

**BUILDING PARTICIPATION IN PHYSICAL ACTIVITY, LEISURE AND SPORT**

**1. PURPOSE OF THE REPORT**

- 1.1 The purpose of this report is to inform Scrutiny Committee of the work being undertaken to develop a policy position for participation in physical activity, leisure and sport.
- 1.2 The report also asks Scrutiny Committee to commission the Public Health, Wellness and Culture Panel to act as the consultative group to gather views and comments to contribute to the production of the policy position.

**2. BACKGROUND**

- 2.1 As Members may be aware, Scrutiny Committee led on the development of a Olympic and Paralympic Legacy Plan as part of a policy review for 2011/12; *Building a Sustainable and Lasting Legacy in Sport and Physical Activity*.
- 2.2 Following the completion of all actions associated with this work plan, it is proposed that the next step is to establish a policy position for physical activity, leisure and sport. The policy position will provide a new strategic direction of travel and one which engages and involves partners in achieving shared priority outcomes for the people of Sunderland.

**3. CONTEXT**

- 3.1 Sunderland, in common with the rest of the North East region has relatively low, static levels of participation when compared with the national position.
- 3.2 Sport England's Active People Survey shows that Sunderland has made significant progress in the last year by increasing its performance from 32.1% in 2012, to 34.0% in 2013, for those residents (16+) participating in sport and physical activity once per week. This position is now only slightly behind the national average of 35.7%.

**4. CURRENT POSITION**

- 4.1 The challenge facing the Council is to create the conditions for more people to become more active more often, whether in informal activity such as going for a walk with friends, cycling to work, having a swim, or in more formal activity such as joining a sports club or gym. Adopting a strategic approach to improving participation levels will enable us to maximise the impact that physical activity and sport has in Sunderland. Specifically, our proposed approach may include but may not be limited to:

- a) impacting on the greatest number of people (children and adults)
- b) enabling children and young people to have the best start in life and form good habits
- c) supporting people in communities that are benefiting least from the opportunities that being physically active brings
- d) providing universal access to our sport and leisure facilities and where possible to supporting sporting excellence.

4.2 There is strong evidence to suggest that by increasing participation this will make a positive contribution not only to health and wellbeing, but also the wider social and economic shared objectives of the Council and its partners. More specifically it will ensure the effective planning and co-ordination of an integrated range of opportunities to increase participation, meet the needs of residents, and in doing so impact on the following key areas:

- Health & Wellbeing
- Skills and Attainment
- Community Cohesion
- Creating Confidence and Opportunities

4.3 The policy position will inform the future development of physical activity, leisure and sport in Sunderland, underpinning all action planning, investment and the design and delivery services. Ultimately it will enable the Council and key stakeholders and partners to make a real and positive impact on quality of life in the city by achieving a range of outcomes.

## 5. RECOMMENDATIONS

5.1 Scrutiny Committee is asked to:-

- Note the content of this report.
- Commission the Public Health, Wellness and Culture Panel to drive the policy position forward and act as a consultative group in the process.

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**Contact Officer:**      Name Victoria French  
Email [Victoria.french@sunderland.gov.uk](mailto:Victoria.french@sunderland.gov.uk)