

# Thanet District Council

## Sport and Active Recreation Strategy 2015 - 2019



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## Foreword

*The last four year strategy achieved a number of fantastic outcomes including regular activities for young people and adults, huge investment to our sports facilities and a range of support packages for our local clubs, coaches and talented performers.*

*Through this Sport and Active Recreation Strategy - we want to celebrate all these achievements, build on the successes and help to create a sporting community. With Thanet's stunning surroundings of beaches, bays and natural coastline, we can promote a broad range of sport and leisure opportunities. We know that sport and active recreation brings so many benefits to the health and wellbeing of local residents and we want to help inspire local people to get involved.*

*I recognise the Council has a significant role to play in increasing participation but also that we are only one of many organisations involved. We provide some of the infrastructure where sport takes place such as leisure centres, playing fields and parks however schools and other education providers, private sector facilities and voluntary sports clubs also provide a range of facilities and undertake much of the provision and activity. Therefore this strategy is about working closely with all of these partners to get the best sports offer for Thanet.*

*The District Council has attracted significant external funding for Sport and Leisure in the area and we will continue to look for these opportunities for the delivery of our services as well as helping other local groups to achieve the same investment.*

*By 2019 we want to see residents in Thanet becoming more active, healthy and developing a generation that can adopt active lifestyles as part of everyday life. To achieve these priorities we will need an innovative and joint approach and have consulted with residents to value their opinions to achieve this objective.*

***Cllr Iris Johnston – Leader and Portfolio Holder for Community Services***

## Executive Summary

The importance of sport and active recreation as a means to achieve wider social, health, economic and environmental outcomes for individuals and communities has been increasingly recognised by Central Government and others over recent years. Growing research and evidence has demonstrated 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 reduces 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.

Thanet District Council Sports and Leisure team is a pivotal resource within the local authority, setting out and delivering these key central government agendas to meet and tackle wider social outcomes. Over the last 4 year strategy cycle, the team, along with partners, have had a number of achievements which are set out in the main strategy.

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.

It covers what is currently offered by the Council, what the sporting landscape looks like in Thanet and how the district compares to regional and national averages.

It has been identified that the importance of sport and active recreation in Thanet is vital in developing a district that can be active, healthy and reduce the burden on both the local and national health bill. Across the UK residents are damaging their health through physical inactivity costing the UK an estimated £7.4 billion a year. Thanet compares poorly against the average of most national health indicators and tops the table in Kent for the highest percentage of physically inactive people at 40.5% of the population.

Evidence however suggests that trends can be changed. Finland, once the world record holder for prevalence of heart disease, started a campaign to get the nation moving over 40 years ago. The Finnish government allocated money to local authorities and encouraged social change by helping residents to be more active, building active and outdoor exercise areas, breaking down the barriers and developing a mechanism to tackle inequalities with an innovative approach. They now rank amongst the most active nations in the world.

Within this strategy we will focus on how we can encourage and increase participation over the next 4 years, identifying key areas of intervention to ensure we take a direct and innovative approach to get Thanet moving.

The strategy has consulted with local residents and external partners and needs have been accounted for and prioritised accordingly within this strategy.

**Our vision is to build active, healthy, safe and successful communities in Thanet through increased participation in sport and active recreation.**

By 2019 we want to see more people in Thanet enjoying the benefits associated with more active lifestyles, with the long term vision to create and develop an active, motivated and healthier Thanet.

To achieve these goals we need to see:

- More people 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 in sport and active recreation
- 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

During the consultation processes a number of complementary themes emerged that will help us to achieve this overall vision of increasing participation and the wider benefits this brings;

Theme 1 - Raising the profile of sport and active recreation

Theme 2 - Increasing opportunities for sport at all levels

Theme 3 - Developing healthy lifestyles

Theme 4 - Enhancing sports facility provision

## The last 4 years – A snap shot

In the 2010-2013 Thanet District Council Sport and Active Recreation strategy, a number of priorities were identified. Our aim was to establish a clear vision to build and sustain active, healthier, safe, and successful communities within Thanet. To date key outcomes achieved include;

### Priority 1: Raising the profile Sport and Active Recreation

- Made links and increased Thanet's reputation for sport with key national and county partners and agencies.
- Undertook complete refresh of our marketing literature resulting in 6 new look leaflets and an informative new campaign website. Sport Matters brand launched.
- National press and television coverage of Margate through the delivery of the Volleyball England Beach Volleyball Tour Finals.
- Successful delivery of four annual Thanet Sports Awards to recognise achievements and success of partners and local providers.
- Created Thanet Sports Network to provide a group of partners with an interest in developing sport and active recreation in the district seeing increased funding and reduced duplication.
- Sport and Leisure recognised as a key priority in the TDC corporate plan 2012-2016.
- 100 talented performers signed up onto the FACS and FANS scheme.
- **OUTCOME: Local people know who we are and what services we provide.**

### Priority 2: Increasing Opportunities for Sport

- Over 18,849 attendances through the council Sport 4 NRG and Sport Matters initiatives. 1758 community sessions organised over 4 years, averaging at 439 sessions each year.
- Over 1000 attendances through TDC's disability Sports projects. Providing support to voluntary Disability Sports organisations.
- Provided over £42,489 grant contributions to support local clubs, coaches and talented performers.
- Supported 56 residents to complete coach education courses increasing the number of qualified sports coaches in the district.
- Almost 1.5million attendances at Council owned leisure centres facilitated by partner Your Leisure.
- Secured revenue funding which totalled in the region of £644,000 to increase sports opportunities.
- Provided over 120 volunteering opportunities through community sports events.
- **OUTCOME: Local people have a range of activities to take part in.**

### Priority 3: Developing Healthy Lifestyles

- Successful delivery of the Exercise Referral scheme working together with Kent Community Health Trust and 'Your Leisure' to assist those requiring physical activity intervention for medical reasons.
- Delivered the National Free Swimming programme which attracted over 30,000 attendances to encourage active lifestyles amongst children under 16 and those 65 years and over.
- Created a set of 'Calorie Maps' in partnership with the NHS Community Trust to encourage more physical activity across the district.
- Delivered a range of community events to educate and raise awareness of active and healthier lifestyles.
- Over 1,500 attendances through the delivery of the councils Sport 4 Life programme focusing on residents not currently engaged in sport.
- **OUTCOME: Targeted sessions for those that need it most**

