the borough.

- *Partnerships/networks* - Spelthorne Healthy Communities Partnership Board, Food & Welfare Network, Residents Association Forum, Spelthorne Arts Forum, Staines Culture Hub Consortium.
- *Volunteering and training opportunities* – work experience, developing cycling and walking leaders, community defibrillator training.
- *Communications* – monthly Arts Mailing List, annual Summer Events Programme, Leisure Directory, Bulletin magazine Leisure pages.

We also play an enabling role to allow Leisure activities to operate. We are limited in our resources so by facilitating these opportunities, this helps to ensure we reach a wider audience. For example, we encourage activities in our parks including parkrun and fitness classes. We are facilitating a community allotment project in one of areas of highest need.

We proudly work in partnership with many organisations to deliver projects to improve our impact on residents. Some of these include, working with Visit Staines BID to deliver outdoor theatre performances in high streets and shopping centres, Places Leisure to operate our Leisure Centres, support to the Spelthorne Museum to provide heritage and educational opportunities and Surrey County Council on various projects to benefit the community, such as Surrey Youth Arts and Cultural Festival.

Gap analysis / key opportunities

As part of the strategy, we will:

- Consult with our residents – the arts & cultural survey and residents survey will initially inform our strategy. We plan to host focus groups to discuss and guide conversations amongst residents to capture their ideas.
- Case studies – we will approach volunteers who support our services, residents who engage with activities and partners who we work together to deliver projects to establish the impact we have.
- Mapping exercise – we will plot assets and activities that are currently available to help us understand the current provision.
- We will review and build on what we currently deliver to ensure we maximise the impact we have on residents. We will look at what we can do differently to address any gaps and capitalise on any new opportunities.

All of these will help us to understand the current landscape and help to focus on our priorities and inform our delivery plan.

Priority Groups

The strategy supports all residents as well as individuals who work, study, visit and travel to the Borough. Different elements of the strategy will focus on differing priority groups. The strategy pays particular attention to tackling inequalities and supporting

underserved groups in alignment with Spelthorne and Surrey's Health and Wellbeing Strategy as well as Sport England's 'Uniting the Movement' and Arts Council England's 'Let's Create' 10 year strategies. Including but not limited to the following groups:

- Lower socio-economic groups
- People with disabilities, neurodiversity or long term health conditions
- People from ethnic minority groups
- People not in education, employment or training
- Women and girls – physical activity
- Children and young people – creative and cultural opportunities

These priority groups link in with national / county strategies and objectives:

[Our mission | Sport England](#)

[Surrey Health and Well-Being Strategy - update 2022 | Healthy Surrey](#)

The Priorities Explained

1. People

“Arts, culture and heritage engagement have tangible, measurable effects on public health including

- *Helping to maintain positive wellbeing*
- *Reducing our risk of developing mental health problems*
- *Maintaining good cognitive functioning*
- *Protecting against age-related physical decline”*

Source - Prof Daisy Fancort, The Relationship between arts and cultural services and health outcomes, The Social Biobehavioural Research Group, May 2024

“If young people are able to have positive experiences of getting active, it can help build the foundations for an active life.”

Uniting the Movement, Sport England

What are the challenges locally?

National and local contributors such as:

- Cost of living crisis
- Access to public transport
- Declining mental health
- Physical inactivity
- Increasing obesity levels
- Growing and ageing population
- High prevalence of medical and/or long term health conditions
- Increase in SEND/neurodiverse diagnoses

In addition, there are wider barriers to participation (physical and perceived) including:

- Lack of time
- Childcare responsibilities
- Engaging in Leisure and Culture is less of a priority

- 'Leisure and Culture activities are not for me'
- Previous negative experience

How are we going to address this?

Ensure residents have the opportunity and freedom to move more:

- Deliver a wide range of active lifestyle initiatives for residents of all ages
- Promote the benefits of walking and cycling
- Make it easy for people to find and navigate opportunities to be active
- Signpost residents to physical activity opportunities through GP referrals, community outreach with leisure operator and through social prescribing.

Encourage residents to engage in a greater number of creative opportunities

- Deliver a wide range of creative and cultural initiatives for residents of all ages
- Promote the benefits of creative and cultural activities
- Develop the local cultural scene and actively promote opportunities through dedicated communications and social media
- Signpost residents to creative and cultural activities through social prescribing

Ensure all residents can access Leisure opportunities in an inclusive and affordable way

- Work with Places Leisure to deliver Communities Outreach Programme
- Offer free membership for White House residents and discounted membership
- Review of playscheme vouchers eg. subsidizing Resource Centre Saturday Morning Craft Club, swimming lessons, sports club membership
- Arts Partnership Surrey projects that target underserved communities
- Staines Culture Hub library, schools and community projects
- Continue to work closely with Active Surrey to support the legacy of the Surrey Youth Games and explore the opportunity for collaborative initiatives with neighbouring authorities.

What will success look like?

- More people will be physically active
- Less people will be inactive
- Physical activity will be embedded into everyone's daily lives
- Obesity levels will decrease
- Improved mental health and wellbeing
- Increase number of residents engaging in arts and cultural activities

2. Place

"£1 spent on community sport and physical activity generates nearly £4 for England's economy and society" [Uniting the Movement | Sport England](#)

"We know that culture drives economic development... A comprehensive survey of the value of culture as an economic activity in its own right showed that in 2015, culture contributed £19.5bn GVA to the economy, paid £2.6bn in taxes – £5 for every £1 of

public funding – and employed more than 130,000 in largely well paid, highly skilled jobs.”

