

APPENDIX A

SUSTAINABLE COMMUNITIES SCRUTINY COMMITTEE

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

TABLE OF CONTENTS

1.	Foreword from the Chair of the Scrutiny Committee	3
2.	Introduction	4
3.	Aim of the Policy Review	4
4.	Terms of Reference	4
5.	Membership of the Scrutiny Committee	5
6.	Methods of Investigation	5
7.	Findings of the Sustainable Communities Scrutiny Committee	5
8.	Setting the Scene	5
	<i>Local and National Context</i>	5
9.	Moving Forward from the Active City Strategy	6
10.	The Role of the Active Sunderland Board	7
11.	Sport and Physical Activity – the Current Offer	8
	<i>Mapping Provision</i>	8
	<i>Sport and Leisure Consultation 2012</i>	9
	<i>Identifying the City's Priority Sports</i>	10
	<i>The Role of the VCS</i>	12
12.	Increasing Participation in Sport and Physical Activity	14
	<i>Understanding Motivations and Attitudes to Sport and Physical Activity</i>	14
	<i>Barriers to Participation</i>	15
13.	The Future of Sport and Physical Activity in Sunderland	19
	<i>Reductions in Public Spending</i>	19
	<i>The Role of Elected Members</i>	19
	<i>Sport England Strategy</i>	20
	<i>Increasing Community Access to Schools</i>	20
	<i>London 2012 Olympic and Paralympic Games</i>	23
14.	Conclusions	24
15.	Recommendations	26
16.	Acknowledgements	28
17.	Background Papers	28
	<i>Appendix 1 – Key Outcomes of the Active City Strategy</i>	30
	<i>Appendix 2 – Active Sunderland Governance Arrangements</i>	32
	<i>Appendix 3 – Headline Data from the Ward Audit and Consultation</i>	33
	<i>Appendix 4 – Schools - Community Access Linked to Funded Developments</i>	38

1. FOREWORD FROM THE CHAIR OF THE SCRUTINY COMMITTEE

I am pleased to present the Scrutiny Committee's study into Building a Sustainable and Lasting Legacy in Sport and Physical Activity.

Sport and physical activity is a vital part of our city's history and culture, as well as our future. It tackles and improves some of society's biggest issues such as health and obesity; anti-social behaviour and community cohesion.



After some debate, the Committee agreed that we should look at sport and physical activity in Sunderland as our main policy review. We were convinced by the rapidly changing environment for sport and physical activity, as well as the 2012 Olympic and Paralympic Games, that this was the right time to consider its future in the city going forward.

We took a wide range of evidence through the Committee. We were particularly pleased to gain the views of local providers and gain a deeper understanding of the issues they face, as well as some of our schools who have been able to overcome the barriers to give the community access to their facilities outside of the school day. In addition, the Active Sunderland Board and Sport England provided us with some vital context which enhanced our knowledge of this complex subject area.

I would also like to extend the Committee's thanks to all of the Elected Members who provided us with intelligence about sport and physical activity in their wards, the results of which gave us a comprehensive and positive view of local provision and not only contributed to our findings, but will also be used to plan future service delivery and development.

The Committee have made a number of recommendations which we feel will enhance the sustainability of sport and physical activity in the city for the future. These centre on developing priority sports and physical activities to enable the best allocation of resources, increasing engagement with smaller providers in the city in part by utilising the knowledge, passion and expertise of Elected Members, working with targeted schools to increase the level of access to local communities and developing a new strategy which reflects the changing landscape within which we are operating.

Finally, I would like to take this opportunity to thank everybody who contributed to what has been a very interesting policy review. In particular, the members of the Committee and the officers who supported us in carrying out the review, Julie D Gray (Head of Community Services), Victoria French (Assistant Head of Community Services) and Richard Lowes (Sport and Leisure Governance Manager).

Councillor Susan Watson
Chair of the Sustainable Communities City Scrutiny Committee

2 INTRODUCTION

- 2.1 The Sustainable Communities Scrutiny Committee, at its meeting on 14 June 2011, agreed to focus on Building a Sustainable and Lasting Legacy in Sport and Physical Activity as its Policy Review for 2011/12 and at a further meeting of the Committee on 26 July 2011 Members agreed the approach to the review and the terms of reference.
- 2.2 Evidence gathering commenced in July and continued through to the end of February.

3. AIM OF THE POLICY REVIEW

- 3.1 To examine the sport and physical activity offer in the city and consider how a sustainable and lasting legacy of sport and physical activity can be developed.

4. TERMS OF REFERENCE

- 4.1 The agreed terms of reference for the review were:-
- (a) To understand the importance of sport and physical activity in the city and how this contributes to the strategic priorities of the city;
 - (b) To review the objectives and achievements of the Active City Strategy to date considering the evolving context of sport and physical activity locally and nationally;
 - (c) To understand the role of the Active Sunderland Board in developing a sustained and lasting legacy in sport and physical activity;
 - (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;
 - (f) To understand the opportunities that exist in the city for an 'equitable offer' for sport and physical activity and the barriers to achieving this;
 - (g) To consider the role of Elected Members in developing a sustainable and lasting legacy of sport and physical activity;
 - (h) To explore the opportunities the 2012 Olympic and Paralympic Games will bring to the city, how these are currently being taken up, and whether the legacy of the Olympics can enhance sport and physical activity in the city beyond 2012; and
 - (i) To consider the city's 'priority' sports and physical activity opportunities and the pathways in place to sustain and increase participation.

5. MEMBERSHIP OF THE SCRUTINY COMMITTEE

- 5.1 The membership of the Sustainable Communities Scrutiny Committee consisted of Councillors Watson (Chair), G Howe (Vice Chair), Errington, Foster, Kay, Maddison, McClennan, Porthouse, Rolph, Smiles and Wakefield.

6. METHODS OF INVESTIGATION

- 6.1 The following methods of investigation were used for the review:

- (a) Desktop research (including consideration of best practice and benchmarking);
- (b) An exercise to map provision of sport and physical activity utilising elected member knowledge;
- (c) Evidence from the Active Sunderland Board;
- (d) Evidence from Sport England;
- (e) Evidence from Redhouse Academy and Southwick Primary School;
- (f) Evidence from the Raich Carter Centre, Hendon Young People's Project, Pennywell CA and ABC Boxing Club;
- (g) Evidence from the City Council's Officers; and
- (h) Results of the annual Sport and Leisure consultation.

7. FINDINGS OF THE SUSTAINABLE COMMUNITIES SCRUTINY COMMITTEE

- 7.1 Sections 8 to 14 give the findings for the Policy Review – Building a Sustainable and Lasting Legacy in Sport and Physical Activity.