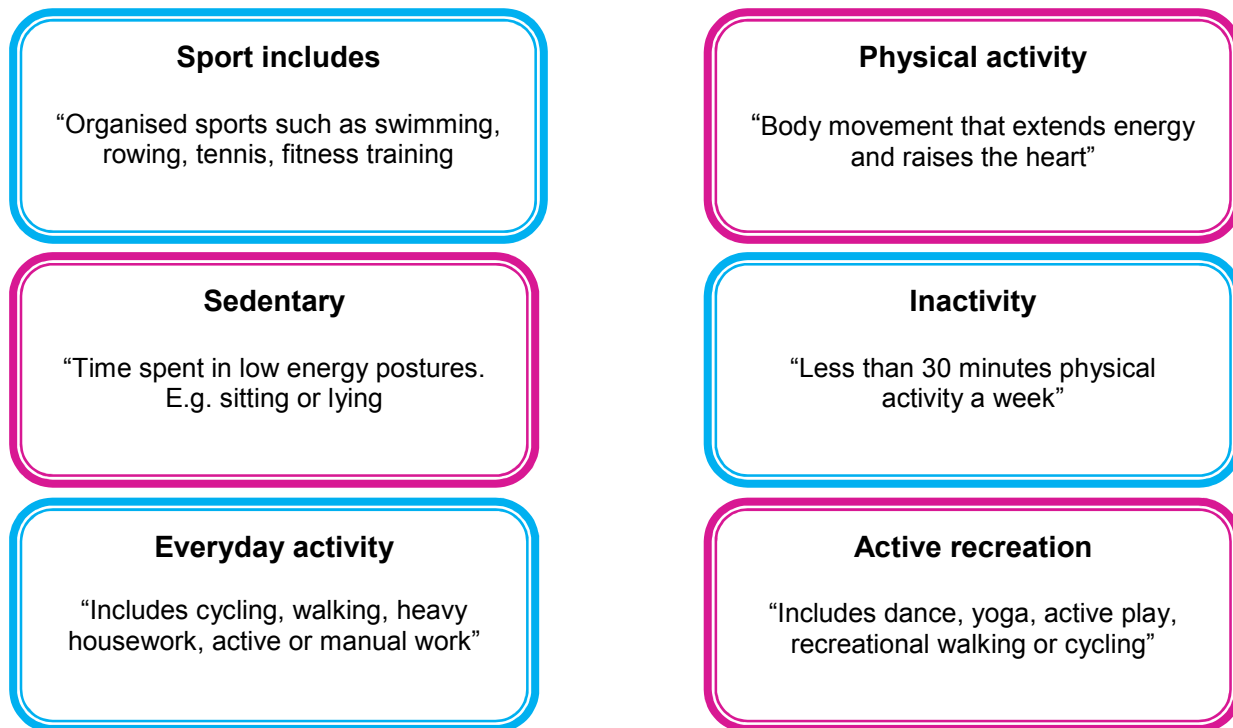
### Priority 4: Enhancing Sports Facility Provision

- Worked in partnership with Your Leisure to implement the successful £5.12 million refurbishment of Hartsdown and Ramsgate Leisure Centres.
- Supported a host of local clubs and organisations in achieving external funding bids totalling over £1 million to build new facilities available to the public.
- £220k investment in the development new Skate Parks in Broadstairs and Ramsgate with a third in Margate to follow.
- The development of a new multi-purpose beach sports court facility at Margate Main Sands and three new outdoor table tennis tables to promote outdoor living and enjoyment.
- Created three new multi-use games areas in Westgate, Ramsgate and Newington for free open access to residents.
- **OUTCOME: Increased satisfaction with new facilities**

# What is Sport and Active Recreation?

Sport, active recreation and physical activity may mean different things to different people. Sport and active recreation is not solely based on formal and outdoor participation. For the purpose of this Strategy the following definitions apply;

## Definitions of Sport and Active Recreation;



## Why a Sport and Active Recreation Strategy?

Sport and active recreation has the potential to achieve wider social, health, economic and environmental outcomes and has the potential to improve and increase the quality of life for residents and communities.



We want to set out a clear vision to encourage our residents to adopt an active and healthier lifestyle.

The strategy will allow the council to work towards an agreed set of actions to meet the corporate plan priorities. The new strategy will also have the ability to:

- Increase the profile of Sport within the planning, policy and decision making processes of Thanet District Council.
- Provide a link with strategies of regional and national agencies relating to sport and active recreation.
- Demonstrate the benefits of sport and active recreation to broader agendas.
- Target scarce resources most effectively, in line with corporately identified priorities and act as a lever for gaining funding from external resources for the delivery of projects and facility improvements.
- To continue to work with partners at local, regional and national level to develop a shared vision to help build an active population.

## How was the strategy developed?

This Sport and Active Recreation Strategy has been developed to provide a framework for the development of sports activities, facilities and services within Thanet for the next 4 years. This will ensure our service is delivered alongside both national and local priority outcomes.

We used various methods which have contributed towards our vision and priorities over the next 4 years.

- Used local and national profile data to analyse where the focus should be. This has formed our vision and priorities for the next 4 years.
- Undertaken a consultation process with residents and local partners to highlight priority areas within the district and ask for their opinions on if the direction is right.
- Reviewed the outcomes of the previous sports strategy to ensure the successes are sustained and developed further over the next four years.

The Council has taken into consideration other key strategies and documents that have been developed by other organisations at a national, regional and local level. A summary of these key documents can be found in appendix 1.

The strategy also builds on the Council's Corporate Plan (2012-2016) priorities in which the council will support a broad range of Sports, Leisure and Coastal facilities and activities within the district, and aims to set these actions for a further 4 years and beyond.



## Feedback from Public Consultation

The priorities that have been set are supported by the recent consultation undertaken by the council with residents and local sports organisations. Feedback from the consultation as shown below

**“58% of local residents stated that improving local sports facility was the highest priority”**

**“63% of respondents ‘strongly agreed’ with the priorities”**

**“42% of residents commented on sports being used as a tool to reduce and tackle anti-social behaviour”**

**“32% ‘agreed’ with the priorities”**

**“46% have stated that health and well-being is a key priority”**

**“3% disagreed with the priorities”**

# The Sport and Active Recreation Context

## National Context

From a national prospective, government organisations and governing bodies have continued to deliver strategies helping communities across the country to adopt an active and healthier lifestyle. Sport England have developed their new strategy to create a sporting habit for life and will invest over £1 billion of National Lottery and Exchequer funding to support community sports organisations and projects up until 2017.

National Governing Bodies of sport (NGBs) have produced challenging 'whole sport plans' to increase participation by inspiring residents to adopt an active and healthier lifestyle with innovative activities and by enhancing sport facilities. On a national prospective it is clear that there needs to be a strategic approach to sports provision for local authority areas based on needs, evidence and insight and consideration of all delivery options. Sport England has a commitment to support local councils develop a clear vision for their local area priority outcomes.

Public Health England aims to protect and improve the nation's health and well-being, and reduce health inequalities across England. Public Health England has set out various policies to increase levels of physical activity within local communities. The challenge we face across England is evident to see with more than 4 in 10 people not engaging in physical activity to achieve good health. The cost of inactivity in England is estimated at £7.4 billion per year. Low levels of physical activity are a shared problem and it is down to national partners from Sport England and Public Health England (PHE) to understand the challenges that our communities face and empower groups, individuals and support grass roots initiatives.

Since the successful delivery of the London 2012 Olympic Games, Sport England and national governing bodies for sport set out their visions to develop a lasting legacy across the nation. The delivery of what has been regarded as one of the best Olympic Games since the games began has ensured that Sport and Active Recreation develops long lasting effects on the UK's communities.

## Local Context

Thanet's population is estimated to be 136,800 (2013 mid-year estimates). Thanet's population is aging, with a larger number of people over the age of 65 (30,500) than young people under the age of 15 (26,000). Thanet also has a high percentage of people aged 16-64 with (80,200) residents. The population is predominantly white British, at (128,194) of the total population with only (5,992) falling within BME groups.

The population is characterised by high levels of deprivation, with the official labour market statistics site (NOMIS) showing that, of the 80,000 people of working age in Thanet, 4,275 were in receipt of (JSA) job seekers allowance. This estimates that the Thanet unemployment rate as measured by JSA claimant count as being 5.3% which is currently the highest of all districts in the South East region.

## Thanet's Health Profile

Thanet is in an area of high deprivation and indicators of health are poor when compared to other areas. The main contributory factors for this are inward migration of vulnerable groups, child poverty, high numbers of older residents and low numbers of more affluent groups. The table on the next page gives a summary of the Thanet Health position.

