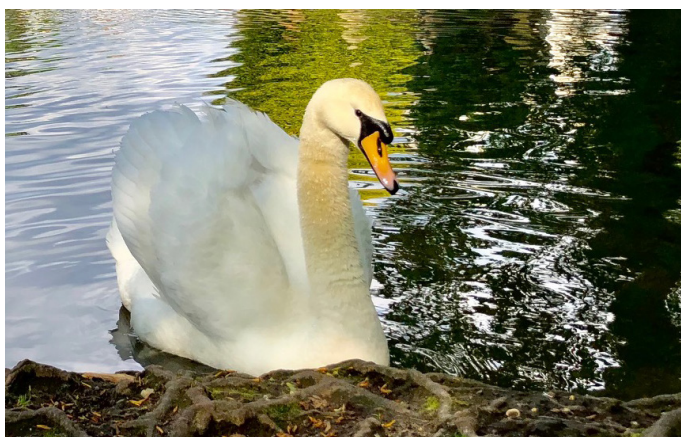




Spelthorne Borough Council Leisure and Culture Strategy 2025-2035



Foreword

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

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

Whilst Spelthorne fairs better than much of the country in terms of health and cultural engagement it falls short of many other parts of Surrey, and within our geography there are stark contrasts in health inequalities between the most affluent and poorer areas. Recognising we have an ageing population as well as being home to many young families and professionals, over the term of the Strategy we will look to address inequalities and improve outcomes for people of all ages, by ensuring everyone has access to leisure and cultural activities and amenities to suit their needs.

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

To this end the Strategy outlines four key priority areas:

- People,
- Place,
- Community, and
- Environment.

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

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

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

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

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



Cllr Susan Doran, Chair of Community Wellbeing and Housing Committee



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



Life expectancy at birth for males is **80.4** years and females is **83.9** years

65% of Spelthorne is Green Belt

12 miles River Thames frontage

17% of the Borough is water

2 Leisure Centres

4 Community Centres & Halls

29 Play areas

32 Parks (over **750** acres of parks and open spaces)

Local picture

In terms of health outcomes, Spelthorne generally scores lower than other areas of Surrey yet fairs better than the England average. Adults are also less physically active in Spelthorne compared to the Surrey and England average.

The picture is even more imbalanced when we look at participation in physical and digital activity in relation to arts and cultural engagement. Spelthorne underperforms against Surrey and England in all areas except physical engagement with libraries and digital engagement in the arts such as reading an e-book, playing video games, watching TV and films, listening to the radio, a streaming service, an audiobook or podcast.

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

	Spelthorne	Surrey	England
Estimated prevalence of common mental disorders aged 16+ (2017) ¹	13.5%	12.8%	16.9%
Percentage of adults who feel lonely often or always or some of the time 2019/20 ¹	19.86%	18.27%	22.26%
Obesity prevalence in reception age children 4–5 years ²	6.9%	6.4%	9.2%
Obesity prevalence in year 6 age children 10–11 years ²	15.5%	12.9%	22.7%
Number of adults physically active (150+ minutes a week) ³	57.7%	69.2%	63.4%
Number of adults who are inactive (<30 minutes a week) ³	28.2%	20.2%	25.7%
Physical engagement in the Arts ⁴	88%	93.6%	90%
Physical engagement with Libraries ⁴	27.9%	28%	24.9%
Physical engagement with Heritage ⁴	61%	73.8%	66%
Physical engagement with Museums and Galleries ⁴	40%	49%	43%
Digital engagement in the Arts ⁴	40%	40%	36%
Digital engagement with Libraries ⁴	12%	16.5%	14%
Digital engagement with Heritage ⁴	24%	26%	25%
Digital engagement with Museums and Galleries ⁴	12%	14.8%	13%

Key:

Red: indicates worse than national comparative figure

Green: indicates better than the national figure

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

¹ Surrey-I 2020

² Finger Tips Public Health Profile Tool

³ Active Lives Adult Survey November 2023

⁴ DCMS Participation Survey 2023–24

Principles of Strategy

- To identify, protect, and enhance leisure and cultural amenities within the borough. Making it an attractive place to live work and do business, supporting communities and economic prosperity.
- To reinforce Spelthorne as a "Leader of Place"; develop partnerships and work collaboratively to maximise opportunities and optimise positive outcomes for residents.
- To take a proactive approach to encourage residents to prioritise leisure and culture and highlight the role its engagement can play in the prevention of physical and mental health conditions and improve resilience and overall wellbeing.
- To utilize the strategy as an evidence base to draw in external funding, generate income and develop a sustainable approach to all leisure and cultural activities.
- Lead by example, advocating our approach and sharing our successes so that other authorities can benefit from what we learn along the way.

