

**Report to the *Health Wellbeing and Partnerships*  
Scrutiny Committee**

**3 December 2018**

***Community Recreation and Leisure Strategy***



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**Introduction**

Sport is part of the culture of the Borough, whether through participants, spectators or volunteers. It also contributes significantly to employment, the local economy and benefits the health of the local population. (See Sport and Active Lifestyles Strategy for a fuller case). There is a strong business case for public sector investment in sport as its contribution to corporate priorities is significant.

**Background**

The National strategies 'Everybody active, every day (October 2014) an evidence-based approach to physical activity' from Public Health England and the government's sport strategy Sporting Future: A New Strategy for an Active Nation (December 2015).and the Sport England Strategy Active Nation (May 2016) set out what we are trying to deliver. These are summarised in the following table:

<i>Physical Wellbeing</i>	<i>Mental Wellbeing</i>	<i>Individual Development</i>	<i>Social and Community Development</i>	<i>Economic Development</i>
<i>Increase in population meeting the CMO guidelines for physical activity</i>  <i>Decrease in population that</i>	<i>Improved Subjective Wellbeing</i>	<i>Increased levels of perceived self-efficacy</i>	<i>Increased levels of social trust</i>	<i>Economic value of sport to the UK economy</i>

are physically inactive				
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## Questions to be addressed

Austerity has placed huge pressure on public services, leading locally to facility and programme closures.

In spite of further funding for NHS frontline services, the challenge for us remains the health inequalities that exist in our Borough which such funding does not address.

Cllr Izzi Seccombe, Chair, Community Wellbeing Board, LGA:

*“Trying to fix (the pressures in our health and social care system) by focusing on treatment alone is not the answer. We need preventative strategies that mitigate or defer the need for costly interventions and at the same time deliver better outcomes for individuals.”*

The NHS also recognises the challenges of addressing prevention:

“If the nation fails to get serious about prevention then recent progress in healthy life expectancies will stall, health inequalities will widen, and our ability to fund beneficial new treatments will be crowded-out by the need to spend billions of pounds on wholly avoidable illness.”

The NHS Five Year Forward View,  
October 2014

There is firm evidence that effective prevention interventions, including increased physical activity, can reduce demand and costs on NHS service. However, prevention is not all about costs saving. Less easy to quantify but as important is people being more independent and able to take care of themselves, living happier lives, are other key outcomes of prevention.

There is no specific funding for prevention all partners are responsible for funding their own functions. The majority funding is at first tier through the LA Public Health Grant, which is based on historic spend, covers mandatory services and universal NHS services, is currently ring-fenced, and reducing year-on-year.

So how can the Borough Council best focus its limited resources on prevention? Can we do more or are we doing all we can?

## Outcomes

The World Health Organisation ranks the UK 123rd out of 168 nations for inactivity. Locally inactivity rates a slightly higher (worse) than the national average.

Sports participation for adults (16+) in England has been measured by the Active People Survey. The results for the Borough are summarised below and demonstrate that currently we have 31,800 inactive adult borough residents.

<b>Active People</b>	<b>Active(150 mins+)</b>	<b>Fairly Active (30 - 149 mins)</b>	<b>Inactive (under 30 mins)</b>
2015/16	56.7%	15.0%	28.4%
2016/17	57.6%	15.4%	27.0%
2017/18	59.6%	11.0%	29.4%
<i>Population</i>	64,300	11,900	31,800

In 2018 the survey changed to Active Lives and the measure adjusted as illustrated below:

<b>Active Lives</b>	<b>Twice in last 28 days</b>
2015/16	72.1%
2016/17	72.7%
2017/18	74.3%

The above figures demonstrate that we are relatively successful in engaging with people who are active, to become more active but have made no progress getting those who are inactive to start activity. Clearly, it is within this group where the greatest health gain is.

Borough information from NICE gives a grimmer picture for adults and provides information for children's activity levels.

