
Sport and Active Recreation Strategy 2015-2019

To: **Extraordinary Cabinet – 19 February 2015**

Main Portfolio Area: **Community Services**

By: **Councillor Johnston, Cabinet Member for Community Services**

Classification: **Unrestricted**

Ward: **All**

Summary: The report explains the rationale behind the draft Sport and Active Recreation Strategy 2015 – 2019. The strategy aims to increase participation and promote the wider benefits of sport and active recreation, including improved health outcomes and promoting safer communities.

For Decision

1.0 Introduction and Background

- 1.1 The draft Sport and Active Recreation Strategy (herein the Strategy) sets out the Council's vision, priorities, actions and outcomes for the services it will provide over the next four years.
- 1.2 The new document will refresh the current Sport and Active Recreation Strategy 2010-2013 and picks up on the changes in the public sector over the last few years and puts more emphasis on supporting third and private sector organisations.
- 1.3 The strategy will build on from the successful outcomes of the last four years and identify new areas of action following recent consultation with residents and local and national partners.
- 1.4 The strategy will provide clear direction for delivering corporate priority 9 – supporting a broad range of sports, leisure and coastal facilities and activities but also link into other corporate plan priorities, thus meeting many of the wider social agendas outlined in the plan including;
- supporting economic growth
 - tackling disadvantage,
 - supporting voluntary sector
 - safer communities and
 - promoting open spaces

2.0 The Current Situation

- 2.1 Evidence suggests that Sport and Active Recreation has the potential to;

- Provide positive opportunities and diversionary activities to those young people who may otherwise become disfranchised and reduce anti-social behaviour.
- Provide health benefits to those who regularly participate in active lifestyles.
- Develop a sense of community and pull together local groups and organisations.
- Improve educational attainment contributing to a reduction in unemployment
- Deliver economic benefits to areas through visitors attracted by high quality sporting events and facilities which raise the profile of local communities.
- Provide opportunities for residents to make use of their natural environment by promoting the use of open spaces, coastal routes to improve overall health and well-being.

2.2 Following the success of the London 2012 Olympic the government have maintained a strong focus on participation in sport and physical activity with continued investment in both grassroots programmes and elite performance programmes. National Governing Bodies of sport (NGBs) have as a result produced challenging ‘whole sport plans’ to increase participation and enhance sporting facilities by aspiring residents to adapt an active and healthier lifestyle.

2.3 Thanet is currently one of the most deprived areas in the country and the local health inequalities are mirrored by a lack of basic physical activity participation amongst our residents. The strategy will work with local and national partners to change social attitude and implement effective strategies to enhance positive change in participation which in turn will support the health outcomes.

2.4 The Sport England Active People survey provides annual data to evaluate Thanet’s participation levels. The below chart provides a snap shot of the percentage of residents engaging in 3 x 30 minutes moderate activity each week, for the period of the last strategy. They figures show an encouraging increase from the baseline although we are currently looking at the reasons behind the slight drop in 13/14.

Area	2009/10 Regular Participation	2010/11 Regular Participation	2011/12 Regular Participation	2012/13 Regular Participation	2013/14 Regular Participation
Thanet	19.7%	18.2%	21.2%	22.5%	20.9%
Kent	20.4%	21.2%	21.8%	24.8%	23.3%
South East region	23.1%	22.8%	24.7%	26.9%	26.9%
England	22.1%	21.8%	22.9%	26.0%	26.0%

**The above chart indicates the current levels of activity in Thanet as measured as by The percentage of the adult population participating in at least 30 minutes of sport and active recreation (including recreational walking and cycling) of at least moderate intensity on at least 3 days a week*

2.6 The current ‘Thanet Health Profile’ provides evidence of inequalities that the strategy and its priorities can help address. One of the key areas within this strategy is working with partners to implement health interventions. Sport and Active recreation has the capacity to bridge the gaps that affect the detriments of poor health, including sports engagement, and enhancing the well-being of local residents.

Key Summary	Overview
Health Summary	The health of people in Thanet is generally worse than the England average. Deprivation is higher than average and about 27.4% (6,900) children live in poverty. Life expectancy for both men and women is lower than the England average.
Living Longer	Life expectancy is 9.4 years lower for men and 7.5 years lower for women in the most deprived areas of Thanet than in the least deprived areas.
Child Health	In year 6 year range, 18.1% (235) of children are classified as obese. The rate of alcohol-specific hospital stays among those under 18 was 58.3%. Levels of teenage pregnancy, GSCE attainment, breastfeeding and smoking at time of delivery are worse than the England average.
Adult Health	In 2012, 21.4% of adults were classified as obese. The rate of smoking related deaths was 356. Estimated levels of adult's excess weight are worse than the England average.

2.7 As a result the strategy will work alongside the Health and Well-being Board to develop a shared vision and to build and sustain active lifestyles through the delivery and commissioning of services. This will be achieved by working together with local and national partners, from the local leisure trust, community voluntary sports clubs, third sector and private sports organisations.

