



WEST OXFORDSHIRE
DISTRICT COUNCIL

Strategic Outcomes Planning Model

Stage 1 - 3

2024



CONTENTS

I. Introduction and Background	4
1. Stage 1 – Outcomes.....	9
2. Stage 2 – Insight.....	16
3. Stage 3 – Interventions.....	54
APPENDIX 1 – Local Strategies Analysis.....	60
APPENDIX 2 – Stakeholder Report.....	69
APPENDIX 3 – Target Groups.....	70
APPENDIX 4 – West Oxfordshire Health Profile.....	71
APPENDIX 5 – Member User Analysis.....	72
APPENDIX 6 – Community Online Survey Report.....	76
Figure 1 – Sport England Strategic Outcomes Planning Model Approach	6
Figure 2 – West Oxfordshire – Place based narrative.....	7
Figure 3 – Delivering sport & physical activity in West Oxfordshire.....	8
Figure 4 – National Strategies.....	9
Figure 5 – Adopted Neighbourhood Plans	11
Figure 6 – Key Local Strategies	11
Figure 7 – Strategic Themes and Outcomes.....	15
Figure 8 – State of the Nation infographic.....	17
Figure 9 – Oxfordshire Local Area Inequalities JSNA Data	20
Figure 10 – Benefits of physical activity for mental wellbeing and loneliness.....	21
Figure 11 – West Oxfordshire Adult Physical Activity Profile.....	22
Figure 12 – CMO Guidelines for Physical Activity.....	22
Figure 13 – West Oxfordshire Children and Young People Activity Profile.....	23
Figure 14 – West Oxfordshire Active Adults Within Four Demographic Groups	25
Figure 15 – West Oxfordshire Adults Active Travel participation levels.....	27
Figure 16 – West Oxfordshire Children Active Travel participation levels.....	27
Figure 17 – User Profile Findings	30
Figure 18 – Main Barriers to Being Active and Encouragement Factors	31
Figure 19 – Community Survey Key Findings.....	34
Figure 20 – Previous Engagement by Healthwatch Oxfordshire – Carterton Men Focus Groups	35
Figure 21 – Previous Engagement by Community First Oxfordshire and Healthwatch Oxfordshire – Rural Isolation in Oxfordshire Report.....	36
Figure 22 – Previous Engagement West Oxfordshire – Youth Needs Assessment 2022.....	37
Figure 23 – Active Oxfordshire Move Together case study	49
Figure 24 – Target Groups.....	70
Figure 25 – Active Oxfordshire Strategic Priorities.....	70
Figure 26 – Health Profile	71
Figure 27 – Age Profile Comparison.....	72
Figure 28 – Gender Profile Comparison.....	73
Figure 29 – Index of Multiple Deprivation Comparison.....	73
Figure 30 – Mosaic Group – Country Living.....	75
Map 1 – West Oxfordshire District Council Leisure Centre Sites.....	5
Map 2 – West Oxfordshire Deprivation Map	24
Map 3 – West Oxfordshire Council Leisure Users Catchment Map.....	28
Map 4 – West Oxfordshire Council Risk of Inactivity.....	29
Map 5 – West Oxfordshire Current Leisure Provision Map.....	1

Map 6 – Leisure Centre 20-minute walk, cycle catchment time & deprivation areas West Oxfordshire Current Leisure Provision Map..... 42
 Map 7 – Community facilities in West Oxfordshire..... 42
 Map 8 – Commercial Leisure Provision 44
 Map 9 – National Walking Routes in West Oxfordshire..... 46
 Map 10 – National and Local Cycling Routes in West Oxfordshire..... 46

Table 1 – Popular sports and physical activities in England and West Oxfordshire summary..... 26
 Table 2 – Future Measurements..... 50
 Table 3 – Facility Interventions..... 54
 Table 4 – Windrush Leisure Centre - Facility Mix..... 56
 Table 5 – Service Interventions 58
 Table 6 – Local Strategies Analysis..... 60
 Table 7 – Mosaic Profile Summary 74

Glossary	
WODC	West Oxfordshire District Council
SOPM	Strategic Outcomes Planning Model
PHE	Public Health England
SE	Sport England
DCMS	Department for Digital, Culture, Media and Sport
BMA	British Medical Association
BFS	Indoor Built Facility Strategy
Members	Current leisure centre known users
Centre	Includes Leisure Centres managed by GLL
Facility (ies)	The areas available within a centre such as sports hall, pool, tennis courts, changing rooms etc.
Leisure Activity	Activities people do to relax or enjoy themselves outside of work and other duties.
Physical Activity	Active living, recreational activity, sport, exercise, play and dance

Glossary	
Physical Literacy	Physical literacy is our relationship with movement and physical activity throughout life. This changes over our lifetime and is shaped by our experiences and our opportunities to be active
Sport	“All forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental wellbeing, forming social relationships or obtaining results in competitions at all levels.” (Council of Europe, 2001).
Healthy Living	The practice of health enhancing behaviours
Active Travel / Active Transport	‘Active travel’ (or active transportation or mobility) means walking or cycling as an alternative to motorised transport (notably cars, motorbikes/mopeds etc) for the purpose of making every day journeys. ¹

¹ PHE ‘Working Together to Promote Active Travel’ A briefing for local authorities 2016

I. Introduction and Background

II. West Oxfordshire District Council recognises the important role leisure has in supporting the wider health and wellbeing agenda and work is required to understand how people choose to use leisure facilities and the opportunity within them to address health and wellbeing issues in West Oxfordshire. The Council has therefore commissioned a Strategic Outcomes Planning Model (SOPM) for the District, building on the Built Facilities Strategy completed in 2021.

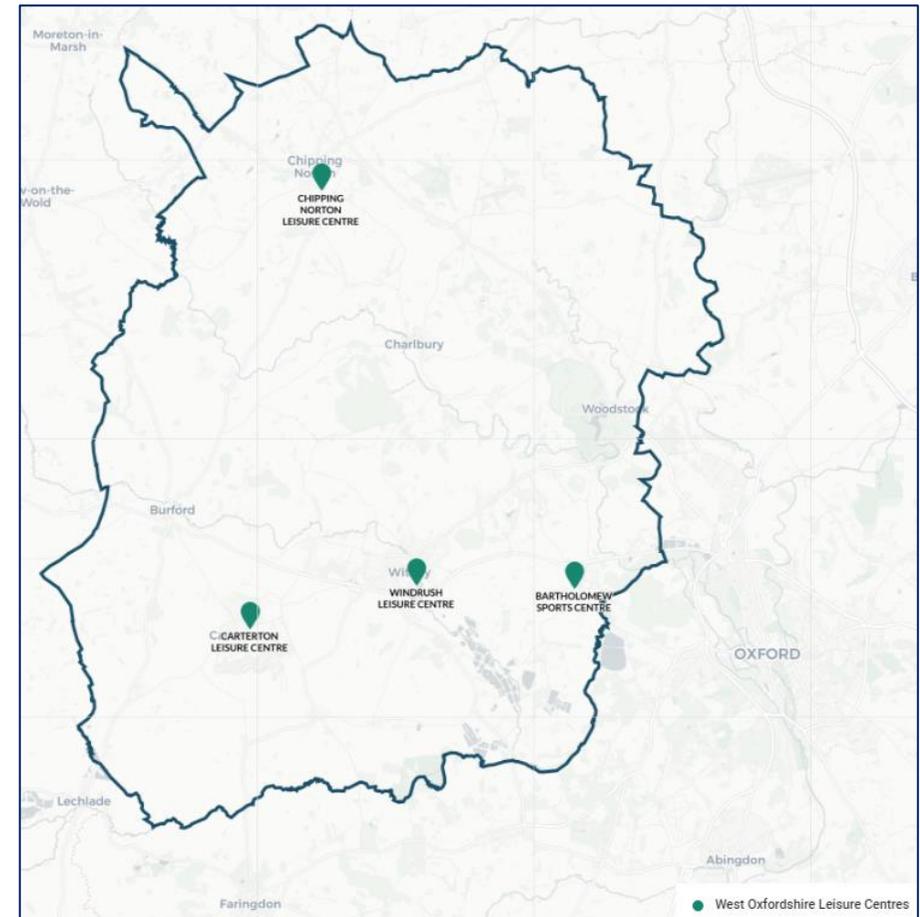
II.1. In addition to the national and local challenge of inactivity, the financial pressures for councils and across the sport, physical activity and leisure sector have increased in recent years with rising costs for service providers and the cost-of-living crisis for residents. Therefore, it is important for the Council to identify where resources should be prioritised to have the greatest impact on increasing activity levels and how working collaboratively in priority areas can have a positive long-term sustainable impact on residents' health and wellbeing.

II.2. Sport England published its Future of Public Sector Leisure report in response to the rising cost-of-living. The report prompts local and national partners to re-examine the purpose of their leisure services and assess whether they are delivering local community outcomes and aligning to broader strategic outcomes, particularly around health and wellbeing. It advocates that local authorities follow its direction of travel.



- III. The SOPM report follows a place-based approach to ensure provision reflects need. The strategy considers leisure provision across the whole Council area, however, when assessing the future options for the Council's leisure facilities the following centres were included:
- Windrush Leisure Centre, Witney;
 - Carterton Leisure Centre;
 - Chipping Norton Leisure Centre; and
 - Bartholomew Sports Centre, Eynsham.
- IV. The map opposite sets out the location of the Council's core leisure facilities. The Council also operates Carterton Pavilion and pitches, Carterton Artificial Turf Pitch, Witney Artificial Turf Pitch and Woodstock Open Air Pool as a seasonal activity.
- V. The SOPM also consider physical activity opportunities linked to active travel and open space. The Council recognises that leisure centres are only one asset people use to be active, and that walking, cycling, use of parks, open and water spaces are just as important in providing opportunities for people to be active.
- VI. This report has been produced using the Sport England Strategic Outcomes Planning Guidance (SOPG) approach to ensure that future facility and service interventions are designed to achieve the Council's strategic priorities and are based on local evidence and behaviours.

Map 1 – West Oxfordshire District Council Leisure Centre



VII. The Strategic Outcomes approach is structured around four stages:

Stage 1 – Outcomes – Develop shared local strategic outcomes for your place;

Stage 2 – Insight – Understand your community and your place;

Stage 3 – Interventions – Identify how the outcomes can be delivered sustainably;

Stage 4 – Commitment – Secure commitment to a strategic approach and delivery of outcomes.

Figure 1 – Sport England Strategic Outcomes Planning Model Approach

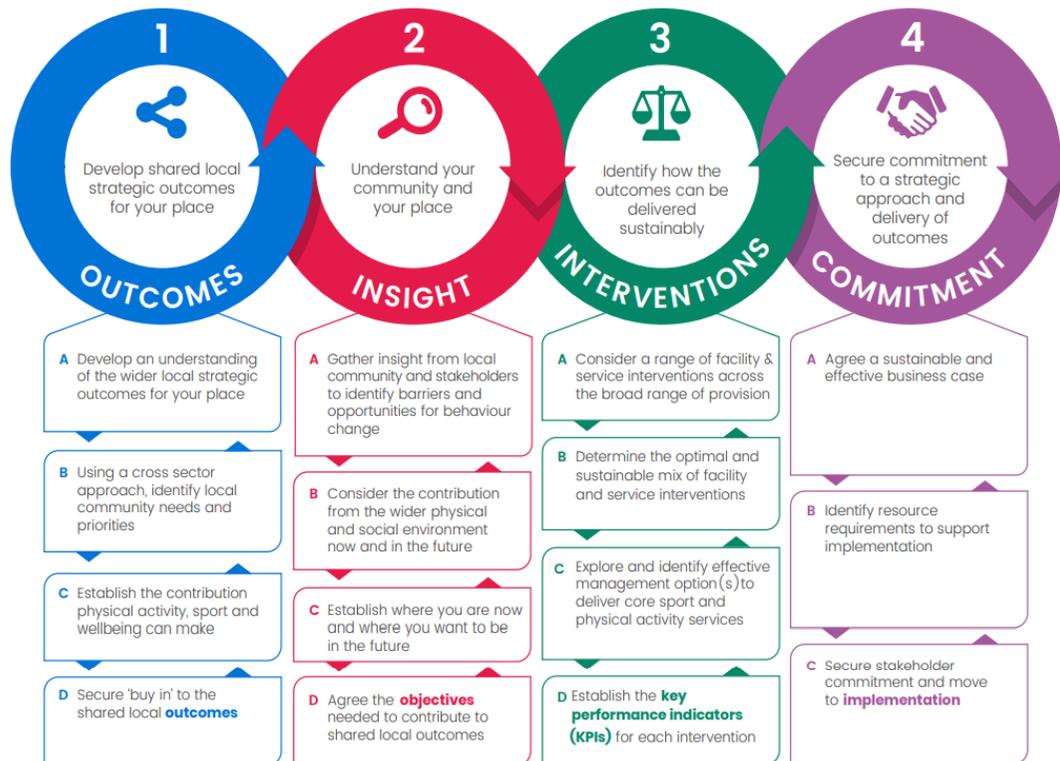
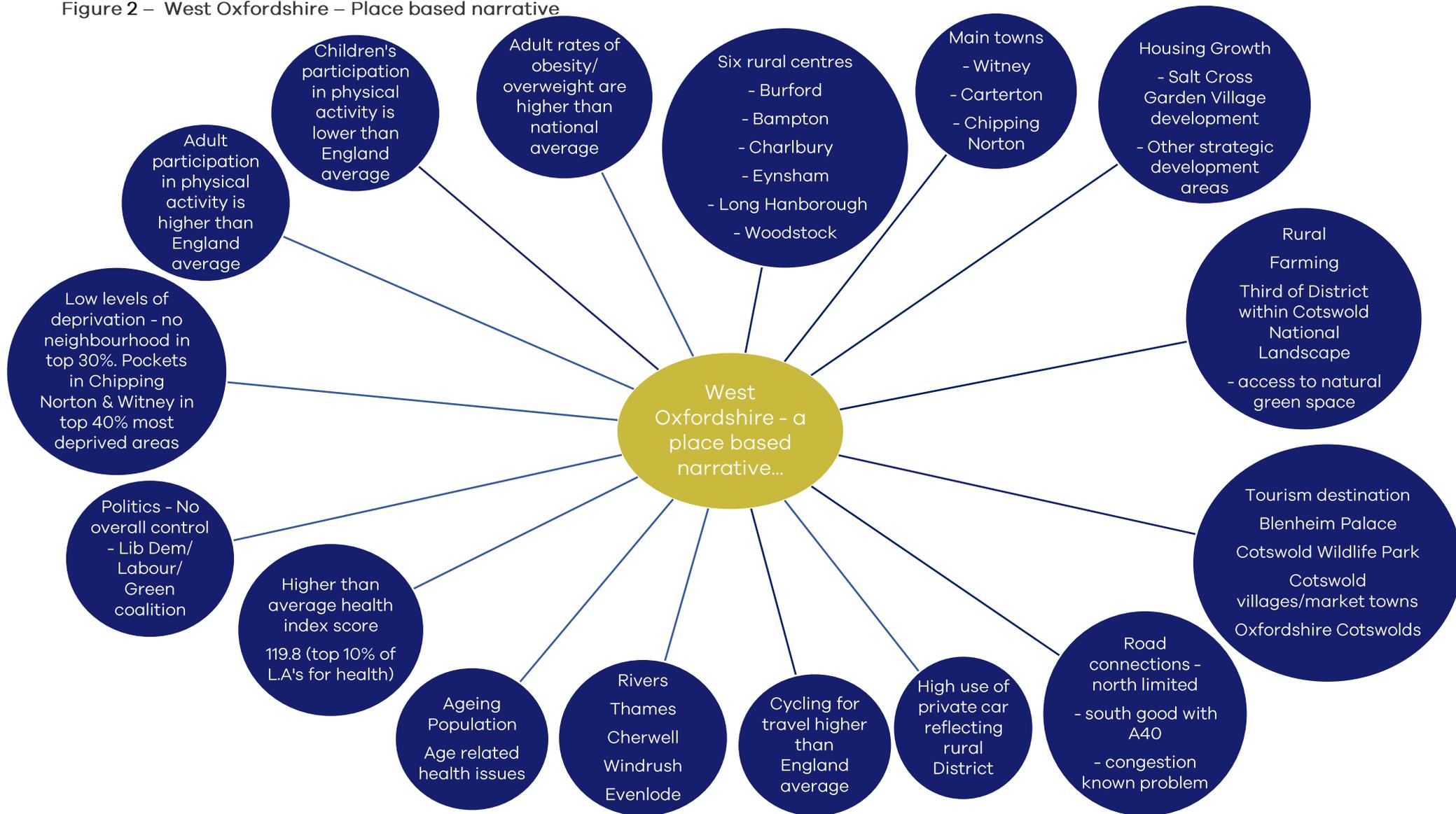


Figure 2 – West Oxfordshire – Place based narrative



- VIII. How is sport and physical activity delivered across West Oxfordshire?
- IX. Discretionary services like public sector sport and leisure and parks are being put at risk as councils are forced to look for ways to protect statutory services. However, there are significant opportunities to link discretionary services into existing council led strategic priorities and plans for active travel, public health, net zero to deliver on these objectives.²
- X. Finding new, innovative and cost effective ways of delivering activities has become a necessity. This has partly been driven by the Covid-19 pandemic which had a financial impact on public sector sport and leisure services and prompted recognition of the sectors contribution to tackling inequalities.
- XI. Sport and physical activity provision is delivered by many partners across West Oxfordshire be it the private sector, clubs, charitable organisations, educational sites, and the Council.
- XII. Active Oxfordshire delivers a wide range of initiatives. It is recognised that generally across all Council departments there are limited resources so interventions are targeted.
- XIII. The Council’s role is to identify what is being delivered and for whom, and to then prioritise its resources to deliver what other partners are not and in areas which will best meet its strategic outcomes. For example,

the Council’s role is not to compete with the private or budget fitness provision, but it will need to provide swimming opportunities and accessible parks, open spaces, and active travel opportunities.

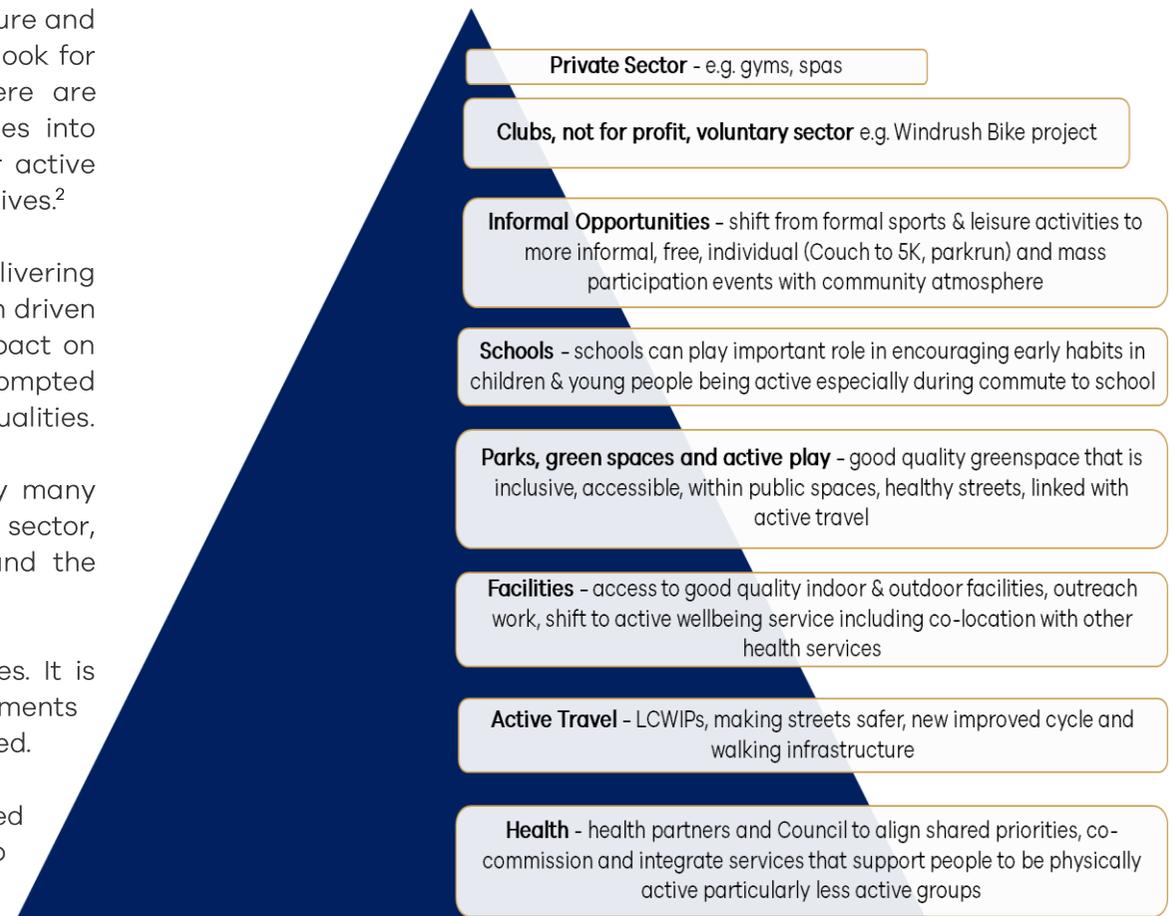


Figure 3 – Delivering sport & physical activity in West Oxfordshire

² [Reaching the less active: A guide for public sport and leisure services | Local Government Association](#)

1. Stage 1 – Outcomes

1.1. Stage 1 of the strategy outlines the key local and national strategic priorities and considers how sport, leisure and wellbeing can contribute towards achieving them.

1.2. National Strategies

1.2.1. Outlined below are seven key national strategies that influence a local authorities approach to delivering leisure and physical activity services to local communities.



Figure 4 – National Strategies

 <p>Department for Culture Media & Sport</p> <p>Get Active: a strategy for the future of sport and physical activity - GOV.UK (www.gov.uk)</p>	 <p>Uniting the Movement Sport England 2021-2031 Future of public leisure Sport England 2022</p>	 <p>Public Health England</p> <p>PHE Strategy 2020 to 2025 - GOV.UK (www.gov.uk)</p>	 <p>bma-physical-activity-briefing-get-move-on-oct-19-v2.pdf</p>	 <p>Department for Transport</p> <p>Gear change: a bold vision for cycling and walking (publishing.service.gov.uk)</p>	 <p>Ministry of Housing, Communities & Local Government</p> <p>National Planning Policy Framework - GOV.UK (www.gov.uk)</p>	 <p>Every Move sustainability strategy and action plan 2024 (sportengland-production-files.s3.eu-west-2.amazonaws.com)</p>
---	---	---	--	---	--	--

1.2.2. The key priorities outlined in these strategies include:

- More investment in the sector is targeted at inactive groups.
- A strategic approach is established to ensure communities have access to the facilities they need.
- Making sport and physical activity more inclusive and welcoming for all, so that everyone can have the confidence that there is a place for them in sport.
- Connecting Communities - Focusing on sport and physical activity's ability to bring people together and make places better areas to live.
- Positive experiences for children and young people.
- Connecting with health and wellbeing.
- Transitioning from traditional leisure services into an active wellbeing service.