<b>Working age population size (16-64yr)</b> 80,022 individuals	Employment rate in 16-64yrs 64.80% 51,854 individuals	% of employees "active" 11.58% 6,002 individuals	% of employees "low active" 37.94% 19,675 individuals	% of employees inactive 50.48% 26,176 individuals
<b>Adult population size (16+)</b> 102,707 individuals		% meeting guidance ("active") 11.58% 11,889	% LOW active (30-149mins per week) 37.94% 38,971	% INACTIVE (0-29mins per week) 50.48% 51,848

		individuals	individuals	individuals
<b>Child population size (11-15yrs)</b> 7,141 individuals 1,928 individuals		% meeting this requirement (420mins per week) 27.00%	% NOT meeting this requirement (<420mins per week) 73.00% 5,213 individuals	
<b>Child population size (5-10yrs)</b> 7,640 individuals		% meeting this requirement (420mins per week) 27.00% 2,063 individuals	% NOT meeting this requirement (<420mins per week) 73.00% 5,577 individuals	

## Supporting Information

The Borough Council's resources to contribute to these issue/ objectives have reduced both in terms of the number of facilities and staff numbers, but significant investment was made in Jubilee2 and so in spite of this reduction in capacity the Council's reputation for sport has grown and we are a seriously credible partner with local sports clubs and education providers, the City Council and other Staffordshire authorities, the County Sports Partnership SASSOT, Sport England, National Governing of Sport and are expanding our influence with the health sector working in partnership to offer cardiac rehabilitation, GP Referral, joint and muscle mobility, a Parkinson's dance group, dementia friendly swimming and the promotion of screening services.

The balance within the team currently enables the Head of Service to concentrate strategy, the Business Manager on operations and the two sports development officers on delivery.

With regards to Sports Development it has 2 staff permanent staff members a small number of casual staff resulting in a controllable budget of £54,720.

The work programme for the two officers and casual staff is focussed around the outcomes in the Playing Pitch Strategy and Sport and Active Lifestyles Strategy and the emerging Local Football Facilities Plan.

There are 6 work streams to the work programme, which are summarised below:

### Work Stream 1

Participation: to encourage sport participation opportunities for all age groups whilst focusing on those who are inactive:

## Service Priorities

- a) In partnership with the SASSOT and other local agencies explore opportunities to deliver targeted schemes aimed at increasing sports provision/participation. Current initiatives include Swim England Health Model, SPACE, Explorer programme, delivery of football development programmes, linkages with local schools through the delivery of after school clubs.
- b) To increase awareness of local sports participation opportunities. Current initiatives include the development of a sports club directory.

## Work stream 2

Inclusive Sport: improving the health and well-being of less active groups through sport and physical activity, particularly young people, women, over 50's and disabled people:

### Service Priorities:

- a) To promote informal sport activities including walking football/netball, back to sport schemes that target under represented groups. Current initiatives include no strings badminton, xploroer walks, disability football, walking netball, back to netball, seated volleyball, and table tennis.
- b) To improve awareness of women's participation in sport through linking in to Sport England's 'This Girl Can' campaign.
- c) To focus on partnership working in areas of deprivation to challenge lower levels of sports participation. Future initiatives include the engagement and consultation to identify new opportunities for communities to participate in sport and support funding applications in the localities. E.g. a recent Sport England community asset fund grant of £56k to Silverdale Boxing Club

## Work stream 3

Workforce development:

### Service Priorities

- a) To work in partnership with SASSOT and National Governing Bodies of Sport to deliver continued professional development courses locally. Future initiatives include a survey of sports clubs to identify skill gaps and develop an annual programme of appropriate courses locally in conjunction with Castle Sport.

#### Work stream 4

Partnership Development: To maximise the use of sporting facilities in the Borough and secure inward investment into sport.

