

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

**EXECUTIVE MANAGEMENT TEAM'S REPORT TO THE
CABINET**

Date 22 March 2017

1. **REPORT TITLE** Adoption of a Sport and Sport and Active Lifestyles Strategy for the Borough
- Submitted by:** Executive Director, Operational Services Dave Adams
- Portfolios:** Leisure and Culture (with implications for Planning and Housing and Town Centres Property and Business)
- Ward(s) affected:** All

Purpose of the Report

To approve the Final Sport and Active Lifestyles Strategy for the Borough.

Recommendations

It is proposed that now wider public consultation has been completed on the draft Sports and Active Lifestyles Strategy that Cabinet approve and formally adopt this new 10 year strategy.

Reasons

This report presents the final version of a Sports and Active Lifestyles Strategy for the Borough and contains a number of strategic goals as well as an action plan. Progress has been considerable with consultation undertaken internally and with a number of key stakeholders as well as members of the public.

A report was presented to Cabinet in November 2016 with a Draft 10 year Strategy, which was approved for wider consultation. Consultation was carried out internally and externally and the feedback has been fed into the final strategy version with an updated 10 year Action Plan to be adopted from April 2017.

1. **Background**

1.1 Newcastle Borough Council has developed a 10 year Sports and Active Lifestyles Strategy to set out the goals for the future of sports facilities within the borough. It outlines a number of strategic priorities based on a robust evidence base and is supported by engagement and consultation with the community and other stakeholders during the winter of 2016/17.

1.2 Overall, the engagement and consultation conducted on the draft Sport and Active Lifestyles Strategy generated a high degree of endorsement for the strategy and what it is trying to achieve for the borough. This is evidenced by the feedback from the online survey responses. A summary report of which is available as a background paper.

2. **Issues**

2.1 The strategy recognises the interaction between sports facilities and other strategic areas of work within the borough, in particular: planning policy and the Joint Local Plan, which sets out the future direction for development in North Staffordshire.

- 2.2 The Strategy covers:
 - 2.2.1 A review of the council's leisure portfolio to ensure it is being used to best deliver for the local community.
 - 2.2.2 A review of the council's sports development programme and links to identified health priorities.
 - 2.3 Overall, the strategy highlights that there are a number of issues for the borough in terms of its current provision:
 - 2.3.1 Mixed experience of clubs / organisations in terms of members, volunteers, finances (i.e. some are thriving, some struggling)
 - 2.3.2 Some clubs do not have their own bases and are reliant on the council for facilities, which is not necessarily sustainable in the longer-term
 - 2.3.3 Facilities are of poor quality in some locations.
 - 2.4 The strategy identifies five strategic aims that address these issues.
 - 2.4.1 To increase and sustain regular participation in sport and physical activity.
 - 2.4.2 To put in place sporting pathways that will enable people to achieve their full potential in sport.
 - 2.4.3 To develop effective communication channels around available local opportunities for sport and active lifestyles.
 - 2.4.4 To support and increase the numbers of people working or volunteering in sport.
 - 2.4.5 To develop and maintain facilities crucial to the infrastructure for sport and active lifestyles.
 - 2.5 The Sport and Active Lifestyles Strategy is supported by an action plan that will guide the delivery of its ambitions and strategic goals through identifying actions and the outcomes they will deliver. These actions are also prioritised so that there is clear direction on the expectations on delivery timescales.
3. **Options Considered**
- 3.1 To adopt the final strategy or to choose not to.
4. **Proposal**
- 4.1 The responsibility for delivery and management of the Sport and Active Lifestyles Strategy with Action Plan rests with Operational Services but working in partnership across the Council and with a range of partners identified within the strategy. The delivery of the Strategy will be monitored by Castle Sport the local advisory sports council. Engagement and communication has been identified as a vital element in the development of the Strategy and in the effective delivery of its recommendations.
5. **Reasons for Preferred Solution**
- 5.1 Given the importance of sport to the local health economy and the established role of physical activity in improving individual health, it is proposed that the Council leads on the

production of a Borough Sport and Active Lifestyles Strategy to maximise these benefits for our local communities.

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

6.1 There will be a positive impact on those areas relating to health improvement and inward investment.

7. **Legal and Statutory Implications**

7.1 Any legal implications are contained within the strategy. Implementation of the results of the Action Plan will require the execution of appropriate legal documentation (e.g. leases, contracts).

8. **Equality Impact Assessment**

8.1 An initial Equality Impact Analysis has been undertaken on the strategy and is available as a background paper.

9. **Financial and Resource Implications**

9.1 Any future investment required to fund the strategy will need to be considered as part of the Council's annual budget strategy. This will be considered as part of the annual budget process.

10. **Major Risks**

10.1 A detailed risk register for the delivery of the Sport and Active Lifestyles Strategy and Action Plan was prepared for the draft strategy and circulated with the November Cabinet Report.

11. **Key Decision Information**

11.1 This report is in the forward plan

12. **Earlier Cabinet/Committee Resolutions**

12.1 Development of the Sport and Active Lifestyle Strategy was approved by Cabinet in December 2014.

12.2 The Draft Sport and Active Lifestyles Strategy was approved for consultation in November 2016.

13. **Background Papers**

13.1 Equality Impact Assessment – Available on request.

13.2 Consultation Report – Available on request.

13.3 Final Sport and Active Lifestyles Strategy