

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL**  
**EXECUTIVE MANAGEMENT TEAM'S REPORT TO THE**  
**CABINET**

**December 2014**

1. **REPORT TITLE** Sport and Active Lifestyle Strategy Development
- Submitted by:** Executive Director - Operational Services
- Portfolio:** Leisure, Culture and Localism
- Ward(s) affected:** All

**Purpose of the Report**

To seek cabinet's approval for the development of a Sport and Active Lifestyles Strategy (SALS) for the Borough.

**Recommendations**

**That Cabinet :**

- a) **Acknowledge that physical inactivity is a high risk factor in many of the Borough's communities, as identified in the Borough Health and Wellbeing Strategy.**
- b) **Recognise the many benefits for health and wellbeing of physical activity and promote increased levels of physical activity.**
- c) **Agree to the establishment of an officer project group to develop the Sport and Active Lifestyles Strategy (SALS) for the Borough, which will provide regular progress reports to the Portfolio Holder for Leisure, Culture and Localism.**

**Reasons**

The development of a SALS is required to influence the strategic development and provision of opportunities for residents to lead healthy and active lifestyles, identified as a key intervention within the councils Health and Well Being Strategy.

The strategy will help the Council to inform and prioritise its current and future funding considerations.

The council also needs to have a comprehensive and robust Strategy in place to guide and influence work on sport and recreation provision within the local development framework (LDF) and to inform future land use requirements and developer contributions.

1. **Background**

- 1.1 The main drivers for developing a Sport and Active Lifestyles Strategy comes from the change to national planning guidance in 2012 and the adoption of the Borough Health and Wellbeing Strategy, which recognises the importance of physical activity and exercise in producing long term health benefits.
- 1.2 Previous planning guidance was set out within Planning Policy Guidance PPG 17 – covering Open Space, Sport and Recreation, which along with an accompanying companion guide

gave guidance on undertaking needs assessments. The last Leisure Needs Assessment for the Borough was undertaken in 2006.

- 1.3 The NHS Five Year Forward View recognises that a radical upgrade in prevention and public health is needed to tackle existing variable standards in quality of care, widespread preventable illness and deep-rooted health inequalities. The NHS now back hard hitting national action on obesity, smoking, alcohol and other major health risks.
- 1.4 Public Health England has recently published its seven priorities for improving the health of the nation as follows:
  1. Tackling obesity
  2. Reducing smoking
  3. Reducing harmful drinking
  4. Ensuring every child has the best start in life
  5. Reducing dementia risk
  6. Tackling antimicrobial resistance
  7. Reducing tuberculosis
- 1.5 Public Health England has also published 'Everybody active, every day', an evidence based approach to physical activity, looking at the evidence base and recently published guidance on physical activity. They recognise the limited opportunity for new investment and the need to maximise the potential of the many assets we already have as well as the need to think differently about how public services are planned and commissioned.
- 1.6 In addition Sport England seeks to ensure that communities have access to sufficient, high quality sports facilities that are fit for purpose. Using evidence and advocacy, they can help to guide investment into new facilities and the expansion of existing ones to meet new demands that cannot be met by existing provision.

## 2. **Issues**

- 2.1 If we are to be successful in delivering our objectives for health and wellbeing aligning to the principles above through forward planning and development management, having a strategy for meeting identified needs will be key to our success and at the core of the Assessment of Need for the Borough.
- 2.2 Establishing a clear picture of supply of facilities within the Borough and a clear understanding of what the current and future demand for facilities is will require using a range of tools, research & consultation to gather information relevant to the scope.
- 2.3 On the supply side, the audit needs to cover quantity; how many facilities there are, quality; general condition/standard of play, accessibility; where they are and availability; when are they available to use – schools/programming and also any barriers e.g. membership requirements etc. It is important that all facilities are included – not just council owned. Any planned facilities need to be included too, so it is important to assemble a project group from the appropriate local and regional organisations.
- 2.4 On the demand side, the local population profile will be considered along with sports participation data both nationally and locally and by balancing national and local sources of data and information. From a national perspective, this involves use of the Active People Survey data, Experian Market Segmentation analysis to understand the local sport profile actual levels of use at facilities, intelligence from the national governing bodies of sport, local activity priorities as well as unmet, latent, displaced and future demand.

- 2.5 The next stage is about using the information and data collected above to come to logical conclusions and develop key findings under the key elements of:

Quantity – Is there enough?

Quality - Are facilities fit for purpose, provide for the required level of play, meet user expectations?

Accessibility – Are facilities broadly in the right location?

Availability – Are facilities available to users who wish to use them, when they wish to use them?