- Provision is place-based (ensuring health & wellbeing services are at the heart of local communities & aligned to the needs of people in the communities).
- Promote good mental health and contribute to the prevention of mental ill health.
- Promoting healthier and safer communities - Planning policies and decisions should aim to achieve healthy, inclusive and safe places which promote social interaction, and are accessible, to enable and support healthy lifestyles.
- Sport and physical activity sector to become environmentally sustainable, enabling greater opportunity for all people to participate in sport and physical activity, now and in the future.
- People's health and quality of life is improved by more people walking and cycling.

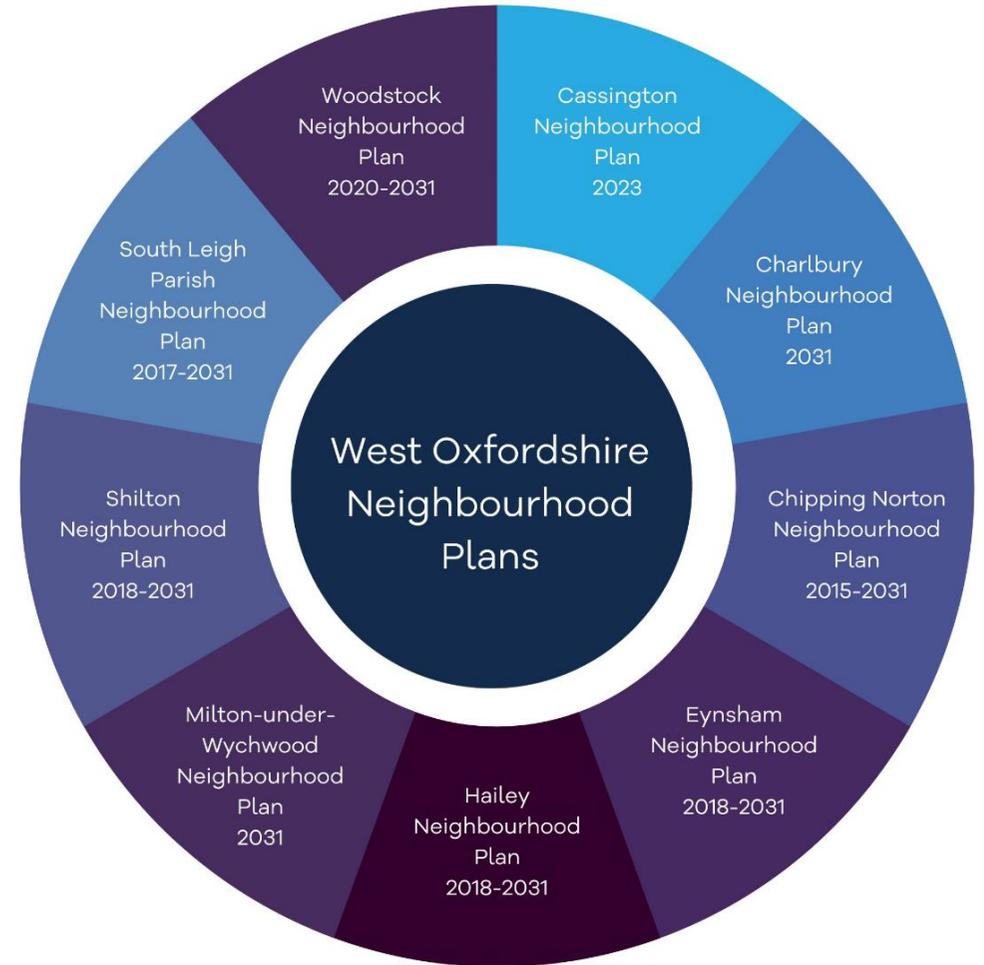
1.3. Local Strategies

1.3.1. The following local strategies and plans have been reviewed against national strategic priorities. A detailed local strategy analysis can be found in [Appendix 1](#).

Figure 6 – Key Local Strategies



Figure 5 – Adopted Neighbourhood Plans



1.3.2. Healthy Place Shaping

- 1.3.3. Oxfordshire and the Future Oxfordshire Partnership continues to support healthy place shaping as a strategic priority in enabling the regeneration of existing communities and the development of new communities, which promote health and wellbeing.
- 1.3.4. Healthy place-shaping is one of the ways to deliver the Council’s ambition to create ‘thriving communities for everyone in Oxfordshire’ – where people want to live, work and be part of something different.
- 1.3.5. Healthy place-shaping is a collaborative approach, which aims to create sustainable, well designed, thriving communities where healthy behaviours are the norm and which provide a sense of belonging, identity and community.
- 1.3.6. This approach can apply to new developments and to the regeneration of existing communities and involves action across these three areas:
- **The built environment:** shaping the built environment, public realm, green spaces and infrastructure at a local level to encourage healthy living
 - **Community activation:** helping local people to live healthier lives with the support of community groups, schools, and employers
 - **New models of care:** delivering new approaches to care closer to home and minimising hospital-based care.
- 1.3.7. The ambition is to create healthy communities which reflect the [UK Green Building Council’s concept of a healthy neighbourhood \(pdf format\)](#)
- 1.3.8. These can help to deliver Oxfordshire County Council’s commitment to climate action through supporting active travel, sustainable development, and the creation of healthy, sustainable food systems.

1.4. Stakeholder Consultation

- 1.4.1. Key stakeholder consultation was undertaken both within the Council with Members and Officers and with external partners. A detailed stakeholder consultation report is included at [Appendix 2](#).
- 1.4.2. The common themes and key messages that were taken into consideration from the review of national and local strategies and stakeholder consultation are set out opposite.
- 1.4.3. Increasing physical activity among target groups³ could help achieve these outcomes. Enablers identified to help deliver these outcomes are working collaboratively and increasing accessibility, so more residents have access to leisure services and facilities.
- 1.4.4. These key objectives and messages inform the strategic themes and outcomes for Stage 1 and are grouped in three priority strands as follows:



- 1.4.5. These are priority areas and increased physical activity can contribute towards the Council’s outcomes and the Council’s vision of ‘West Oxfordshire as a District which offers a fulfilling and meaningful quality of life for our residents with opportunities for all to flourish.’

³ Target groups identified can be found in [Appendix 3](#)



1.5. Key Conclusions from Stage 1

1.5.1. The key considerations from the review of national and local strategies and stakeholder consultation are set out below.

Strategic Review and Stakeholder Consultation – What does this mean for physical activity in West Oxfordshire?

- It is recognised both in the strategic review and stakeholder consultation that **increasing participation** in physical activity can help **improve West Oxfordshire’s residents’ health and social outcomes** such as **obesity, social isolation, dementia, falls prevention, and long-term health conditions**.
- There is an ambition to increase **collaboration amongst stakeholders and working together** rather than in silos. The **workshops identified the opportunity for closer collaboration with the voluntary sector, community groups, public health, social prescribers and disability groups to work in synergy together** ranging from joint initiatives, and programmes, and sharing networks.
- Increasing physical activity among target groups will help achieve outcomes such as a **healthy start**, (embedding healthy lifestyles for children from an early age) and **ageing well**, (improving strength and movement in older people to enable them to live independently for longer).
- It was agreed in the workshops that **focus should be on those groups who have the greatest barriers to being active**.
- Employers introducing healthy workplaces and initiatives was seen as an opportunity to improve efficiency and wellbeing of working adults.
- There is a need to shift the perception and stigma around traditional sport and exercise ‘not being for people like me’ to re-think and **re-frame facilities, services, programme, language and imagery used around physical activity** to help ‘build movement into everyday life’ and ‘connect everyone with the value of everyday activity’. This shift would help encourage people to participate in leisure activities and overcome a lack of confidence and anxiety that activity is not for them. Other factors that would help are leisure spaces to be inclusive, welcoming and disability friendly.
- Another barrier to participation is **people’s ability to reach provision**. Not all residents are able to access places to be physically active, particularly in rural areas with a lack (and high cost) of public transport. This highlights the need for physical activity to be delivered in a variety of safe, local locations, both indoor and outdoor and to change the view that physical activity has to be done at a specific venue or place.
- By providing more community focused and alternative ways to be active, such as cycling, organised walking groups and making most of West Oxfordshire’s wealth of natural outdoor spaces then communities can build activity into everyday life and stay connected.
- The importance of **connecting West Oxfordshire** socially and geographically (rural communities, lack of public transport) came across strongly and it was felt that **harnessing the positive impact of physical activity** could help reduce social isolation and bring communities together. It was mentioned that not only older people experience social isolation but often young families or people who are new to the area.
- Another key theme was the **green agenda, supporting a low carbon future and promoting and supporting active travel initiatives**, encouraging more walking and cycling. By reducing carbon emissions, it will also help improve people’s health.

1.6. The agreed themes and outcomes are detailed below.

Figure 7 – Strategic Themes and Outcomes

<p>Good Health for Life</p>	<ul style="list-style-type: none"> • Reduced rates of physical inactivity • Reduce health inequalities across the most and least deprived areas • Improved health index and mental health index scores • Physical activity is embedded as part of everyday life • Develop strong local partnerships to increase accessibility to physical activity and wellbeing opportunities • Improve the efficiency and wellbeing of the workforce • Increased knowledge of the benefits of physical activity • Older people to be active, engaged and independent to maintain their quality of life • Encourage an active start in life and increase physical literacy and proficiency in life skills e.g. cycling & swimming 	<p>Leisure Services and active wellbeing within WODC are financially sustainable</p> 
<p>Socially Integrated Communities</p>	<ul style="list-style-type: none"> • Reduced social isolation and loneliness • Communities more connected wherever they live through increased participation in physical activity • Leisure provision is inclusive and accessible to all people across West Oxfordshire • Increased training and education opportunities through leisure services • Increased collaboration with local communities, charity and voluntary sector 	
<p>Active Environment</p>	<ul style="list-style-type: none"> • Active travel is the easy choice for residents – increased walking and cycling rates for travel • Leisure centres and facilities to be carbon neutral by 2030 • Improved access to, and use of, West Oxfordshire’s outdoor spaces for physical activity • Active environment principles are incorporated into all new housing development projects 	

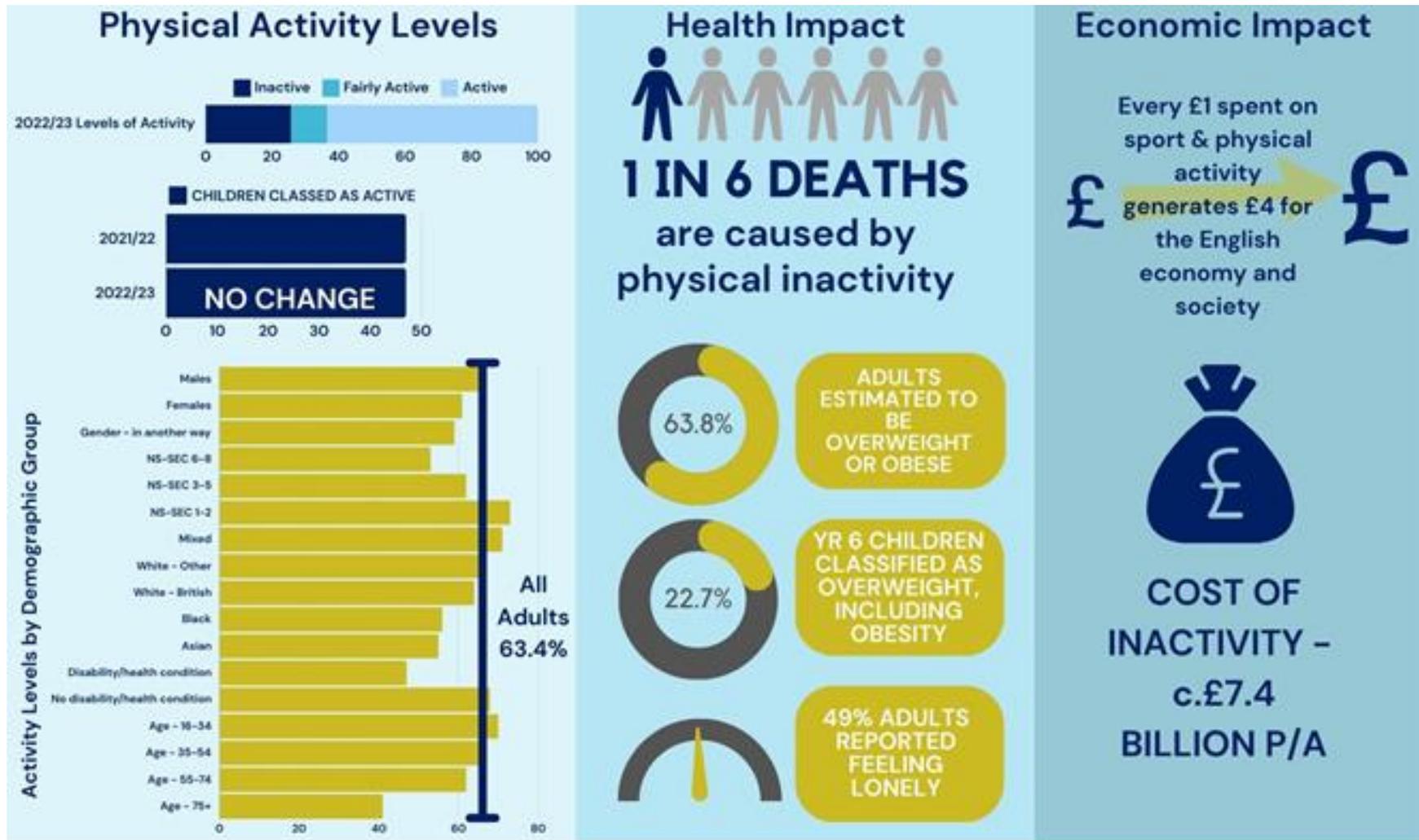
2. Stage 2 – Insight

- 2.1. Stage 2 sets out the insight data used to understand the socio demographic context of the Council up to 2031⁴. The services going forward will need to reflect the future and current population and health profile of the area.
- 2.2. It includes a review of the Council’s demographic profile, health profile, physical activity, active travel participation rates and identifies areas of deprivation.
- 2.3. **The National Context**
 - 2.3.1 Low levels of physical activity have a serious impact on people’s physical and mental health and the national economy as shown in the infographic overleaf.



⁴ Local Plan until 2031 (2041 plan in consultation)

Figure 8 – State of the Nation infographic



2.3.2 On average, England’s adult activity rate is 63%, the infographic highlights lower average rates for; women, older age groups, people with long-term health conditions and disabilities, people from lower socio-economic groups and people from ethnic minority backgrounds.

2.4. The Local Context

2.5. West Oxfordshire's Population

- 2.5.1 The population of the Council area in 2021 was circa 114,200. This has risen by 9.0% from the 2011 Census. This is higher than the overall increase for England at 6.6% within the same timeframe⁵.
- 2.5.2 The population of the Council area is predicted to increase to 115,898 by 2031.⁶ 65-69 years age group will have the largest rise and will be the largest age group by 2031.
- 2.5.3 Predicted housing growth, could increase the population further and, therefore, services and facilities will need to be developed to meet the demands of the additional population.
- 2.5.4 Across the whole Council area, currently, there are lower numbers of children 0-4 years and people aged 15-39 years, but higher numbers of people aged 50+ and, in particular, 75+ years than the national average.
- 2.5.5 The Council area has a lower proportion of residents from ethnic minority groups. 95.2% of residents class themselves as white, higher than the England average of 81%.
- 2.5.6 In terms of what the demographics mean for physical activity levels locally, we know that West Oxfordshire has low ethnic diversity and deprivation levels, both contributing factors of lower participation rates. However, West Oxfordshire has higher than national 75+ years. Age continues to be a major factor that determines how likely a person is to be physically active, and the older a person is, the less likely they are to meet the Chief Medical Officers' guidelines. However, West Oxfordshire bucks this trend with still higher levels of 75+ residents than the local and national picture.

⁵ ONS Census 2021

⁶ ONS Data (2018/2021)

2.6. **West Oxfordshire’s Health profile & Joint Strategic Needs Assessment (JSNA)**

- 2.6.1. As part of the Oxfordshire JSNA 2023, health indicators at a local level were analysed to help understand the socio demographic and health needs of West Oxfordshire.
- 2.6.2. Given the links between physical activity and public health priorities, this strategy reflects and supports the work already completed for the JSNA to help target inequalities in specific areas.
- 2.6.3. The table overleaf shows a breakdown of JSNA 2023 health data by each West Oxfordshire middle layer super output area (MSOAs). Red highlights statistics that are significantly worse than the England average, yellow statistics are in line with and green are statistics are better than the national average. Further health statistics for the Council area can be found in [Appendix 4](#).
- 2.6.4. West Oxfordshire overall has better health indicators than the national and regional averages. However, Chipping Norton and Carterton North have higher levels of ‘death all causes’. Chipping Norton also has lower than average life expectancy for males and females and higher than average emergency hospital admissions. Carterton North also has slightly lower life expectancy for females than the national average.

Figure 9 – Oxfordshire Local Area Inequalities JSNA Data ⁷

West Oxfordshire Demographic Summary

Measures	England	Oxfordshire	West Oxfordshire	Chipping Norton	Kingham, Enstone & Middle Barton	Charlbury & North Leigh	Chadlington & Wychwoods	Woodstock, Stonesfield & Tackley	Hamborough & Cassington	Leaffield, Minster Lovell & Duckington	Witney East	Witney West	Witney Central	Eynsham & Stanton Harcourt	Burford & Brize Norton	Carterton North	Carterton South	Bampton, Clanfield & Standlake
Health Index Score	100	112.2	119.8															
Active adults %	63.1	69	68.3															
Active children & young people %	47.2	46.6	45.8															
Obesity or overweight adults %	63.8	60	67.7															
Rate of obesity Yr6 %	21.6	17.3	15.9	16.3	15.6	12.5	11.8	7.8	13.2	15.6	13.0	18.2	21.3	13.5	16.7	21.3	20.0	13.5
IMD Deprivation Rank	21.7	11.7	8.7	10.8	11.7	6.4	8.3	5.6	4.7	8.1	8.5	11.3	10.7	11.2	11.4	7.2	7.6	7.3
Children under 16yrs living in poverty %	17.1	10.1	7.9	10.9	5.9	7.2	8.3	4.0	5.0	7.2	8.5	11.1	10.9	10.5	7.9	7.1	8.6	6.0
Unemployment %	5.0	2.9	2.7	3.3	2.0	2.6	2.5	2.6	2.4	2.4	2.6	3.4	3.5	4.1	2.3	2.3	1.9	2.5
Emergency Hospital admissions – all	100	93.1	87.8	123.1	79.6	86.9	81.4	75.4	83.2	83.2	87.4	88.7	93	100.1	87.6	85.5	83.1	81.2
Deaths – all causes (SMR)	100	87.1	88.6	151.2	63.2	74.1	97.9	75.5	101.0	82.9	93.1	70.1	81.7	76.6	84.4	122.3	83.7	85.5
Life expectancy - males	79.5	81.5	81.5	78.1	84.1	81.8	81.1	83.3	81.6	83.5	82.2	83.9	79.8	81.1	80.8	79.6	81.5	82.9
Life expectancy – females	83.2	84.8	84.8	80.0	88.5	88.2	85.0	86.5	83.8	85.3	83.4	86.1	86.0	87.5	86.2	82.3	84.7	84.5
Preventable mortality (SMR)	100	73.6	70	99.3	68.9	62.8	71.6	64.2	65.1	42.7	66.9	51.4	69.9	74.9	69.0	94.9	85.7	67.6

⁷ [Workbook: Oxfordshire Local Area Inequalities Dashboard \(tableau.com\)](#)

Deaths - all causes (SMR) SMR - standardised mortality ratio for deaths 2016-20

Preventable mortality (SMR) Standardised mortality ratio for deaths from causes considered preventable aged under 75 years

2.7. Participation in Physical Activity

2.7.1 Why Moving Matters

2.7.2 “The evidence is overwhelming that moving our bodies – through community sport, fitness, and physical activity – improves our lives, individually and collectively. From better mental and physical health to greater career opportunities and social cohesion, movement benefits us from the day we’re born through to old age. And if young people are able to have positive experiences of getting active, it can help build the foundations for an active life.” Sport England – Uniting the Movement Strategy 2021

2.7.3 There is a strong correlation between regular physical activity and reducing the risk of a number of health conditions including;

- Cardio vascular disease by up to 35%,
- Type 2 diabetes by up to 40%,
- Hip fractures by up to 68%,
- Breast cancer by up to 20%,
- Dementia by up to 30%, and,
- Depression by up to 30%

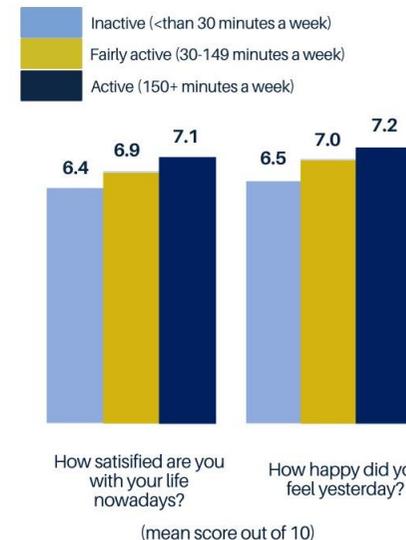
2.7.4 Recent research⁸ shows sports participation in school is associated with higher levels of wellbeing for young people and also a significant predictor of self-belief and mental toughness, key life skills for young people.

Figure 10 – Benefits of physical activity for mental wellbeing and loneliness

Mental Wellbeing³

There’s a positive association between activity levels and mental wellbeing – some activity is good, more is better

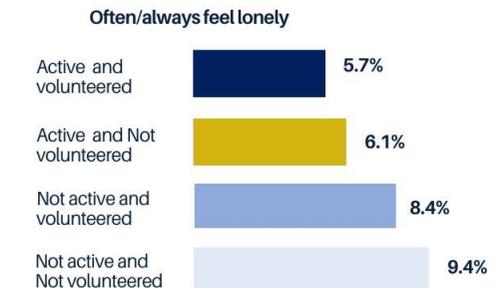
Sport England’s Active Lives survey has demonstrated the positive association between activity levels and mental wellbeing. In the latest survey findings, adults reaching the recommended levels of activity were more ‘satisfied with their life’ and ‘happy’ than less active people.