8. SETTING THE SCENE

Local and National Context

- 8.1 Sport and physical activity cuts across the strategic priorities for the city and supports a wide range of important issues including positive activities for young people, volunteering, regeneration, education, older people, health improvement and community safety.
- 8.2 Sport and physical activity has a unique capacity to bring together people of different generations, cultures, backgrounds and abilities. It improves health, tackles exclusion and isolation and brings communities together.
- 8.3 People care about sport and physical activity for different reasons. Whilst Sunderland has many talented young people supported by well-established and accredited clubs; for many thousands of residents, taking part in activities is a means of improving personal health and wellbeing, socialising with friends and family or having fun.
- 8.4 Since the Active People Survey (APS) commenced in 2005, Sunderland has improved the percentage of adults participating in sport and physical activity, rising from 20.3% to 21.3% in 2011. Sunderland's participation levels still

remain higher than average scores for Tyne & Wear, and the North East. Other sport indicators from the APS, including residents involved in volunteering, coaching and competitive sport were previously higher than the national average in 2010, however in 2011 numbers fell just below the national average.

- 8.5 The APS is not a measurement of the council's performance in sport and physical activity, rather it is an indicator that shows how many adults in Sunderland are active in sport and physical activity, whether this takes place in a private gym, a school, on the beach, in a park, on a sports field, or in a public leisure centre.
- 8.6 As is ever increasingly heard, the current economic climate is and will continue to impact upon the way in which sport and physical activity is accessed by residents. Sport England have reported a number of reasons why participation levels have reduced nationally; these include, cost of activities, lack of time and significantly less money available for sport and cultural activities.
- 8.7 Resident's requirements of sport and physical activity are changing and there are also noteworthy changes to national policy direction. Recent evidence gathered nationally and locally suggests that non-traditional venues, programmes and activity choices now account for a large number of children, young people and adults participating in sport and physical activity. Examples of this in Sunderland are:-
- Nordic Walking Programmes and Nordic Walking Fitness Sessions;
 - Green Activity including developing and working in 'allotments';
 - Volunteer Led Walking programmes;
 - Led Cycle Rides and mass participation physical activity events; and
 - Utilising community venues to deliver exercise classes traditionally delivered in leisure facilities.

9. MOVING FORWARD FROM THE ACTIVE CITY STRATEGY

- 9.1 The Active City Strategy was developed in 2004 to give residents tangible information about the city's intentions for sport and leisure facilities. It also highlighted how the strategy would make a positive impact on the quality of life for residents by providing new sport, play and Wellness facilities, as well as increasing the opportunities for participation.
- 9.2 The Committee felt it important to review the outcomes of the Strategy in order to provide some prior context to how sport and physical activity has been delivered within the city. It was pleased to find that many of the outcomes within the Strategy had been achieved (**Appendix 1**) and was interested to note that some of the aims and objectives are now in the responsibility of Children's' Services and specifically the School Sports Colleges. This highlighted the ongoing requirement for joined up working across directorates and continued engagement with schools.
- 9.3 The Committee understood that previously the main drivers had been to provide high quality leisure facilities for residents to access; however given

the reductions in available funding the level of investment will not be available as it once was. That being said, a positive picture is emerging whereby evidence suggests that resident's ideas of how, when and where they want to undertake sporting and physical activities have also changed and expanded beyond the traditional leisure centre setting. The Committee felt this changing environment should be reflected within any future plans.

10. THE ROLE OF THE ACTIVE SUNDERLAND BOARD

10.1 In 2007, the national review of sport and physical activity by Sport England concluded a need to ensure a joined up 'Single Delivery System' for sport to plan, deliver and evaluate improvements in participation from grassroots through to elite sporting performance. At a local level, there is a requirement by Sport England that each local authority establishes a Community Sport Network. The Active Sunderland Board was therefore established in 2008 and is responsible for leading on improvements in participation and the quality and breadth of opportunities to promote this within Sunderland.

10.2 The membership comprises of partners within the city contributing to the development and delivery of its sport and physical activity:-

- City Council;
 - City Services (lead);
 - Children's Services
 - Health Housing and Adult Services
- Secondary Education;
- Sunderland City College;
- University of Sunderland;
- SAFC Football Foundation;
- Sunderland Teaching Primary Care Trust;
- Gentoo; and
- Tyne & Wear Sport.

10.3 In view of the vast amount of sport and physical activity provided by the Voluntary and Community Sector (VCS) in the city now and its potentially growing role in future provision through policies such as the Open Public Services White Paper and the Localism Act, the Committee challenged the omission of any representation on the Board and was pleased that this had been identified and the existing membership would be reviewed to include appropriate representation from the sector.

10.4 A number of cross cutting partnerships (Networks) have been formally established to take sport and activity forward (**Appendix 2**). The Committee noted that whilst the VCS were not represented on the overarching Board it already played an important active role in the supporting Networks.

10.5 Examples of the work of the Board include:

- (i) The Sunderland Active Project is targeting an estimated 6,200 people over three years who are 'contemplating' adopting a more active lifestyle and work towards 3 x 30mins of physical activity a week. The Activators help people to overcome the barriers preventing them from

being more active and signpost them to activities that they may like to try out;

- (ii) The appointment of two externally funded posts; the Community Sport Network Coordinator has a specific remit for developing the city's sports network and a Football Development Officer to increase participation for over 16's;
- (iii) A redesign of the ActiveSunderland website and a monthly newsletter attracting over 2500 site visitors;
- (iv) A number of cross cutting partnerships have been formally endorsed including a PE and Sport for Young People Group (nationally recognised group by the Youth Sports Trust), cycling and walking networks; and
- (v) Taking the commissioning lead for Play and Positive Activities from Children's Services. The project aims to engage over 900 young people across the city and to ensure the workforce is upskilled with nationally recognised qualifications.

10.6 The Committee queried the University of Sunderland around its role on the Board. Sport is a major part of life at the University; there are 1100 students undertaking qualifications ranging from Sport Journalism to Sport and Exercise Sciences and 3000 students regularly participate in some form of regular physical activity. The University is actively encouraging the community to use facilities such as City Space, which recently held the Regional Finals for Skipping, manned by student volunteers. In 2011 the University won an award for its student experience, of which sport, recreation and leisure was extremely positive.

10.7 The Committee wanted to ensure that existing networks, clubs and groups in the city were fully engaged with the sub-group Networks of the Board and that, where possible the Networks were also linking with regional bodies and networks. Whilst some Networks are more advanced than others, for example the Running Network, which has representatives from all of the city's running clubs, further work is needed to raise other Networks to a similar standard of engagement.