- 2.6 There are a number of planning tools and datasets for sports facilities and sport participation that can be useful with assessing needs. In particular, the Active People power database and Sport England's Facilities Planning Model. These can help to provide an analytical, measurable and quantifiable understanding of the balance between supply and demand in a given area. Making the best use of such tools is therefore an important part of assessing supply and demand.
- 2.7 At this stage, key findings that meet the requirements of National Planning Policy Framework in identifying specific needs and quantitative and qualitative deficits or surpluses will have been identified. For these to be used in different settings, the assessments will be incorporated into the Sport and Active Lifestyles Strategy to articulate required actions to address specific issues
- 2.8 There is a growing body of scientific evidence of the benefits of physical activity on health and wellbeing, focusing particularly on the prevention of non-communicable diseases (NCDs – also often referred to as chronic diseases) and strong links with improved mental health. Through this strategy the Council has the opportunity to identify and present case studies of 'what works' in different settings and contexts.
- 2.9 The benefits of physical activity have been shown to be effective across the lifespan, among young and old alike. Physical activity has been shown to improve educational attainment in children as well as prevent obesity. Among older adults, whilst physical activity tends to decline substantially with age, engagement in routine exercise on a regular basis leads to improved functional abilities such as mobility, and is related to increased longevity..
- 2.10 Despite the large body of evidence that support the benefits of being physically active, the majority of adults and children in the Borough do not meet the recommended level.

### 3. **Options Considered**

- 3.1 Do not develop the Strategy - The strategy is required as an evidence base for the core strategy. Cabinet could decide not to develop the strategy, which would result in there being limited evidence to support this element of the core strategy and could have a detrimental impact when negotiating future land requirements and developer contributions.
- 3.2 Develop the Strategy - The strategy is seen as a driver for participation in sport and physical activity, which supports the outcomes of the Health and Well Being Strategy of a healthier and happier community, better quality of life, reduced treatment costs and better mental health.

### 4. **Proposal**

- 4.1 It is proposed to develop a Sport and Active Lifestyles Strategy for the Borough to promote the benefits of physical activity on health and wellbeing, maximise investment in sport through the planning process and inform the joint Local Plan.

5. **Reasons for Preferred Solution**

- 5.1 The council needs to have a comprehensive and robust Strategy in place to guide and influence work on leisure provision within the joint Local Plan., inform future land use requirements and developer contributions. The right provision, in the right place will increase physical activity levels and have a positive influence on health and wellbeing.

6. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 6.1 The approach outlined directly supports two of the Council's key strategies of Economic Regeneration and Health and Wellbeing and has an indirect beneficial consequence for the Safer Communities Strategy in terms of providing for and promoting positive diversionary activities.
- 6.2 It will also support our role as a service provider in dealing better with those who have complex health needs or impairments.

7. **Legal and Statutory Implications**

- 7.1 There are no legal implications arising from this report.

8. **Equality Impact Assessment**

- 8.1 The strategy will use available data to ascertain gaps in provision and levels of participation and set out a clear rationale for delivery to meet the needs of target groups and to tackle associated inequalities. It will also be subject to consultation with stakeholders.
- 8.2 In embedding physical activity into the everyday activities of our communities, the Strategy will require the development of projects and initiatives to support under-represented groups such as those with disabilities, women in sport or engaging older residents through inter-generational projects.

9. **Financial and Resource Implications**

- 9.1 The strategy will prioritise future land use requirements and developer contributions. This does not mean that the Council will take responsibility for the direct provision of more facilities than it has at present. Neither is it assumed that the council will make funds available to assist other bodies to provide new or improved facilities.

However, the Council will have a significant advisory and facilitator role in assisting local and regional organisations plan for and provide opportunities for local residents.

It is anticipated that the Strategy will be developed using current staff resources, therefore avoiding placing an additional revenue or capital funding pressure on the Councils budgets.

10. **Major Risks**

- 10.1 The strategy is required in order to provide evidence for the need for projects to be funded. Without such evidence there is the potential for the Borough to miss out on the opportunity to improve its provision of leisure facilities and fail to maximise the opportunity to secure external funding.

10.2 There is no guarantee that funding for identified projects will be available. Careful communication will be required with local organisations in order to manage expectations. There is no guarantee that any projects will take place and there is no commitment from the Council to fund projects directly.

12. **Key Decision Information**

12.1 This is a key decision and is on the Council’s Forward Plan

13. **Earlier Cabinet/Committee Resolutions**

13.1 None

14. **List of Appendices**

14.1 None

15. **Background Papers**

15.1 None

14. **Management Sign-Off**

*Each of the designated boxes need to be signed off and dated before going to Executive Director/Corporate Service Manager for sign off.*

	Signed	Dated
<b>Financial Implications Discussed and Agreed</b>		
<b>Risk Implications Discussed and Agreed</b>		
<b>Legal Implications Discussed and Agreed</b>		
<b>Equalities Implications Discussed and Agreed</b>		
<b>H.R. Implications Discussed and Agreed</b>		
<b>ICT Implications Discussed and Agreed</b>		
<b>Report Agreed by: Executive Director/ Head of Service</b>		

