

How the Council and its partners can increase women and girls access and participation in sports provision and physical activities in the borough

Recommendation 1

Community engagement

Using the co-design framework, the Council's Sports and Physical Activity Service (CSPAS) will set up a steering group to engage women and girls on their needs for accessing sport provision and physical activities in the borough.

Comments from Service:

Action	Owner(s)	Completion date
1.1 Conduct desk research and engage with key partners to obtain an evidence base for female sports participation and establish the participation baseline for Tower Hamlets	Head of Sport & Physical Activity	Quarter 2 - 2023-24 (September 2023)
1.2 Establish The Tower Hamlets Women's Sports & Physical Activity Network (WS&PAN) & The Women's Sports Board to include Council officers, schools, Tower Hamlets community stakeholders, sub-regional and regional non-governmental and national governing bodies of sports (NGB's) to undertake a stakeholder mapping exercise as appropriate	Head of Sport & Physical Activity	Quarter 1 - 2023-24 (June 2023)
1.3 Scope and produce a community engagement strategy for women's sport & physical activity, linked with insourcing and youth service workstreams. Conduct consultation and targeted focus groups with female residents / VCS/service users to determine barriers to participation, mechanisms to improve accessibility and co-produce a programme of activity informed by local women and girls.	Senior Communication Officer / Head of Sport & Physical Activity	Quarter 2 - 2023-24 (July 2023)
1.4 Work in concert with the Leisure insourcing workstreams to support the Women in Sport agenda and establish a SPA programme of women & girl's sporting activity for 2023-24 financial year informed by the WSN & WSB and consultation with key Stakeholders, residents, and service users with a view to develop a co- designed programme of activity for Q3 2023-24	Head of Sport & Physical Activity / Service Manager (SPA)	Quarter 3 - 2023-24 (July 2023)
1.5 Work in partnership with GLL to increase women-only sports provision in the leisure centres to pre-pandemic levels.	Head of Sport & Physical Activity	Quarter 2 – 2022-23- (July 2022) complete

Action Plan

1.6 As part of the leisure insourcing workstream, consult and co-design a programme of leisure centre female only activity, training, voluntary and employment opportunities.	Head of Leisure Operations / Head of Sport & Physical Activity	Quarter 1 - 2023-24 (April 2024)
<p>Recommendation 2</p> <p>Affordability CSPAS should work in partnership with the borough's sport delivery partners, Voluntary and Community Sector (VCS) and grass root sports to ensure that access and participation in sports provision and physical activities is both affordable and is actively encouraged to women and girls.</p>		
Comments from Service:		
Action	Owner(s)	Completion date
2.1 Produce a community sports plan for Tower Hamlets Leisure Centres prioritising female sports provision and how GLL will engage with key partners to enhance and support community sports provision for women & girls	GLL Partnership Manager & Community Sports Manager	Quarter 1 - 2023-24 (May 2023)
2.2 Conduct a benchmarking exercise of neighbouring boroughs to determine costs of female sports activity. Using examples of good practice, collect an evidence base to on the effectiveness inform the insourced leisure service	Leisure Contracts Manager	Quarter 2 - 2023-24 (July 2023)
2.3 Conduct a review of leisure centre policies, strategies, and provision with regards to female participation and access to services as part of leisure insourcing project.	Head of Leisure Operations	Quarter 4 -2023-24
2.4 To work in partnership with grass roots community provision to enable provision to be more accessible	Head of Sport & Physical Activity	Quarter 1 - 2023-24
2.5 Explore funding opportunities to support this area of work.	Head of Sport & Physical Activity	Q3 – 2023-24