Loneliness⁴

People who engage in sport and physical activity are less likely to feel lonely

Those who are active are less likely to feel lonely than those who are not active, regardless of whether they also volunteer or not. However those who aren’t active, but do volunteer to support sport and physical activity, are less likely to feel lonely than those who don’t volunteer. Many forms of sport and physical activity include a social element, so this is perhaps not surprising.



SOURCE: 1, 2 – PUBLIC HEALTH ENGLAND: ALL OUR HEALTH (2021)
3, 4 – SPORT ENGLAND ACTIVE LIVES ADULTS SURVEY NOVEMBER 21-22

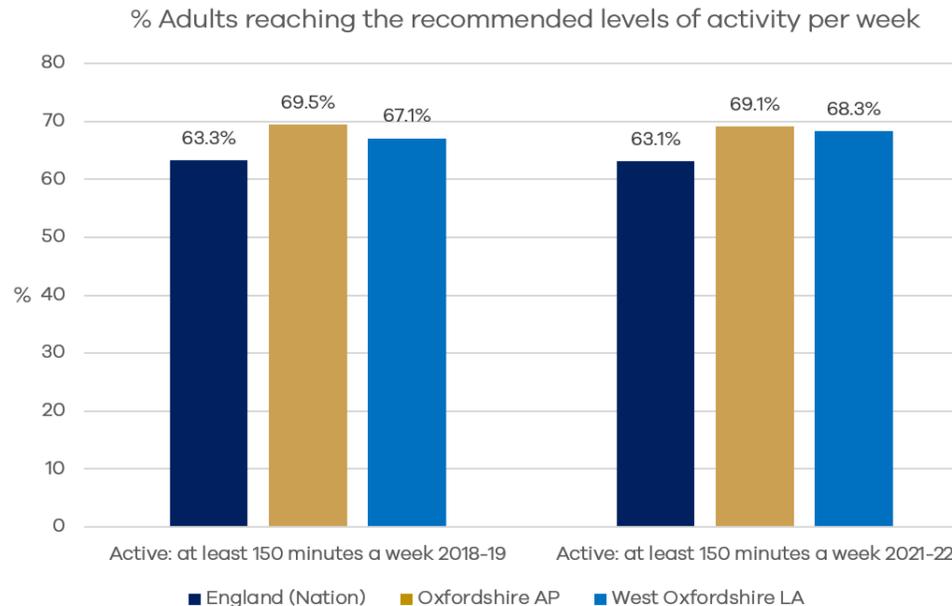
⁸ [The benefits of sport participation and physical activity in schools – Youth Sport Trust](#)

2.8. Current Levels of Physical Activity

2.8.1 It is important to understand the Council’s current activity levels, and whether levels of activity are impacted by socio-economic and geographical factors.

2.8.2 The levels of adults classified as active in West Oxfordshire are detailed in the graph below and are compared to regional and national levels.

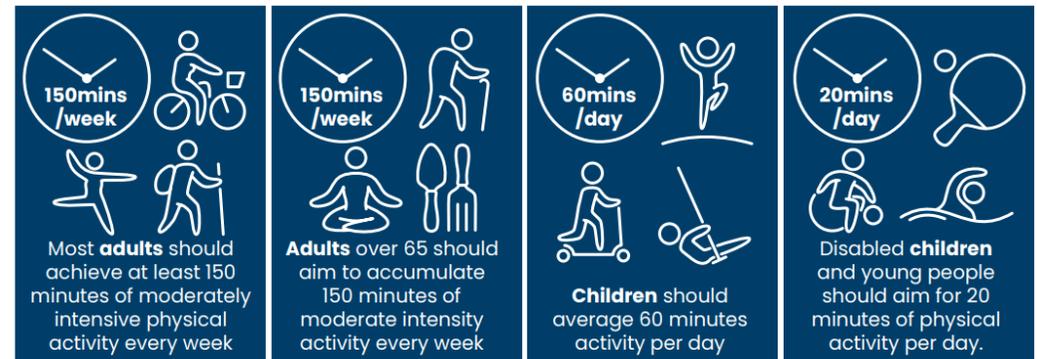
Figure 11 – West Oxfordshire Adult Physical Activity Profile



Sport England Active Lives Adult Survey November 2018-19/2021-22

2.8.3 68.3% of West Oxfordshire adults are reaching the Chief Medical Officers (CMO) required levels of physical activity.

Figure 12 – CMO Guidelines for Physical Activity



Above: Summary of the [UK Chief Medical Officers' Physical Activity Guidelines](#)¹

2.8.4 Nationally, Covid-19 impacted adult activity rates, however within West Oxfordshire area, adults classed as active have returned to pre-Covid levels.

2.8.5 The levels of active adults in West Oxfordshire are comparable to the regional average and 5% higher than the national average.

2.8.6 The levels of children and young people in West Oxfordshire reaching the CMO guidelines for physical activity compared to the Oxfordshire Active Partnership and national levels are shown in the graph opposite.⁹

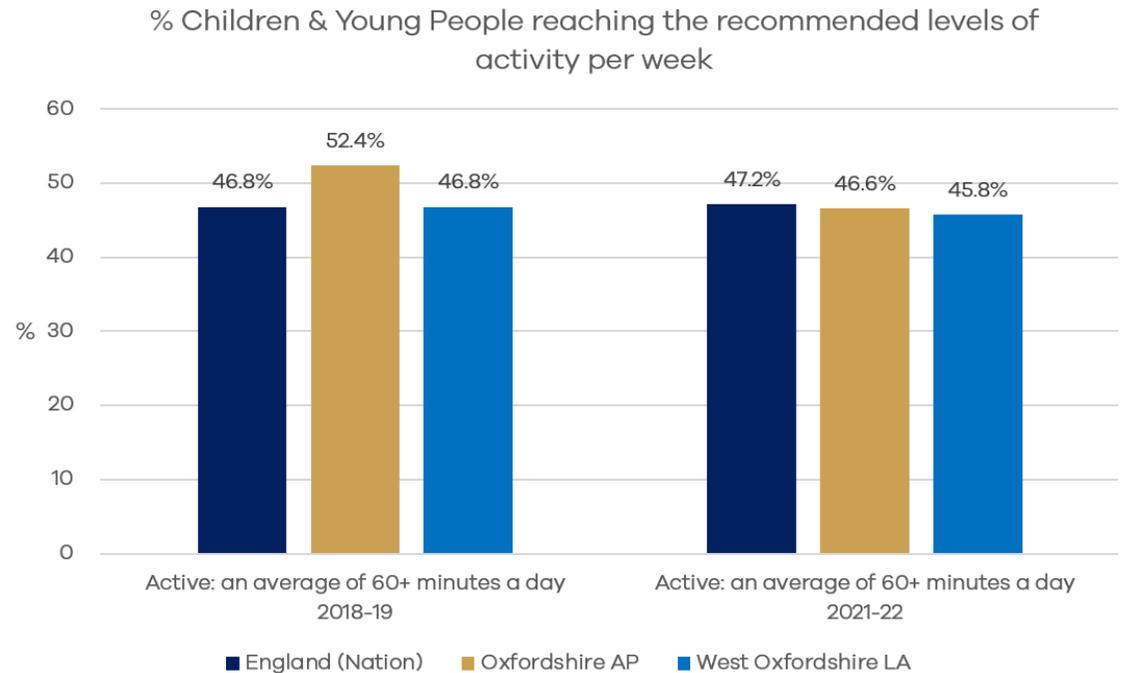
2.8.7 **45.8% of children and young people are achieving CMO recommended levels of activity, lower than the regional and national levels.**

2.8.8 Nationally and regionally the number of children and young people currently meeting the CMO recommended guidelines for activity has returned to pre-Covid levels.

2.8.9 Within West Oxfordshire they have almost returned to pre-Covid levels at just 1% lower. However, regionally, children’s participation rates are still 6% behind pre-Covid levels.

2.8.10 Although it should be noted that the 2021/22 regional participation rates are in line with national and local average (pre-Covid they were significantly higher at 52.4%).

Figure 13 – West Oxfordshire Children and Young People Activity Profile



Sport England Active Lives Children & Young People Survey Academic Year 2018-19/2021-22

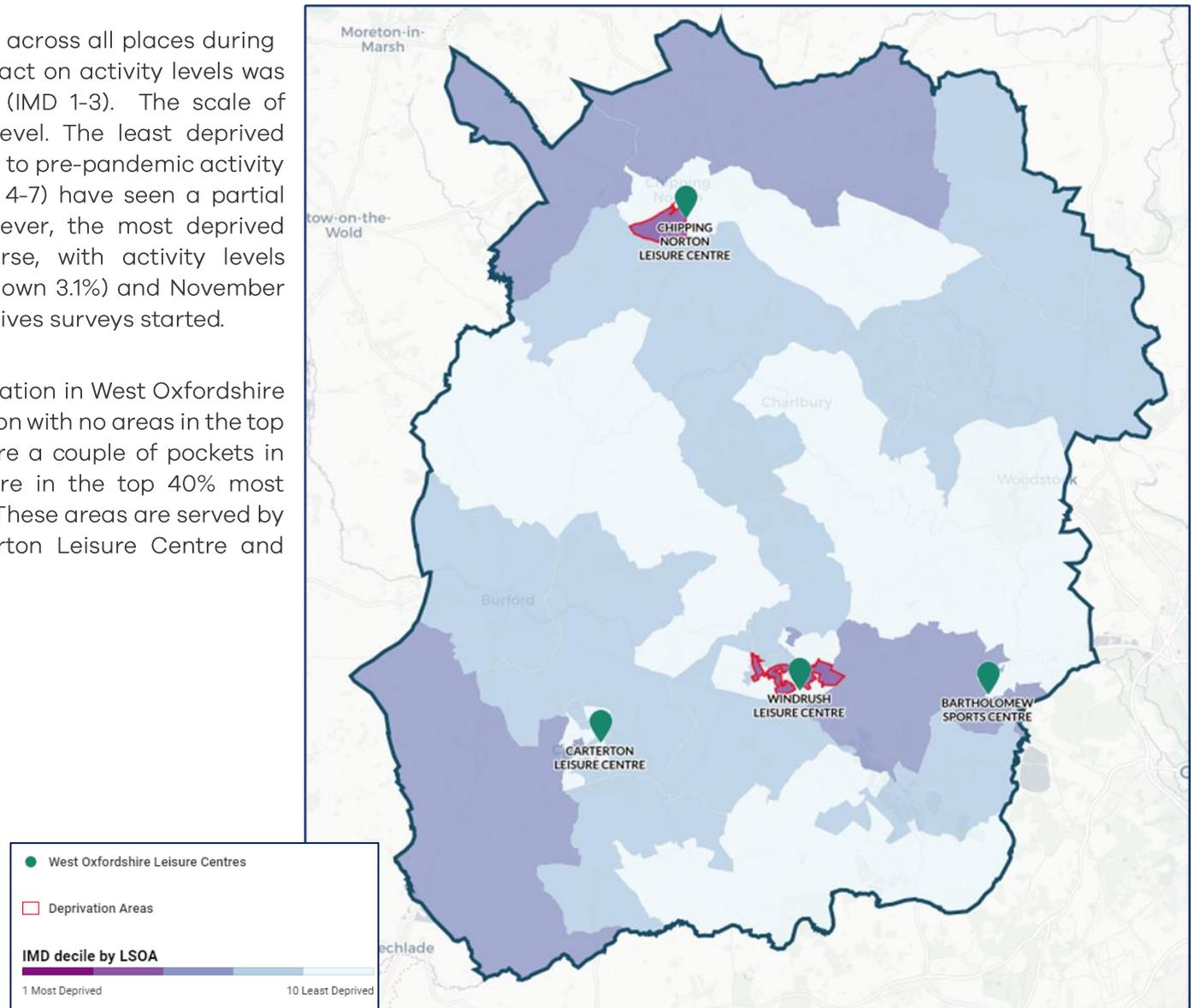
⁹ Data from academic year 22-23 is not available for West Oxfordshire so academic year 21-22 has been used

2.9. Demographic Variations

2.9.1 **Variations by Place** - Activity levels fell across all places during the pandemic. However, Covid-19's impact on activity levels was greatest in the most deprived places (IMD 1-3). The scale of recovery also differs by deprivation level. The least deprived places (IMD 8-10) have seen a full return to pre-pandemic activity levels, while mid-deprived places (IMD 4-7) have seen a partial recovery but remain 0.8% down. However, the most deprived places (IMD 1-3) have fared far worse, with activity levels remaining below both pre-pandemic (down 3.1%) and November 2015-16 levels (down 2.6%), when Active Lives surveys started.

2.9.2 The map shows specific areas of deprivation in West Oxfordshire which, overall, has low levels of deprivation with no areas in the top 30% most deprived nationally. There are a couple of pockets in Chipping Norton and Witney, which are in the top 40% most deprived areas (shown outlined in red). These areas are served by local leisure facilities of Chipping Norton Leisure Centre and Windrush Leisure Centre.

Map 2 – West Oxfordshire Deprivation Map



2.9.3 As set out in figure 8, national context, there are differences in physical activity participation across demographic groups, including gender, ethnicity, and people who have disabilities and long-term conditions.

2.9.4 The following graph shows active adults in four demographic groups within West Oxfordshire compared to the national average for the same demographic groups.

2.9.5 It is encouraging to see that both males and females classed as active is higher than the national average, with females being over 7% higher than the national average. The gap between male and female participation is also lower in West Oxfordshire at just 1.5% compared to 4.8% nationally.

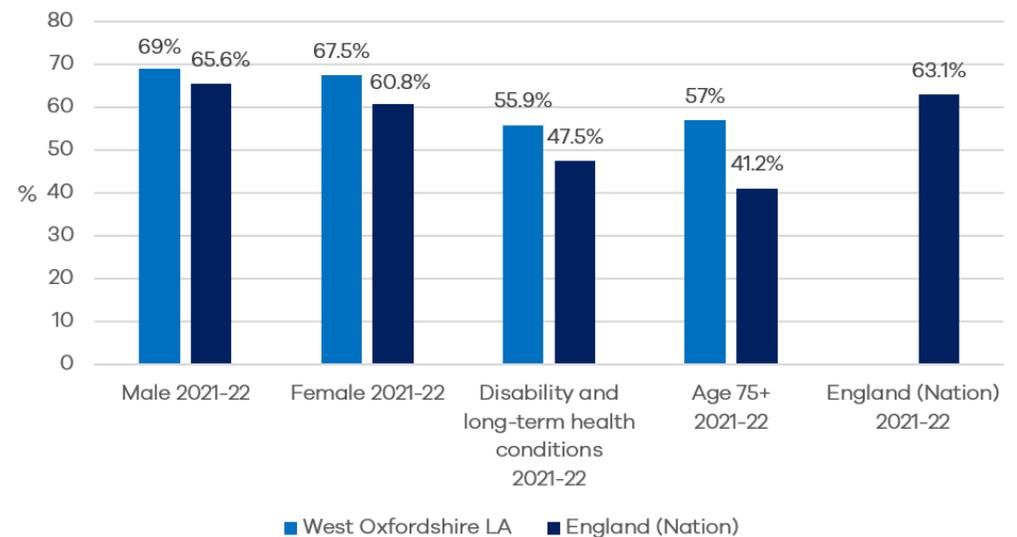
2.9.6 Within West Oxfordshire those that are classed as active and living with a disability or long-term health condition is just over 8% higher when compared to the national average for active adults with the same classification.

2.9.7 Those in the 75+ age range classed as active within West Oxfordshire is significantly higher than the national average, which goes against national trends as the 75+ age range sees the sharpest decline in activity levels.

2.9.8 There is no socio-economic group participation in activity data for West Oxfordshire.

2.9.9 Overall, the statistics are positive as these specific cohorts in West Oxfordshire have higher rates of recommended levels of activity compared to national averages.

Figure 14 – West Oxfordshire Active Adults Within Four Demographic % Adults reaching the recommended levels of activity per week



2.10. The Most Popular Sports and Physical Activities

2.10.1. According to recent Active Lives data (Nov 21-22) the main participation sports for adults within West Oxfordshire are as follows with the arrows indicating which activities have increased or decreased from the previous year (Nov 20-21) and how they compare to the national picture. West Oxfordshire participation by sport trends match the national pattern.

2.10.2. West Oxfordshire has higher participation than England in all the main sports (shown in green) apart from 'Dance' and 'Walking for Travel' (shown in red).

Table 1 – Popular sports and physical activities in England and West Oxfordshire summary

Type of activity	England	West Oxfordshire
Walking for leisure	79% ↓	86% ↓
Walking for travel	51% ↑	49% ↑
Swimming	23% ↑	30% ↑
Fitness classes	22% ↓	26% ↓
Cycling for leisure/sport	26% ↑	31% ↑
Cycling for travel	12% ↑	16% ↑
All dance	16% ↑	15% ↑
Golf	10% ↑	15% ↑

2.10.3. The number of people walking for leisure – which boomed during lockdowns – has understandably fallen back but remains above its pre-Covid-19 figure of 84%. Conversely, fitness activities and active travel saw big drops during the pandemic but have seen significant rises over the last 12 months, although fitness remains below the pre-coronavirus level of 28.4% whilst cycling is higher than its pre-Covid figure of 14.7%. While swimming in West Oxfordshire has seen a significant recovery, levels remain below pre-pandemic rate of 35%.

2.11. Active Travel

2.11.1. Car ownership is higher in West Oxfordshire than the national average (only 12% of households have no car or van compared to 25.8% across England) which, combined with the rural nature and inaccessibility of some areas in the District, may explain the lower walking for travel levels with residents choosing to use the car as their main mode of transport.

Figure 15 – West Oxfordshire Adults Active Travel participation levels



2.11.2. This is similar for children and young people with 39.9% having participated in walking to get to school or other places once a week or more, which is 7.6% lower than the Oxfordshire average and 10.6% lower than the national average.

Figure 16 – West Oxfordshire Children Active Travel participation



2.11.3. Again, this may be due to parents and carers driving children rather than them walking to their main place of education or recreation.

2.11.4. This active travel data and variety of sports and activities shows that physical activity does not just take place in leisure centres and that the active environment and active travel provide opportunities for people to incorporate physical activity into their daily lives.

2.12. Catchment Analysis

2.13.1 Member Mapping

2.13.2 A catchment analysis of current leisure centre users was completed to understand where existing members live and which groups are currently over or underrepresented. This will help the Council consider how well the centres are meeting the needs of the community in terms of accessibility and attracting all members of the community.

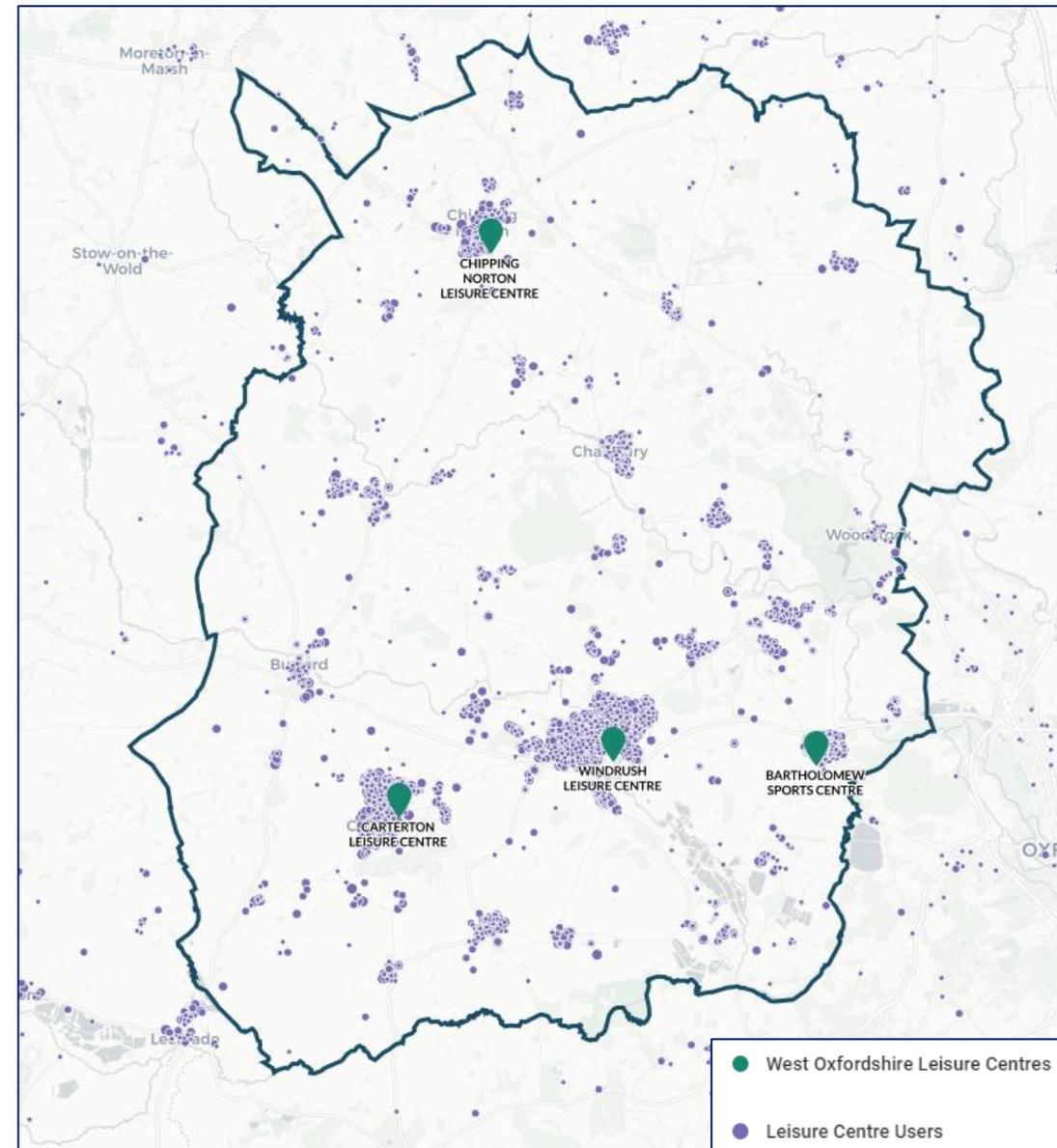
2.13.3 The link to this mapping detail is;
<https://datahubmaps.com/West-Oxfordshire-Leisure-Centres/>

2.13.4 The map opposite shows the catchment area for leisure users with the larger dots representing more people from that postcode area.