Vision

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



Residents' Survey

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

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

Question	LGA Average	Spelthorne
Residents who are very or fairly satisfied with how the Council runs the services they provide	56%	60%
Residents who feel very or fairly well informed by the Council on its provision of services and benefits	54%	65%
Residents who are very or fairly satisfied with green space	76%	66%
Residents who feel very safe or fairly safe during the day	92%	79%
Residents who feel very safe or fairly safe after dark	71%	52%
Residents are very or fairly satisfied with Spelthorne Leisure Centre*	n/a	61%
Residents are very or fairly satisfied with Sunbury Leisure Centre*	n/a	52%

*This is based on Everyone Active operating the Centres in 2024 prior to Eclipse Leisure Centre opening.

Some resident comments in relation to Leisure are below:

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

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

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

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

Youth Survey

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

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

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

'Key Neighbourhoods' and target communities

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

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

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

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

The English Index of Multiple Deprivation (IMD) 2019 - Surrey

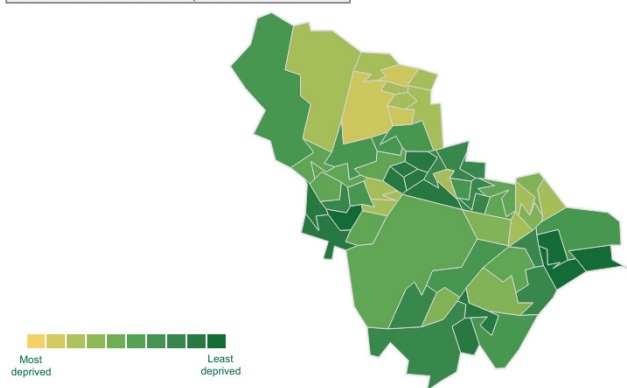
Indices of deprivation in Surrey	IMD explained	Index of Multiple Deprivation (IMD) by Local authority or CCG	Income Deprivation	Employment Deprivation	Education, Skills and Training Deprivation	Health Deprivation and Disability	Crime	Barriers to housing & services	Living Environment Deprivation
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The Index of Multiple Deprivation is part of the Indices of Deprivation and it is the most widely used of these indices. It combines information from seven domain indices using appropriate weights to produce an overall relative measure of deprivation.

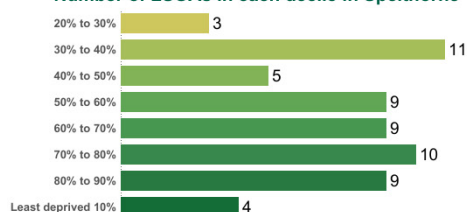
Index of Multiple Deprivation

Select area (Local Authority or Clinical Commissioning Group)