<b>Key Summary</b>	<b>Overview</b>
<b>Health Summary</b>	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.
<b>Living Longer</b>	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.
<b>Child Health</b>	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.
<b>Adult Health</b>	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.

## How active are Thanet residents?

Physical inactivity directly contributes to one in six deaths in the UK, which is the same number as smoking. Around a quarter of us are still classified as inactive, failing to achieve a minimum of 30 minutes of activity a week. There are several key reasons for lack of participation in sport and active recreation. Social, economic and cultural trends have removed much of the physical activity from daily life. Fewer residents within the UK have 'manual jobs' and technology dominates most of our daily routine, through sedentary periods sitting at your desk at work, watching TV and playing computer games. Key influences that affect lack of physical activity are the over reliance of cars and other motorised transport, this in turn puts a barrier up for residents to meet the basic levels of physical activity.

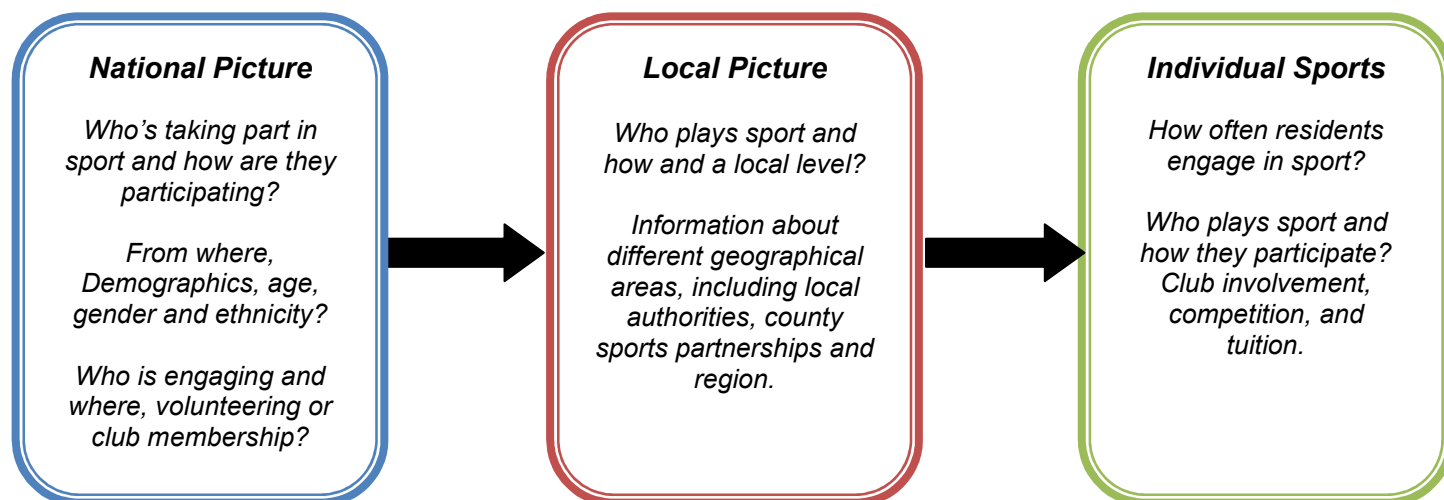
Increasing our resident's opportunities to engage in sport and physical activity will have significant results for the health outcomes of the district. Sport can also have so many positives in creating opportunities for residents to get involved in volunteering, create job opportunities for aspiring sports coaches to help get Thanet residents moving, and stimulate economic growth.

To analyse Thanet's participation data, the District Council has used key data from various organisations and governing bodies within sport and public health. These key data sources allow us to measure the levels of inactivity trends in Thanet, and produce district profiles to evaluate just how our district is comparing to others.

'**Active People**', the largest participation\* survey of adults in England was conducted by Sport England. The number of people playing sport is tracked continuously through 'active people'. Since 2005/2006, the findings have become a valuable resource for the sports sector and results are published in June and December each year.

## Why we use the Active People survey in Thanet?

The Active People survey provides essential information which allows the team to implement and commission programmes as part of the strategic delivery plan. The information will provide the district council with an insight of the current participation trends. The tool also allows us to scale our search down to unique sports, gender, ethnic origin, club participation, memberships, competitive sports and officiating.



## Thanet's sports participation profile

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 3 x 30 minutes as moderate intensity exercise per week. The definition of the 3x30 participation indicator, 'KPI1' is: *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.*

Geographically the South East of England has the highest proportion of men and women meeting recommended levels of physical activity, with the North West of England having the lowest. The above data shows that even though we have seen a steady increase since 2009, Thanet however remains lower than the national average and the county average. This presents a large problem which will affect the health of the population and a big task in order to help change their lifestyles to achieve their recommended levels.

Sport England also has a useful 'Market Segmentation' tool that allows us to target those non-participants effectively. It gives specific information about the types of activity that each of the 19 'types of person' like, how they want to find out about them, what the barriers are that stop them. We use this tool in ensuring that our activities are tailored at the right people.

## How can the strategy be delivered locally?

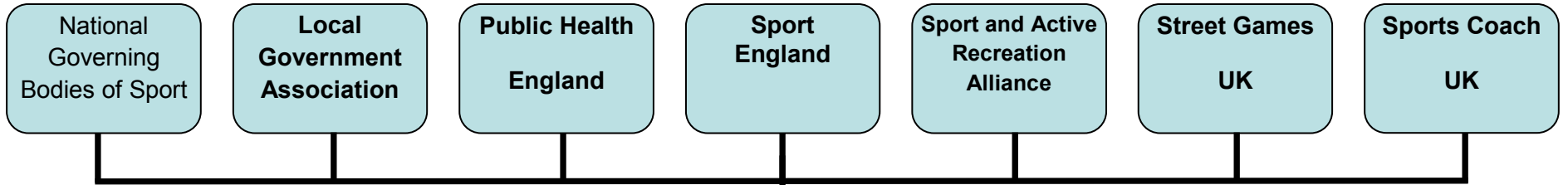
Thanet's new strategy aims to continue to build on the local legacy of the previous 4 year strategy by promoting TDC services to residents and our local partners. We aim to push forward from the results we have achieved over the last 4 years and continue to implement innovative ideas to enhance the sport and leisure opportunities we provide within Thanet.

The 'sport and leisure' and 'health' industries have changed dramatically over the cycle of the last strategy. This document picks up on those key changes and ensures the Council is better equipped to deliver our own programmes but also to allow greater emphasis on supporting the third and private sector to deliver sustainable interventions.

To ensure we enhance and improve the health and well-being of all our residents, sport and active recreation is not focused solely on participation within formal indoor and outdoor facilities. We want celebrate Thanet's coastal location and its stunning natural assets of beaches, walking and cycling routes to provide informal opportunities for local people and visitors to the area to take part in a variety of beach and water sports activities, walking and cycling.

The sport and leisure team will focus on working closely with a range of internal departments within TDC including planning, communications, events, community safety and community development.