2.6 The vision wants us to achieve;

- More residents aspiring to take part in sport and active recreation.
- More people actually taking part in sport and active recreation.
- More residents aspiring to gain sports related qualifications to ensure that our voluntary clubs have the best coaches, from grassroots to competitive level.
- More people becoming involved as volunteers.
- Encouraging local businesses and employers to adopt the new strategy to drive forward an active workforce.
- More people taking advantage of the coastal environment and open spaces.
- Increased levels of satisfaction with sport and leisure facilities and improving the current sports facility offer.

2.7 The strategy has maintained the four key priorities to achieve our visions over the next 4 years. This will allow comparison with previous successes in the plan.

1. Raising the profile of sport and active recreation
2. Increasing opportunities for sport
3. Developing healthy lifestyles
4. Enhancing Sports facility provision

2.7 These priorities are supported by the recent consultation undertaken by the Council with residents and local sports organisations. 58% stated that improved sports facilities were the biggest priority followed by 46% saying health and well-being and 42% commenting on sport used as a tool to reduce crime and anti-social behaviour.

63% of respondents 'strongly agreed' with the priorities, 32% agreed and just 3% disagreed.

- 2.8 These priorities will be supported by a number of key actions (see appendix 1 for draft strategy and action plan) to meet our priority outcomes. The actions will be reviewed annually and where applicable the action plan will be amended to address key areas as they emerge.

3.0 Options

- 3.1 That Cabinet agree the Sport and Active Recreation strategy is adopted as drafted, and that the actions and priority outcomes are endorsed by TDC to further enhance the provision of Sport and Active recreation in Thanet.
- 3.2 That Cabinet make suggestions for inclusion/amendment and defer decision to next meeting.

4.0 Next Steps

- 4.1 Following adoption of the Strategy, a series of workshops will be held with key partners to move the actions forward.

5.0 Corporate Implications

5.1 Financial and VAT

- 5.1.1 The revenue budget as set out in the Medium Term Financial Strategy indicates the need for reduction in overall Council expenditure. The Sport and Active Recreation Strategy priorities and actions have been drafted to minimise the additional strain on the Council's future revenue funding.
- 5.1.2 In fact, each year over the course of the last strategy, the sports and leisure service offered up savings on the base budget due to the successful attraction of external funding. This external funding totalled in the region of £644,000 much of which was offset against salaries. The production of the strategy played a key role in this success as it sets out a clear mandate for our service that funding partners bought into. Importantly it recognises the challenges ahead but had clear methods of how we wanted to achieve an improvement.
- 5.1.3 The new strategy will continue to enable bids for external and capital funding to be submitted to help deliver some of the actions.
- 5.1.4 Savings were also delivered in the last restructure due to the reduction in posts from two to one. Whilst this has added additional pressure on the deliverability of services we are confident that future funding bids may allow the addition of extra staff time whether part or full-time.
- 5.1.5 The Council is an owner and in some cases operator of some of the key sports facilities in the district and the satisfaction of users/local population is key to achieving the overall aim of the sport and active recreation strategy - increasing participation. It will also impact positively on perceptions of the Council and so needs to be recognised that budgets outside the control of the sport and leisure service have the ability to impact on the delivery of the outcomes – for example the management fee of the leisure centre contract and maintenance budgets held within the parks and open spaces department.

5.1.6 Sport England have recently produced a tool to measure the Economic Impact of Sport in local areas. The tool is very new so we have only been able to pull off the basic information but the tool measures the financial impact of sport and leisure as £31.2million in Thanet. This includes the volunteer hours, merchandise and production of equipment, jobs created etc.

5.2 Legal

5.2.1 The council is not directly obliged to provide specific sporting services and facilities however the Children's Act, which identifies that district councils have a responsibility to provide positive activities for children and young people.

5.3 Corporate

5.3.1 The Strategy will assist the Council in making decisions on what services to deliver and whilst Sport and Leisure team isn't a core service, it highlights the value it will have on achieving wider social issues that are statutory obligations such as those mentioned in section 2.1 of this report.

5.3.2 Residents consistently state the sport and leisure service as an important service in the budget surveys held annually.

5.4 Equity and Equalities

5.4.1 The Strategy identifies key hard to reach groups as it is clearly shown that participation is generally lower in these groups.

5.4.2 All activities and commissioned services delivered under TDC are monitored in order to analyse equality.

6.0 Recommendation

6.1 That Cabinet agree the Sport and Active Recreation Strategy is adopted as drafted, and that the actions and priority outcomes are endorsed by TDC to further enhance the provision of Sport and Active Recreation in Thanet.

7.0 Decision Making Process

7.1 The Sport and Active recreation strategy has been drafted on the basis of achievability, reflecting existing local and national initiatives in line with the corporate plan and local and national frameworks. The report has been to Corporate Management Team and is prepared for decision by Cabinet and then Full Council.

Contact Officer:	Colin Rouse, Sports Development Officer, 7032
Reporting to:	Martyn Cassell, Community Safety and Leisure Manager

Annex List

Annex 1	Sport and Active recreation strategy 2015-2019
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Background Papers

Title	Details of where to access copy
Sport and Active Recreation Strategy 2010-2013	TDC website or Sports and Leisure dept
Economic Impact of Sport	Sport England Website
Active People Survey	Sport England
Thanet Health Profile	Public Health and Clinical Commissioning Group

Corporate Consultation Undertaken

Finance	Matthew Sanham, Finance Manager (Service Support)
Legal	n/a