2.13.5 There are 8,486 known users of leisure centres, of which equates to 6.5% of West Oxfordshire residents.

2.13.6 Chipping Norton Leisure Centre attracts the most users from outside the Council area with 12.9% from across the border. As can be seen in the map, the highest proportion of users are located in the vicinity of each leisure centre and areas of higher population density. There are clusters of users from settlements such as Burford, Charlbury, and Milton-under-Wychwood.

Map 3 – West Oxfordshire Council Leisure Users Catchment Map



2.13. Understanding who is currently inactive

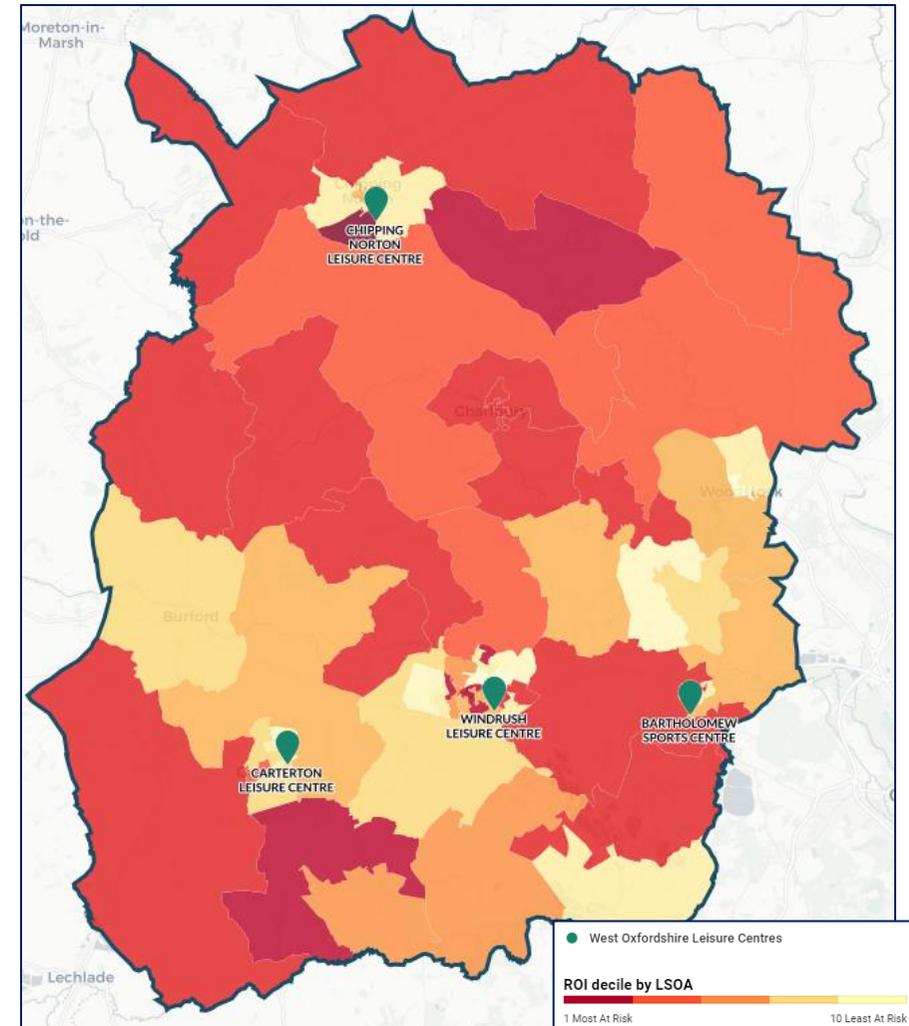
2.13.1. The mapping sets out geographical areas that have a high risk of inactivity¹⁰. This highlights that it is not only the more urban areas with higher levels of deprivation that are at high risk of inactivity but also rural communities who may have limited access to facilities and older populations.

2.13.2. Using Mosaic, a detailed segmentation system, each leisure centre user's postcode was assigned a Mosaic code. To ensure like for like comparison, leisure centre users are compared to the total population in the same area. This gives us a demographic profile of leisure users and the local population showing how well the Council managed or supported facilities are penetrating the market, as can be seen in the figure overleaf. Further details are found in [Appendix 5](#).

2.13.3. This analysis shows the most under-represented mosaic group across the Council's leisure centres is:

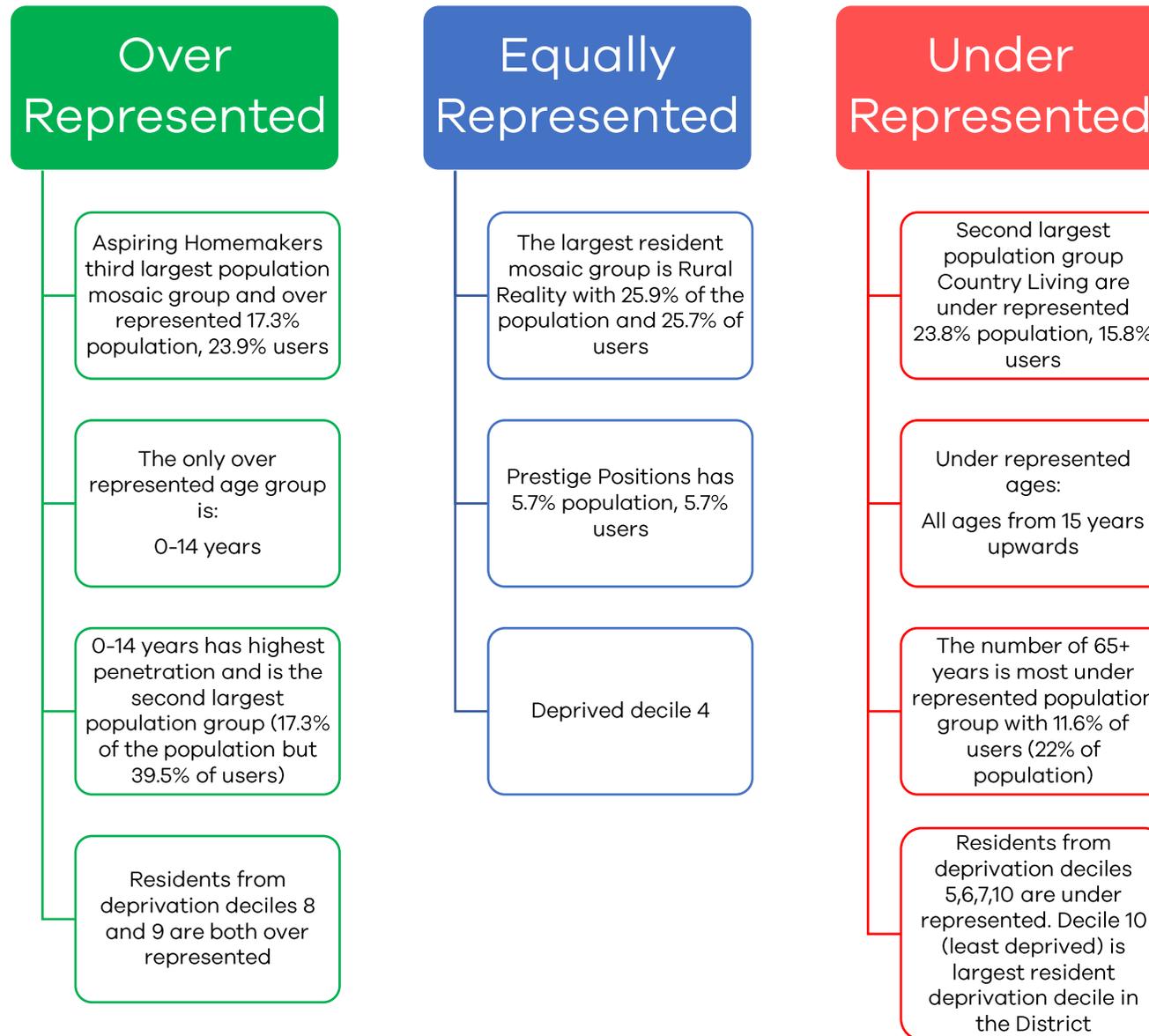
- **Country Living** group is under-represented, making up 15.8% of users. Country Living tend to be older people (66+) that own their own home in rural locations and have good income levels.
- **65+** is the most under-represented age group.

Map 4 – West Oxfordshire Council Risk of Inactivity



¹⁰ The risk of inactivity layer is informed by live participation data from over 750 million visits to over 2,000 leisure venues sourced from DataHub since 2012. Using this data we are able to identify which demographic segments (age, gender, deprivation and mosaic group) are likely to participate more or less than others. We overlay this information with the demographic profile of an area, in this case an LSOA, (based on ONS population data and Experian Mosaic information) and can calculate how at risk the population of the area is at being inactive. This aligns with the Sport England definition of inactivity showing how at risk the people in an LSOA are at doing less than 30 min of physical activity in a week from having the highest risk to having the lowest. Darker reds have the highest risk, whereas the lighter shades have the lowest.

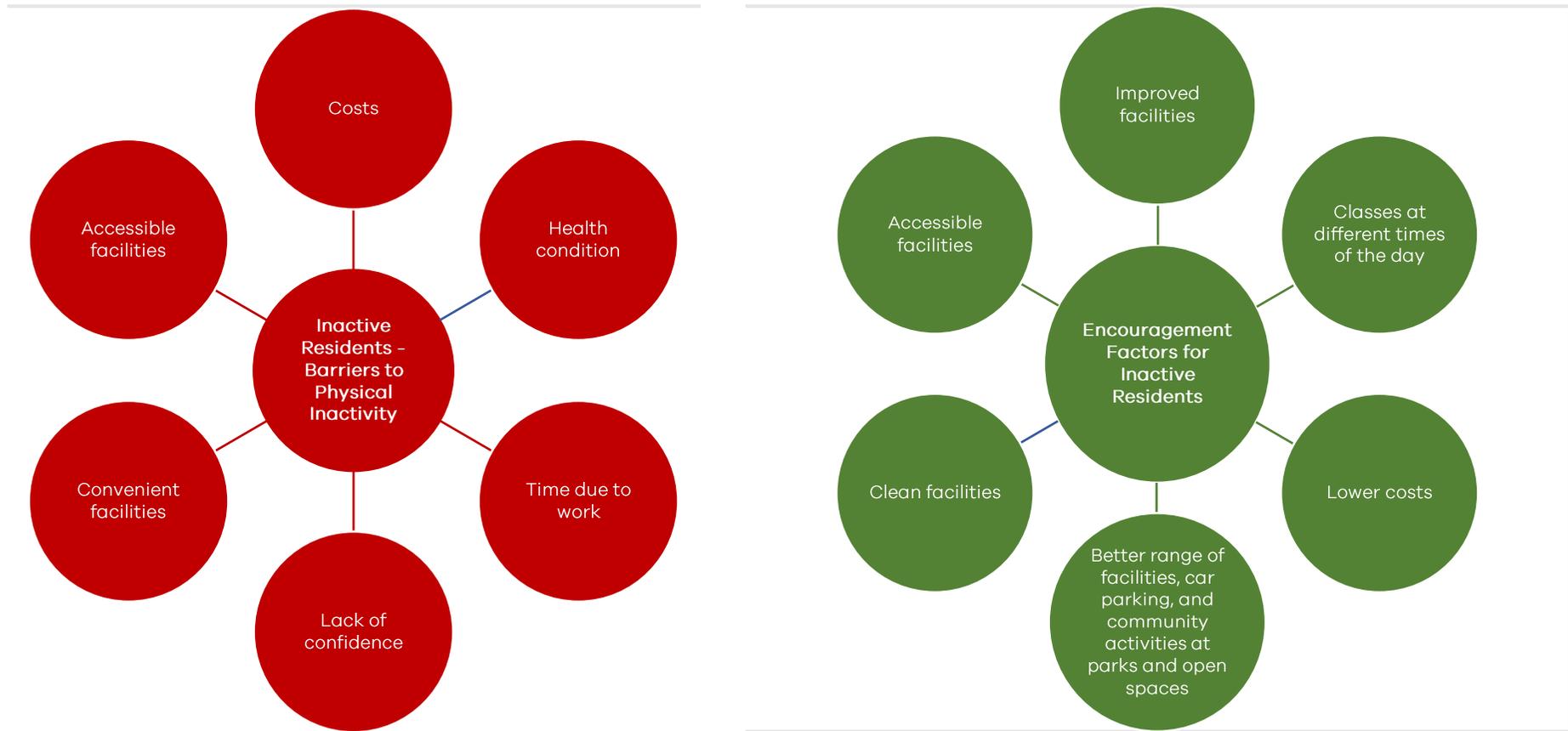
Figure 17 – User Profile Findings



2.13.4. Main barriers for people that are classed as 'inactive'

2.13.5. Analysis of the community survey respondents enables the identification of barriers and encouragement factors for those classified as inactive and those whose day to day activities are limited because of a health condition or disability.

Figure 18 – Main Barriers to Being Active and Encouragement Factors



Health, Demographic & Membership Analysis - What does this mean for physical activity in West Oxfordshire?

- Leisure facilities need to meet the demands of West Oxfordshire's growing and ageing population as well as the demands of younger people.
- West Oxfordshire has good health overall but there are pockets of health inequalities in some MSOA areas such as Chipping Norton.
- There are some local health issues that increased participation in physical activity could positively contribute towards, such as mental health, social isolation, falls, hip fractures and levels of overweight and obese adults and children.
- West Oxfordshire (32.2%) has lower than national levels (37.8%) of obese, overweight children (Year 6) but this changes in adulthood with higher levels (67.7%) of adults overweight or obese than national levels (63.8%). There is an opportunity to promote healthy habits in young people to encourage them to continue leading a healthy lifestyle into adulthood.
- Known user analysis shows that older groups (particularly those aged over 65) are under-represented in leisure centres. With West Oxfordshire's ageing population and higher than average numbers of people aged over 65 years providing programmes, initiatives, services and facilities that cater for an ageing population is important.
- There is a slight over-representation of females against the resident population and under-representation of males using leisure centres. This is encouraging as, generally, women have lower participation levels. Women often have good representation in leisure centres as they feel safe, can partake in classes and social interaction.
- Therefore from the analysis and evidence above the following groups would be identified as target groups to get more active:
 - **Children** – children and young people in West Oxfordshire have **lower** than regional and national activity levels. Increase activity levels and promote healthy habits to continue into adulthood
 - **Older people, particularly in Chipping Norton and Carterton North** – under-represented in leisure centres and ageing population are less likely to be active
 - **Women** – lower activity levels than men
 - **People living in areas of deprivation** – whilst well represented in leisure centres, there are high levels of risk of inactivity within these areas and higher health inequalities
- Overall, the user profile of the leisure centres is broadly comparable to the resident population in West Oxfordshire, with no specific mosaic groups or deprivation deciles significantly under-represented.

Physical Activity Profile – What does this mean for physical activity in West Oxfordshire?

- More **West Oxfordshire adults are reaching the Chief Medical Officers (CMO) required levels of physical activity** than the national average.
- Those in the 75+ age range classed as active within West Oxfordshire is significantly higher than national average, which goes against national trends, usually 75+ age range sees sharpest decline in activity levels. It will be important to understand how they are currently being active and what can be done to maintain these levels.
- Conversely, **children and young people are achieving lower than regional and national levels CMO recommended levels of activity.**
- Further understanding is required as to why children are less active than regional and national levels, but have lower obesity/overweight levels, adults are the opposite way round with higher obesity/overweight levels, but they are more active. Usually, those who participate in physical activity more are less likely to obese/overweight.
- The District's physical activity and sports offer (encompassing the commercial, public and community sectors) needs to attract those that have either always been inactive or have stopped being active since the Covid pandemic.

Active Travel

- **Car ownership is higher than national average** which, combined with the rural nature and inaccessibility of some areas in the District, may explain lower walking and cycling levels, with residents choosing to use the car as their main mode of transport.
- There is an opportunity to increase active travel initiatives. Having appropriate cycling and pedestrian facilities will also encourage participation in active travel via walking and cycling, which increases the opportunities for people to be more active.

Inactive

- Services and resource need to target those with greatest need and 'hard to reach' groups to help reduce health inequalities. Parts of Chipping Norton and Witney were identified as areas at risk of inactivity but fall within a 20-minute walk and drive time catchment of Chipping Norton Leisure Centre and Windrush Leisure Centre respectively.
- Other areas identified at risk of inactivity include more rural areas to the east of Chipping Norton around Enstone and in the south of the District around Black Bourton and Clanfield.
- Outreach programmes are required in rural locations and areas at risk of inactivity to encourage social interaction movement and wellbeing activities in local places they feel comfortable.
- The quality, cleanliness and accessibility of facilities is very important for inactive residents and increasing the likelihood of them participating in recreation, physical activity and wellbeing sessions in a leisure centre setting.
- Movement needs to be built into everyday life, such as walking to work/school, which has no cost and is also time efficient – both issues raised as barriers by inactive residents.
- Considering timing of programmes and activities to work around peoples' work commitments, e.g. shift workers, to help reduce time as a barrier.

2.14. Community Engagement

2.14.1. Community engagement took place to help understand what, where and how residents are accessing leisure facilities and outdoor spaces for physical activity across West Oxfordshire, the barriers they face to being active and what improvements should be considered to encourage more participation. Full details can be found in [Appendix 6](#).

2.14.2. Insight has been collected via previous consultation work and an online community survey which took place December 2023 – January 2024.

Figure 19 – Community Survey Key Findings

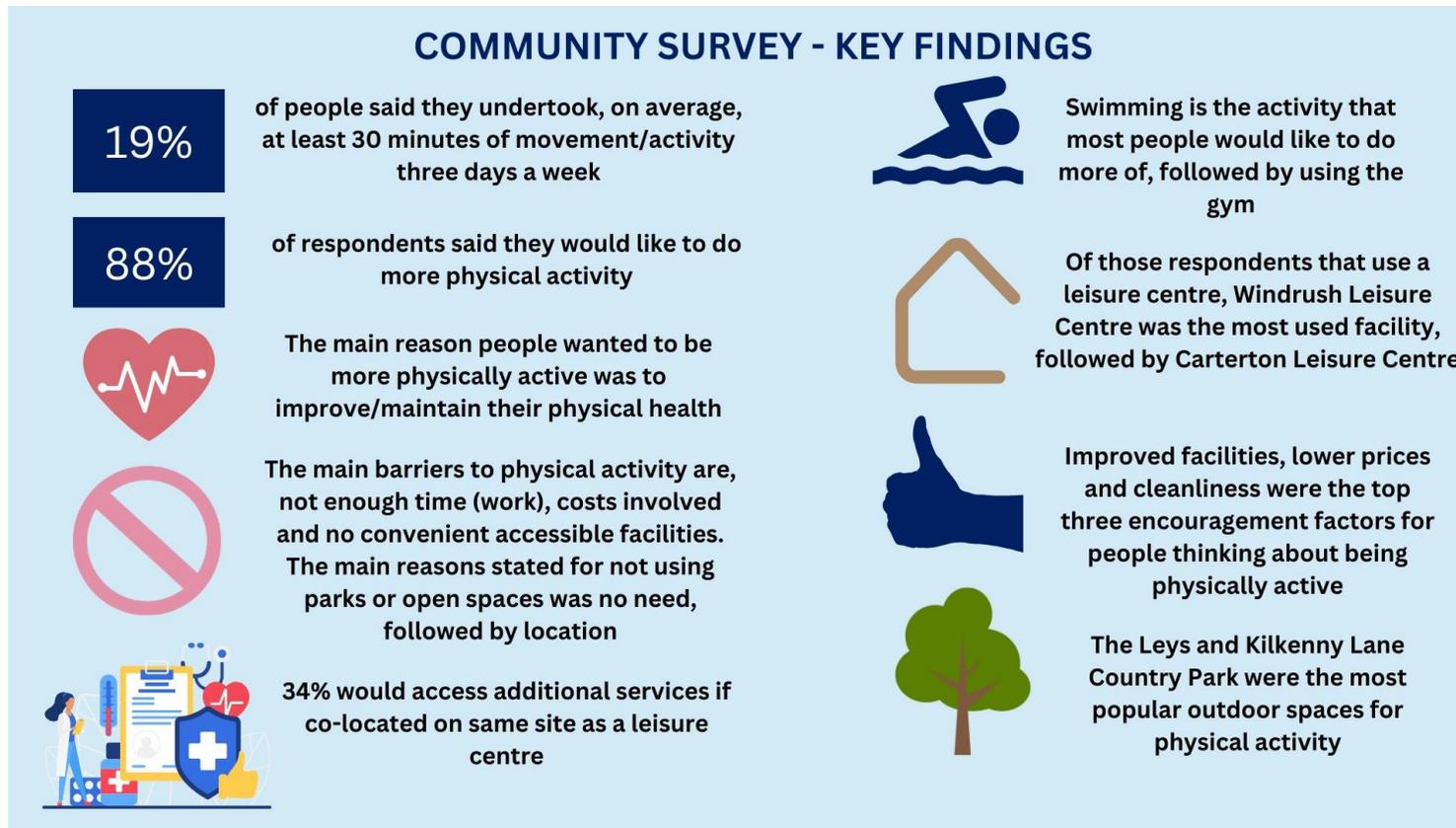


Figure 20 – Previous Engagement by Healthwatch Oxfordshire – Carterton Men Focus Groups