11. SPORT AND PHYSICAL ACTIVITY - THE CURRENT 'OFFER'

Mapping Provision

11.1 An objective of the Policy Review was to map sport and physical activity provision across the city to ensure there is a better understanding of the activity taking place in the community. Elected Members assisted the Committee in helping to identify the sport and physical activity provision in their ward 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.

- 11.2 The mapping exercise identified 831 organised clubs and activities currently operating within the city, from all sectors, of which the VCS featured heavily. These include sports clubs, organised physical activity provision and sporting youth projects.
- 11.3 For young people, football was the activity best catered for as would be expected, however the Committee were informed that karate clubs were also popular; indeed the council had not previously been aware this was such a popular activity in the city. The mapping exercise also identified that 63% of clubs and organised activities in the city are aimed at adults. Again football was best provided for; just under a third of clubs and activities were football related, however dance, bowls and karate clubs were also very prominent.
- 11.4 The Committee was pleased to note the results of the exercise (**Appendix 3**) revealed a healthy level of sport and physical activity provision taking place across all sectors within the city and a range of opportunities were afforded to residents to participate; nonetheless it noted some disparity of provision across wards for both adults and younger people. Football provision heavily outweighs all other types of provision; however the popularity and demand for this sport within the city explains this.
- 11.5 The Committee was conscious that the intelligence gathered provided a snapshot in time, however it should be taken in due context as the changing nature of VCS provision means it is difficult to obtain a longer term understanding. That being said the results will be used to inform the outcomes of this Policy Review and provide the service area with intelligence to build upon for future service planning.

Sport and Leisure Consultation 2012

- 11.6 It was identified from the consultation exercise that 616 residents completed a Sport and Leisure consultation exercise up to the end of February 2012, of whom 41% expressed an interest in either taking up a sport or physical activity, or indicated they wished to do more of what they are already doing.
- 11.7 The 9 most popular sports and activities residents wanted to take part in/do more of were:

Swimming	96	Running	41
Football	68	Gym	40
Badminton	62	Yoga	38
Walking	54		
Cycling	44		
Zumba	43		

Figure 1

- 11.8 The Committee noted that the more traditional activities often provided by the council such as swimming and the gym (wellness centre) continue to be popular, but was very satisfied to see other activities can and are being delivered by VCS and private sector providers in the city. Interestingly, some of the most popular activities listed could be undertaken informally, in people's own time; it was felt these types of activities could be encouraged where time is identified as a barrier to participation.

- 11.9 Two of the more popular sports identified within the consultation were archery (21) and shooting (8). The council does not currently offer any provision in these areas and similarly, the mapping exercise didn't identify any opportunities for participation.
- 11.10 The leisure centre continues to be a stalwart as a venue for participation and a place people expect to participate; further more outdoor activities such as running, walking and cycling remain popular.
- 11.11 Given the evidence gathered by the Committee in regard to the barriers to community access to schools in the city (**reference to section 13.16**) it was unsurprised to observe that they are the least popular venues for residents to participate in and could indicate that residents are not aware of the opportunities within schools.
- 11.12 The Committee was delighted to note that of those residents that took part in the consultation exercise, 150 people were involved in some capacity in volunteering in sport or physical activity and that of those who weren't currently involved, 86 indicated they would like to volunteer in the future. In terms of growing the number of volunteers in the city this would be an ideal opportunity to signpost those people to volunteering opportunities.
- 11.13 The Committee considered the publicity from sporting events such as the Sunderland Marathon and 10k run was hugely important in enhancing both the profile of the city and the profile of sport and physical activity generally. It was pleased to see there was an appetite for sporting events to be held in the city and was particularly impressed that beach soccer and open water swimming featured among those. It agreed this was an excellent opportunity to promote the coastline of the city.

Identifying the City's Priority Sports

- 11.14 Sport England recognises 145 sports, and a number of physical activities. The Committee felt that given the current financial context it would be impossible to maximise the opportunities for all of these at any given point. It therefore concluded that a more sustainable approach is required whereby an agreed number of sports and physical activities are given a higher priority to help them grow, sustain or excel.
- 11.15 In order to identify the agreed number of sport and physical activities pre determined criteria would allow the city to focus its resources on a small, but wide-reaching number for a period of time. A sport or physical activity would also move between categories i.e. it could be chosen to be 'grown' for one year then becomes a sport or activity upon which to focus on either to excel or sustain the next. This methodology would enable the council and partners (through the Active Sunderland Board) to remain responsive to the needs and wants of residents. The Committee had seen the way in which trends like Zumba had accelerated rapidly and felt this type of flexible approach was essential.

11.16 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 resource already committed and the strong infrastructure in place:-

- (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; and
- (iii) Cycling - Active Travel and Green agenda have played a key role in establishing cycling programmes and cycle routes across the city.

11.17 The Committee advocated the use of the mapping exercise and consultation results to support the identification of other priority sports and activities and this data already supported the view that three of the sports and activities should be football, cycling and swimming.

11.18 The factors to be considered in selecting priorities for the city are:-

- 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.

11.19 In some cases low participation rates may be a good reason to invest time and resource into a specific sport or physical activity. Ultimately it will be a balance of factors which lead to the decision to prioritise a particular sport or activity. The Committee agreed that one of the key determinants in selecting a priority should be around the pathways to progression and attention be paid to where the most can be gained from effecting small to medium sized changes. Above all, a positive impact on overall participation rates should be the key driver.

11.20 It was noted that those sports and activities developed as a priority will be complementary to other partners' priorities, without duplicating resource or existing commitments. For example, the University will lead on the development of basketball / netball as it has already invested significantly into these sports and the Marine Activity Centre would take the lead for sailing.

11.21 The Committee were satisfied that this work should be driven forward by the Active Sunderland Board to ensure there is the required high level knowledge across the city to maximise resource and minimise duplication. The Committee again highlighted the need for appropriate VCS network

representation on the Board to give the broadest intelligence as to provision in the city and the knowledge and understanding of current capacity within the sector and how this can be grown.

- 11.22 The more detailed work to be undertaken for the selected priority sports and physical activities will be delivered through the Network groups, which will consider the full pathway from learning the activity through to higher performance levels.

The Role of the VCS

- 11.23 The aforementioned Government policy and legislation advocates a shift away from the traditional notion that local authorities aren't always the appropriate organisation to deliver a public service and highlight the VCS as a key public service provider in the future. This policy shift, coupled with the efficiencies the council is required to make over the coming years will place ever more emphasis on the role of the VCS as providers of sport and physical activity.