<https://www.artscouncil.org.uk/economic-contribution>

The new modern industrial strategy ‘Invest 2035’ is the UK government’s credible, 10-year plan to deliver the certainty and stability businesses need to invest in the high growth sectors that will drive this mission... Eight growth-driving sectors have been identified:

- *Advanced manufacturing*
- *Clean energy industries*
- *Creative industries*
- *Defence*
- *Digital and technologies*
- *Financial services*
- *Life sciences*
- *Professional and business services*

[Invest 2035: the UK’s modern industrial strategy - GOV.UK](#)

“Let’s Create space to shine”

What are the challenges locally?

- Transport links and accessibility
- Access to parks & open spaces
- Facilities eg. lack of pavilions/changing facilities, stadium, theatre, studio space, gallery
- Fear of crime and perceived levels of crime and disorder
- Anti-social behaviour

How are we going to address this?

Operate a wide range of dedicated Leisure facilities

- Partnership with Places Leisure to run Leisure Centres and deliver community outreach
- New Staines Library – Staines Culture Hub
- Consider options for Sunbury Leisure Centre beyond 2038
- Promote and maximise the benefits of parks & open spaces

Use community assets and facilities in an innovative way to deliver Leisure activities

- Maximising use of The River Thames, resevoirs and waterways etc
- Oast House
- Utilise Leisure Centres for community initiatives
- Community allotment in Sunbury
- Community Lettings Policy

Offer a welcoming and supportive environment for residents to engage in Leisure activities

- Using sport and creativity as a diversionary tool away from anti-social behaviour
- Providing a mixed offer in dedicated Leisure spaces as well as community spaces to ensure the activity is accessible to a greater number of residents
- Providing training opportunities to staff and volunteers to deliver inclusive opportunities

What will success look like?

- Diverse offer of leisure and culture activities
- Wider offer of amenities for leisure and culture activities
- Residents will enjoy and experience the benefits of parks and spaces, close to their homes
- Volunteer numbers increased and organisations have greater access to skills and development opportunities
- People will feel more confident to access public spaces
- Reduction in anti-social behaviour levels

3. Community

“In agreement with existing studies, more arts engagement was associated with higher levels of wellbeing, social connectedness and lower odds of intense social loneliness.”
HEartS Survey, 2021

“The power of community to create health is far greater than any physician, clinic or hospital.” – Mark Hyman

What are the challenges locally?

- Visibility/communication of activities
- Unemployment
- Volunteering levels in response to eth cost of living crisis
- Loneliness
- Financial resilience
- Ageing population
- Social cohesion

How are we going to address this?

Offer inclusive Leisure opportunities to all residents

- Intergenerational opportunities
- Increased outreach opportunities
- Opportunities for technology – Better Points, Apps, Swimtag, Arts Trails
- Communications – programme of events, social media responsibilities

Offer vibrant volunteering and employment opportunities to increase career opportunities

- Work closely with Voluntary Support North Surrey to increase residents' awareness of voluntary roles available and the range of our voluntary offer
- Continue to deliver and develop training opportunities that meet volunteers needs

Create strong partnerships with local groups and organisations to provide a network of support for them to thrive, including but not limited to:

- Brentford Community Sports Trust
- Stanwell Place – Sport England
- Arts Partnership Surrey membership
- Staines Culture Hub consortium member
- Youth provision including Surrey Clubs for Young People
- Shepperton Studios
- Partnerships
- Schools

What will success look like?

- Residents feel proud and happy to live in Spelthorne
- Increased number of volunteers & breadth/scope of volunteering opportunities
- Increased skills and training opportunities, leading to greater career aspirations
- Improved social cohesion
- Reduction in social isolation and loneliness

4. Environment

“The truth is: the natural world is changing. And we are totally dependent on that world. It provides our food, water and air. It is the most precious thing we have and we need to defend it.” Sir David Attenborough

What are the challenges locally?

- Climate change crisis/local flooding
- Carbon emissions/air quality

How are we going to address this?

Advocate carbon neutral initiatives to ensure we reach Net Zero

- Champion the new passivhaus Eclipse Leisure Centre
- Focus on the decarbonisation of Sunbury Leisure Centre
- Support community groups and sports clubs to prioritise the green agenda
- Promote the Resource Centre, a dedicated facility for recycling and reusing materials. Demonstrate to businesses the benefits of corporate & social responsibility.
- Support businesses to reduce business costs and carbon consumption and emissions through Sustain Spelthorne
- Solar canopy on car park at Eclipse Leisure Centre

Prioritise keeping the environment clean and tidy to support a safe and happy place for Leisure

- Work with Spelthorne Litter Pickers and Waterway Pickers Staines
- Support 'Friends of Park' groups
- Engage with the River Thames Scheme

Promote both the physical and environmental benefits of active travel to embed it within residents' daily lives

- Lead the coordinated approach to cycling group
- Deliver the Recycle your cycle project funded by Sport England
- Active travel

What will success look like?

- Our carbon emissions will decrease
- More people will walk/cycle to work/school
- More residents will report that they feel they live in a clean and safe environment

Monitoring & Evaluation

Overall, we are aiming for Spelthorne to be in line with the Surrey average and also for there to be less disparity between most and least deprived wards within the borough.

In order to evaluate our success, we will use the following measures:

- Residents' survey
- Leisure Centre statistics including membership numbers/usage figures, retention of customers and data collecting within user survey
- Attendance statistics
- Introduction of a new leisure and culture survey every 3 years to inform the Delivery Plan and track changes
- Youth Survey
- Census
- Surrey-i
- JSNA
- Active Lives

A Delivery Plan will be developed in the first year comprising clear targets of how we will implement actions and updated every three years helping the Council to achieve our priorities.