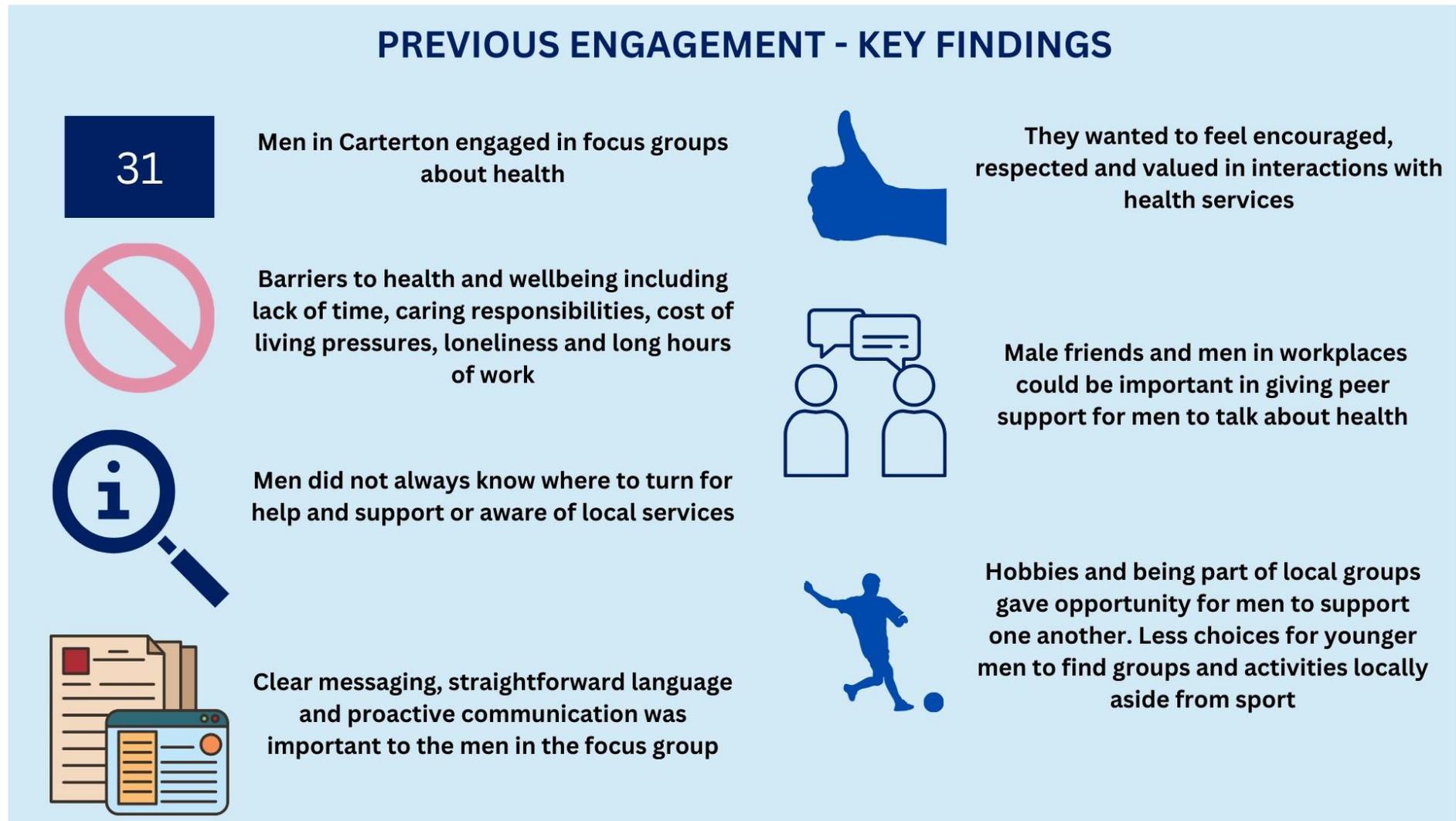


Figure 21 – Previous Engagement by Community First Oxfordshire and Healthwatch Oxfordshire – Rural Isolation in Oxfordshire Report

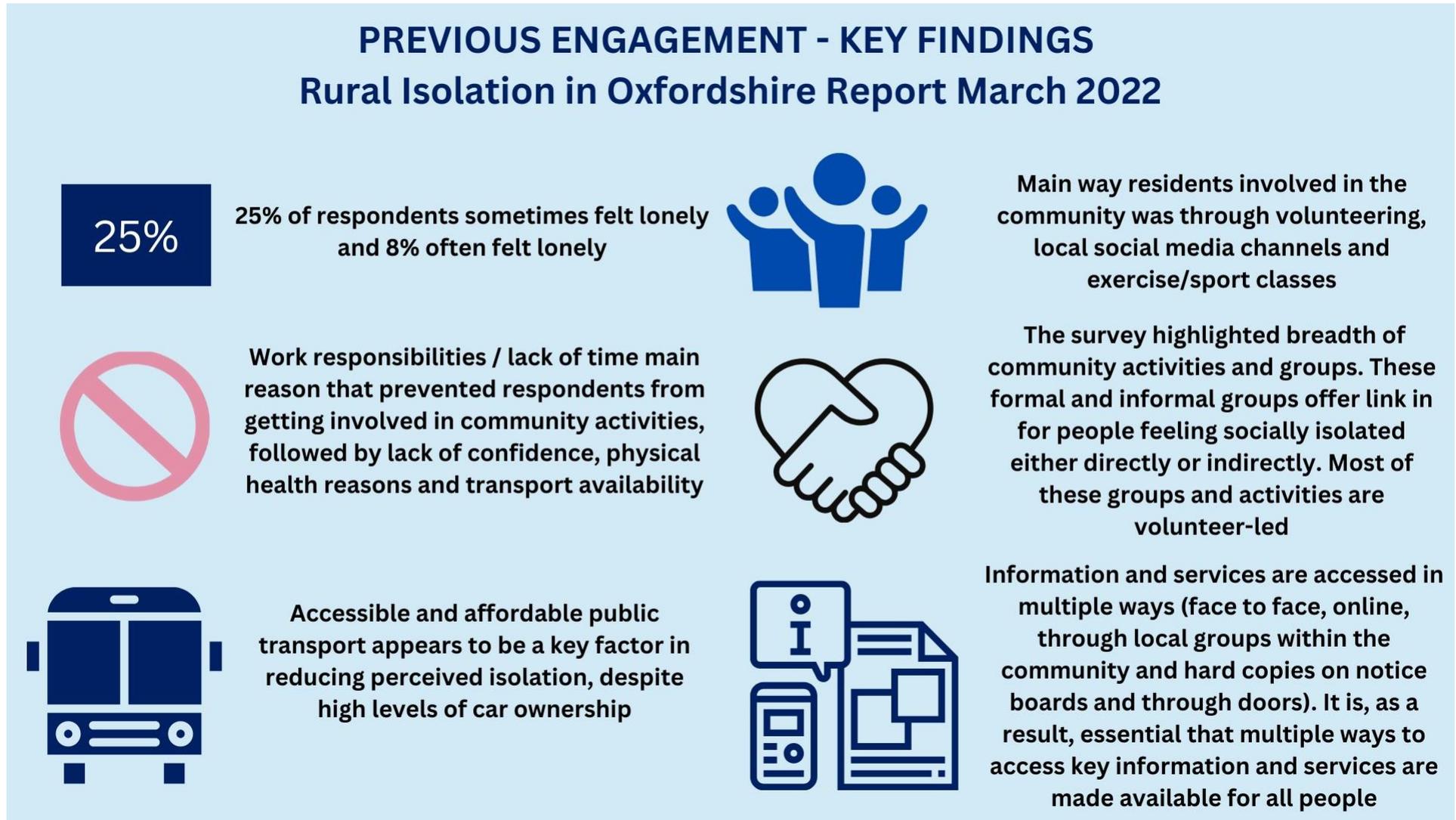
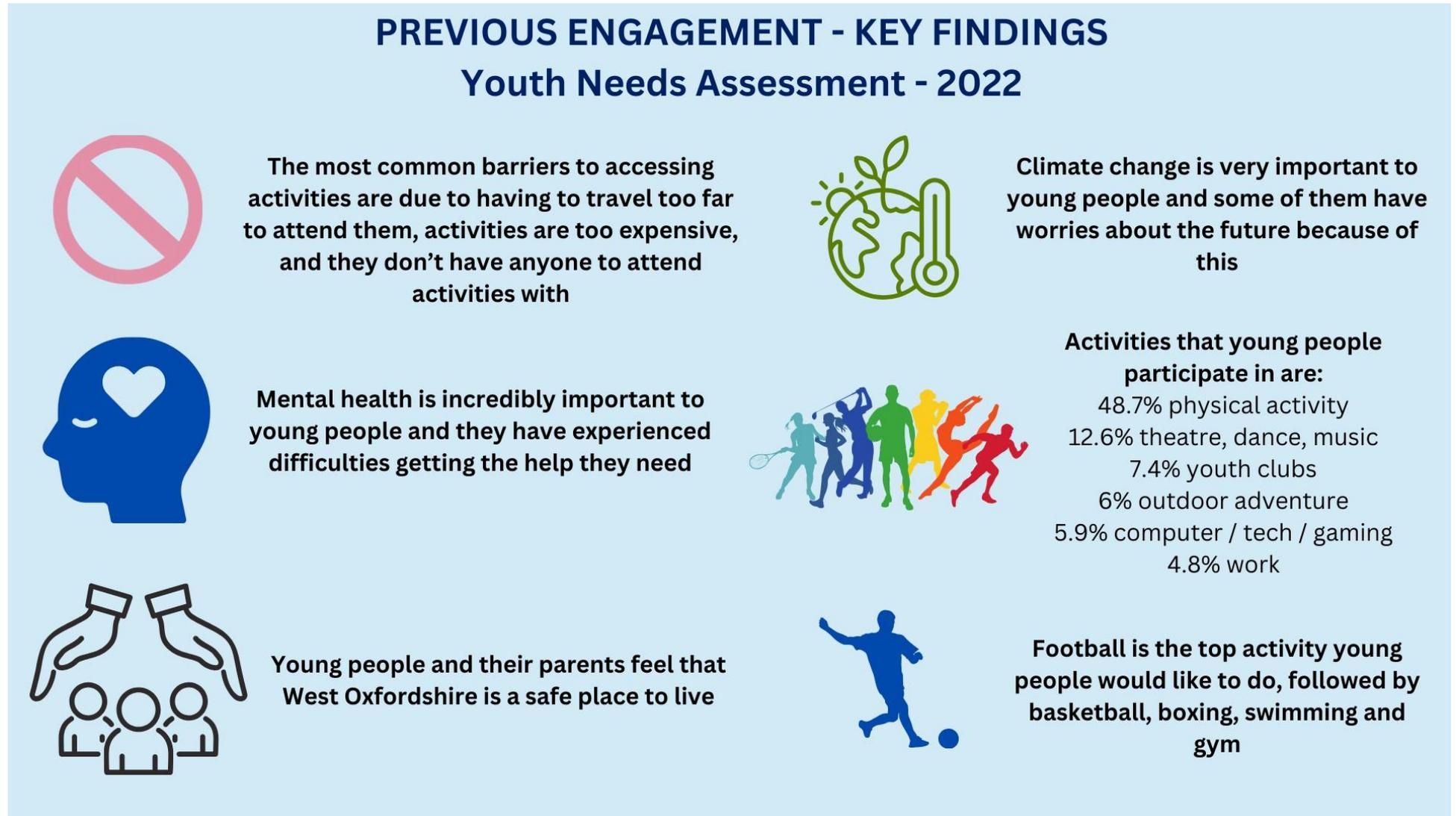


Figure 22 – Previous Engagement West Oxfordshire – Youth Needs Assessment 2022



2.14.3. The community survey echoes the top participation sports shown in Table 1 with recreational walking (21%) the most popular activity among those that responded, followed by going to a leisure centre (12%), then swimming (9%). The survey also showed a higher level of interest in forms of active travel with 53% expressing a desire to cycle, run, or walk more than they currently do. This is much higher than the national benchmark and suggests cycling for travel rates may, like the Active Travel data, increase in the future.

2.14.4. The variety of most popular sports highlights the importance of different partners to offer both indoor and outdoor spaces to be physically active.

Engagement – What does this mean for physical activity in West Oxfordshire?

- **Over half of respondents wishing to do more activity said their primary motivation was to 'improve/maintain my physical health'.** It is encouraging that residents wish to be more active and that they recognise the importance and value of increasing their physical activity levels.
- For those wanting to do more activity, 'swimming (lane or family swimming sessions)' emerges as top preference. Leisure centres and health clubs can enhance engagement and encourage more individuals to participate in activities that align with their interests and fitness goals.
- Interestingly, for **those who didn't want to do more exercise, the main reason was because they do enough already** at 67%, which is much higher than national benchmark of 58%. This reflects higher than national physical activity levels in West Oxfordshire.
- The survey results revealed that **'lack of time due to work' was a significant barrier to engaging in more activity and higher than national benchmark.** It indicates that lots of individuals experience time constraints related to work commitments. Considering timing of programmes and activities to work around peoples' work commitments, e.g. shift workers, to help reduce time as a barrier. No convenient & accessible facilities were also cited as a barrier.
- **Another common barrier was 'costs involved'**, this suggests that financial considerations are a factor hindering physical activity. This reflects a recent Sport England study (January 2024) – 36% of respondents could not afford to be active, while 29% said they had less time to exercise, often as result of having to work more. [How rising cost of living is impacting sport and physical activity | Sport England](#)
- The study also outlines that people from most deprived areas and lower socioeconomic backgrounds are more likely to say their levels of physical activity have been negatively affected by cost-of-living increases. There are plenty of low and no cost options for getting active, whether that's running for free with parkrun, using outdoor gym equipment that can be found in many parks or simply going for a walk and building movement into everyday life.
- **Main encouragement factors to doing more physical activity were improved facilities, lower costs (prices), cleanliness of facilities, better range of facilities/equipment, classes available at different times of the day and increased range of sessions and classes.**
- **Accessible / good quality facilities was the main encouragement factor to people using leisure centres.** Followed by direct costs and availability of time. Outreach work in local community facilities would make services more accessible to rural communities.
- **Location was main reason** for not using leisure centres/health club. Windrush was the most popular followed by Woodstock open air pool then Carterton. **Those not using Windrush – 48% would consider using in future** – opportunity if offering right.
- A third would use leisure centres more if other services co-located on site. This is worth considering for any new builds or redevelopments.
- 59% use a park/open spaces – The Leys is most popular.
- **Higher interest in active travel** e.g. cycle, run, walk (53%) national benchmark (42%) which has potential to increase activity levels and improve the environment.
- Making being active 'easy' helps enable people to build activity into everyday life. Walking was the most popular activity, presenting an opportunity to extend existing walking projects and work with partners to increase walking for active travel.
- Previous engagement also emphasised that lack of time due to work responsibilities stops people from partaking in physical activities and/or getting involved in volunteering. This prevents people from reaping benefits of being more active, interacting, volunteering and feeling connected in their community. The previous engagement also highlighted role that health and leisure services have in signposting clear information about what is going on.

2.15. Current Leisure Provision

2.15.1 All the existing indoor facilities have been mapped, including village and community halls, where physical activity is being offered. The interactive map can be accessed here: <https://datahubmaps.com/West-Oxfordshire-Leisure-Centres/>

2.15.2 The supply and demand of the existing provision has been assessed in the West Oxfordshire Indoor Built Facilities Strategy.

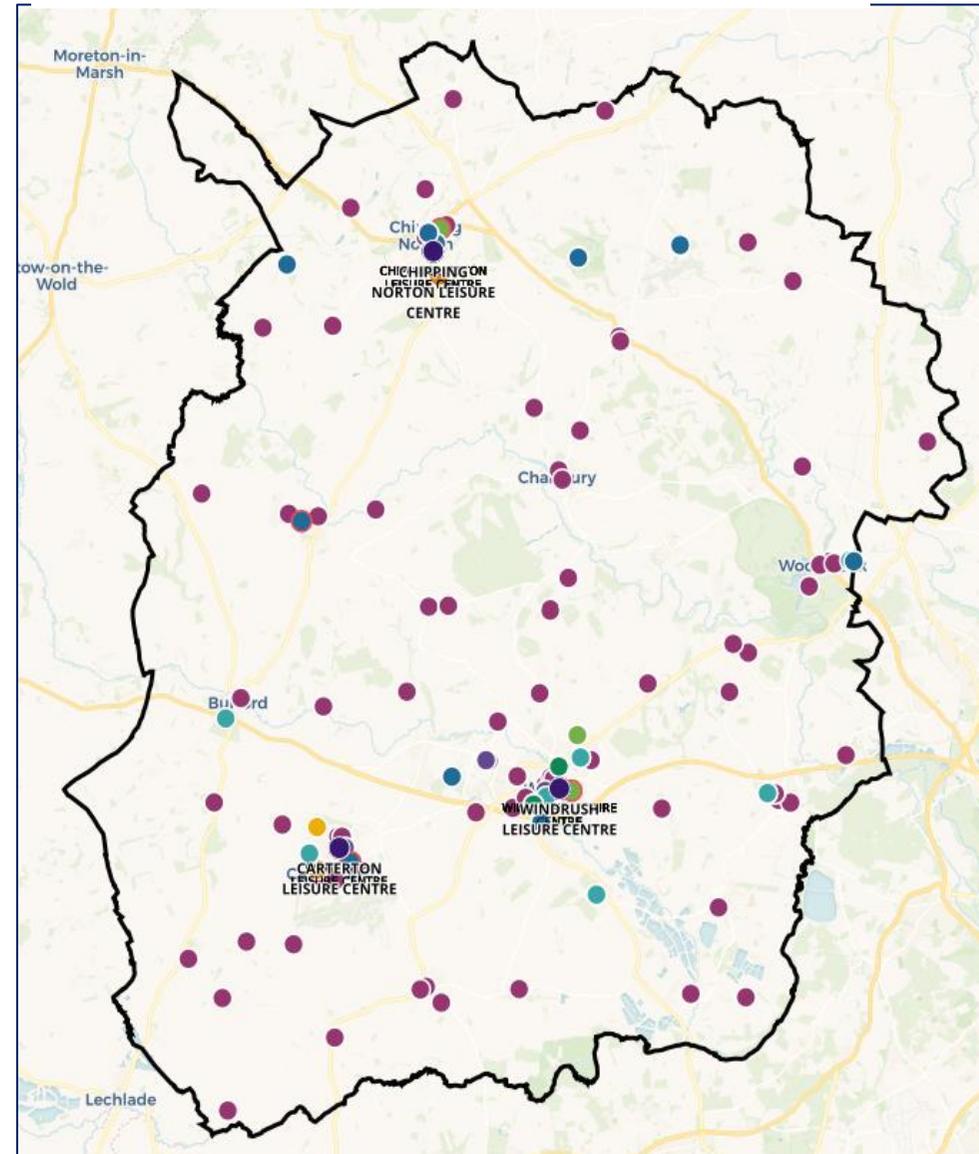
2.15.3 The map shows all main facility types within West Oxfordshire. There is a good spread of facilities across the Council area, with provision concentrated in the more urban areas.

2.15.4 Of the Council owned leisure centres some of the key issues are:

- **Windrush Leisure Centre** – Built in 1975. Despite some refurbishment in 2017/18 (including gym extension and new spin studio) the site is ageing, and the swimming pool is nearing end of its economic life. Moving Communities data highlighted how older buildings have had slower recovery post-Covid. As an aging building it will be more expensive to repair and maintain and less energy efficient.
- **Chipping Norton Leisure Centre** – Built in 2002. Some refurbishment took place in 2017/18 including a gym extension. More refurbishments will be required to keep centre competitive and efficient in the market. Roof fabric is being replaced in 2024.
- **Carterton Leisure Centre** – The centre had extensive redevelopment in 2020, including expansion of the gym, new dance studio, fitness & swimming pool changing rooms, crèche, cafe and swimming viewing area, soft play, trampoline park and sports hall.
- **Bartholomew Sports Centre** - Built 2007. Ongoing refurbishment will be required to retain and attract users.

2.15.5 We know through the engagement work that the quality of facilities is important to encouraging people to visit leisure centres and participate in physical activity.

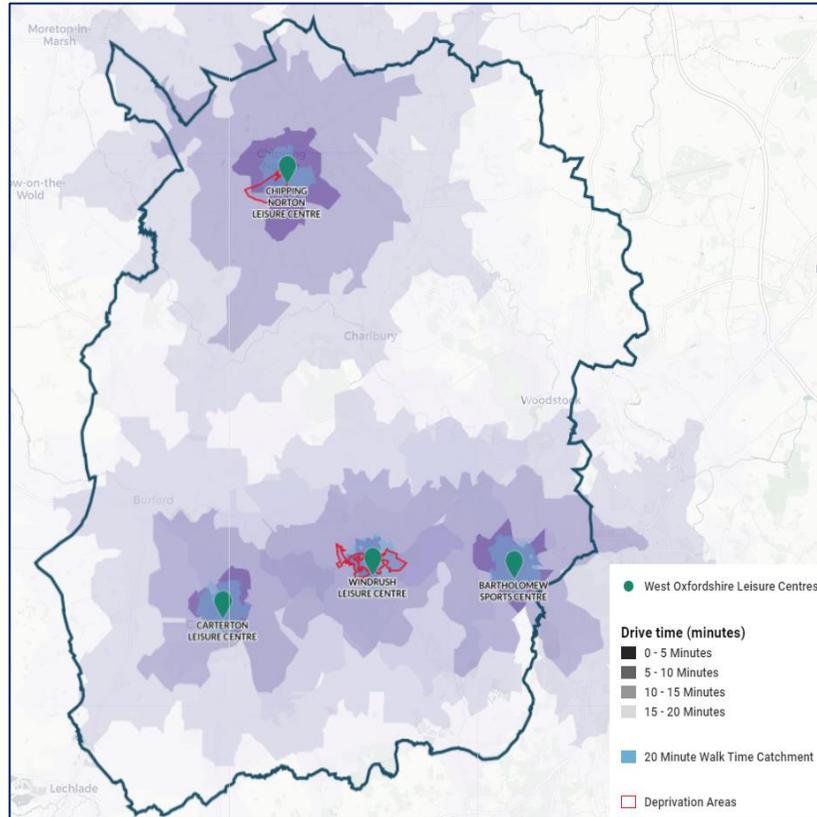
Map 5 – West Oxfordshire Current Leisure Provision Map



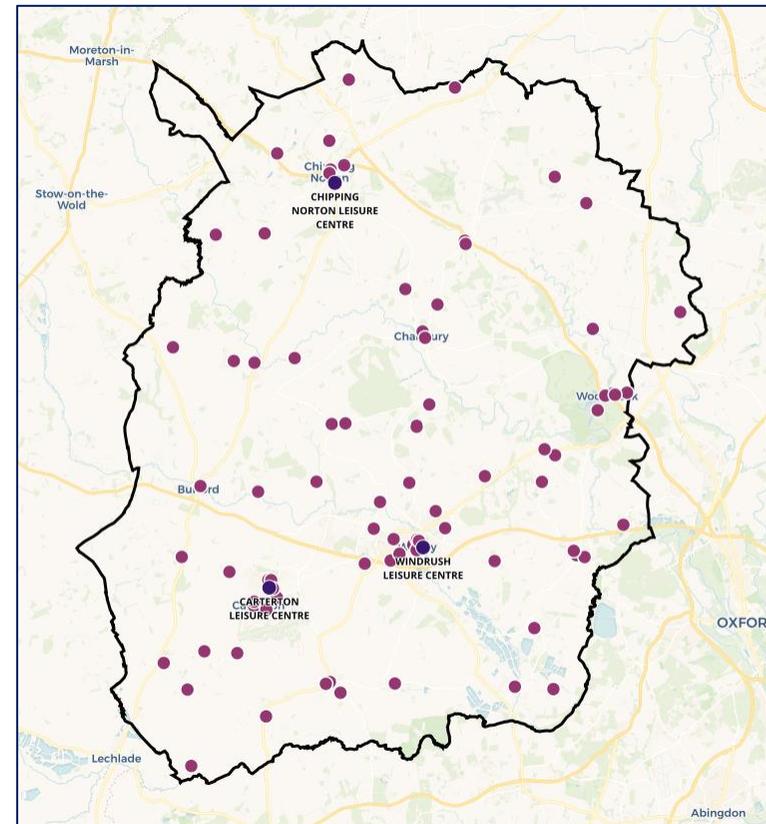
2.15.6 The first map below highlights the Council’s leisure centres, the 20-minute drive time and walk time catchment and the top 40% most deprived areas. All areas of deprivation are within a 20-minute drive time of a leisure centre and mostly in a 20-minute walk time, apart from Witney Central ward and west of Chipping Norton ward.