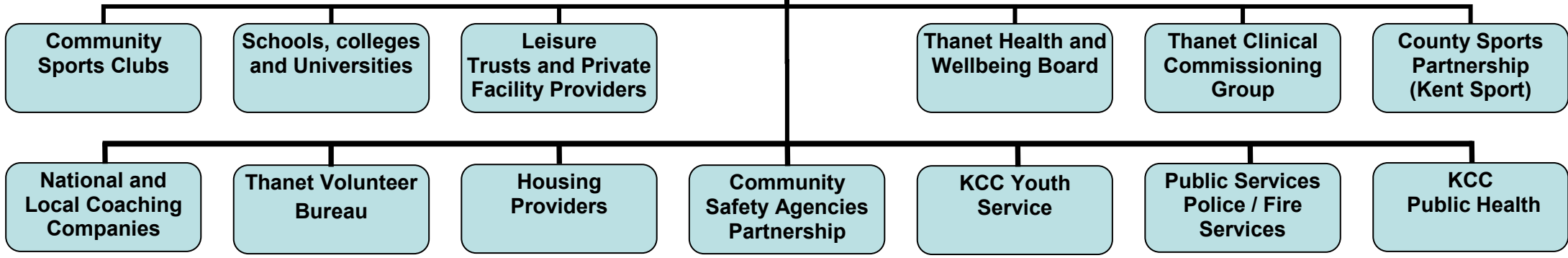
We recognise that no one agency or organisation can deliver the changes in attitude and behaviour required to turn the district into a healthy and active population. Therefore the strategy will use the framework in the diagram on the next page as a guide for who we will work with.



**National Partners**



**Local Partners**



# Vision

**“Our vision is to build active, healthy, safe and successful communities in Thanet through increased participation in sport and active recreation”**

By 2019 we want to see more residents in Thanet enjoying the benefits associated with a more active and healthier lifestyle. Being active every day needs to be embedded across the district in every aspect of life. Across the UK we are around 20% less active than 1961, and if current trends continue we will be 35% less active by 2030.

We want to see Thanet residents engaging in the basic levels sport of physical activity, encouraging the next generation to see high levels of physical activity as the norm.

Over the 4 year cycle we particularly want to see;

- 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.

To achieve this vision we will work collaboratively with our partners at local and national level across 4 main priorities.

For each priority we have set an overview for why we have implemented this priority, and look at key actions and priority outcomes to achieve these targets.

## Priorities 2015-2019

### **1. Raising the profile of sport and active recreation”**

To achieve this we will work with our local and national partners to help the population understand the positives of building physical activity into their daily lifestyle and change the negative perceptions through innovative marketing and communications.



### **2. Increasing opportunities for sport**

TDC will work with partners and local organisations to provide a variety of sporting opportunities for local residents. We will directly deliver and commission activities, train new coaches, support our community clubs and focus on increasing volunteering in sport.



### **3. Developing and promoting healthier lifestyles**

We will implement new initiatives to target the most inactive residents and reduce the levels of inactivity in Thanet. We will work collaboratively with our partners to tackle poor health and inequalities and remove the barriers to participation.



### **4. Enhancing sports facility provision**

We will review our Sports Facilities Improvement Plan and conduct a playing pitch audit to map our current sports facilities offer and provide the rationale for new and improved facilities. We will continue to work with our partners to seek capital funding to improve existing facilities and add new where capacity is an issue. We aim to raise the satisfaction levels.



# 1. Raising the profile of Sport and Active Recreation

## OVERVIEW

Across the district TDC works with various local and national organisations to raise the profile of sport and active recreation. To make sure we are inspiring more residents to get involved we need send out clear messages and work together with our partners to continue to meet these objectives. As highlighted in the local area profile Thanet is one of the most disadvantaged local authority areas in the UK and with this comes significant barriers to sport and recreation engagement. The emphasis to work with our partners has become more important than ever.

With rising levels of inactivity across the UK and at district level we need to engage with those target groups that need to understand the most that sport and recreation is accessible and is available to all.

The greater emphasis on other services is also vital. By working with partners we can make an impact on economic growth, tourism and community cohesion by bringing local events and attractions to the district.

Thanet has the potential to host some amazing events using key sites. We want to work with groups and organisations to continue to promote and bring sport into the heart of the communities with regular large and small scale events.

By inspiring residents to adapt an active lifestyle this will inevitably raise aspirations across the district. We want to promote Thanet as an active district and one that can promote and facilitate a broad range of activities. We will promote and advocate new attitudes and change the perception that sport and recreation is non-accessible.

## Actions

1. Provide a place for our community sports clubs, schools, colleges, leisure trusts and universities to celebrate local success stories and to ensure programmes are widely promoted through our TDC Sport website, local press and social media.
2. Develop an easy to use online 'Sports Directory' to promote a wide range of internal and external sport and recreational opportunities.
3. Deliver the four annual District Sports Awards events to recognise and reward the impact of our community sports clubs and talented performers.
4. Support the district's talented performers by offering the 'Free Access Schemes' for National and County Level Sportspeople. Increase the number of Thanet residents benefitting from 50 to 80 over the time period.
5. Work with National Governing Bodies of Sport to deliver a minimum of 2 new initiatives each year.
6. Increase the profile of disability sport in Thanet by undertaking a promotional campaign highlighting the activities on offer.
7. Create 5 fixed marketing points at key venues across the district and one mobile display for partners to promote to different audiences.

## Priority Outcomes

- Improved communications and information at local, regional and National level.
- Improved communication on social media, community hubs, leisure centres and hard to reach areas to promote services.
- The delivery of county or national events to inspire residents to engage in sport and active recreation.
- An increase in percentage of residents becoming more active as a result of improved communications and signposting.
- Changing communities and social perception through the effective delivery of local activities.

## 2. Increasing Opportunities for Sport

### OVERVIEW

In order for sport and active recreation to have a positive impact on resident's lifestyles we need to ensure there is a variety of options open to them.

We will promote the broad range of activities on offer in the district, from water sports and new emerging activities to the most traditional.

We will work with hard to reach groups, residents that may not be motivated to engage in sport or wish to participate within a club environment and work with partners on new and existing projects to increase opportunities for sport in Thanet.

We need to remove barriers that some perceive to be in the way in helping them achieve their aims, whether it's improved health outcomes, socializing with friends or sporting success.

We want to advocate sport and leisure as a means of everyday life and educate our residents that sport does not have to be competitive or simply be unaffordable.

We want to work with our local and national partners to deliver exciting and innovative projects to increase participation.

With a high number of resident's unemployed in Thanet we want to raise aspirations and create opportunities for residents to engage in volunteering, develop improved employability skills and support our community clubs through improved coach education opportunities.

We will continue to deliver and commission partners to deliver sport in some of the most disadvantaged areas, with an aim of reducing anti-social behaviour and sedentary lifestyles.

### Actions

1. Deliver the Sport 4 NRG 'Doorstep Sport Model'\* to increase opportunities for young people in Thanet. Activities delivered right in the heart of communities will see a reduction of anti-social behaviour in the areas delivered.  
\*See Appendix 2.
2. Promote, provide and deliver a range of coach education courses to up skill our community club coaches. Target working with 100 new or existing coaches over the 4 year period. Specifically target female coaches under the 'Project 500' scheme.
3. Work together with local and national partners to deliver an annual 'Club & Coaches Forum' to provide advice and support for our district partners.
4. Develop a Coastal Activity Programme including both water and beach based activities
5. Increase sports volunteering opportunities to help support a broad range of community club opportunities to increase club capacity by re-launching the Sport Matters volunteering programme. Target 20 new volunteers per year.
6. Support one external bid per year to deliver new sporting activities.
7. Facilitate a conference to discuss school: club linkages and help schools deliver their physical activity targets.

### Priority Outcomes

- An increase on the percentage of children, young people, adults, disabled participants and hard to reach groups engaging in Sport and Active recreation.
- A reduction in the percentage of young people at risk of re-offending through the delivery of the Sport 4 NRG project.
- An increase in the number of NGB specific and generic coaching courses hosted in Thanet.
- An increase year by year on the percentage of residents engaging in sport and active recreation as shown by Active People survey.
- An increase in the amount of volunteers supporting local clubs, events and Sports employers across Thanet.
- Increase in the levels of external funding coming to Thanet.

