

Appendix I – Leisure Service Vision, Aims and Outcomes

Our Vision

For Swale to be a borough where health inequalities reduce because more people are physically active. We will work collaboratively to develop and deliver inclusive and accessible indoor and outdoor environments which make it easier for all residents to be more physically active, more often, in good quality places and spaces.

Our Shared Ambitions are:

- To target our available resources where they will have most impact in changing lifestyle behaviours and improving quality of life
- Ensuring every resident in the borough has the opportunity to learn to swim
- To reduce long-standing health inequalities by tackling mental ill-health, diabetes, and obesity through increasing regular levels of physical activity
- To develop co-located health and wellbeing hubs, with physical activity at their core

The Outcomes we want to deliver are:

- Improved community health and well-being
- Extended partnerships with education, health and the voluntary and private sectors
- Opportunities for commissioned physical activity services
- Physical activity facilities and services which are cost neutral