2.15.7 Some areas of West Oxfordshire are not within the catchment of a Council leisure centre, however there are community facilities (as seen in the second map) that offer opportunities for organised physical activities in these areas e.g. Wooton Village Hall and Alice Marshall Hall to the north east. These community centres often serve more rural local communities and are an important facility that support wider active wellbeing opportunities. Some of the areas not within a West Oxfordshire Council leisure centre catchment will fall into bordering facility catchments, particularly to the east on the boundary with Oxford.

Map 6 – Leisure Centre 20-minute walk, cycle catchment time & deprivation



Map 7 – Community facilities in West Oxfordshire



2.16. Indoor Built Facility Strategy

2.16.1 An Indoor Built Sports Facilities Strategy was completed in March 2022, whilst it has not been formally adopted by the Council it is important to consider the recommendations from the strategy and how the status of the existing stock is impacting performance potential.

2.16.2 The key recommendations were:

- A feasibility study is completed for the replacement of Windrush Leisure Centre due to its age (50 years in 2025).
 - Swimming Pools at both Chipping Norton and Carterton Leisure Centres will need to be refurbished by 2028.
 - Dilapidation surveys are required for the sports halls at Chipping Norton, Carterton and Bartholomew Sports Centre. This is to ensure that all leisure stock has a rolling programme of refurbishment work to ensure that facilities are fit for purpose and meet energy performance targets – working towards carbon-neutral status.
 - Existing levels of community accessible and affordable fitness suite provision in West Oxfordshire should be retained as the Council's sport and leisure facilities as a minimum. Opportunities to provide and enhance the fitness facilities in the future should be considered. As part of these plans there needs to be a full latent demand /needs/business case justification undertaken at the time.
- Existing levels of community accessible squash court/multi-function space provision across West Oxfordshire should be retained.
 - Protect all indoor sports facilities within the new local plan. This is to ensure against the loss of strategically valuable sports facilities that are available for community use or could contribute to meeting future community needs, unless replaced by equivalent or better provision in terms of quantity and quality in a suitable location.
 - Where appropriate, West Oxfordshire District Council and its partners seek to secure developer contributions from strategic developments that could contribute towards the development of strategic facilities, additional and safe walking, running and cycling routes, and, where possible, to open up other informal, multipurpose places and spaces where people can be active.
 - There is an identified need for informal community space / centres to provide for sports and physical activity, particularly in the rural areas of the District.

2.17. Commercial Leisure Provision

2.17.1 A review of commercial leisure competition within the Council area was undertaken. Commercial leisure provides an opportunity for children and adults to be active. The level of current provision is illustrated in the map opposite.

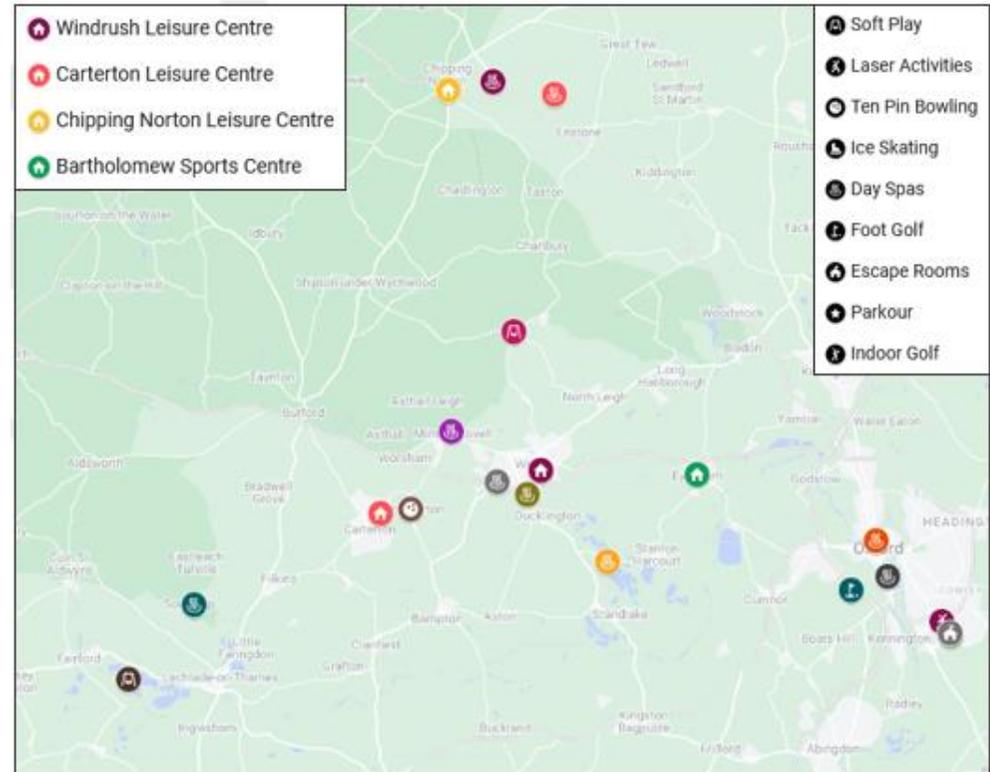
2.17.2 The overall analysis shows that outside of the Carterton trampoline and soft play facilities, there is limited soft play and other commercial leisure provision within the Council area. There are no TAGactive sites, trampoline parks or traditional climbing/clip 'n climb sites.

2.17.3 There is soft play available at Chipping Norton Leisure Centre. It is a fully enclosed two storey play structure and is open from 9.30am-6pm weekdays and 9am-3pm at weekends. It is aimed at children under the age of 10.

2.17.4 Other commercial leisure provision is well provided for in Oxford meaning that the Council facilities are unlikely to attract people from the City and surrounding areas, thereby reducing the catchment area for the Council's centres.

2.17.5 Additionally, just outside the Council area is Swindon which has sufficient commercial leisure provision to serve residents to the south west.

Map 8 - Commercial Leisure Provision



2.17.6 Day spas offer a high level of competition within the Council area and in the surrounding areas.

2.17.7 The map above shows all competition for the Council area. All competition, including specific activities, can be viewed via the interactive map [HERE](#). You can filter by activity type to show specific demand within the catchment.

2.18. Outdoor Provision

2.18.1 Leisure centres are not the only environment for people to be active. The wider physical environment, green infrastructure and open spaces play an important role in enabling more people to get active through active design and active environment to help improve the health of residents.

2.18.2 There are several parks and outdoor adventure play areas in West Oxfordshire, such as Kilkenny Lane Country Park situated between Brize Norton and Carterton, which has 2.5km of footpaths (suitable for wheelchair and pushchair access) and bridleways, and an adventure play area. Other parks include Deer Park and Madley Park Playing Fields. In the community survey, The Leys was the most popular park.

2.18.3 There are a number of open spaces in West Oxfordshire supported by the Council, such as North Leigh Common, The Lower Windrush Valley Project, Wychwood Forest Trust and Berks, Bucks & Oxon Wildlife Trust.

2.18.4 West Oxfordshire has blue spaces from lakes to four rivers running through the District (Thames, Cherwell, Windrush and Evenlode), which provide the opportunity to be physically active through water sports such as; outdoor swimming, water ski club, kayaking and paddle boarding. Hardwick watersports in the south east of the District offers a wide range of water sport activities.

2.18.5 There are two seasonally heated outdoor swimming pools at Woodstock Open Air Pool and Chipping Norton Lido.

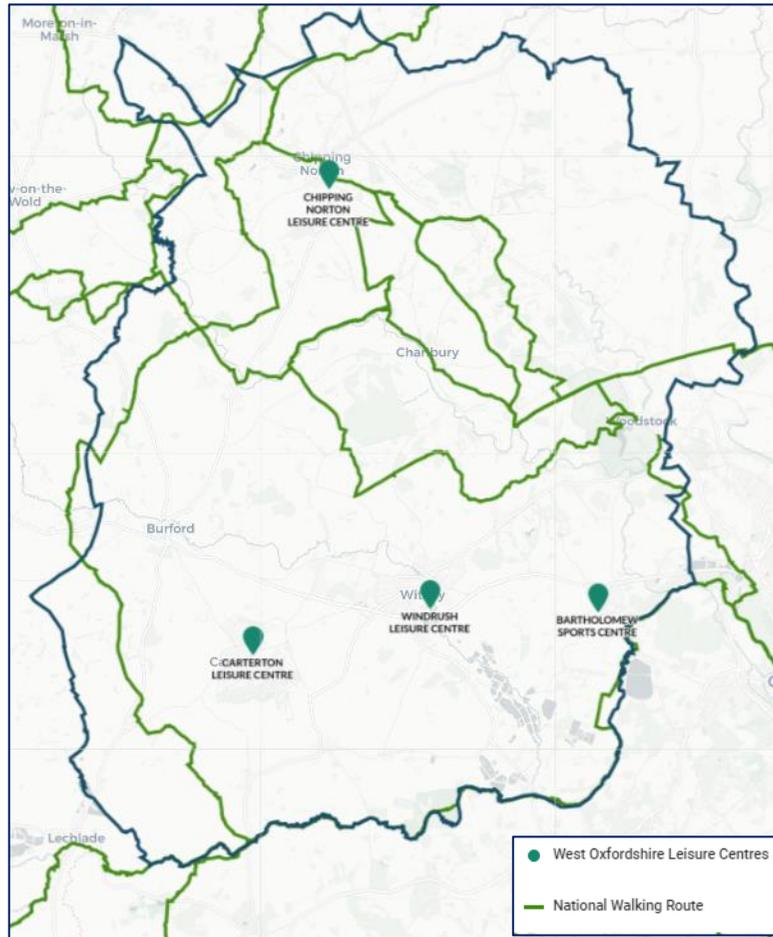
2.18.6 There are more than 80 play areas in West Oxfordshire, several of which have skate parks. Most are owned and managed by the local parish or town council.

2.18.7 According to the West Oxfordshire Open Space Study 2013-2029, there are nine allotment sites (20.62 hectares in total) in West Oxfordshire, which are managed by the town and parish councils.

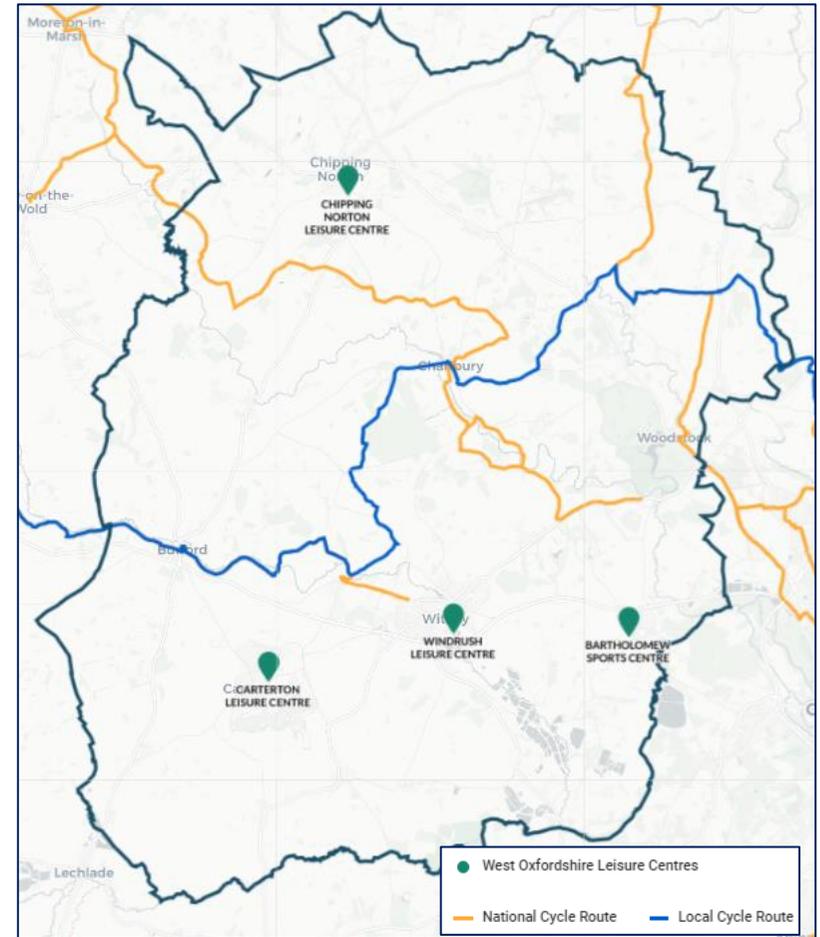
2.18.8 The report also identifies that there are eight amenity green spaces (covering 40.36 hectares), 12 parks and recreation grounds (public – over 52.61 hectares), and eight accessible natural green spaces (across 90.73 hectares).

2.18.9 The maps below show the national cycling and walking routes as well as local cycling routes. It can be seen that the rural areas (where there are less leisure facilities) are better served compared to the urban areas. There is an opportunity to utilise these routes for outreach programmes and initiatives in rural areas. However, cycling on roads in rural areas can often be risky and slightly dangerous. Well maintained off road routes can offer the chance for communities to be better connected through active travel.

Map 9 – National Walking Routes in West Oxfordshire



Map 10 – National and Local Cycling Routes in West Oxfordshire



2.18.1. Oxfordshire County Council has secured £520,415 of funding from the Government's Active Travel Capability Fund¹¹ to invest in improving access to active travel options across the County. The projects include:

- Planning for priority cycleways in Witney.
- Extending the County Council bike library scheme to enable low-income families to be able to cycle to school.
- Community cycle loan services, cycle maintenance training and community bike repair stands.
- Implementing cycle safety support in secondary schools and workplaces.
- Creating user-friendly local cycling and walking/wheeling maps.

2.18.2. In addition, The Windrush Bike project is a not for profit social enterprise that runs a community bike workshop in Witney where they teach vulnerable children and adults to fix donated bikes. Outside the workshop they deliver bikeability cycle training. Recently their 'Cycle for Good' initiative has received funding through the Council's partnership with community fundraising platform Westhive. This project expands the Windrush inclusive bike library, youth mechanics drop-in and builds on the Rusty Riders programme.

2.18.3. These initiatives, along with the improvements identified in the Local Cycling and Walking Infrastructure Plans (LCWIP) in development, will help increase walking and cycling

participation levels for adults and children in West Oxfordshire.

- Carterton has also been selected as one of two mobility hub pilot schemes by Oxfordshire County Council¹². Mobility hubs can help to support the prioritisation of sustainable transport modes and improve health and well-being of residents.

¹¹ <https://news.oxfordshire.gov.uk/plans-for-new-active-travel-funding-announced-by-oxfordshire-county-council/>

¹² [Mobility Hub Strategy \(oxfordshire.gov.uk\)](https://www.oxfordshire.gov.uk/mobility-hub-strategy)

Indoor, Commercial and Outdoor Provision – What does this mean for physical activity in West Oxfordshire?

Indoor

- There is a good spread and variety of indoor facilities across the Council area, with provision concentrated in the more urban areas.
- There is also a good number of community centres and halls across the District. These informal spaces can be used for a wide range of activities, including sport and physical activity, arts, community, meetings, playgroups and events, particularly valuable in the rural areas which are out of the leisure centre drive time catchments.
- The majority of residents can access the main indoor facilities such as sports halls, swimming pools, health & fitness, studios, squash and gymnastics within a 20-minute drive time. Where there are some gaps, these areas fall within catchments of bordering authority facilities.
- The Indoor Built Facility Strategy highlights that there is no requirement for additional sports facilities including sports halls and swimming pools in the future but an ongoing refurbishment/replacement programme will be required as most of stock is dual use, reaching capacity or ageing. Ongoing secured use of educational facilities for community use is important.

Commercial

- There is already good provision at Carterton Leisure Centre with the soft play and trampolining facilities.
- There is limited other soft play and other commercial leisure provision within the Council area.

Outdoor

- Covid-19 raised awareness of the importance of open spaces in encouraging healthy lifestyles and improving the quality of health of residents.
- Over 90% of adults report that time spent outdoors is good for their physical and mental health.*
- In West Oxfordshire there is a **good range of outdoor and open spaces locally for residents and visitors to be physically active** from; parks, play areas, outdoor gyms, walking and cycle routes, playing pitches and blue spaces for water sports.
- The community survey revealed notable interest in active modes of transportation, with over half expressing wish to cycle, run, or walk more than they currently do. Dedicated cycle lanes separated from traffic for safety reasons is important, as is better footpaths for those wanting to walk more.
- Outdoor swimming has increased in popularity and West Oxfordshire is in a good position with outdoor heated pools at Woodstock and Chipping Norton Lido.
- The Playing Pitch Strategy 2022 assessed outdoor sport provision and highlighted that there is **sufficient supply of provision for outdoor bowling and cricket**. However, there is **insufficient capacity to meet demand for hockey and rugby union and there is a lack of outdoor tennis courts to meet club demand**.
- There is also **current and future shortfall of four full size 3G pitches**. This will impact growth of football in the District which, as one of the most popular sports, will act as a barrier to children and adults participating.

*Ref. Environmental improvement plan 2023

2.19. Active Oxfordshire – Case Study

2.20.1 Move Together is an example of an excellent initiative being delivered by Active Oxfordshire across West Oxfordshire.

2.20.2 This example shows how partnership working can have a real impact on strategic outcomes and target community groups that are more likely to be inactive such as those living in deprived areas or people with long term health issues.

2.20.3 Continuing to work with the Active Partnership will be critical to maximising participation in physical activity and getting the inactive active,

Figure 23 – Active Oxfordshire Move Together case study

MOVE Together

Move Together Programme



Active
Oxfordshire

Helping you to move more & feel better

What the Move Together Programme Offers

- Support, advice and guidance about starting to move more that's tailored to what residents need, in the way they need it
- Kind voice on phone or a friendly face on the doorstep to provide advice and information about moving more, with local volunteers to support if needed
- Ideas about ways to get back more strength and mobility, and become more confident about going out
- Support to find out more about local community activities, walking groups or how to move more within comfort of own home
- Help to access specially designed home activity packs, exercise sessions for specific conditions, online classes
- All of the Move Together advice is provided by physical activity experts, designed to support residents to be more active and improve their health and wellbeing






Testimonials

"I have really enjoyed the advice I have been given about making certain changes to my lifestyle, which has really motivated me and made such a difference. It has really made me push myself positively to make the changes as I have struggled with my diabetes for around 2-3 years. It really has worked wonders for me."

"I really enjoyed receiving the Welcome pack with all the information, resistance band and pedometer. I keep the bag in the kitchen so I can see 'Move' and it makes me think and encourages me to move more if I haven't done so already."

"Great benefits, I feel stronger, happier with body and enjoying seeing small improvements has been what keeps me going. I know that may not last forever but I feel supported by your offer of updating/help with programmes going forward."

"Since exercising it has changed my mood and I feel more happier and motivated to do more, also I don't feel as anxious as I did when I first started."