Spelthorne



Number of LSOAs in each decile in Spelthorne



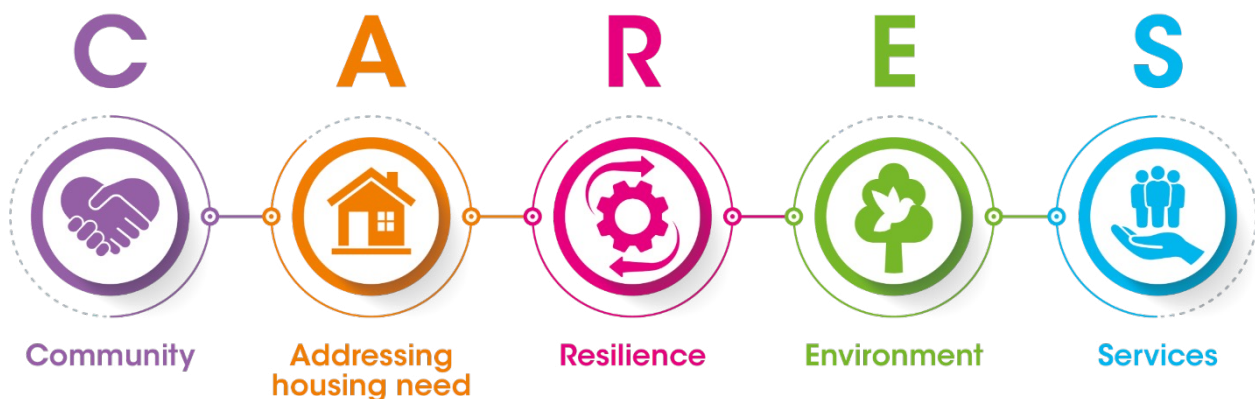
How LSOAs in Spelthorne rank in England

Rank	LSOA name	Ward	
6666	Spelthorne 001B	Stanwell North	
7818	Spelthorne 002C	Ashford North and Stanwell South	
9197	Spelthorne 001C	Stanwell North	
10013	Spelthorne 008E	Sunbury Common	
10033	Spelthorne 008B	Sunbury Common	
10099	Spelthorne 005B	Ashford East	
10938	Spelthorne 002D	Stanwell North	
11155	Spelthorne 002B	Ashford North and Stanwell South	
11650	Spelthorne 008C	Sunbury Common	
11655	Spelthorne 002A	Ashford North and Stanwell South	

Council Corporate Priorities

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

The Council corporate priorities are:



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

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

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

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

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

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

Community:

- Clean & Safe Borough
- Healthier communities
- Empowered communities

Resilience:

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

Environment:

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

Services:

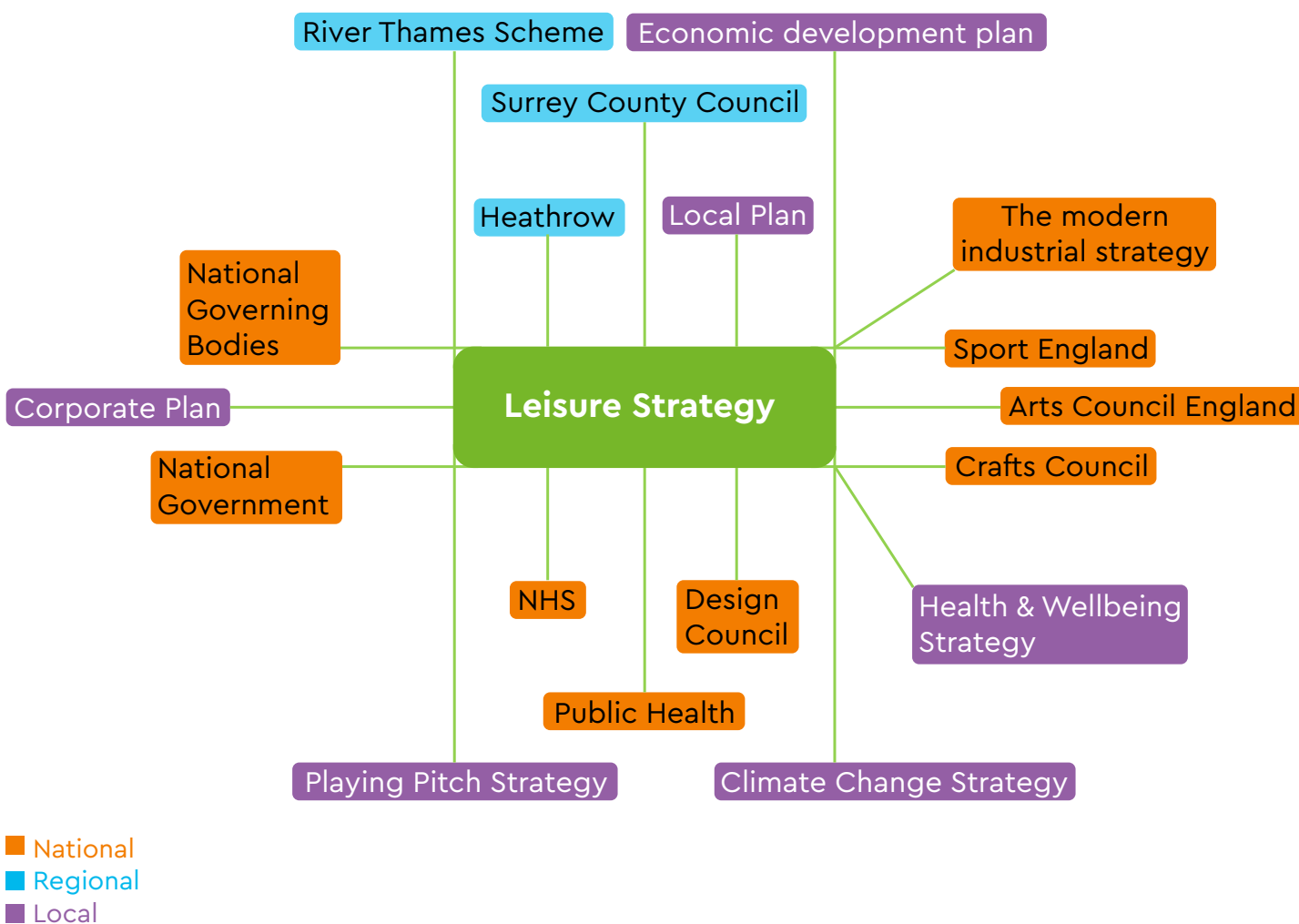
- Community focused services
- Digitally enabled and accessible services
- Being a responsible employer

Leisure is defined as "use of free time for enjoyment".