- 11.24 The Committee received evidence from two of the city's sport and physical activity providers:

- **Pennywell Community Association** provides activities for a range of residents within its local community, including those from the BME community, low-income families and children with disabilities. Some examples of these include:-
 - Hiring its facilities to groups for children with autism (such as ESPA) for use in rebound therapy involving trampolines;
 - The BME group Sangini working within the Centre leading to collaboration with a dance girls group to teach them Indian dance. This led to the dance group participating in an event for Divali, the festival of light. The Committee felt this was a good example of the opportunities that exist to bring different cultures together and learn from one another; and
 - Coaching trampolining to over 500 children in the East, West and Washington areas of the city.

The Community Centre relies heavily on funding grants and in recent years has 'cut its cloth' according to available funding. Its electricity costs alone are extremely high and grant aid is vital in sustaining the Centre. Sport England has invested heavily and having the Olympic hopeful for trampolining, Kat Driscoll coached and mentored at the Centre has been advantageous to attracting funding. The Community Centre also received SIB funding from West Area Committee which was invaluable for ensuring new provision was continually introduced and supported.

- **Sunderland ABC Boxing Club** became a charity in order to gain access to funding. It was required to do this when the recession hit and the profits

from its annual dinner shows were no longer enough to sustain the Club alone.

To ensure the continued sustainability of the club now applies for grants and funding. Northumbria Police recognise the important role the club plays in terms of engaging young people and has funded boxing bags and other equipment; unfortunately these costs are just one part of the overall funding requirements.

The Committee was informed that Voluntary and Community Action Sunderland (VCAS) have been very supportive to the Boxing Club throughout this process, as it had initially found it difficult to acquire the necessary understanding and skills to submit what can sometimes be complex bid submissions. As the Committee had previously found in other sporting fields, it was the experience of the Club that often, the more prominent boxing clubs are better at obtaining funding and resources.

The Club had supported two previous Olympians and had found that this had brought media coverage which in turn raised awareness of the club. It felt this was a vitally important tool in raising awareness and encouraging people to participate.

- 11.25 The Committee considered the lack of substantial funding streams to be of real danger to the success of VCS organisations, particularly where there were large capital costs to consider, such as the replacement of sporting equipment. It was also conscious that when funding does become available many of the 'grass roots' VCS providers in the city are either unaware or do not possess the necessary bid-writing experience and expertise.
- 11.26 The council highlighted the difficulties in effectively communicating, engaging and supporting such a vast and diverse number of providers. In an attempt to resolve this it is actively promoting the ActiveSunderland website which has been redesigned to include a funding section which has so far benefited 20 different providers. In addition 80 volunteers have accessed training opportunities and a monthly E-newsletter is distributed. Site visitors have increased to over 2,500.
- 11.27 As previously mentioned another route to disseminating information is through the Active Sunderland Board which works with a lead person from each type of sport (or network) with a view to cascading information to groups in the same field. The Development Networks for each sport are also invaluable as a means of smaller clubs working together to pool resources and bid for funding. The Committee felt these were very positive steps; nonetheless there remain many smaller VCS groups who are not utilising these support mechanisms.
- 11.28 The Committee were also of the opinion there was still much to be done in terms of growing capacity within the VCS in the city to ensure they have the appropriate skills and support to bid with and in competition against each other and private sector providers. Whilst acknowledging the financial difficulties faced by the council it deemed that resourcing in this area reflects need if the city is to have a successful VCS, capable of delivering high quality services to residents.

12. INCREASING PARTICIPATION IN SPORT AND PHYSICAL ACTIVITY

- 12.1 Sport England's Active People Survey 2011 provides the information that 21.3% of the city's population are active in participating in 30 minutes of moderate exercise at least 3 times per week (3 x 30mins). This means that further and ongoing investigation must take place in order to establish more fully where residents are being active and how this level of participation can be encouraged and sustained.
- 12.2 The Committee considered that as 78.7% of the city's population are not active in 3 x 30 minutes of sport and physical activity, there remains a significant amount of progress to be made in terms of increasing active participation levels. It is fundamentally important to have a detailed understanding of the reasons as to why many residents are not participating and what can be done to encourage them to become more active. In order to see the greatest increase in further levels of participation, the focus of this area of work will be to target those people who are contemplating being active as opposed to trying to engage all 78.7%.

Understanding Motivations and Attitudes to Sport and Physical Activity

- 12.3 Sport England's market segmentation toolkit is a free web-based tool that can be used by anybody to assist in targeting sport or physical activities residents are likely to be interested in and to help understand attitudes to sport and motivations for doing it (or not).
- 12.4 The data is drawn from the results of Sport England's Active People Survey, the Department of Culture, Media and Sport's, Taking Part Survey and the Mosaic tool from Experian, the Committee considered these to be reputable sources but felt a major gap in intelligence was for people aged 18 and under.
- 12.5 Detailed profiles are used to develop the characteristics of each of the segments and have been provided with a relative characteristic name. The top three profiles in the city are listed below:-

Segment	City Population (+18)	Regional Population (+18)	National Population (+18)
Total	222443	2029683	40254040
Elsie & Arnold	26402 (11.9%)	215497 (10.6%)	3206387 (8%)
Kev	22357 (10.1%)	174886 (8.6%)	2386568 (5.9%)
Brenda	20593 (9.3%)	156966 (7.7%)	1976776 (4.9%)

Figure 2

Elsie & Arnold (approximately 80) are much less active than the average adult population, but their activity levels are more consistent with other segments in this age range. They are likely to be doing less sport than 12 months ago, mainly due to health or injury. The top sports that Elsie & Arnold participate in are keep fit/gym, swimming and bowls

Kev (approximately 40) has average levels of sports participation. The sports that Kev participates in most are likely to be keep fit/gym, football and swimming.

Kev may also take part in athletics or running, golf, angling, badminton, archery or martial arts/combat sports

Brenda (approximately 50) is generally less active than the average adult population. The top sports that Brenda participates in are keep fit/gym, swimming and cycling.

Athletics (including running) is enjoyed by 2% of Brendas. In all cases her participation levels are below the national average for all adults. Other sports that she may participate in are badminton, horse riding, tennis, martial arts (including Tai Chi), football and golf.

12.6 The Committee understood the value of such a tool to the council and larger partners, and also to VCS and private sector providers attempting to target provision in such a way as to maximise the success of increasing participation. Nevertheless, the profiles will never be 100% accurate and the data available should complement existing local intelligence rather than negate it.