### 3. Developing and promoting healthy lifestyles

#### OVERVIEW:

We will continue to deliver on the outcomes from the previous 4 years and commission a broad range of activities and services to improve the health and wellbeing of our residents.

We will work towards national government agendas to meet these targets and change attitudes through effective delivery models.

Thanet is currently below both the regional and national recommended levels of activity and if the trend continues the results will see more residents becoming in-active and suffering poor health.

It is vital that we continue to signpost and provide services to encourage sedentary residents or those suffering from poor health to engage in moderate daily exercise.

Taking part in sport and active recreation is at the core of developing healthy lifestyles; however other elements such as healthy eating, sensible alcohol consumption and reduction in smoking make a big contribution.

We need to continue to work with our local and national health partners to develop interventions to reduce in- activity and break down the barriers that prevent exercise.

This means changes attitudes to how we live our lives including at home and at work.

Being physically active and maintaining a healthier lifestyle can also reduce the levels of mental health illnesses including depression and anxiety, and reduce the level of diseases including coronary heart disease, type 2 diabetes, and cancer.

#### Actions

1. Deliver the Sport 4 Life programme annually targeting 150 inactive participants with 50% sustaining increased activity after 6 months.
2. Work with KCC Public Health in promoting the messages around obesity and physical inactivity including influencing the need for increased service provision in Thanet.
3. Explore expansion of the 'Exercise Referral' scheme used by GPs to offer a variety of settings and activities to access.
4. Work with local employers to promote and inspire active and healthy workplaces and use effective marketing to target our district workforce. Target 20 Thanet employers to have signed up to the Workplace Health Challenge.
5. Support local organisations including Your Leisure and Kent Community Health Trust to deliver a range of activity programmes across our facilities including development of a family activity programme.
6. Deliver annual event to promote usage of the parks and open spaces in the district as a means for active recreation.

#### Priority Outcomes

- An increase in the percentage of residents engaging in the exercise referral scheme.
- An annual increase in the percentage of leisure centre attendances through affordable memberships accessible to individuals and families.
- A reduction in the percentage of Thanet residents deemed to be inactive.
- An increase on effective communications across the district to promote healthier lifestyles.
- An increase in amount of health related projects delivered, or supported across the year to improve health and well-being.
- Targeted interventions to minority groups focusing on different inequalities.

## 4. Enhancing Sports Facility Provision

### OVERVIEW:

Thanet has approximately 197 sporting facilities from sports halls, grass playing pitches, health centres, tennis courts, artificial pitches, bowls facilities and swimming pools. They attract a vast amount of community use and as such we need to ensure that residents are satisfied and have safe and accessible facilities for all tiers of the community to use.

Satisfaction with sports facilities is closely linked to participation. Therefore it is vital that steps are taken to meet today's higher customer expectations and to ensure we have the best possible facilities in the district.

This presents the district with a challenge to try and improve perceptions of local facilities. The most obvious way to do this is the provision of new facilities; however in the current economic climate this is not always achievable and so refurbishment or change of use can provide an option.

We will need to work with internal Council departments to ensure community sports infrastructure is at the forefront of planned growth. This is vital to ensure we secure additional funding from the community infrastructure levy and other forms of developer contributions.

Since the last audit of sporting provision in Thanet, there has been some significant improvements/additions to sports facilities in the district especially at school sites from the government's national Building Schools for the Future (BSF) programme which benefitted several sites in the district. This needs to be captured.

Council owned facilities including flagship sites such as Hartsdown and Ramsgate Leisure Centres, Jackey Bakers Recreation Ground continue to be used week in week out and require a considerable amount of maintenance.

We are also committed to working with our voluntary clubs to seek capital funding to improve facilities.

### Actions

1. Undertake a refresh of the Sports Facilities Improvement Plan to establish priorities for development and improvement and help present the case for additional facilities.
2. Implement a playing pitch audit to review the current grass pitch usage.
3. Redevelop Jackey Bakers Recreation ground creating a 'sporting hub' to tie in with nearby facilities.
4. Lobby for contributions from the private sector to develop 'free access' activity stations in our parks and open spaces.
5. Support voluntary sports clubs in undertaking their own facility/grounds management and support clubs with the application of capital funding applications.
6. Develop a 'Sports Facilities Map' accessible online to local, voluntary and national partners.

### Priority Outcomes

- Redeveloping key flagship sites to reduce Council costs and improve current facilities.
- An increase in the percentage of satisfaction levels for council owned facilities.
- Clear vision for what is needed in the district and who can play a role in providing.
- An increase in capital funding to the district to improve council owned and local club facilities

## Measuring our Success – Impact on service

Thanet District Council Sports Development team recognise the importance of setting challenging, but realistic targets, monitoring progress and finally reviewing their outcomes and continued relevance in order to measure the performance of the strategy.

A working group of TDC staff and local providers and organisations will be established in early 2015 to establish the baselines for the indicators and develop each of the actions further.

We will produce an annual report to measure success and address areas that may need re-evaluating. For each priority we will use local, regional and national data and other relevant tools to help support our objectives.

We will keep a record of key performance indicators using the District Council's In-phase performance management system which is then fed into Corporate Management and Cabinet periodically.

We will produce reports to monitor all externally funded projects. We will continue to engage and encourage local and national partners to adopt and share our strategic priorities and ensure that all reviews are circulated to all our strategic partners.

A major review of the Strategy will be planned for the end of 2019 as part of the preparation for developing a new 4 year strategy for 2020.

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## Document History

Version	Date	Agreed by	Minute ref
SAR01	22/12/2014	Corporate Management Team, Cabinet and Full Council	

## Appendix 1: Summary of Local, Regional and National Policies to support strategy

The following strategies and policies have been researched in order to prepare this strategy.

### National Level

## Sport England Strategy 2012 – 2017 (Creating a sporting habit for life)

The 2012-17 Youth and Community Strategy for Sport England was launched in January 2012. It describes how we will invest over £1 billion of National Lottery and Exchequer funding over five years into four main areas of work.

**NGB 13-17 funding** is the centerpiece of our strategy. We will invest over £450 million in work with national governing bodies of sport (NGBs). Young people (14-25 years old) will benefit from 60% of this investment. Programmes will include helping young people move from school sport into club sport and working with universities and colleges to create more sporting opportunities for students. Additional funding will be available to governing bodies that are successfully increasing participation. We will also help NGBs with their governance.

**Facilities** underpin our work. We will build on the success of Places People Play, and will create new funding streams for mid-range facilities, facility improvements and new facilities. Including Places People Play, our total investment into facilities will be over £250 million).

**Local investment** is vital to making sure our work reaches into the heart of our communities. It provides new opportunities for young people in disadvantaged areas and capitalizes on NGB investment, helping it go further. Our investment will include a new community sport activation fund, and a Door Step Clubs programme to create sustainable clubs for young people in the most deprived areas. New resources to deliver sport in further education colleges will be made available, as well as funding for county sports partnerships, coaching, volunteering and disability.

**The School Games** will motivate and inspire millions of young people across the chance to take part in competitive school sport. There are four levels of competition - school, local, regional, and national - and the programme is designed to be inclusive, so young people of all abilities and skills can join in.

### **Our plans and goals for 2012-2017**

Our overall ambition is to increase the number of people who play sports regularly and reduce the number of young people who stop playing when they finish school.