Strategic Overview

There are numerous national, county and local strategies or policies which help to influence the Leisure Strategy.



Areas of Influence and Control

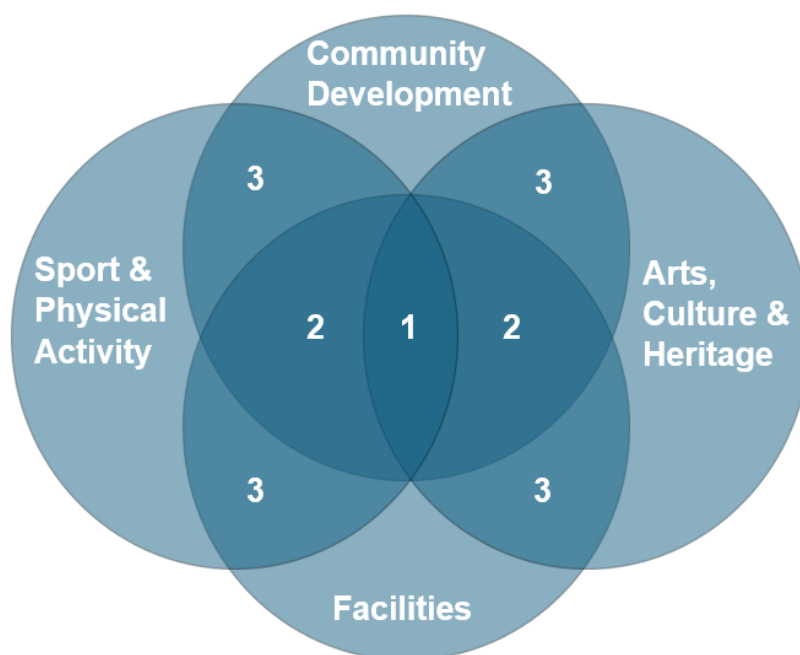
Spelthorne Borough Council has a wide area of influence, working in partnership with organisations to achieve desired outcomes. The area of control is much smaller and forms the focus for this strategy.

Areas of influence:

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

Areas of control:

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



1. Borough Council managed:

- Leisure Centres
- Parks and open spaces
- Playgrounds and play areas
- Sports pitches, tennis and basketball Courts and MUGA's Skate parks
- Outdoor gyms
- Staines Park Fitness Trail
- Walking for Health Cycling for Health
- Staines 10K
- Community Centres
- Annual Grants
- Spelthorne Youth Awards
- Spelthorne Resource Centre
- Spelthorne Arts Forum
- Arts Mailing List
- Elmsleigh Centre

2. Borough Council have some influence:

- Spelthorne Museum
- Riverside Arts Centre
- Sunbury Embroidery Gallery
- Laleham Heritage Centre
- Bowls Clubs
- Town centres and high streets
- Tenants and residents' groups

3. Independent of Borough Council:

- Private gyms and sports facilities
- Village and community halls
- Voluntary and community organisations
- Waterways (rivers, lakes & reservoirs)
- Surrey County Council:
- Youth Centres
- Schools and Adult Education
- Libraries
- Bridleways Cycle Paths
- Surrey Arts
- Culture Box Surrey (LCEP)

What are we currently doing?

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

- Active lifestyle projects – Walking for Health, Cycling for Health, Surrey Youth Games
- Leisure Centres – liaison/contract management of Sunbury Leisure Centre and Eclipse Leisure Centre.
- Inclusive opportunities – ParaSports, Boccia, Dynamo Ukraine, Resource Centre outreach activities.
- Events and activities – Staines 10K, Youth Awards, Resource Centre Saturday Morning Craft Club and Art Open Days.
- Activities in parks – training licenses, Xplorer, Music in the Park programme.
- Grants Programme – Commitment of a minimum of £3000 per annum allocated to Leisure projects in the borough.
- Partnerships/networks – Spelthorne Healthy Communities Partnership Board, Food & Welfare Network, Residents Association Forum, Spelthorne Arts Forum, Staines Culture Hub Consortium.
- Volunteering and training opportunities – work experience, developing cycling and walking leaders, community defibrillator training.
- Communications – monthly Arts Mailing List, annual Summer Events Programme, Leisure Directory, Bulletin magazine Leisure pages.