12.7 The Sport and Leisure service advised that this tool has been particularly effective in applying for funding and assessing service provision across the city. One instance of this was in the development of an Amateur Swimming Association (ASA) programme in the city. Three key target groups were identified for this project (Paula, Brenda, and Jackie). Each shared the same characteristics of having to juggle childcare, working and managing their finances. From this the service developed programmes specifically to target those needs, including:-

- A women's network in the three community pools at Silksworth, Hetton and Washington, where female only, or adult only swimming sessions exist;
- Encouraging adults who take their children to Learn to Swim sessions and watch, with incentives such as a reduced swimming costs or programming aqua fit sessions the same time as their child's lessons; and
- Promoting SwimFit during existing women and adult sessions.

12.8 The Committee considered this tool may play an increasingly important role as a means of capturing the right audiences in the promotion of sport and physical activity.

Barriers to Participation

12.9 Barriers to participation can affect people of all ages, ethnicities and socio-economic groups. Unfortunately barriers to access are all too apparent in socially excluded groups, including workless or low-income families, homeless people, young people, women, BME groups and people with disabilities. Other barriers identified in a survey of residents in 2009 included, lack of time and the locations of activities/venues being unsuitable to the individual.

12.10 The Committee highlighted the range of innovative thinking, projects and programmes it had been made aware of, designed to target specific groups of people who may find it difficult to participate:-

- **Cost of Accessing Sports Facilities**

- (i) In order to reduce barriers associated with cost to sports facilities, the council's aim is to direct funding to services for the benefit of its residents. Subsidies are targeted towards those residents who least can afford to pay for sport and physical activity. A new pricing framework was introduced in 2008 and facilitated by the Lifecard. All young people in the city under 18 years of age receive a free Lifecard, which allows discounted access to sports facilities.
- (ii) In terms of efforts made to reduce costs by other providers, the Committee found that, although working within very tight budgetary constraints, Pennywell Community Association reported a real focus in keeping costs to a minimum with many sessions starting at as little as £1 to participate. It aims to include those families who can't afford to pay; therefore children can be allowed to participate for free, until family financial circumstances change. Similarly, the Raich Carter Centre operates a sympathetic pricing policy for community groups to utilise its facilities, thereby enabling lower pricing for participants.

- **BME Groups**

- (i) A project established with the Young Asian Voices group engaged more than 50 males throughout 2011. Following the success of these sessions, an adult 11-a-side Asian football team was developed and who now compete in the North East Christian Fellowship League.
- (ii) The Raich Carter Centre has undertaken a considerable amount of work to engage the BME community in recent years including:-
 - Outreach coaching at the Bangladeshi Centre;
 - Programming specific gym and swim sessions for the Bangladeshi Centre;
 - Supporting the Refugee Centre Training Programme, by offering two refugees volunteer training in administration and life guarding;
 - Programming badminton for the Indian Cultural Centre on Sunday afternoons
 - Midnight football for late night restaurant workers;
 - Private swimming for Bangladeshi women; and
 - Young Asian Voices provide sessions for young people 9-19 years. The group work in conjunction with Centre staff and programme a number of activities throughout the year including football, gym and swimming.
- (iii) In an effort to use football to tackle community cohesion issues, an annual tournament has been developed to bring together communities who would not normally participate or positively interact. The service supports the annual Show Racism the Red Card festival (multi club football event) organised by the SAFC Foundation, Sunderland Samba and Young Asian Voices.
- (iv) Crowtree Leisure Centre's strong partnership with the University of Sunderland has encouraged many sporting links with Eastern and Malaysian students in recent years, particularly for sports such as badminton and table tennis. The Centre has also worked with the

Hong Kong and Malaysia Society to celebrate national events, including the Chinese New Year.

- **Homelessness**

- (i) Working in partnership with Centrepoint, the city's first 'homeless' football tournament was staged in November 2011. This attracted 14 homeless players and further work is planned with Centrepoint in 2012.

- **Women**

- (i) The Get into Football Officer is supporting the work of a group called "We'Ar Out" to undertake a consultation, asking its members for feedback on a number of issues including sport. From this consultation 20 women indicated they wanted to play football and subsequently, casual football sessions will commence in 2012.
- (ii) The Sangini organisation for BME disadvantaged and excluded groups have been proactive in the development of community wellness opportunities and have received assistance in accessing training and educational opportunities. The group have a gym and swim session one morning each week at the Raich Carter Centre.
- (iii) As referenced in section 12.7, funding secured from the ASA has been used to develop a women's swimming network. The council has engaged a number of organisations including We'Ar Out, University of Sunderland and Wearside Women in Need. Currently two groups have been established with 30 participants.

- **Disability**

- (i) The role of the Sunderland Disability Forum is to work with children who have physical and/or medical needs and who are attending a mainstream school within the city, to ensure equality of opportunity through the provision of inclusive physical education and discrete disability sport events within an accessible and supportive environment. The Forum consists of representatives from Sport and Leisure, and other partners such as SAFC Foundation. The Forum recently coordinated a Sportsability Morning on 19 January 2012, at Silksworth Community Pool, Tennis and Wellness Centre. The event was organised for young people in Years 5, 6, 7, 8 and 9 with physical and/or medical difficulties, attending mainstream secondary schools in Sunderland. Over 50 young people attended the day's activities, which included seated volleyball, sports hall athletics, tennis, wheelchair basketball and boccia.
- (ii) The Sunderland Tennis Programme has developed a new Sound Tennis Club for people who are visually impaired. The adapted game is played on a short tennis court with a special foam ball with ball bearings inside, which shake to alert the player to where the ball has bounced. A series of taster sessions has also been delivered in schools with over 20 regular participants.

- (iii) The council has undertaken a significant investment and modernisation programme to assist those with disabilities. One area in which significant progress has been made is ensuring that each area of the city has a swimming pool and Wellness Centre, which ensures that residents have access to facilities which are fully compliant with DDA legislation, such as the Aquatic Centre, new 25m pools, Wellness Centres. These area facilities are complimented at Silksworth by the City Adventure Play Park and the Sensory Room.

- **Young People**

- (i) As the Committee learnt, Sport and Leisure are not the strategic lead for the delivery of sports activities for young people; nevertheless the service area does make a significant contribution to driving forward participation levels for this age group.
- (ii) Funding from Sport England has enabled 3394 young people within the city to access and participate in the Sport Unlimited programme over the last year. The programme was targeted at young people who may have some interest in sport, but aren't currently engaged with community or club sport. The project has now concluded and has engaged 6474 young people into regular sport outside of curriculum time over the past three years (the highest levels in Tyne & Wear).
- (iii) In 2010, Sport England announced 'Places People Play', a legacy programme aimed to bring the inspiration and magic of the 2012 Olympic and Paralympic Games into the heart of local communities. Sportivate is a key part of this initiative and provides opportunities for Sunderland's young people (aged 14-25) to receive 6 weeks of coaching in the sport of their choice, and guide them into regular participation within their community. The programme commenced in July 2011; outputs will be available in July 2012.
- (iv) Growing Sport is a new sports intervention programme for young people funded by the Home Office, which will focus on reducing anti social behaviour. The programme comprises of 12 weeks direct sport delivery (predominantly football), then at week six, community partners will take over the programme with the support of council coaches.
- (v) There are several fitness classes available within the city's Wellness and leisure centres for those children and young people under the age of 16.