#### Service Priorities

- a) To increase the number of sports clubs in the borough who achieve club mark status and or NGB equivalent making the borough a more attractive place for funding bodies to invest in sport and physical activity. Currently initiatives include supporting circa thirty clubs maintaining club mark status. Future initiatives will include undertaking a gap analysis of clubs who do not have club mark status, working in partnership with SASSOT/Castle Sport organise a CPD session on the benefits of achieving club mark status, and to work with ten clubs in the borough to achieve club mark status.
- b) To work in partnership with National Governing Bodies of Sport, Castle Sport, SASSOT, and partner agencies to secure external investment in Sport to support the recommendations identified in the Council's Playing Pitch Strategy, Sport & Active Lifestyles Strategy and Local Football Facilities Plan.
- c) To work collaboratively with Keele University to provide a robust football development programme enabling the Council to meet the Football Foundations Grant Conditions for their investment into the 3G pitch at Knutton Recreation Centre. The football development plan has been approved by the Football Foundation and Staffordshire Football Association and activities are being delivered in partnership with Port Vale F. C.

#### Work Stream 5

Pathways: Working with partner agencies improve and promote the pathways available to talent athletes in the borough to achieve their potential.

- a) To work through the Castle Sport partnership to promote the Council's Sports grants programme. Current initiatives include the administration of the Council's Sports grants.
- b) To support Castle Sport in delivery of the annual Sports Awards and Annual Festival of Sport.

#### Work Stream 6

Focus Sports: to highlight sports for development to widen the sporting offer for the residents of the borough.

Service Priorities:

- a) To work with NGB's to develop new opportunities for the focus sports in appropriate locations including community settings. Current initiatives include Badminton, Cricket and Netball aimed at ensuring maximum uptake by residents of the borough.

## **Invited Partners/Stakeholders/Residents**

### **Information on Castle Sport**

Castle Sport was set up early in 2015 as a new Sports Advisory Council, following concerns over the costs of supporting the Member Committee, in decisions to award grants for local sports people. The organisation now has representatives from the 2 universities, the college, school sport, the County Sports Partnership and a good number of community sport organisations. Officials are elected each year at an AGM. These officers form an executive committee and organise the work of the organisation and its sub groups in partnership with Council Officers and the Portfolio Holder for Leisure and Culture.

The principal work is assessing applications and advising the Portfolio Holder (previously the Grants Assessment Panel) on Sports Awards for local people, organising the Borough Festival of Sport, Organising the Annual Sports Awards Presentation Evening (including raising the sponsorship), being a consultee on the Council's Playing Pitch Strategy and Sport and Active Lifestyles Strategy, supporting funding applications (including a £3.5m project for Netball) and other sporting initiatives in the Borough (e.g. UK Corporate Games in 2015 and 2018). All time is given voluntarily. The group operates according to its constitution.

### **Outputs**

Five strategic aims were identified in the Borough's Sport and Active Lifestyles Strategy; these are outlined below along with the contribution made by Castle Sport:

1. To increase and sustain regular participation in sport and physical activity.
  - Organisation of Festival of Sport (2,850 participants in 2017, c.5,000 in 2018)
  - Supported implementation of ParkRun (Average of 250 people running every week)
  - Supported UK Corporate Games in 2015 and 2018 (volunteers and club venues)

- Liaising with the BID to pilot an active workforce initiative and develop a proposal to bring a cycle event to Newcastle Town Centre in 2019
2. To put in place sporting pathways that will enable people to achieve their full potential in sport.
    - Assess against pre-set criteria grant applications from the Borough's talented sports people and coaches and recommend to the Council the appropriate level of award to support individual athletes to reach their potential. (Around 70 athletes have been supported across 16 different sports).
    - Organise the annual Sports Awards (including raising sponsorship). Awards are made in the following categories:
      - Junior Sports Man of the Year
      - Junior Sports Woman of the Year
      - Senior Sports Man of the Year
      - Senior Sports Woman of the Year
      - Senior Sports Team of the Year
      - Junior Sports Team of the Year
      - Special Achievement
      - Young Volunteer
      - Coach of the Year
      - Services to Sport
  3. To develop effective communication channels around available local opportunities for sport and active lifestyles.
    - Maximising Network Opportunities
    - Liaison with relevant National Governing Bodies of Sport
  4. To support and increase the numbers of people working or volunteering in sport.
    - Engaged 255 volunteer hours for the Festival of Sport 2017 and c.750 in 2018.
      - School Games
      - Developing a volunteer programme with Keele University to match student volunteers with local sporting opportunities.
  5. To develop and maintain facilities crucial to the infrastructure for sport and active lifestyles.
    - Supporting the development of a Netball and community sports facilities on a school site.