We also play an enabling role to allow Leisure activities to operate and by providing access to and accommodation within the council's portfolio of properties including use of pavilions and pitches. We are limited in our resources, so by facilitating these opportunities, this helps to ensure we reach a wider audience. For example, we encourage activities in our parks including parkrun and fitness classes as well as facilitating community allotment projects in areas of highest need.

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

Where possible the council has committed to long leases for community organisations from across the Leisure and Culture sector, such as the Sunbury Embroidery Gallery and the Riverside Arts Centre as well as facilitating conversations with Surrey County Council to lease space within the new Staines Library to the Spelthorne Museum, Voluntary Support North Surrey and Citizens Advice, which also help to ensure local organisations can thrive and feel valued.



Gap analysis / key opportunities

As part of the strategy, we will:

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

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

Priority Groups

The strategy supports all residents as well as individuals who work, study, visit and travel to the Borough. Different elements of the strategy will focus on differing priority groups. The strategy pays particular attention to tackling inequalities and supporting underserved groups in alignment with Spelthorne and Surrey's Health and Wellbeing Strategy as well as Sport England's 'Uniting the Movement' and Arts Council England's 'Let's Create' 10 year strategies. Including but not limited to the following groups:

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



Priorities

We will deliver under the following four priorities:

- People
- Place
- Community
- Environment

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

People - encourage individuals to prioritise time for Leisure to benefit their wellbeing:

- Ensure residents have the opportunity and freedom to move more
- Encourage residents to engage in a greater number of creative opportunities
- Ensure all residents can access Leisure opportunities that are inclusive and affordable

Place - foster a positive environment where Leisure activities can be delivered:

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

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

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

Environment - take positive steps to reduce our impact on climate change:

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



The Priorities Explained

1. People

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

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

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

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

Uniting the Movement, Sport England

What are the challenges locally?

National and local contributors such as:

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

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

- Lack of time
- Childcare responsibilities
- Engaging in Leisure and Culture is less of a priority
- 'Leisure and Culture activities are not for me'
- Previous negative experience



How are we going to address this?

Ensure residents have the opportunity and freedom to move more:

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

Encourage residents to engage in a greater number of creative opportunities:

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

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

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

What will success look like?

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

Case Study – Active Surrey

"We work alongside the Spelthorne Leisure and Community Development Team to reduce levels of inactivity in the area and enable residents to live healthier, happier lives by being active. As an Active Partnership, we translate the national strategic direction in relation to physical activity to local partners. Spelthorne Borough Council is always inventive, engaged and committed in how they embrace learning opportunities, new initiatives and different ways of working, maintaining their commitment to community development and activity levels.

The relationship we have with SBC goes in both directions – we have brought the energy and investment of the new place partnership to Stanwell, SBC have shown really strong leadership through the Spelthorne Healthy Communities Partnership Board.

Our focus has been on Stanwell in particular. We are in the final stages of securing a long term investment from Sport England into physical activity in the area.

In parallel, we have continued to focus on the objectives coming out of the Healthy Communities Partnership Board to increase uptake of cycling and reduce ASB. We have been taking an ABCD approach in the area, working through community partners to deliver HAF camps, to distribute free bikes and increase uptake of bikeability training and to increase opportunities in the community to be active.

We have laid really solid foundations through our partnership working – I am looking forward to seeing what will happen over the next year."

Lil Duggan, Managing Director, Active Surrey

2. Place

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

"We know that culture drives economic development... A comprehensive survey of the value of culture as an economic activity in its own right showed that in 2015, culture contributed £19.5bn GVA to the economy, paid £2.6bn in taxes – £5 for every £1 of public funding – and employed more than 130,000 in largely well paid, highly skilled jobs." www.artscouncil.org.uk/economic-contribution

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

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

[Invest 2035: the UK's modern industrial strategy – GOV.UK](https://www.gov.uk/government/strategies/invest-2035-the-uk-s-modern-industrial-strategy)

What are the challenges locally?

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

How are we going to address this?

Operate a wide range of dedicated Leisure facilities:

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

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

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

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

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

What will success look like?

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

Case Study – Visit Staines Business Improvement District (BID)

"Visit Staines BID have a great working relationship with the Leisure team and have collaborated on various projects and events ranging from Outdoor Theatre seasons, Christmas Parades and the upcoming Spelthorne Artists Unlocked programme. We also actively participate in the Spelthorne Arts Forum and connect with other local artists and groups."