12.11 The Committee applauded the efforts being made to reduce the barriers to participation and while a serious effort should, and is being made to engage minority groups, this should be duly balanced with engagement of a range of residents across the city. It was also disappointed to note that council literature providing information on various programmes and activities, contained no pictures of the BME community and nobody with obvious disabilities and felt there was a risk this may unintentionally exclude people.

- 12.12 The Committee was able to give personal examples of involvement in the wellness/exercise programme that they had participated in and wished to praise the programmes. One such personal experience included the types of provision available for people with chronic needs. The Committee was concerned that adequate processes be in place to follow up those who had disengaged with the wellness programme to establish whether the needs of the individual had changed.

13. THE FUTURE OF SPORT AND PHYSICAL ACTIVITY IN SUNDERLAND

Reductions in Public Spending

- 13.1 All local authorities are facing increasing pressures from reduced budgets, which in some cases will have an impact on how services are delivered. In Sunderland this has been prepared for through the 'Sunderland Way of Working', looking at how services can be delivered more efficiently and effectively.
- 13.2 In this challenging economic climate, it is important that the council are clear where and why resources are focused to make the best use of public money. The Sport and Leisure service has been asked to make significant savings and efficiencies in line with the major reductions which the council is facing in its overall budget. The service's overall approach in making the required savings is to minimise impact on the services provided to residents and customers.
- 13.3 The changing political and financial landscape has already been outlined previously, and the Committee noted that schemes recently implemented in the city, such as the Big Bike Ride, were a simple and successful way of engaging people in participating in activities at little cost to the council and partners, which was vitally important given budgetary reductions now being implemented. As a council and with partners, some difficult questions would need to be asked about how provision looks in the future, and whether more schemes with 'little' or 'no cost' could be further developed and implemented.

The Role of Elected Members

- 13.4 The Committee was of the view that Elected Members were potentially 'great champions' for sport and physical activity and their expertise and passion could support the case for sport, playing a key role in cementing the relationships between local providers and the council and its partners that will be critical to ensuring the adequate support and engagement of the city's providers.
- 13.5 The vast amount of data captured from Elected Members through the mapping exercise undertaken on behalf of the Scrutiny Committee demonstrates the level of knowledge Members have in regard to their local communities and the Committee considered this should be capitalised upon. Elected Members should be regularly encouraged to alert the Active Sunderland Board (through the council) to changes in provision within the ward and also to signpost new providers to the ActiveSunderland website for registration. Not only would this increase the level of communication,

engagement and support for providers of sport and physical activity, it would also assist in the difficult challenge of the council having a current and comprehensive understanding of the sport and physical activity offer across the city.

- 13.6 In addition, it was considered that where appropriate, Elected Members could be involved with the Networks supporting the Active Sunderland Board, actively contributing their knowledge and expertise of the city.

Sport England Strategy

- 13.7 Sport England is preparing a new strategy for 2012-2017 to ensure it continues to drive increases in participation in sport and physical activity. Many of the outcomes Sport England want to achieve align with the findings of the Committee, as part of this review and could be incorporated into the future plan for the city:-

- Seeing more people taking on and keeping a sporting habit for life;
- Creating more opportunities for young people;
- Nurturing and develop talent;
- Providing the right facilities in the right places;
- Supporting local authorities and unlock local funding; and
- Ensuring real opportunities for communities.

- 13.8 Aligning the city's direction of travel with Sport England's Strategy was also felt to be valuable in regard to ensuring the city was best placed to draw down funding.

- 13.9 The consultation undertaken by Sport England to support the development of the new strategy highlighted the need for National Governing Bodies (NGBs) to work differently in connecting more with local providers and working to 'payment by results'. The Committee felt it was vital that there were appropriate control mechanisms in place to ensure the maximum amount of money filtered down to a local level and considered that the council and its partners should collaborate with NGBs whenever possible to ensure spending in areas of need.

- 13.10 The Committee highlighted the 'Iconic' funding pot and was informed that this would be allocated to innovative projects requiring capital expenditure. It noted that at this current time local authorities may be discouraged from applying for capital investment funding due to the associated longer term, ongoing revenue costs potentially becoming resource burdensome.

Increasing Community Access to Schools

- 13.11 The Committee considered that schools have a key responsibility in increasing participation in sport and physical activity, not only among its own students, but with families and the wider community in their position as hubs of the local community. The key advantages to opening school doors 'out of hours' are seen to be:-

- Maximising the use of facilities;
- Improving sense of community;

- Improving the relationships between schools and the families they serve; and
 - Greater involvement of the local community within schools.
- 13.12 Schools often have facilities such as swimming pools, multi-use games areas (MUGAs) and the Committee deemed these facilities of significant value to the wider community.
- 13.13 As a starting point in understanding which schools open their doors to the community in the city, an audit was undertaken on behalf of the Scrutiny Committee, which identified those schools that have received funding since 2002, where there has been an element of community access contained within the funding agreement. The funding taken into consideration included Spaces for Sport and the Arts (Sport England); Local Public Service Agreement Pump Fund; PE and Sport Programme (New Opportunities Fund); SIB/SIP Area Committee Awards and Football Foundation grants.
- 13.14 Since 2002, a total of 28 awards and grants have been made to 23 schools to support the development of/improvements to sport and art facilities and equipment, an element of which included access for the community (**Appendix 4**). Whilst this gives a snapshot of community access to schools across the city, the information obtained is not exhaustive and does not take into account all funded developments. The Committee therefore felt there was merit in undertaking a more comprehensive piece of work to establish the geographical spread of schools providing community access to schools, comparing the results of the consultation to determine whether schools could assist in plugging any gaps in provision.
- 13.15 There is some excellent work being undertaken in regard to increasing community access and the Committee was impressed by the passion and willingness demonstrated by the two schools it received evidence from; Redhouse Academy and Southwick Primary School:-
- **Redhouse Academy** supports the 'healthy city' strategic priority, of the city by reducing obesity and promoting healthy lifestyles for its pupils and their families. There are 35 different activities in the Academy after school hours and at weekends, the majority of which are sporting or physical activities, as well as healthy cooking and lifestyle activities.
 - **Southwick Primary School** was built with community access in mind and to that end the school has specialist facilities that allow it to open up to the community. The School has adopted a philosophy that the community play a vital role in the ongoing development of the school, however it has continued to be realistic about the limitations financial constraints place upon it. At the present time it is imperative to the School that opening its doors to the community after school hours entails no extra cost, therefore all activities have to be self-financing.
- 13.16 The Committee were aware of ongoing issues around community access to schools. Whilst many communities can readily access the local school beyond opening hours, some less positive evidence describes limited

availability at weekends and out of the school term, high costs, overly complicated booking systems and variations in pricing.