Recommendation 3 Campaigns and publicity CSPAS should consult the Council's Corporate Communication Service alongside partners' comms services to positively promote women's sport provisions and physical activities borough wide.		
Comments from Service:		
Action	Owner(s)	Completion date
3.1 Recruit a dedicated communications officer (as part of the leisure insourcing work) to support the women and sport campaign, raising awareness, case studies, promoting opportunity and celebrating success.	Communications Team	Quarter 3 - 2023-24
3.2 Scope and produce a communications & marketing campaign with the Council's Communications Department, outlining the communication channels of the Council and its partners for example RSL, NHS, CVS etc to be used to improve the marketing of women's sport & physical activity opportunities in the borough	Senior Communication Officer / Head of Sport & Physical Activity	Quarter 1 - 2023-24
Recommendation 4 Female friendly infrastructure CSPAS will collaborate with key partners to develop dedicated female friendly infrastructure and includes location, timetable of facilities, build in competitions and develop scope for employment and training pathways for female to work in the fitness sector.		
Comments from Service:		
Action	Owner(s)	Completion date
4.1 To conduct a mapping exercise of existing female sports provision by the Council and its partners	Head of Sport & Physical Activity	Quarter 1 - 2023-24 (March 2024)
4.2 To work in partnership with the other Council departments to ensure accessibility and delivery of female activity is a key priority in the allocations of Council resources and commissioning	Head of Sport & Physical Activity	Quarter 3 - 2023-24 (October 2023)

Action Plan

4.3 Scope and develop a programme of training and the creation of employment pathways to increase female workforce in the borough's leisure centres	Head of Leisure Operations / HR Workstream	Quarter 3 - 2023-24 (October 2023)
<p>Recommendation 5</p> <p>Quality monitoring, intelligence capture and audit CSPAS will develop robust systems to capture and measure key diversity, equality and usage performance information across all provisions for women and girls. Monitoring should also include, policy reviews, mystery shopping and pulse audits to ensure that the sports provision is relevant, and sustainable.</p>		
Comments from Service:		
Action	Owner(s)	Completion date
5.1 Although it can encourage and attempt to influence, CSPAS can only control the monitoring and evaluation systems within its service. However, CSPAS will work in partnership with other Council departments and key partners (e.g. CVS, National Governing Bodies, sports clubs etc. to encourage the development of robust data capture mechanisms.	Head of Sport & Physical Activity	Quarter 4 - 2023-24
5.2 Through the leisure insourcing project and development of the Leisure Management System (LMS) develop a system of monitoring to track participation against targets. In addition, the quality assurance framework for the new service with include mystery shopping, quality audits and the capture customer satisfaction.	Head of Leisure Operations	Quarter 4 - 2023-24
<p>Recommendation 6</p> <p>Women and girls safe routes to sports provision and physical activities CSPAS will use the feedback from women and girl (on safe routes to sport venues) and engage and work with key partners such as Transport for London, public realm and regeneration to ensure that any policy or access redesign takes on board and reflects the views women and girls.</p>		
Comments from Service:		
Action	Owner(s)	Completion date

Action Plan

<p>6.1 This recommendation requires a whole system approach and will need support and be resourced by all relevant Council departments and partners. CSPAS will liaise with partners to encourage the use of Sport England Planning guidance for all sport & physical activity spaces in borough, which incorporates safe routes for women and girls as a priority.</p>	<p>Planning / Highways / Parks / Strategy Leisure (TBC)</p>	<p>Quarter 4 - 2023-24</p>
<p>6.2 Liaise with Health, Adults & Community Services, Violence Against Women Service to integrate safe leisure routes into existing work programmes such as</p> <ul style="list-style-type: none"> - A series of women's safety virtual walks across the borough, covering every ward in partnership with planning and the Police where women highlight places they don't feel safe (around their home address, routes to work or routes they travel regularly etc). - Develop action plans to help improve areas identified by women as feeling unsafe by making physical improvements (like lighting and CCTV), through to hotspots for misogyny and behaviour change campaigns as appropriate. This information will inform the Local Plan allowing more consideration for landscape design that better protects women going forward. - Community Engagement events (Safety Surgeries and Walkabouts) where local residents have the chance to engage with us and share their concerns. 	<p>Health, Adult & Community Services, VAWS</p>	<p>Quarter 4 - 2023-24</p>