2.20. Future Measurements of Success

2.20.1 Utilising all the insight data to understand ‘where we are now’, future measurements have been established for ‘how are we going to measure success?’. These are shown in the tables below under the same themes of Good Health for Life, Socially Integrated Communities and Active Environment

Table 2 – Future Measurements

Good Health for Life				
Outcomes	Where we are now: demographic, health and activity profile	Where we are now: facilities and assets	Where we are now: engagement	How are we going to measure success?
<ul style="list-style-type: none"> Reduced rates of physical inactivity Reduce health inequalities across the most and least deprived areas Improved health index and mental health index scores Physical activity is embedded as part of everyday life Develop strong local partnerships to increase accessibility to physical activity and wellbeing opportunities Improve the efficiency and wellbeing of the workforce Increased knowledge of the benefits of physical activity Older people to be active, engaged and independent to maintain their quality of life 	<ul style="list-style-type: none"> West Oxfordshire has a growing and ageing population Good health overall but health inequalities in some wards e.g. Chipping Norton Active adults in District comparable to regional average, 5% higher than national average but adults have higher obese & overweight levels. Usually, those who are more active are less likely to be obese or overweight Active 75+ years significantly higher than national average. Positive as often this age is less active. Important to understand how they are currently being active and what can be done to maintain these levels especially as 65+ are under-represented in Council leisure centres Children & young people have lower levels of activity than national and 	<ul style="list-style-type: none"> There is a good provision but refurbishment/replacement will be required to meet future demand 6.5% of West Oxfordshire residents use the Council leisure centre sites There is a good spread and variety of indoor facilities across the Council area, with provision concentrated in the more urban areas Majority of residents can access main indoor facilities such as sports halls, swimming pools, health & fitness, studios, squash and gymnastics within a 20-minute drive time. Where there are some gaps, these areas fall within catchments of bordering authority facilities. 	<ul style="list-style-type: none"> The community survey showed residents are already taking part in physical activity which correlates to higher than average adult activity levels Of those who would like to participate in more physical activity main motivation is to ‘improve/maintain physical health’ which is encouraging residents wish to be more active and recognise importance of increasing their physical activity levels The quality, cleanliness and accessibility of facilities is very important for inactive residents and increasing the likelihood of them participating in recreation, physical activity and wellbeing sessions in a leisure centre setting 	<ul style="list-style-type: none"> Rates of physical inactivity across West Oxfordshire (Active Lives data) Percentage of children in year Six who are overweight or obese Percentage of adults who are classed as overweight or obese Health Index Scores Swimming attainment levels - % of pupils achieving 25m by year six Participation in physical activity/health programmes by demographic groups e.g. over 65, long-term health issue/disability, people living in areas of higher deprivation

Good Health for Life				
Outcomes	Where we are now: demographic, health and activity profile	Where we are now: facilities and assets	Where we are now: engagement	How are we going to measure success?
<ul style="list-style-type: none"> Encourage an active start in life and increase physical literacy and proficiency in life skills e.g. cycling & swimming 	<p>regional levels but better (lower) than national levels of obesity, overweight</p> <ul style="list-style-type: none"> Local health issues - mental health, social isolation, falls, hip fractures, obesity No areas in top 30% most deprived deciles Pockets of Chipping Norton and Witney, within top 40% most deprived and areas at risk of inactivity but served by Chipping Norton Leisure Centre and Windrush Leisure Centre respectively Other at risk of inactivity locations include rural areas From the analysis target groups identified to get more active are: <ul style="list-style-type: none"> Children Older people, particularly in Chipping Norton and Carterton North Women 	<ul style="list-style-type: none"> The Indoor Built Facility Strategy highlights that there is no requirement for additional sports facilities including sports halls and swimming pools in the future but an ongoing refurbishment/replacement programme will be required. Ongoing secured use of educational facilities for community use is important. Commercial - There is already good provision at Carterton Leisure Centre with the soft play and trampolining facilities. There is limited other soft play and other commercial leisure provision within the Council area. 	<ul style="list-style-type: none"> Movement needs to be built into everyday life, such as walking to work/school, which has no cost and is also time efficient – both issues raised as barriers by inactive residents Consider timing of programmes and activities to work around peoples' work commitments, e.g. shift workers, to help reduce time due to work commitments as a barrier Those not using Windrush Leisure Centre, nearly half would consider using in future – opportunity if offering right The Youth Needs Assessment highlighted importance of providing activities and programming that young people they are interested in to help encourage them to be more physically active 	<ul style="list-style-type: none"> Leisure centre usage – broken down by demographic groups

Socially Integrated Communities				
Outcomes	Where we are now: demographic, health and activity profile	Where we are now: facilities and assets	Where we are now: engagement	How are we going to measure success?
<ul style="list-style-type: none"> • Reduced social isolation and loneliness • Communities more connected wherever they live through increased participation in physical activity • Leisure provision is inclusive and accessible to all people across West Oxfordshire • Increased training and education opportunities through leisure services • Increased collaborate with local communities, charity and voluntary sector 	<ul style="list-style-type: none"> • 27.7% of people in West Oxfordshire have volunteered in last 12 months (Active Lives Nov 21-22) • Volunteer Link Up connects volunteers with people and organisations that need help. Main areas are: <ul style="list-style-type: none"> ○ transport to medical appointments ○ befriending service offering companionship and help with errands ○ Help with practical tasks e.g. DIY, gardening • Volunteer Link Up supports the Good Neighbour Scheme (GNS) Network across West Oxfordshire 	<ul style="list-style-type: none"> • There is a good number of community centres and halls across the District • These informal spaces can be used for a wide range of activities, including sport and physical activity, arts, community, meetings, playgroups and events, particularly valuable in the rural areas which are out of the leisure centre drive time catchments 	<p>Community survey</p> <ul style="list-style-type: none"> • 34% would use leisure centres more if services co-located <p>Rural Isolation in Oxfordshire Report</p> <ul style="list-style-type: none"> • Accessible and affordable public transport key factor in reducing people’s perceived isolation, despite high levels of car ownership • Work responsibilities / lack of time main reason that prevented respondents from getting involved in community activities, followed by lack of confidence, physical health reasons and transport availability • Survey highlighted breadth of community activities and groups. These formal and informal groups offer a link in for people feeling socially isolated either directly or indirectly. Most of these groups and activities are volunteer-led 	<ul style="list-style-type: none"> • Number of voluntary sector partnerships delivering health and wellbeing programmes • Mental health index score • Attendance of health and wellbeing programmes, including monitoring those from areas of higher deprivation • Attendance figures of leisure centres – adults/children/areas of deprivation • Customer satisfaction/NPS score of leisure centres • Number of training courses delivered through leisure services • Number of apprentices at the leisure centres

Active Environment				
Outcomes	Where we are now: demographic, health and activity profile	Where we are now: facilities and assets	Where we are now: engagement	How are we going to measure success?
<ul style="list-style-type: none"> Active travel is the easy choice for residents – increased walking and cycling rates for travel Leisure centres and facilities to be carbon neutral by 2030 Improved access to, and use of, West Oxfordshire's outdoor spaces for physical activity Active environment principles are incorporated into all new housing development projects 	<ul style="list-style-type: none"> Lower levels of adults walking for travel within West Oxfordshire than national and regional average Higher levels of adults cycling for travel than national average but significantly lower than regional average Car ownership is higher than the national average which, combined with rural nature and inaccessibility of some areas in the District, may explain lower walking and cycling levels with residents choosing to use the car as their main mode of transport Lower levels of children and young people have participated once a week or more in walking to school or other places than regional and national average. Again this may be due to parents/carers driving children to places due to rural locations. 	<ul style="list-style-type: none"> In West Oxfordshire there is a good range of outdoor and open spaces locally for residents and visitors to be physically active from; parks, play areas, outdoor gyms, walking and cycle routes, playing pitches and blue spaces for water sports Outdoor swimming has increased in popularity and West Oxfordshire is in a good position with outdoor heated pools at Woodstock and Chipping Norton Lido The Playing Pitch Strategy 2022 assessed outdoor sport provision and highlighted there is sufficient supply of provision for outdoor bowling and cricket However, there is insufficient capacity to meet demand for hockey and rugby union and there is lack of outdoor tennis courts to meet club demand There is a current and future shortfall of four full size 3G pitches. This will impact growth of football in the District which, as one of most popular sports, could act as a barrier to participation 	<ul style="list-style-type: none"> The community survey revealed notable interest in active modes of transportation, with over half expressing wish to cycle, run, or walk more than they currently do. Therefore there is an opportunity to increase active travel initiatives if appropriate cycling and pedestrian infrastructure is in place The survey revealed that dedicated cycle lanes separated from traffic for safety reasons is important, as is better footpaths for those wanting to walk more Over half of those in the community survey use a park/open spaces with The Leys being the most popular park followed by Kilkenny Lane Country Park 	<ul style="list-style-type: none"> Rates of walking and cycling for travel Reduced carbon footprint of leisure venues Number of physical activity programmes delivered in green spaces and total attendance Attendance of active travel initiatives and programmes

3. Stage 3 – Interventions

3.1 Stage 3 identifies how the outcomes can be delivered sustainably.

3.2 Facility Interventions

3.2.1 The following facility interventions have been identified based on the evidence identified in Stage 2 that will enable the Council to effectively deliver the strategic outcomes.



Table 3 - Facility Interventions

Facility Intervention	Rationale	Strategic Outcome
A feasibility project is completed for Windrush Leisure Centre to determine ideal facility mix, scale of investment required and potential ongoing revenue improvement	<ul style="list-style-type: none"> As an ageing building it will be more expensive to repair and maintain and also be less energy efficient Future feasibility work was also identified in the Built Facility Strategy A new centre would improve financial performance, the centre has struggled to recover to pre-Covid levels, particularly on fitness income/memberships New competition has opened nearby (Pure Gym), impacting the demand and performance of the existing leisure centre Accessible / good quality facilities was the main encouragement factor to people using leisure centres Main encouragement factors to doing more physical activity was improved facilities 	<ul style="list-style-type: none"> Leisure centres and facilities to be carbon neutral by 2030 Leisure provision is inclusive and accessible to all people across West Oxfordshire Reduced rates of physical inactivity Reduce health inequalities across the most and least deprived areas
Ongoing refurbishment plan for existing leisure asset.	<ul style="list-style-type: none"> Built facility strategy highlighted the need for refurbishment of swimming pools and sports hall facilities at Carterton Leisure Centre, Chipping Norton Leisure Centre and Bartholomew Sports Centre to ensure they are fit for purpose and meet energy reduction targets. Ensure facilities are of a high quality and deliver positive customer experiences Retain and attract new users Accessible / good quality facilities was the main encouragement factor to people using leisure centres Main encouragement factors to doing more physical activity was improved facilities 	<ul style="list-style-type: none"> Leisure centres and facilities to be carbon neutral by 2030 Leisure provision is inclusive and accessible to all people across West Oxfordshire

Facility Intervention	Rationale	Strategic Outcome
Develop a sinking fund to deliver the ongoing maintenance and replacement requirements	<ul style="list-style-type: none"> To support the delivery of the ongoing refurbishment requirements detailed above 	<ul style="list-style-type: none"> Financial sustainability Leisure centres and facilities to be carbon neutral by 2030
Ensure facilities meet needs of an ageing population	<ul style="list-style-type: none"> Ageing population Over 65's are the most under-represented age group in the Council's leisure centres Older people are much less likely to be active Opportunity to impact health services through intervention for health issues that are specific to older people such as poor mobility 	<ul style="list-style-type: none"> Older people to be active, engaged and independent to maintain their quality of life Leisure provision is inclusive and accessible to all people across West Oxfordshire Reduced social isolation and loneliness
Maximise and improve green space and walking and cycling routes for informal and formal physical activity opportunities	<ul style="list-style-type: none"> Walking and cycling for travel rates are lower than the national average The community survey revealed notable interest in active modes of transportation, with over half expressing wish to cycle, run, or walk more than they currently do. Dedicated cycle lanes separated from traffic for safety reasons is important, as is better footpaths for those wanting to walk more Higher interest in active travel e.g. cycle, run, walk (53%) national benchmark (42%) which has potential to increase activity levels and improve the environment 	<ul style="list-style-type: none"> Active travel is the easy choice for residents – increased walking and cycling rates for travel Improved access to, and use of, West Oxfordshire's outdoor spaces for physical activity Active environment principles are incorporated into all new housing development projects Physical activity is embedded as part of everyday life
Address 3G pitch shortfalls identified in the Playing Pitch Strategy	<ul style="list-style-type: none"> There is also current and future shortfall of four full size 3G pitches. This will impact growth of football in the District which, as one of the most popular sports, will act as a barrier to children and adults participating 	<ul style="list-style-type: none"> Leisure provision is inclusive and accessible to all people across West Oxfordshire Encourage an active start in life and increase physical literacy and proficiency in life skills

3.2.2 Windrush Leisure Centre

3.2.3 Given the evidence and research it is recommended that a feasibility study for the future of Windrush Leisure Centre is completed. This feasibility should consider the options of:

- Maintaining the existing leisure centre
- Refurbishing the existing leisure centre
- Replacing the existing leisure centre

3.2.4 The feasibility will set out the capital and ongoing revenue impact of each option, which will enable the Council to understand future financial commitment and overall affordability. It will also provide an overview of funding options and procurement routes for the design and build of the refurbished/new centre options.

3.2.5 With the replacement options a site options analysis should be incorporated to identify the most suitable location within Witney for a new centre (including consideration of the current site).

3.2.6 The evidence collated in this report suggests the following facilities are required in Witney as part of any refurbishment/replacement of Windrush Leisure Centre. This facility mix will be refined through any feasibility process.

Table 4 - Windrush Leisure Centre - Facility Mix

Current Facility Mix	Proposed Facility Mix	Rationale
6 lane 25m swimming pool	6 lane 25m swimming pool	BFS highlights existing water space meets demand Swimming income has recovered well post-Covid
Teaching pool – 12m x 7m	17m x 10m (subject to specific local FPM run)	The BFS highlights a specific local run is required to determine whether additional water space is required in future years given housing development. It is recommended that any additional space be considered for the teaching pool provision as the current pool is small and a larger pool will enable growth of learn to swim whilst retaining the main pool for casual and other use
125 station gym	c.100 station gym	Fitness membership has not recovered to pre-Covid levels due to new competition in Witney, therefore a larger gym is not required. An up to date latent demand for fitness would be completed as part of the feasibility study to determine proposed size. Based on current membership levels and industry benchmarks for members

Current Facility Mix	Proposed Facility Mix	Rationale
		per station a gym of c.100 stations should meet current and future demand
4 court sports hall	4 court sports hall	BFS highlights need to retain existing provision but additional sports hall space is not required Final recommendation will depend on any sports provision provided within any housing developments through S106 funding
Studio	2 x studio	Additional studio space will allow for growth of group exercise programme to support membership growth Flexible space that can deliver other services outside of the group exercise programme
Cycling studio	Cycling Studio	Retain as demand for current facility Enables the delivery of a strong and varied group exercise programme Adds value to membership offer
Café	Café	Offers a social space to be utilised by leisure centre users and non-users Create a secondary income stream Supports other activities on site and increases dwell time
Wellness hub	Wellness hub	Provides facility for an ageing population Facility for people with disabilities or long term health issues Contributes towards health priorities Increases accessibility to leisure facilities by target groups
	Flexible community space 2 x rooms c.10 person capacity	Flexible spaces that can be used for physical activity, health and other community programmes

3.2.7 A commercial offer such as soft play or ten pin bowling is not included in the current recommendations due to the competition and the facilities at Carterton Leisure Centre. It is recommended that an assessment of usage of the Carterton facilities is completed before any such facilities are considered in Witney.

3.3 Service Interventions

3.3.1 The table below includes service interventions, which have been identified from Stages 1 and 2 of this report and taken from industry best practice. These interventions include some specific recommendations to help encourage the target groups to be more physically active. These interventions should inform future service delivery and priorities, including future leisure management contracts.

Table 5 – Service Interventions

Strategic Outcome	Service Interventions
<p>Good Health for Life</p>	<ul style="list-style-type: none"> • Increased partnership working with: <ul style="list-style-type: none"> ○ Voluntary sector; ○ Community groups; ○ Public health; ○ Social prescribers; and ○ Disability groups. • Introduce healthy workplace initiatives - consider implementing the Health Workforce Award at West Oxfordshire District Council – lead by example • Develop outreach initiatives and programmes, delivered in partnership with other organisations, to increase physical activity opportunities in rural areas – utilising community and outdoor space. Particularly, focusing on areas at risk of inactivity • Ensure leisure centres are accessible through an effective pricing policy • Develop activity programmes for older age groups, who are currently under-represented in the leisure centres • Ensure there are specific activity programmes targeted at women and girls • Ensure the quality of offer compares to the private sector, to retain and attract users from the least deprived deciles • Ensure activity programmes are available around the working day e.g. offering lunchtime classes • Deliver specific health programmes for those with disabilities or in rehabilitation • Improve awareness of activities and services available to local residents, particularly in rural areas and areas with housing growth • Opportunity to promote healthy habits in young people to encourage them to be more active and lead healthy lifestyle into adulthood
<p>Socially Integrated Communities</p>	<ul style="list-style-type: none"> • Review and reframe the language used when speaking to local communities about physical activity to improve understanding and make it more accessible. E.g. move away from ‘leisure, sport, exercise’ etc. • Buddy schemes for those not confident to visit leisure facilities or participate in outreach programmes alone • Ensure there is a diverse physical activity programme that is accessible to all community groups and ages • Deliver apprenticeship and work experience schemes across the leisure centres • Provide social activities linked to physical activity programmes
<p>Active Environments</p>	<ul style="list-style-type: none"> • Introduce physical activity programmes that maximise use of outdoor spaces

Strategic Outcome	Service Interventions
	<ul style="list-style-type: none">• Work with the Oxfordshire highways team to improve active travel options across West Oxfordshire• Improved promotion and marketing of walking and cycling routes• Utilise this strategy to support the Local Plan requirements and work with developers and planning department to ensure active environments are considered within any development schemes

APPENDIX 1 – Local Strategies Analysis

The Council is working on a new Local Plan to 2041, which is currently in consultation.

Table 6 – Local Strategies Analysis

Strategy	Vision	Key Priorities
Council Plan 2023-2027	Shaping West Oxfordshire as a District which offers a fulfilling and meaningful quality of life for our residents with opportunities for all to flourish, a thriving and prosperous place for entrepreneurs and businesses, where local people and visitors can enjoy the beauty and heritage of our landscape, built, farmed and natural environment.	<ul style="list-style-type: none"> • Putting residents first • Enabling a good quality of life for all • Creating a better environment for people and wildlife • Responding to the climate and ecological emergency • Working together for West Oxfordshire
Local Plan 2031 (2041 local plan is in consultation)	Our vision for the future is to meet the needs of West Oxfordshire’s communities and play a role in helping to meet wider needs, without significant change to the intrinsic character of the District. We want this area to continue to be one of the best places in which to live, work, play and visit.	<ul style="list-style-type: none"> • Strong market towns and villages • Meeting the specific housing needs of our communities • Sustainable economic growth • Sustainable communities with access to services and facilities • Protecting and enhancing our environment and reducing the impact from climate change
Climate Change Strategy 2021-2025	Leading the way in protecting and enhancing the environment by taking action locally on climate change and biodiversity	<ul style="list-style-type: none"> • The restoration of natural ecosystems and biodiversity are delivered widely and consistently • Everyone feels they have access to wildlife-rich sites, to the benefit of their health and wellbeing • Housing-energy retrofit is a continuous programme of activity and is helping to reduce energy consumption for households, addressing fuel poverty and improving health • Clean and local energy is commonplace, providing local communities with energy independence and resilience • Active forms of travel including cycling and walking are widely adopted and ultra-low-emission transport infrastructure is equipped to meet rising demand • Growth and new development are designed to the highest standards of energy performance and environmental sustainability

Strategy	Vision	Key Priorities
		<ul style="list-style-type: none"> Partnership with national, regional, county, district and local partners and communities continues to progress clear and positive outcomes for climate action Everyone feels they can work collectively to make a difference, taking climate action at home, at work and as part of their local communities
Carbon Action Plan	The Carbon Action Plan now sets out the Council’s pathway for how it will achieve its target of carbon neutral.	<ul style="list-style-type: none"> Present a Greenhouse Gas (GHG) emissions account as a baseline and measure of the Council’s current impact on climate change so that it can measure the success of actions taken to reduce and remove emissions Define a set of Guiding Principles for planning all future research and projects implemented by the Council towards its target of carbon neutral Identify a Pathway and Priorities for Action as the trajectory for achieving carbon neutral Set out a process for the monitoring and review of action in progress and new action planned so that the Plan remains live and responsive to external influences, technological changes and innovation within the low-carbon and renewable energy sector Lead by example, establishing, as a Council, an assessment methodology and set of Guiding Principles that partners working across the District may apply to their own projects planned in response to the climate emergency
West Oxfordshire Playing Pitch Strategy 2022	To provide a robust and objective assessment of the current quality and quantity of pitch provision and changing facilities, to determine the need now and in the future.	<ul style="list-style-type: none"> To protect the existing supply of outdoor sports facilities where it is needed to meet current and future needs To enhance outdoor sports provision and ancillary facilities through improving quality and management of sites To provide new outdoor sports facilities where feasible and there is current or future demand to do so
Built Indoor Facility Strategy 2022	To support residents to be fit for the future by facilitating healthy lifestyles and better wellbeing for everyone. The Council wishes to adopt a place-based approach, working collaboratively with the health sector, voluntary sector and local communities to enhance health and wellbeing.	<ul style="list-style-type: none"> Strong local communities Climate action Healthy towns and villages Vibrant district economy Meeting housing needs

Strategy	Vision	Key Priorities
		<ul style="list-style-type: none"> • Modern Council services and sustainable finance
West Oxfordshire Community Safety Partnership Action Plan 2018-2021	West Oxfordshire Community Safety Partnership action plan is dedicated to assisting the delivery of the priorities in the Thames Valley Police Crime Commissioners Police and Crime Plan	<ul style="list-style-type: none"> • Support vulnerable members of the community • Prevention and early intervention to create better outcomes • Reduce re-offending and risk • Disrupt Organised Crime and terrorism including Rural crime
West Oxfordshire Equality Policy 2020	The aim of this policy is to reduce any inequality and to ensure equality of opportunity both in providing services and as an employer. It aims to provide clear outcomes that intend to improve our approach to equality and diversity and aid in meeting our legal requirements.	<ul style="list-style-type: none"> • Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the act • Advance equality of opportunity between people who share a protected characteristic and those who do not • Foster good relations between different groups including those who share a protected characteristic and those who do not
Witney Local cycling and Walking Infrastructure Plan	By 2041, Witney will have safe, convenient, and well-connected walking (including wheeling) and cycling networks that are accessible for people of all abilities, ages and backgrounds. These networks will connect people to where they want to go, including excellent routes to access public transport. Walking and cycling will become the everyday choice for short journeys or as part of longer journeys combined with using public transport in Witney and beyond. A culture of walking and cycling will be achieved. This will create a thriving, healthy, inclusive and climate sensitive community, where improvements preserve and enhance the natural and historic environment and make Witney a great place to live, work and visit	<ul style="list-style-type: none"> • Deprivation • Health • Conservation • Carbon emissions and air quality • Flooding • Rurality • Compact town • High car dependency • Congestion • Collisions • Existing cycling and walking networks • Propensity to cycle • Future development and transport schemes • 20mph speed limit
Active Oxfordshire’s Strategic Plan 2020-2024	Oxfordshire will be the least inactive county in England by 2024	<ul style="list-style-type: none"> • Reduction in physical inactivity • Improved physical health • Improved mental wellbeing • Reducing the gap in health inequalities • Increased knowledge of the benefits of physical activity • Physical activity is in all strategic plans at policy level and care pathways

Strategy	Vision	Key Priorities
<p>Oxfordshire Joint Health and Wellbeing Strategy 2024-2030</p>	<p>To improve health and wellbeing for local people between 2024-2030</p>	<ul style="list-style-type: none"> • The best start in life • Children and young people’s emotional wellbeing and mental health • Healthy people and healthy places • Physical activity and active travel (residents in Oxfordshire should be able to remain active throughout their lives, especially in our most deprived areas) • Maintain independence (we will support our older residents to remain independent and healthy, for longer) • Strong social relationships (we want to reduce levels of loneliness and social isolation, especially in rural areas) • Financial wellbeing and healthy jobs • Climate change and health • Healthy homes • Thriving communities (support and enable all communities to play their key role delivering better health and wellbeing for people across Oxfordshire)
<p>Oxfordshire JSNA 2023</p>	<p>The Oxfordshire Joint Strategic Needs Assessment identifies the current and future health and wellbeing needs of our local population.</p>	<ul style="list-style-type: none"> • Health and wellbeing overall • Start Well • Live Well • Age Well
<p>Oxfordshire Infrastructure Strategy (OxIS) 2021-2040</p>	<ul style="list-style-type: none"> • Set out the priority strategic infrastructure investment needed to good growth as defined in the Oxfordshire Strategic Vision and aligned to the emerging OxIS Themes • Continue to shape and influence investment strategies at a national, sub-national and local level; maximising the efficiency and effectiveness of existing infrastructure and reducing the demand for new infrastructure, supporting Oxfordshire’s role as a global innovation hub • Plan for infrastructure over a longer-term horizon to complement and provide evidence to support the emerging Oxfordshire Plan 2050 • Provide an investment prioritisation that can be applied as relevant funding sources become available 	<ul style="list-style-type: none"> • Environment • Health – to improve health and wellbeing and reduce health inequalities by enabling independence, encouraging active and healthy lifestyles, facilitating social interaction and creating inclusive, safe and resilient communities • Place-Shaping • Productivity • Connectivity