13.17 In opening up school facilities beyond the school day, governors need to give consideration to:

- Safeguarding - a responsibility to ensure that any provider delivering activities has robust safeguarding and safer recruitment policies and procedures in place;
- Public liability - to ensure that this is not the responsibility of the Governing Body and that schools have Transfer of Control agreements in place with external providers delivering from the site, and must ensure that there is adequate risk management for any activity delivered by the school; and
- Finance - there should be a charging policy in place with external providers to ensure that the school budget does not subsidise community access. However, schools may choose to use their budget to deliver out of school activities for the benefit of their own pupils as this supports attainment and achievement.

13.18 The most common reasons for schools not opening up facilities outside of school hours in Sunderland are:

- Adequate provision for young people in the local area run by voluntary youth providers;
- The cost of employing site management staff to cover the extended hours and conditions of employment for site management staff;
- Safeguarding; and
- Site security.

13.19 It was reported that the most important element in mitigating the risks involved for schools was effective planning. For example, holding activities at the same time, thereby reducing the staffing and building costs to ensure the activities are sustainable in the longer term. This would always have to be balanced against need to ensure that the school was providing the access at times when it was really needed by its community.

13.20 As alluded to previously, there is a view that often, schools aren't accessible to community groups due to the high pricing policies in place. The Committee was keen to understand how the community groups at Redhouse Academy for example, providing activities for adults are charged and was pleased to note that classes such as Zumba are self-financing at a cost of £2 per session. Hence the cost covers caretaker fees which only apply after 6pm (outside of the caretaker's usual working hours).

13.21 In the North and East areas of the city, community access to schools is acknowledged as a key improvement issue through Area Committees and work is being progressed to address this. In the East area, a general meeting will be held with Headteachers of primary and secondary schools to find out what facilities schools have; highlight the advantages to granting community access and to discuss ways schools can work collaboratively to deliver activities for the community.

- 13.22 The North Area Committee has identified good practice from existing schools and will facilitate learning and discussion to encourage more schools to offer this service to the community with a view to creating a more equitable offer in this area of the city.
- 13.23 Prior to 2010, schools were required to maintain separate community budgets and the need to recover full costs for school lettings meant that charges were prohibitive for some community providers. In 2010, legislation was passed to give schools the freedom to use budgets flexibly; however with the potential reductions in school funding, the duty of the governors is to prioritise the delivery of the schools core business. Unfortunately this has the effect of hampering the opening of school doors to the community out of hours.
- 13.24 In April 2011, the Government simplified the funding system by mainstreaming relevant grants into the Direct Schools Grant; therefore the council no longer has any responsibility in this area. The Committee felt that this was a major risk to increasing community access to school facilities as the council would have little influence and schools may well decide not to open its doors; however it agreed that there were still the necessary communication channels in place to facilitate discussion and the potential in utilising this to hold wider conversations to share some of the learning around community access. It looked to schools such as Redhouse Academy and Southwick Primary School as examples of those who could help others.
- 13.25 The Committee identified another potential threat to future community provision as the conversions of schools to new academies. There was anecdotal evidence to suggest that elsewhere in the country, academies had used competitive pricing strategies against existing local authority provision. It was confirmed that this would be untried territory and that consultations with the small number of schools that had enquired about becoming academies, had shown that they recognised the essential need for continuing to develop community involvement and engagement. It was conceded however, that these would be organisations in their own right and will therefore set charges over which the council will have no control.
- 13.26 Despite some of the cost barriers associated with community access, the Committee was keen to point out that there were still opportunities for improvements within the city. The Sport England Strategy 2012-2017 has allocated approximately £40 million nationally to increasing access to school sites and the Committee deemed it necessary and important for the Sport and Leisure service to work in partnership with colleagues from Children's Services and schools to apply for funding based on the city's need.

London 2012 Olympic and Paralympic Games

- 13.27 The 2012 Olympic and Paralympic Games will be the largest sporting event ever held in the UK and the Committee felt there were real opportunities for sport and physical activity providers within Sunderland to engage with residents and get them participating in sport and physical activity.
- 13.28 The Committee was however concerned that there was a risk that residents of the city could be disenfranchised from the Games as it is viewed by some as

being a 'London' or 'southern' event. It was delighted that the Olympic Torch will pass through Sunderland on Saturday 16th June 2011 which should encourage residents to feel they are part of the Games and should attract large crowds to the events planned at Herrington Country Park that weekend.

- 13.29 To engage residents further and maximise the opportunities to involve people a comprehensive city programme of community events, activities and opportunities in the build up to, during and beyond the London 2012 Games is being developed. It was noted that each Committee Member has been involved in the Sunderland in 2012 programme development, through consultation with their respective Area Committees.
- 13.30 To foster a level of association between the Sunderland programme and the London Games, the five Olympic Rings will be utilised, and a relationship will be created between the Rings and the city's five regeneration areas. Each area will be 'affiliated' to a coloured Olympic Ring to create an element of friendly competitiveness.
- 13.31 The programme will also include a number of city challenges where the city, as a community, will be encouraged to together to achieve such as:-
- Recruiting 2012 new volunteers as part of the programme;
 - Taking part in at least one of the activities throughout the programme;
 - Being part of the world record attempt;
 - Swimming 550 miles as part of the city BIG Swim.
- 13.32 The Committee considered there was a real opportunity to measure the successes of the Sunderland in 2012 programme in terms of outcomes in increasing participation of individuals, children and young people and whole families; increasing volunteering; and giving people a sense of community and would welcome an evaluation of the success of the programme.
- 13.33 The Committee was also very keen that residents be encouraged to support the six 'Olympic hopefuls' from the city. It was pleased to note that the council would be producing two booklets showcasing the athletes, but wondered whether further opportunities for promotion existed through the local media and the council's own publication, the Community News.