- Every one of the 4,000 secondary schools in England will be offered a community sport club on its site with a direct link to one or more NGBs, depending on the local clubs in its area.
- County sports partnerships will be given new resources to create effective links locally between schools and sport in the community.
- All secondary schools who wish to do so will be helped to open up, or keep open, their sports facilities for local community use and at least a third of these will receive additional funding to make this happen.
- At least 150 further education colleges will benefit from full-time sports professional who will act as a College Sport Maker.

- Three quarters of university students aged 18-24 will get the chance to take up a new sport or continue playing a sport they played at school or college.
- A thousand of our most disadvantaged local communities will get a Door Step Club.
- Two thousand young people on the margins of society will be encouraged by the Dame Kelly Holmes Legacy Trust into sport, gaining new life skills at the same time.
- Building on the early success of Places People Play, a further £100m will be invested in facilities for the most popular sports, for example new artificial pitches and upgrading local swimming pools.
- A minimum of 30 sports will have enhanced England Talent Pathways to ensure young people and others fulfill their potential.

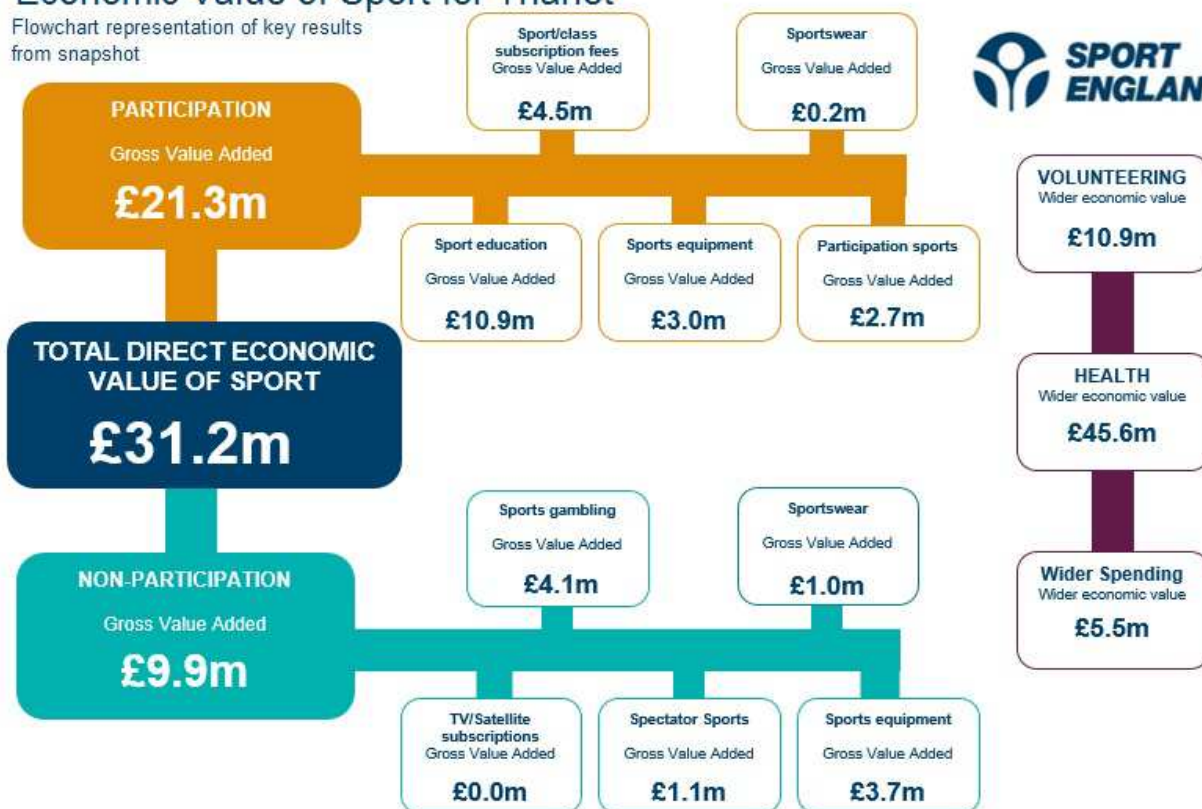
To achieve this we will need to work with the following partners to ensure success including;

- **National governing bodies** that will continue to play a pivotal role as the stewards of their sport.
- **County sports partnerships** that will support NGBs, foster local links and help young people make the move from playing sport in schools to enjoying it in the community once they leave.
- **Local authorities** that will support and work with through our advocacy tools and investment including a new community activation fund.
- **Partners** including the equality groups, Street Games, the Dame Kelly Holmes Legacy Trust, the Youth Sport Trust and others that will add value and support the delivery of sport.

Sport England has recently added a new tool for measuring the impact of sport. The diagram below shows the impact of sport into the local economy based on a range of indicators of either directly or as return on investment figures such as savings to the health service budget etc.

### Economic Value of Sport for Thanet

Flowchart representation of key results from snapshot



# Public Health England

Public Health England exists to protect and improve the nation's health and well-being, and reduce health inequalities. It does this through advocacy, partnerships, world class science, knowledge and intelligence, and the delivery of specialist public health services. PHE is an operationally autonomous agency of the department of health.

'Everybody active, every day' is a national, evidence-based approach to support all sectors to embed physical activity into the fabric of daily life and make it an easy, cost-effective and 'normal' choice in every community in England.

PHE has co-produced the framework with over 1,000 national and local leaders in physical activity and is calling for action from providers and commissioners in: health, social care, transportation, planning, education, sport and leisure, culture, the voluntary and community sector, as well as public and private employers.

To make active lifestyles a reality for all, the framework's 4 areas for action will:

- change the social 'norm' to make physical activity the expectation
- develop expertise and leadership within professionals and volunteers
- create environments to support active lives
- identify and up-scale successful programmes nationwide

'Everybody active, every day' is part of the cross-government ['Moving More, Living More'](#) campaign for a more active nation as part of the 2012 Olympic and Paralympic Games legacy.

## Local Health Profiles

Health Profiles provide summary health information to support local authority members, officers and community partners to lead for health improvement.

Health Profiles is a programme to improve availability and accessibility for health and health-related information in England. The profiles give a snapshot overview of health for each local authority in England. Health Profiles are produced annually.

Designed to help local government and health services make decisions and plans to improve local people's health and reduce health inequalities, the profiles present a set of health indicators that show how the area compares to the national average. The indicators are carefully selected each year to reflect important public health topics.

## Regional Level

### **Kent Sport 'A Strategic Framework for Sport and Physical Activity' a ten year vision**

**The Strategic Framework for Sport – Kent and Medway Sports Board** is the county sports partnerships strategic vision and direction for sport in the lead up to 2012 and aiming to maximise the legacy for sport from the London 2012 Olympic & Paralympic Games.

The Framework sets the context for sport in the county and provides a series of recommendations on a number of themes.



As part of the **Kent Agreement 2** (Local Area Agreement), the Kent Partnership has prioritised a number of national indicators, which either directly or indirectly relates to sport. The key National Indicator for sport in KA2 is NI8 "Adult Participation in Sport & Active Recreation", which has a target of increasing adult participation by 2.2% over the life of the agreement from 20.5% to 22.7%. All districts are committed to ensuring this is achieved and this will play a role in deciding the outcomes of this plan.

Other related indicators include NI6 "Participation in Regular Volunteering" and NI110 "Young People's Participation in Positive Activities".