Partnering with SBC means we can increase our impact on the local community and grow the number of events in our programme. This year we engaged 2,000 people who attended our free outdoor theatre season and given 15 local groups a chance to perform on our stage at the Christmas parade.

By working together we have both been able to... increase the quality of work delivered and widen the reach of our projects. They are a committed, supportive and enthusiastic team who are a pleasure to work with."

Andy Edmeads, Marketing and Business Liaison Manager



3. Community

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

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

What are the challenges locally?

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

How are we going to address this?

Offer inclusive Leisure opportunities to all residents:

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

Offer vibrant volunteering and employment opportunities to increase career prospects:

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

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

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

What will success look like?

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



Case Study – Walking for Health

"As a Walking for Health leader, I have regularly led walks since the start of the scheme. From observation and numerous conversations with walkers, I would say that the impact of the Spelthorne Scheme goes far beyond the obvious benefits of keeping active through walking. For example, many walkers have become firm friends and have been greatly helped when going through periods of ill health or through times of bereavement by being able to share their concerns with others on the walk or over coffee afterwards.

I have been an active walker all my life and on retirement wanted to pass on to others something of the deep pleasure that walking gave me throughout my life. As a Local Historian, I have written and devised walks in the local area many of which were used in the original scheme set up by Spelthorne. The benefits to me therefore have been many, particularly enabling me to keep fit and active into my advancing great age!

Whilst the membership of The Walking for Health leadership team has seen many changes over the years, it is right to say, that everyone on the team has always worked together extremely well to ensure that all our walkers get the best possible experience from being out in the open air in all weathers! We remain a very happy team of people who care for each other and those in our charge."

Walking for Health Volunteer Leader



4. Environment

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

What are the challenges locally?

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

How are we going to address this?

Advocate carbon neutral initiatives to ensure we reach Net Zero:

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

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

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

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

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

What will success look like?

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



Monitoring & Evaluation

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

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

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

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



**Places
Leisure**
Part of Places for People

**Spelthorne
Resource
CENTRE**

Organisational Glossary

Arts Council England

Arts Council England are the national development agency for creativity and culture. They have set out their strategic vision in Let's Create that by 2030 they want England to be a country in which the creativity of each of us is valued and given the chance to flourish and where everyone of us has access to a remarkable range of high quality cultural experiences. They invest public money from Government and The National Lottery to help support the sector and deliver this vision.

Arts Partnership Surrey (APS)

APS is a strategic alliance between local authorities in Surrey which enables greater art projects to take place. This is realised through the delivery of vibrant community-led arts to improve the lives of local people on an annual basis. APS has valuable community links and a track record of delivering high quality art projects in the county. Members include arts officers and those with a responsibility for arts and culture in Surrey. Arts Partnership Surrey's current priorities:

- Health & Wellbeing: We want to improve the mental and physical health of our residents and reduce social isolation
- Economic Development: We want to help our local high streets, businesses and community hubs to thrive
- Community Empowerment: We want to make sure that everyone in Surrey has a voice in their community

Brentford Community Sports Trust

The Trust's work spans more than three decades, Brentford FC Community Sports Trust has established itself as a pioneering organisation for the local community. It uses the power of sport to educate, motivate and inspire young people from all backgrounds.

Working in partnership with Brentford FC, the Trust delivers a range of programmes in education, employability, sports participation, health and community engagement.

Crafts Council

The Crafts Council believe craft skills and knowledge enrich and uplift us as individuals and can change our world for the better.

River Thames Scheme

The River Thames Scheme (RTS) will reduce the risk of flooding to thousands of homes, businesses and vital infrastructure. It will create new areas of green open space with recreational facilities and connections to wildlife. It will also provide sustainable travel connections to link communities together.

The RTS covers an area from Egham to Teddington. The area surrounding this stretch of river and its lakes is diverse. It has been shaped by large construction works including major roads and extensive mineral working. It includes flood plain, heritage landscape, rich natural habitats, housing and businesses and historical and active landfill.

The RTS represents a new landscape-based approach to creating healthier, more resilient, and more sustainable communities. The RTS will be an integrated scheme which responds to the challenges of flooding; creating more access to green open spaces and sustainable travel routes, in addition to encouraging inclusive economic growth, increasing biodiversity and responding to the dual challenges of climate change and nature recovery.

