

**BUILDING A SUSTAINABLE AND LASTING LEGACY IN
SPORT AND PHYSICAL ACTIVITY POLICY REVIEW 2011/12:**

**MAPPING EXERCISE AND CONSULTATION RESULTS
(INCORPORATING FUTURE PRIORITY SPORTS/ACTIVITIES)**

**JOINT REPORT OF THE CHIEF EXECUTIVE AND EXECUTIVE
DIRECTOR OF CITY SERVICES**

**STRATEGIC PRIORITIES: SP2: Healthy City; SP3: Safe City; SP5:
Attractive and Inclusive City**

**CORPORATE PRIORITIES: CIO1 Customer focused services; CIO2 One
Council; CIO3 Efficient and effective council; CIO4 Improving
partnership working**

1. PURPOSE OF THE REPORT

- 1.1 This report provides information to the Scrutiny Committee in relation to the mapping exercise undertaken as part of the review and contributed to by Ward Members; the results of the annual consultation undertaken by Sport and Leisure; and the future priority sports and activities for the city. This report contributes to the evidence for the Committee's policy review for 2011/12; Building a Sustainable and Lasting Legacy in Sport and Physical Activity.
- 1.2 Due the timescales associated with the completion of the mapping exercise and the time taken to analyse the data, it was not possible to publish the findings in advance. Therefore, a presentation will be provided at the meeting by Victoria French, Assistant Head of Community Services (Sport, Leisure and Community Development) on the headline information analysed to date.

2. BACKGROUND

- 2.1 At its meeting on 13 September 2011, the Scrutiny Committee agreed the approach to the Policy Review; Building a Sustainable and Lasting Legacy in Sport and Physical Activity, which included identifying the barriers to participation and ways in which to encourage greater take up of sport and physical activity.
- 2.2 This report contributes principally to the following terms of reference for the review;
 - (a) To understand the importance of sport and physical activity in the city and how this contributes to the strategic priorities of the city;

- (d) To understand the range of sport and physical activity provision currently being delivered across the city by the council, the voluntary and community sector and private sector;
- (e) To understand the current level of diversity of provision across the city, considering the opportunities available for traditional and non traditional and alternative forms of activity; and
- (i) To consider the city's 'priority' sports and physical activity opportunities and the pathways in place to sustain and increase participation.

3. MAPPING PROVISION

- 3.1 One of the objectives of the Scrutiny review was to map the sport and leisure provision across the city to ensure that there is an understanding about what activity is taking place in the community. As Members will appreciate, in times of limited resource this has been no easy task, but the results will be an important piece of work to inform the review outcomes and assist the service in community sport and physical activity provision.
- 3.2 During the mapping exercise Ward Councillors have played a vital role in helping to identify the sport and physical activity provision in their area of the city. The mapping exercise took into account all areas of provision and delivery including, sports clubs, privately owned gyms, community venues, something as small as an exercise class in a school, or a group of cyclists who meet on a regular basis.
- 3.3 It is anticipated that the information gathered will allow the Committee to make an informed assessment of the amount of activity in the city, who is providing it, where it is located and allowing us to identify issues.
- 3.4 The mapping exercise ran from October 2011 to 31 January 2012. Results from the Mapping Exercise are detailed in Appendix 1.

4. CONSULTATION 2011 - 2012

- 4.1 As Members will be aware, officers within the Sport, Leisure and Community Development Service area have been engaging residents, partners and activity providers to understand the type of sports and physical activity they would like to see available in the city.
- 4.2 Responses from this process will help shape future sport and physical activity priorities. Therefore it was important that the consultation was completed by as many residents, partners and activity providers as possible. The consultation was undertaken in the main electronically and was displayed on the Council's website, partner websites, in newsletters, blogs and disseminated via social media.
- 4.3 In order to gain an understanding from residents who may not have access to the internet, consultation continues to be undertaken in leisure centres,

libraries and at a Sunderland football match. The consultation period began in November 2011 and will be extended until the end of February 2012.