## **Local Level**

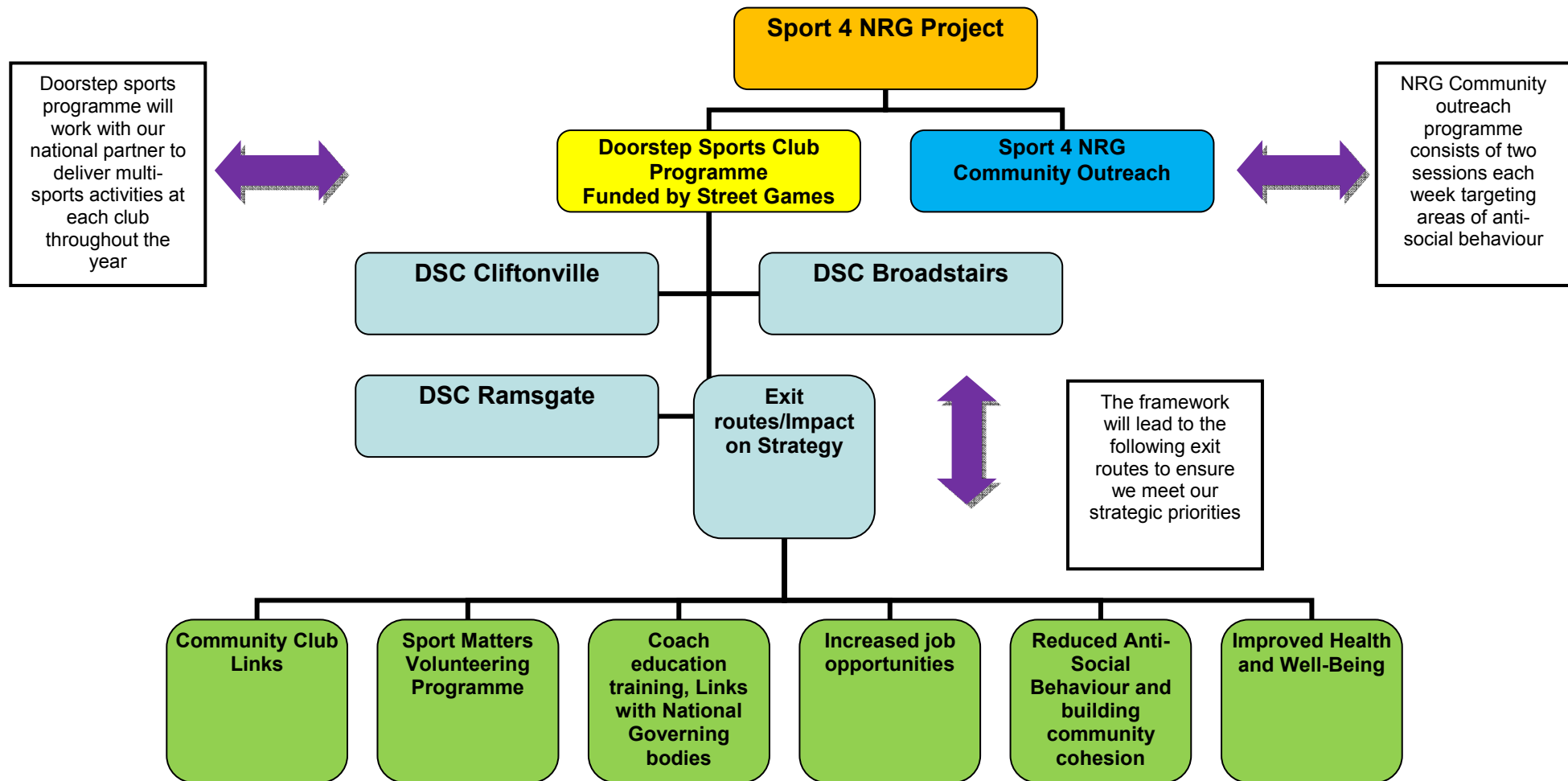
### **Thanet District Council**

Thanet District Council's **Corporate Plan 2012-2016** has 11 themes including Thanet's Economy, Beautiful Thanet, Safe Neighbourhoods, Healthy Communities, Modern Council and Quality Housing.

A number of actions relate to this strategy including; 'developing a targeted programme for improving play facilities and events across the district', 'improving our swimming pools and associated leisure facilities' and 'reviewing accessible leisure space to ensure that it meets the needs of the local community and implementing a three year programme to increase participation in sport across the district.

## Appendix 2: Sport 4 NRG –Delivery Framework 2015-2019

Over the next 4 years we aim to implement a new Youth Delivery framework to meet our strategic objectives as outlined in our 4 priorities. To set a clear and structured plan going forward, the Youth Delivery framework plan will provide local and national partners with a clear direction of how these priorities will be achieved.



# Appendix 3: Case studies from 2010-2013 Strategy

During the previous Sport and Active Recreation Strategy the following marketing and promotional schemes were introduced to promote the aims of the service.

## Sport 4 NRG

Front



**SPORT  
4NRG**

Sport 4 NRG is a diversionary project originally funded by Sport England and continued by Thanet District Council in 2008.

The scheme was established in 2005 to provide sporting opportunities and positive activities for young people who may have offended or are seen as 'at risk' of offending, in the hope that it would contribute towards the prevention of re-offending. The programme has produced impressive outputs with re-offending rates being much lower than national figures averaging about 5% annually.

Back

Thanet District Council work with organisations such as Social Services, Connexions, the Police and local schools in order to identify young people who would benefit from this provision.

A range of sporting activities are provided daily and throughout the school holidays. As well as having a main focus on Sport, this project aims to make a positive difference in these young people's lives. By valuing their opinions, taking time to listen and raising their self-esteem the coaches are positive role models that encourage them to succeed not just in sport, but also in life.

The team also provides the young people with the information they need in order to be put back on the right track, be it advice on colleges or employment and can offer sports leadership qualifications and placement opportunities.

Sport 4 NRG also received recognition in 2007 in the form of the National Lottery Awards 'Best Sports Project' category, coming runner up having been short-listed from 650 projects across the country.

For information on dates and times of the sessions please contact Thanet Sports Development Team – 01843 577728 or visit [www.thanet.gov.uk/sport](http://www.thanet.gov.uk/sport)



 If you would like a copy of this document in an alternative format please call 01843 577050.

## Club Development

Front



Sport Matters

The team is able to support clubs in a number of ways to ensure they are constantly improving or meeting the demands of the public, for example providing a safe environment for club members or improving the standard of their facilities.

Back

### Club Development

This scheme, developed by Sport England, provides a set of national standards for clubs with junior sections. Clubmark accredits and recognises clubs that are committed to providing a safe, effective and child friendly environment for children and young people.

Benefits of achieving this kitemark include better access to funding streams, peace of mind for parents/members and increased membership through the links created with local schools and organisations.

The Kent Club Connect card is an opportunity for sports clubs to register their details in return for a range of benefits and to receive the latest club development information. The scheme is;

- Open to all sports clubs within the Kent & Medway administrative boundaries.
- Open to all sports recognised by Sport England
- Kent Club GOLD Card is open to National Governing Body and/or Sport England Clubmark accredited clubs only

### Funding

The team is able to point clubs in the right direction for the relevant funding organisations and support clubs in preparing the funding bids.


We also provide a number of small grant schemes to local clubs for projects that provide increased access to sport and encourage new participants.

For more information please contact the team; 01843 577367 or visit [www.thanet.gov.uk/sport](http://www.thanet.gov.uk/sport)

If you would like a copy of this document in an alternative format please call 01843 577060.


## Coach Education

Front



# Coach Education

Sport  
**Matters**



The team works with local and county providers along with National Governing Bodies to deliver a range of training courses in the district. The courses enable local coaches to develop their skills and enable them to provide a fun and safe environment.