Shepperton Studios

Following the recent development of Shepperton Studios it is now the largest accessible film studio in the Western World. Shepperton Studios have been home for maverick and independent film production for nearly 90 years. Owned by a succession of famous brothers – the Kordas, the Boultings, the Lees and the Scotts, as well as rock band The Who, some of the cinemas most successful films from, Oliver! to Alien, have been made at the Studios.

With Studio expansions in Shepperton and Toronto Studios, as well as an annual Futures Festival, we're setting up for the future.

Pinewood Group now lives at three Studios, two in the UK and one in Canada, the likes of Disney, Lucasfilm, Marvel, Amazon, MGM Studios and Netflix have leased stages to create many of their stories. And we've got many more to tell.

Sport England

Sport England invest in sport and physical activity to make it a normal part of life for everyone in England, regardless of who you are. Because it's not always a level playing field. Right now, the opportunities to get involved in sport and activity – and reap the rewards of being active – depend too much on your background, your gender, your bank balance and your postcode.

Sport England are determined to tackle this and unlock the advantages of sport and physical activity for everyone. This isn't just about Sport England's long-standing purpose of helping more people to enjoy playing sport and being physically active.

They believe that by removing existing barriers to sport and activity, they can be part of a bigger picture of work that helps to address many of society's biggest challenges.

Staines Culture Hub

A new place-based partnership, including Surrey County Council, Spelthorne Borough Council, Ashford Youth Club and Artswork, have been successful in securing £399,000 from Arts Council England towards a new 'Culture Hub' in Staines-upon-Thames in Surrey.

The two-year project aims to bridge the gap between creative education and employment in the area and create a step change in how young people design, engage with, work in and enjoy culture in the community.

Using Staines' new flagship Surrey County Council library, which is set to open in Summer 2025, the Staines Culture Hub, will establish a programme of creative activities and performances, in partnership with a wide range of organisations. The programme will provide accessible pathways into the arts, support improved wellbeing and contribute to the cultural, social and economic growth in the area.

Surrey Clubs for Young People

SCYP are a registered charity that works in Surrey and the South London boroughs of Merton, Sutton, Kingston, Richmond & Croydon. Their mission is to ensure that young people can access exciting and challenging opportunities that will support them to develop into active and confident young adults.

SCYP believe that young people have the potential to make a positive contribution to their community, and to continue that throughout their lives.

Their vision is a society where young people are recognised for their potential and are engaged, supported and developed in order to achieve it.

Their volunteers, staff and trustees believe in supporting and equipping local communities to respond to the needs of their young people and to facilitate young people's participation in decision making.

They support a large network of youth clubs and projects, and provide a programme of exciting and high quality activities for young people.

Surrey County Council (SCC) Services:

Active Surrey

Established in 1999, Active Surrey is a not for profit organisation, hosted by Surrey County Council. They are one of Sport England's network of System Partners, also supported by a range of partners locally and nationally.

Active Surrey have been fundamental partners in the delivery of Specsavers Surrey Youth Games over a number of years and the legacy initiatives that are being discussed currently following the withdrawal of funding by a number of local authorities.

Working in Partnership with Spelthorne Borough Council they are currently awaiting the outcome of a funding bid to Sport England's Priority Place initiative that identified Stanwell North, Stanwell South and Ashford North as the only place in Surrey eligible for investment.

Culture Box Surrey (CBS)

Culture Box Surrey (CBS) is Surrey's Local Cultural Education Partnership led by Surrey Arts, their mission is to provide children and young people in Surrey with high-quality, inspiring arts and cultural learning experiences both in and out of school. They are committed to ensuring that every child and young person in Surrey has the opportunity to participate in these experiences, and that their voices are heard when planning the future artistic and cultural landscape of the county.

Libraries

SCCs Library & Cultural Services Strategy 2020–25 commits to retaining all 52 of the county's libraries. It is the 2nd busiest library service in the country.

A multi-million pound investment into Surrey's libraries was approved by Surrey County Council's Cabinet to modernise services and create flexible, innovative and inclusive spaces. The investment was agreed to revolutionise the libraries offer and ensure they are all fit for the future.

The first phase of this work focussed on key libraries including Epsom, Redhill, Staines, Woking and Weybridge with completion expected in 2025.

The work is part of the library strategy focused on ensuring that Surrey libraries deliver a service that is fit for the future and accessible to all. The plans include significant changes at each location, including the creation of community 'hubs' in Staines and Weybridge.

Surrey Arts

Surrey Arts' aim is to increase people's interest and participation in the arts throughout Surrey. In partnership with other organisations, they offer support, tuition, and advice to people of all ages and abilities in areas such as:

- music,
- singing, choirs and vocal groups
- drama,
- dance,
- visual and performing arts.