Strategy	Vision	Key Priorities
<p>Oxfordshire’s Strategic Vision for Long Term Development</p>	<p>Our aim is to utilise the unique opportunities and assets in Oxfordshire to realise sustainable growth, and shape healthy, resilient communities in which it is possible for all residents to thrive and which can be an exemplar for the rest of the UK and other locations internationally.</p>	<ul style="list-style-type: none"> • We will reverse the impacts of climate change • We will create conditions to support a world-leading and innovation-rich economy which is clean, prosperous, diverse, inclusive, successful and sustainable • We will improve our overall health and wellbeing and reduce inequalities • We will enhance our natural environment • We will reflect our distinctive and diverse communities and places • We will deliver homes that meet the needs of current and future generations • We will embrace technological changes • We will expect high quality development • We will help people to help each other by supporting communities and individuals to achieve positive change for themselves • We will maximise the benefits of strong collaboration within Oxfordshire • We will proactively and positively engage and collaborate beyond Oxfordshire
<p>Oxfordshire Active Travel Strategy 2022</p>	<p>Vision for walking - Oxfordshire will be an area where walking is encouraged and provided for by good quality infrastructure. Town centres will have high quality urban squares and spaces to enhance the economic vitality and viability of towns. Walking routes will be improved along main urban corridors to create a pleasant and welcoming experience. Walking in villages will be safe and pleasant particularly to local shops, schools and recreation. Wayfinding will be used to enable people to use safe, attractive walking routes to access local facilities, including parks, schools, local retail centres and leisure and community facilities</p> <p>Vision for cycling - Oxfordshire towns and villages will be places where most residents choose active travel (walking and cycling) as the natural first choice for making most of their local journeys and many of their longer journeys in tandem with train and bus. Oxford will become a world class cycling city where cycling is celebrated</p>	<ul style="list-style-type: none"> • Commitment and governance • Walkable communities • Inclusive cycle networks • Managing motor traffic • Building the cultural norm • Tacking Climate Emergency

Strategy	Vision	Key Priorities
	and open to everybody, regardless of age, background or cycling experience	
Local Transport and Connectivity Plan 2022-2050	Our Local Transport and Connectivity Plan vision is for an inclusive and safe net-zero Oxfordshire transport system that enables all parts of the county to thrive. It will tackle inequality, be better for health, wellbeing and social inclusivity and have zero road fatalities or life-changing injuries. It will also enhance our natural and historic environment and enable the county to be one of the world's leading innovation economies. Our plan sets out to achieve this by reducing the need to travel and private car use through making walking, cycling, public and shared transport the natural first choice	By 2030 our targets are to: <ul style="list-style-type: none"> • Replace or remove one out of every four current car trips in Oxfordshire • Increase the number of cycle trips in Oxfordshire from 600,000 to 1 million cycle trips per week • Reduce road fatalities or life changing injuries by 50% By 2040 our targets are to: <ul style="list-style-type: none"> • Deliver a net-zero transport network • Replace or remove an additional one out of three car trips in Oxfordshire By 2050 our targets are to: <ul style="list-style-type: none"> • Deliver a transport network that contributes to a climate positive future • Have zero, or as close as possible, road fatalities or life-changing injuries
The Village Travel Network Active Travel Plan	Bringing villages together to enable sustainable travel, connectivity and networking that enhances community safety, wellbeing, social opportunities, and longer term environmental and low carbon benefits	<ul style="list-style-type: none"> • The LTCP outlines a clear vision to deliver a net-zero Oxfordshire transport and travel system that enables the county to thrive whilst protecting the environment and making Oxfordshire a better place to live for all residents. The policies included in the LTCP are the tools that we believe are necessary to achieve this
Living Longer, Living Better. An Older People's Strategy for Oxfordshire 2019-2024	Ageing is not lost youth but a new stage of opportunity and strength Together we aim to make Oxfordshire a great place to live and grow older	<ul style="list-style-type: none"> • Theme 1: Being Physically and Emotionally Healthy • Theme 2: Being part of a Strong and Dynamic Community • Theme 3: Housing, Homes and the Environment • Theme 4: Access to Information and Care
Children and Young People's Plan 2018-2023	Oxfordshire, a great place to grow up and have the opportunity to become everything you want to be	<ul style="list-style-type: none"> - Have the best start in life - Access high quality education, employment and training that is motivational - Go to school and feel inspired to stay and learn • Have good self-esteem and faith in themselves

Strategy	Vision	Key Priorities
<p>Oxfordshire Health NHS Trust Foundation Strategy 2021-2026</p>	<p>Outstanding care delivered by an outstanding team</p>	<p>Caring</p> <ul style="list-style-type: none"> - Put people and patients first - Be understanding - Show respect - Listen and communicate <p>Safe</p> <ul style="list-style-type: none"> - Create a safe environment for patients and staff - Be self-aware - Be open and honest - Give and receive help <p>Excellent</p> <ul style="list-style-type: none"> - Strive to be the best (quality improvement culture) - Take pride - Learn and improve - Work together - Be professional in everything we do
<p>Oxfordshire University Hospitals Clinical Strategy 2023-2028</p>	<p>Over the next year, we will turn this 5-year blueprint into a programme of implementation, working across our teams and with our partners to turn our ambitions into reality</p>	<ul style="list-style-type: none"> • Strengthen our System Role as a Specialist Provider • Transform where we deliver our services • Transform how we deliver our services • Tackle inequality and focus on Prevention and Population Health • Develop World Class Research, Innovation and QI • Develop and support Our People, adopting new roles and opportunities and getting the basics right • Collaborate with Our Partners to deliver greater collective value • Deliver Digitally Enabled Care • Make the best use of our Estate • Deliver Sustainable and Productive Services
<p>Oxfordshire Mental Health Prevention Framework 2020-2023</p>	<p>Our vision is that everyone in Oxfordshire has the opportunity to achieve good mental health and wellbeing</p>	<ul style="list-style-type: none"> • Increase people’s knowledge, skills and confidence • Targeted action and robust evaluation • Support and advice for good mental wellbeing • Working with partners across the system

Strategy	Vision	Key Priorities
Oxfordshire Mind Strategy 2022-2025	<p>Vision We won't give up until everyone experiencing a mental health problem gets both support and respect</p> <p>Purpose We promote good mental health through the provision of high-quality services and campaigning for positive change</p>	<ul style="list-style-type: none"> • Be slightly smaller in income terms • Be ever-more ambitious for our organisation and service users • Be proudly non-clinical • Be more independent, not afraid to speak out and campaign • Continue to complement the NHS and work in partnership with the NHS, Local Authorities, and the third sector • Increase our fundraising in order to foster this change of direction and diversity our income streams • Increase the profile of our organisation, be proud of what we achieve (and say so), and speak out for the Mental Health needs of our service users and all people facing Mental Health challenges
Oxfordshire Age UK Plan 2022-2025	Enabling and empowering older people to stay independent and live life to the full	<ul style="list-style-type: none"> • Making sure people can find the right help at the right time to live well in their communities • A preventive approach, promoting good health and wellbeing for all • Enhancing meaning, joy and celebration in all lives • Ensuring that age is not a barrier to living well in age friendly communities • Strengthening the infrastructure and resilience of the organisation
Oxfordshire Food Strategy 2022	Everyone in Oxfordshire can enjoy the healthy and sustainable food they need every day	<ul style="list-style-type: none"> • Tackle food poverty and diet-related ill health • Build vibrant food communities with the capacity and skills to enjoy food together • Grow the local food economy through local enterprises, local jobs, local wealth generation • Strengthen short, transport local food supply chains • Improve the health and sustainability of institutional catering
Oxfordshire Strategic Vision	Oxfordshire is a unique location: What we do here matters, not just for the benefit of our residents and communities, but also for the wellbeing of the UK and communities across the globe. We are at the frontier in addressing and solving the most pressing challenges facing humanity. We want Oxfordshire to thrive so that the lives of current and future generations are improved. To achieve this will	<ul style="list-style-type: none"> • Our natural environment will be in a better state than that in which we found it • We will already be carbon neutral and accelerating towards a carbon negative future • Our residents will be healthier and happier, and overall wellbeing will have improved

Strategy	Vision	Key Priorities
	<p>require bold, collaborative, and inclusive thinking to deliver real and lasting change in ways that build resilience and enhance environmental, social, and economic wellbeing. We will draw on our worldclass economy, our spirit of discovery and Oxfordshire’s global reputation to power this change through the adoption of clean and sustainable technology.</p>	<ul style="list-style-type: none"> • Our local economy will be globally competitive, sustainable, diverse and inclusive • Our community will be a more equal, fair and inclusive place for everyone • Our vibrant historic and cultural offer will be rich, diverse and enhanced • We will have energy efficient and affordable homes in the right number, location and tenure • Our county’s connectivity will be transformed in ways that enhance wellbeing • Our diverse and vibrant communities will thrive with a strong sense of identity

APPENDIX 2 – Stakeholder Report

[Client-Draft-West-Ox-Stakeholder-Summary-Report.docx](#)

APPENDIX 3 – Target Groups

The diagram below illustrates the target groups identified in the stakeholder workshops with larger circles depicting those mentioned the most.

Many of these target groups align with those identified by Active Oxfordshire as priority groups to reach to help achieve their strategic priorities.

Figure 24 – Target Groups



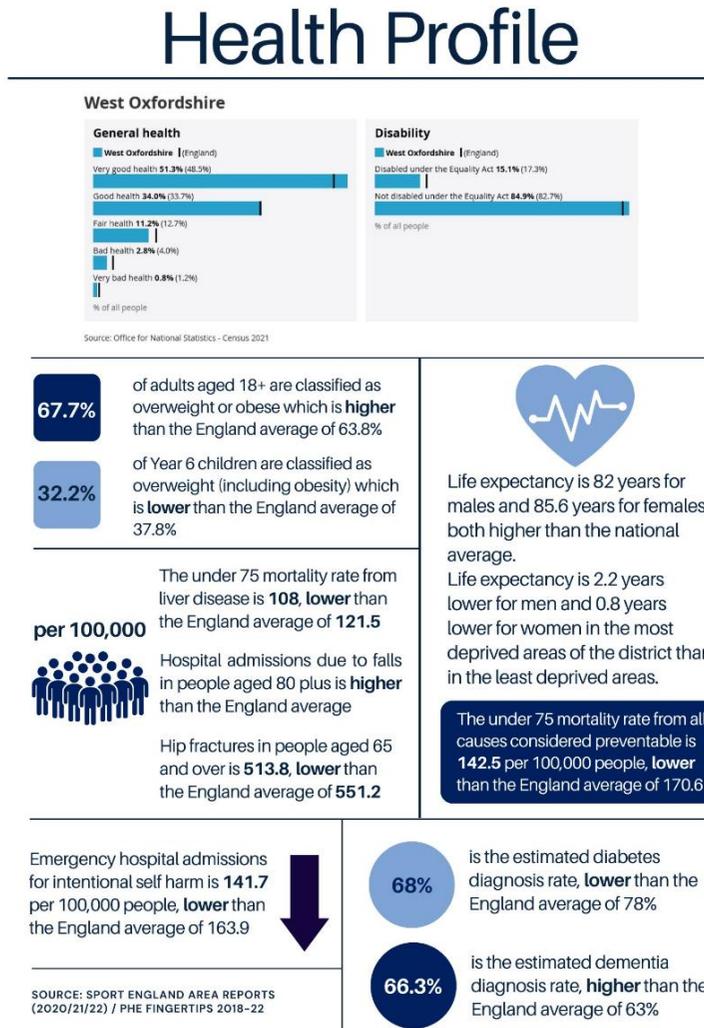
Figure 25 – Active Oxfordshire Strategic Priorities

Strategic priorities



APPENDIX 4 – West Oxfordshire Health Profile

Figure 26 – Health Profile



APPENDIX 5 – Member User Analysis

Age - Children aged 0-14 years are overrepresented, highlighting the strength of youth programmes such as learn to swim. However, all other age groups are under-represented, although as highlighted in the graph below this is only marginal until 50+ years where the gap increases further. Currently the residents aged 65+ make up 22% of the population, however they only account for 11.7% of the user base

There is an opportunity to attract more older residents to the facilities and consider programmes and activities that will be attractive to them.

Figure 27 – Age Profile Comparison

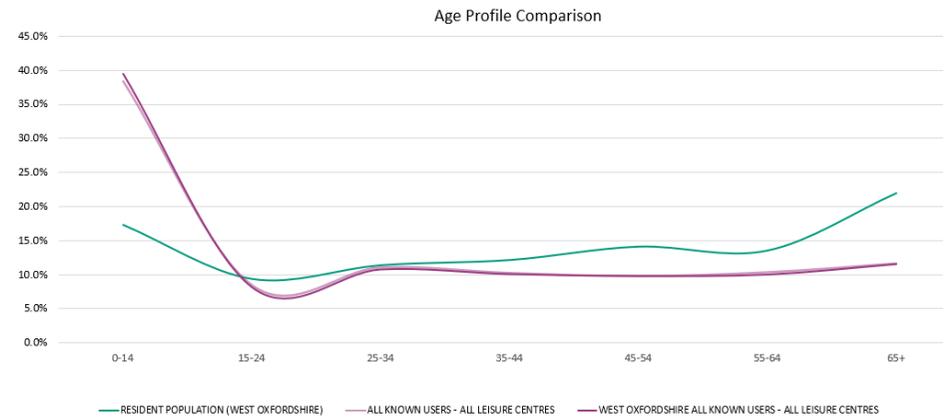


Figure 28 – Gender Profile Comparison



Gender - 50.9% of users are female and 49.1% male. This is a slight over-representation of females against the resident population and under-representation of males.

Deprivation - with regards to deprivation, there are no residents in deciles one to three. The most under-represented deciles are 6 and 7 and over-represented 8 and 9.

Mosaic Profiling - the mosaic profiling shows that Group D – Rural Reality and Group C – Country Living are the most dominant mosaic groups in the Council area (25.9% and 23.8%). The current West Ox resident user profile shows that Rural Reality is well represented against the resident population at the leisure centres, making up 25.7% of users.

Group H – Aspiring Homemakers is the most over-represented group, followed by group G – Domestic Success and Group F – Suburban Stability.

Figure 29 – Index of Multiple Deprivation

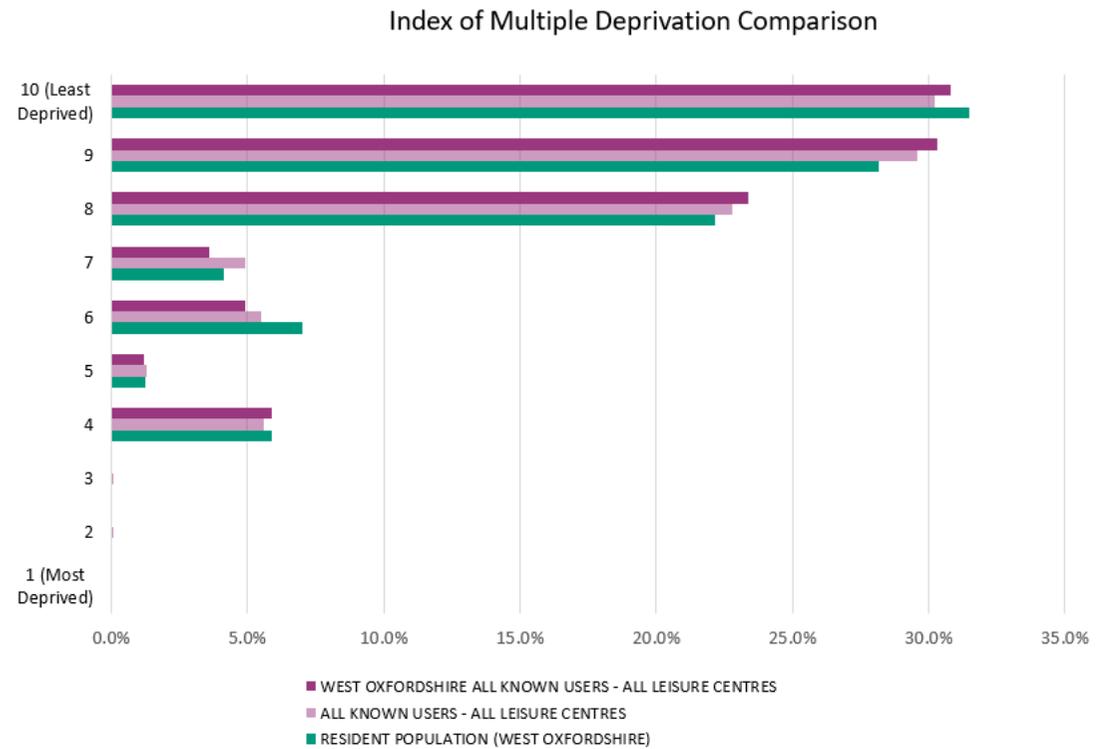


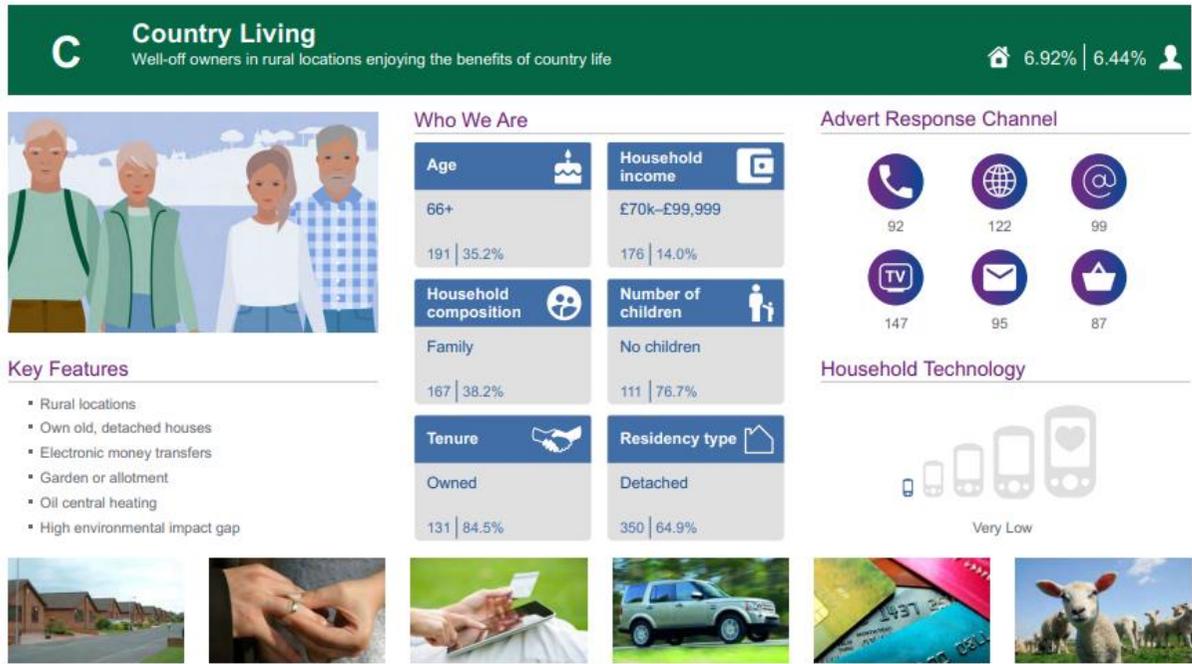
Table 7 – Mosaic Profile Summary

EXPERIAN MOSAIC GROUP***	RESIDENT POPULATION (WEST OXFORDSHIRE)	RESIDENT POPULATION (WEST OXFORDSHIRE) PERCENTAGE	ALL KNOWN USERS - ALL LEISURE CENTRES		WEST OXFORDSHIRE ALL KNOWN USERS - ALL LEISURE CENTRES		PENETRATION RATE (WEST OXFORDSHIRE)
			TOTAL	PERCENTAGE OF USERS	TOTAL	PERCENTAGE OF USERS	
A City Prosperity	0	0.0%	10	0.1%	0		
B Prestige Positions	6,319	5.7%	476	6.0%	417	5.7%	1.01
C Country Living	26,594	23.8%	1,396	17.7%	1,153	15.8%	0.66
D Rural Reality	28,927	25.9%	2,022	25.6%	1,878	25.7%	0.99
E Senior Security	5,148	4.6%	318	4.0%	303	4.2%	0.90
F Suburban Stability	4,530	4.1%	353	4.5%	343	4.7%	1.16
G Domestic Success	9,921	8.9%	872	11.1%	836	11.5%	1.29
H Aspiring Homemakers	19,341	17.3%	1,788	22.7%	1,747	23.9%	1.38
I Family Basics	2,310	2.1%	143	1.8%	140	1.9%	0.93
J Transient Renters	958	0.9%	61	0.8%	58	0.8%	0.93
K Municipal Tenants	126	0.1%	10	0.1%	8	0.1%	0.97
L Vintage Value	4,096	3.7%	148	1.9%	144	2.0%	0.54
M Modest Traditions	952	0.9%	61	0.8%	61	0.8%	0.98
N Urban Cohesion	544	0.5%	45	0.6%	39	0.5%	1.10
O Rental Hubs	1,994	1.8%	116	1.5%	102	1.4%	0.78
U Unclassified	0	0.0%	72	0.9%	67	0.9%	
Unknown	0		595		0		
Total	111,758		8,486		7,296		

Overall, the user profile of the leisure centres as a whole is broadly comparable to the resident population in West Oxfordshire, with no specific Mosaic groups or deprivation deciles significantly under-represented.

Country Living – Under Represented Mosaic Profile

Figure 30 – Mosaic Group – Country Living



Mosaic UK

2023 © Experian Ltd | All rights reserved
www.segmentationportal.com

APPENDIX 6 – Community Online Survey Report

 [WODC Online Community Survey FINAL.pdf](#)

Disclaimer

Although the information in this report has been prepared in good faith, with the best intentions, on the basis of professional research and information made available to us at the time of the study, it is not possible to guarantee the financial estimates or forecasts contained within this report. Max Associates assumes no responsibility or liability for any errors or omissions in the content of this report.

Max Associates cannot be held liable to any party for any direct or indirect losses, financial or otherwise, associated with any information provided within this report. We have relied in a number of areas on information provided by the client and have not undertaken additional independent verification of this data.