5. PRIORITY SPORTS AND PHYSICAL ACTIVITIES

- 5.1 Sport England recognises 145 sports, and in addition to these sports there are a number of physical activities that are available across the city but it is clear that the service area cannot offer full attention to all of them, all of the time. This review proposes an approach to prioritising certain sports and physical activities to help them grow, sustain or excel. It is suggested that using Sport England's Sustain, Grow, Excel model, it is proposed that a selected number of sports and physical activities are identified based on selected criteria. This would allow the city to focus its resources on a small, but wide reaching number of sports and physical activities for a period of time. A sport or physical activity would also have the opportunity to move between categories ie. it could be chosen to be 'grown' for one year then becomes a sport or activity upon which to focus on either the excel or sustain component the next.
- 5.2 There are some key sports and activities in the city that the Council and partners are already prioritising and it is proposed that these are adopted as priority sports and activities due to the resources committed and infrastructure currently in place, as detailed below:
- (i) Football - an adopted city Football Investment Strategy and high participation levels
 - (ii) Swimming - Sunderland is a coastal city with an established Learn to Swim Programme and the Sunderland Aquatic Centre delivering a regional Beacon Swimming Programme
 - (iii) Cycling - Active Travel and Green agenda have played a key role in establishing cycling programmes and cycle routes across the city.
- 5.3 It should be noted that those sports and activities developed as a priority will be complementary to other partners' priorities, without duplicating resources or existing commitments. For example, the University will lead on the development of basketball / netball as they have already invested significantly into these sports and the Marine Activity Centre would take the lead for sailing. The established Active Board would ensure that this process was in place to avoid duplication.
- 5.4 The factors which should be considered in selecting priority sports and physical activities are detailed below:-
- *Current Participation levels and representation*
 - *Current/Planned Investment – capital*
 - *Current/Planned investment – revenue*
 - *National Governing Body Support*
 - *Number and geographic distribution of clubs / provision in the city*
 - *Number and skill level of qualified coaches and activity providers*
 - *Sport Leagues/competitive opportunities*

- *Number of Performance athletes*
- *National Strategy Priorities*
- *Accessibility*
- *Outcomes of Mapping Exercise undertaken by Elected Members and*
- *Outcome of the 2011 Consultation Process.*

5.5 In order to identify appropriate sports and physical activities, it is necessary to develop a scoring matrix encompassing the above factors for selecting a priority sport and physical activity. In some cases it should be noted that low participation rates may also be a good reason to invest time and energy into a specific sport or physical activity. Therefore, it is a balance of factors which might mean a sport or physical activity should be prioritised. Above all, readiness and impact on overall participation rates should be the key driver.

5.6 Members will recall previous review work relating to the Active Sunderland Board. It is proposed to build on the established Board infrastructure in order to drive forward the work required, including developing the selected sports and physical activities. In addition, the detailed work associated with the selected priorities can be delivered through the network groups, which will focus on the full pathway from learning the activity through to higher performance levels. Attendance of such groups needs to be 'fit for purpose' to tackle relevant issues and should therefore include involvement from Active Sunderland Board partners and community clubs who have experience in growing capacity in the voluntary sector.

6. RECOMMENDATION

6.1 The Committee is recommended to consider the report and supporting presentation.

7. BACKGROUND PAPERS

- Scrutiny Committee Minutes

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Appendix 1

Headline data from Ward Audit

Please note that the audit only takes into account clubs and does not take into account the number of squads/teams within a club.

The audit has identified that there are currently **832** clubs / organised activities operating within the city providing sport and physical activity opportunities for all ages.

The activities with the largest amount of opportunities are football (237) and dance (63)

In addition other activities that have a low provision combined for young people and adults are cheerleading, futsal, volleyball (1 per activity) and bokwa, hockey, rowing, snowboarding (2 per activity).

Currently, based on findings from the audit there are no formal opportunities for archery, rugby league and tai chi.

Young People

There are **307** clubs and organised activities for young people across the city. The wards with the highest number of clubs and organised activities for young people are Hendon (24), Hetton (20) and Southwick (20).

The wards with the lowest number of clubs and organised activities for young people are Washington West (6) and Pallion and Ryhope (7) and Castle (8).

The activity with the largest number of clubs and organised activities for young people is football (75), karate (30) sporting youth clubs (26) and dance (20).

The sports and activities with the lowest provision is, cheerleading, hockey, rowing, snowboarding, water polo, and fitness classes (1 per activity)

Based on detail from the audit there is currently no provision for young people in futsal, volleyball, bokwa, pilates, running (not athletics) and zumba.

Adults

There are **525** clubs and organised activities for adults across the city. The wards with the highest number of clubs and organised activities for adults are Southwick and Silksworth (38), Houghton and Millfield (36) and Hendon (30).

The wards with the lowest number of clubs and organised activities for adults are Washington West (9), Washington East (11) and Barnes, Copt Hill and Fulwell (12)

The activities with the largest number of clubs and organised activities are football (162), dance and bowls (43) and karate (28). The activities with lowest number of clubs and organised activities are cheerleading, futsal, volleyball, hockey, rowing, snowboarding and water polo.