Their aims and objectives are to:

- make arts activities available and accessible to all people in Surrey whatever their age and needs,
- promote arts activities that enrich lives, aid well being and strengthen communities,
- raise the profile of dance, drama, music and visual arts in Surrey,
- create high-quality experiences, activities and resources by working with those who are experts in their field, and provide professional development and support to creative practitioners, schools and organisations.

Surrey Cultural Partnership (SCP)

SCP is a collective of people from culture, heritage, local government, business, education, health and criminal justice working together to ensure that everyone in Surrey has the opportunity to participate in, engage with and contribute to extraordinary cultural activity, whoever they are and wherever they live. SCP meets regularly to share news, encourage one another and to make plans. Alongside Partnership meetings, they host twice-yearly stakeholder and member gatherings, and have a programme to support cultural leaders and to develop future leaders.

Surrey Museums Partnership

Surrey Museums Partnership has been a single point of contact for the county's museums and galleries for 30 years. They provide advice and support for over 40 museums and their staff, including hundreds of volunteers, and a voice on a larger stage where most museums are small. The organisation is the only museum partnership of its kind. It is funded jointly by Surrey's District & Borough Councils, and Surrey County Council.

Sustain Spelthorne

A programme to support Spelthorne businesses to reduce business costs and carbon.

Spelthorne Council has commissioned Place Support Partnership to help you save money on your business costs. This includes savings on new contracts, advice on navigating the cost-of-doing-business crisis, and how to achieve the best value on essential services like gas, water, insurance, electricity, telecoms and merchant fees.

Places Leisure

Places Leisure is a social enterprise that operates dozens of leisure centres, sports centres, swimming pools, halls and hubs across the UK. They work with local authority partners to deliver health and wellbeing programs for all, rather than just operating facilities. As part of Places for People, they aim to become the UK's leading health and wellbeing enabler, welcoming over 30 million members to around 100 health and wellbeing facilities annually.

Primary Care Network

Primary Care Networks, also known as Neighbourhoods, build on the core of current primary care services and enable greater provision of proactive, personalised, coordinated and more integrated health and social care.

Primary Care Networks are based on GP registered lists, typically serving natural communities of around 30,000 to 50,000. They should be small enough to provide the personal care valued by both patients and GPs, but large enough to have impact and economies of scale through better collaboration between practices and others in the local health and social care system. Spelthorne has three Primary Care Networks; SASSE 1, SASSE 2, SASSE 3.

Visit Staines BID

Visit Staines BID is the trading name of Staines-upon-Thames Business Improvement District (BID) which is a not for profit, limited by guarantee company working on behalf of 300 businesses in the town centre.

Voluntary Support North Surrey

Voluntary Support North Surrey (VSNS) is an independent charity that supports approximately 1,500 voluntary and community organisations within the three boroughs of Runnymede, Spelthorne and Surrey Heath and their 300,000 residents.

Data Sources

Department of Health and Social Care [Finger Tips](#)

[Index of Multiple Deprivation](#)

Office for National Statistics [Census](#)

[Surrey-i](#)

Surrey County Council [21 Key Neighbourhoods](#)

Plans

Spelthorne Borough Council [Corporate Plan 2024-28](#)

Spelthorne Borough Council [Local Plan](#)

Strategies

Arts Council England [Let's Create 2020-2030](#)

Spelthorne Borough Council [Climate Change Strategy 2022-30](#)

Spelthorne Borough Council [Economic Strategy 2023-28](#)

Spelthorne Borough Council [Playing Pitch Strategy](#)

Spelthorne Borough Council [Health & Wellbeing Strategy 2022-27](#)

Spelthorne Borough Council [Community Safety Partnership Strategy 2024-2026](#)

Sport England [Uniting the Movement](#)

Surrey County Council [Library and Cultural Services Strategy 2020-25](#)

Surrey County Council [Health & Wellbeing Strategy 2019-29](#)

UK Government [Invest 2035: the UK's modern industrial strategy](#)

Surveys

Sport England [Active Lives Adult Survey November 2023](#)

Sport England [Active Lives Children and Young People Survey - academic Year 2023-24](#)

Active Surrey summary and Active Lives Children and Young People trend data for Surrey

Spelthorne Borough Council Arts and Culture Survey 2024 not published yet

Spelthorne Borough Council [Residents Survey 2024](#)

Staines Rotary and Ashford [Youth Club Youth Survey 2024](#)

UK Government [Department of Culture Media and Sport Participation Survey 2023-23](#)