Back

This is achieved through a number of methods:

### Sport.ed

This Kent Sport programme offers all local coaches the opportunity to develop and expand their knowledge and skills, through workshops and programmes which are relevant to all sports.

The programme aims to bring together coaches from a wide range of sports, and to deliver opportunities appropriate to coaches at all stages of the coaching pathway.

Courses include First Aid, Club for All, Safeguarding and Protecting Children and more.

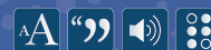
To book onto a course or for more information visit [www.kentsport.org](http://www.kentsport.org)

### Coaching Qualifications

Coaching qualifications form a very important part of Coach Education as it enables a coach to progress. See the following for a breakdown of each level:

Level	What the coach is qualified to do	Generally aimed at....
1	Assist more qualified coaches by delivering parts of the training session under supervision	Assisting at Club level coaching
2	Prepare, deliver and review the coaching session	Local Club Coaching
3	Plan, implement, analyse and revise annual coaching programmes	Club and County level Coaching
4	Design, implement and evaluate the process and outcome of long term/ specialist coaching programmes	Regional level Coaching
5	Generate, direct and manage the implementation of up to date coaching solutions and programmes.	Elite/High Performance Coaching

For contact details or for information about funding for these courses please contact 01843 577367 or visit [www.thanet.gov.uk/sport](http://www.thanet.gov.uk/sport)



If you would like a copy of this document in an alternative format please call 01843 577050.

## Disability Sports

Front



### Sport Matters



The Disability Sportslink Project is funded by Sport England, Thanet District Council, Thanet School Sports Partnership and Kent County Council's Sport Leisure and Olympic Service. It aims to:

- Enable and encourage more people with disabilities to use local leisure facilities and take part in sporting activities.
- Work with local sports facilities to ensure they are accessible and inclusive.
- Work with disability organisations to promote the project
- Encourage people to try new things they thought were impossible or not available for people with disabilities and to become more self-sufficient so that in due course they may visit facilities confidently.
- Help and enable special schools and care homes to provide more sporting activities for their pupils by training staff, providing taster sessions and equipment and more.

Back

### The project has had a number of success stories:

Thanet has seen the creation of its first sport specific club in the form of Thanet Galaxy Pan Disability Football Club. The club offers regular training sessions for all ages and competes in the Kent Disability football league.

After working in partnership with Minnis Bay Sailing Club, Thanet was able to provide 50 disabled people the chance to participate in a sailing initiative.

The project sponsored a disability surf day at Joss bay and built a new disability sports hut on Margate main sands.

Worked with local special schools and mainstream students to create new disability sports sessions and competitions.

To make the most of the summer, the project provided coastal and wildlife walks for all disabilities.

For more information please contact the project on 01843 577673 or visit [www.thanet.gov.uk/sport](http://www.thanet.gov.uk/sport)



If you would like a copy of this document in an alternative format please call 01843 577050.

## Sports Development Overview

Leaflet



# Sport Matters in Thanet

Thanet District Council's sport and leisure team aim to promote sport and active recreation in the area. These programmes include:

**Sport 4 NRG** - this award winning programme provides diversionary activities for young people, plus support and training to help them get on in life

**Disability Sports** - we work with a range of partners to promote activities suitable for all abilities

**School Holiday 'Sport Matters' programme** - events and daily sessions for 8 – 17 year olds during the school holidays

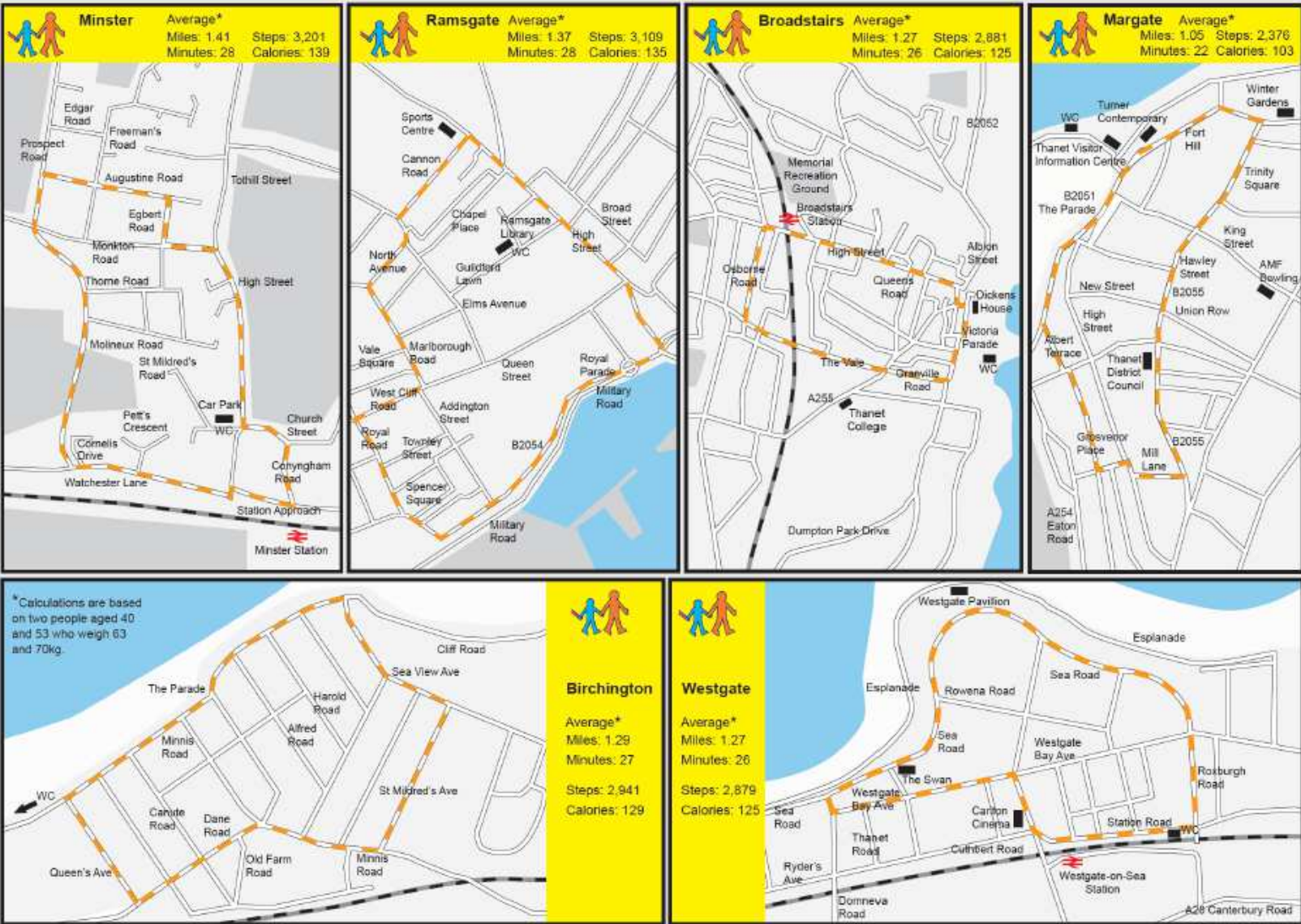
**Sporting events** - a range of sporting events to raise awareness of the benefits of sport and physical activity, celebrate local talent and also showcase top quality sport

**Sport 4 Life** - a fantastic new sports programme for adults looking to get back into sport or try something new

**Support local clubs/organisations** - benefits including attracting external funding, facility improvements, club development advice and coach and volunteer education.



An example of the calorie maps created





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01843 577165