The support engaged from Castle Sport assists the sport and active lifestyles service in delivering our objectives for sport and physical activity with a very small team of

2.5FTE officers – covering Community Development, Sports Development and Physical Activity.

The current balance of Castle Sport (including the 2018/19 contribution) is £31,123.53. But a number of awards are currently being processed.

### **Information on Staffordshire Leisure and Cultural Officers Forum (SLCOF)**

Having been established initially to set up the County Sports Partnership, SLCOF has continued to operate as a network for leisure and cultural officers in Staffordshire, and acted as a conduit for other organisations to present, lobby and speak directly to the forum's members.

All partner organisations (originally the ten Local Authorities and the CSP) have gone through a period of organisational change and this is reflected by changes in member representatives, many of who now find leisure and culture only part of their broader responsibilities.

A strategic review of the Forum has been undertaken to ensure that it remains fit for purpose. An independent consultant was used initially, with a task-and-finish group then considering the findings.

The recommendations of the Sub-Group include:

- That the purpose of SLCOF should be: To create an excellent system for the management and development of Sport and Physical Activity across Staffordshire
- That SLCOF's initial priorities should be to:
  - Create a sub-regional bank of shared data / insight
  - Create a sub-regional facilities plan
  - Create a joint strategy to deliver the Police and Crime Commissioner's SPACE initiative
  - Develop guidance for the use of Active Design in local planning

Rob Foster, SLCOF Chair, attended the July meeting of the Governance and Appointments Group of the County Sports Partnership (SASSOT) to outline the above and to discuss the governance arrangements for SLCOF.

The Governance and Appointments Group agreed the following, and recommend that the Board endorses these proposals:

- that the Board agrees to SLCOF being a formal Sub Group of the SASSOT Board, with a representative of SLCOF continuing to have a seat on the Board (this role is currently undertaken by Alistair Fisher)

- that the Board agrees to a SASSOT Board member acting as an independent Chair for SLCOF

These recommendations were also taken to SLCOF for discussion and approval. The forum is now focussing on the areas of Insight, Engagement and Behaviour Change.

### Constraints

The constraints facing the local authority leisure sector that SLCOF members represent are summarised in the following table:

Borough/ District	Leisure Sector
<ul style="list-style-type: none"> <li>• Increasing scope of responsibilities: Leisure a smaller part</li> <li>• Shift to outsourcing of leisure services</li> <li>• Pressure on time &amp; resources</li> <li>• Tendency to retreat to individual priorities</li> </ul>	<ul style="list-style-type: none"> <li>• Realigning sport &amp; physical activity with</li> <li>• the health agenda</li> <li>• Increasing focus on inactive population</li> <li>• Shift in Sport England funding towards collaborative solutions</li> <li>• Regional competition for funding</li> </ul>

### Conclusions

There are many factors determine health and wellbeing.

Health inequalities are persistent. On average, poorer people have worse health and die younger. The leading risk factors for premature death are:

1. Tobacco smoke
2. High blood pressure
3. Obesity
4. Physical inactivity
5. Alcohol

The health system continues to change but the issues have not.

There is a huge part to play in for sport and physical activity in Health and Wellbeing. The data from the Active Lives Survey above is being used to inform policy on the Childhood Obesity Plan and also support other governmental departments by helping inform programmes such as the Department for Transport's (DfT) Bikeability programme to encourage cycling and the Department for Environment, Food and Rural Affairs' (DEFRA) 25 year plan for the environment.

Members are asked to promote the role of sport and physical activity in Council Policies and initiatives to ensure the cross-cutting impacts outlined bring benefits to our local communities, particularly to tackle inactivity where the greatest health gain will come from and increase participation by those that are currently under represented i.e. women and girls, older adults, those from lower socio-economic groups and those living in the more deprived wards.

**Relevant Portfolio Holder(s)**

Councillor Mark Holland, Portfolio Holder for Leisure, Culture, Heritage

**Local Ward Member (if applicable)**

Not applicable

**Background Materials**

As referenced in the report

**Appendices**

None