14. CONCLUSIONS

- 14.1 The Scrutiny Committee have made a number of conclusions based on the evidence gathered throughout the review. These are:-
- (a) Significant reductions to the council's budget, the changing requirements of residents for more non-traditional activities and venues and major political drivers advocating the delivery of more public services from the VCS and private sectors, will all require there to be substantial changes to the way in which sport and physical activity is delivered in the city;
 - (b) The Active Sunderland Board will be a key driver for increasing access and participation to sport and physical activity in the city. The strategic

view of the Board will be invaluable in reducing duplication, realigning and targeting resource, and understanding need. The Committee was however concerned that the membership of the Board omitted any representation from the VCS and deemed this to be vitally important going forward, given the enhanced role the VCS are expected to play now and in the future;

- (c) The sport development Networks underpinning the Active Sunderland Board are central to engaging and communicating with the city's sporting clubs and groups. Some of these Networks are however more advanced than others, and further work is needed to bring all of the Networks on a par;
- (d) The results of the mapping exercise undertaken with Elected Members highlighted a healthy level of sport and physical activity provision taking place across all sectors within the city and a range of opportunities being afforded to residents to participate; nonetheless there is some disparity of provision across wards for both adults and younger people, which will require some attention by the council;
- (e) The intelligence gathered through the mapping exercise provides a useful snapshot in time and should give the council the necessary knowledge and understanding of existing provision in order to plan services; however the information will quickly become outdated due to the constant changes to sport and physical activity provision;
- (g) The Active Sunderland Board has made substantial efforts to communicate and engage with all clubs and groups in the city through its development Networks and the ActiveSunderland Website; however there remain a large number of providers who are potentially at a disadvantage in terms of accessing funding and training. Elected Members in their community leadership roles could potentially play an important part in alerting the council to new providers and signposting providers to the ActiveSunderland Website;
- (h) It will be impossible to promote and focus upon every sport and physical activity undertaken in the city; therefore a more sustainable approach will be to give higher priority to certain sports and physical activities to help them grow, sustain or excel. This methodology would enable the council and partners (through the Active Sunderland Board) to remain responsive to the needs and wants of residents;
- (k) The efforts being made to reduce the barriers to participation should be applauded; however 78.7% of the city's population do not take part in any sport or physical activity and are inactive. Whilst a serious effort should and is being made to engage minority groups, this should be duly balanced with the engagement of a range of residents across the city;
- (l) If barriers to participation in sport and physical activity are to be overcome, residents should feel comfortable about accessing provision

no matter who they are; therefore any promotional activity should be inclusive and utilise a range of images;

- (m) Schools are often 'the hub' of local communities and the equipment and facilities they offer make them an attractive venue for sport and physical activity provision. There are without doubt many hurdles for schools to overcome in order to provide access to its facilities out of hours, not least costs and safeguarding issues, however the benefits to both local communities and the schools themselves are considerable;
- (n) The council's influence in encouraging schools to provide access to the community is limited and this is a risk to increased community access, particularly at a time when school budgets may be reducing. Nevertheless the council retains the communication channels with schools in the city and this provides an opportunity for an ongoing dialogue;
- (o) It will be vitally important to determine whether schools can assist in plugging some of the geographical gaps in provision in the city identified as part of the mapping exercise. The Sport England Strategy 2012-17 has identified this as a national priority and has attached funding to address this issue, therefore there is a need for the Sport and Leisure service to work in partnership with colleagues from Children's Services and schools to apply for funding based on the city's need; and
- (p) There is a risk that residents of the city do not feel a part of the 2012 Olympics and Paralympic Games and subsequent legacy, however there are also real opportunities before, during and after the Games to encourage and increase the participation of individuals, children and young people and whole families; increase volunteering in the city; and give people a pride in the community in which they live.

15. RECOMMENDATIONS

15.1 The Sustainable Communities Scrutiny Committee has taken evidence from a variety of sources to assist in the formulation of a balanced range of recommendations. The Committee's key recommendations to the Cabinet are outlined below:-

- (a) That the Active Sunderland Board, led by the council:-
 - (i) Revises its membership and invites VCS representatives;
 - (ii) Identifies the priority sport and physical activities using the pre determined criteria;
 - (iii) Increases and develops the development Networks aligned to the agreed sport and physical activities and continues to develop delivery action plans to include improvements to the links with local and regional bodies, clubs and groups;

- (iv) Invites Elected Members to champion and/or attend the development Networks;
 - (v) Engages with Elected Members to contribute to local intelligence and engagement around sport and physical activity provision; and
 - (vi) Ensures that opportunities to access sport and physical activity within the city continue to be accessible to all, and particularly to minority groups.
- (b) That the council's Sport, Leisure and Community Development Service:-
- (i) Utilises the intelligence gathered from the mapping exercise and consultation to determine gaps in provision and explores effective ways of identifying and addressing through future service planning;
 - (ii) Provides the Committee with an evaluation of the success of the Sunderland in 2012 programme;
 - (iii) Works together to ensure those providers not part of the area VCS Networks are engaged;
 - (iv) Considers bringing sport and physical activity providers together by way of a celebration event; and
 - (v) Further collaborates with Sport England and other funders to ensure all opportunities for funding are explored; and
 - (vi) Develops a sport and physical activity plan that reflects a sustainable and lasting legacy aligned to the Health and Wellbeing Strategy.
- (c) That the council ensures all promotional material for sport and leisure reflects the demographics of the city;
- (d) That within existing council resources consideration is given to;
- (i) Undertaking a comprehensive audit of the existing community access to schools in the city;
 - (ii) Utilising existing communication channels with schools to identify and overcome barriers and encourage targeted schools to provide the community with access where there is a need; and
 - (iii) Working between City Services, Children's Services, Sport England and schools to maximise the opportunities for funding based on local need.

16. ACKNOWLEDGEMENTS

16.1 The Scrutiny Committee is grateful to all those who have presented evidence during the course of our review. We would like to place on record our appreciation, in particular of the willingness and co-operation we have received from the below named:-

- All Elected Members that contributed to the Sport and Physical Activity Mapping Exercise
- Victoria French, Assistant Head of Community Services, Sunderland City Council
- Richard Lowes, Sport and Leisure Governance Manager, Sunderland City Council
- Ron Odunaiya, Executive Director of City Services, Sunderland City Council
- Julie Gray, Head of Community Services, Sunderland City Council
- Ivan Whitfield, Director of Sport, University of Sunderland
- Graham Robinson, Football Development Director, SAFC Foundation
- Mike Foster, Deputy Executive Director, Children's Services
- Helen Elderkin, Community Director, Redhouse Academy
- Vicky Smith, Finance and Operations Director, Redhouse Academy
- Trish Stoker, Headteacher, Southwick Community Primary School
- Cllr Ellen Ball, member of Raich Carter Sports Centre Managing Board
- Craig Jobson, Manager, Raich Carter Sports Centre
- Bill Leach, Pennywell Community Association
- Gavin McGhin, Sunderland Amateur Boxing Club
- Ian Thurlbeck, Relationship Manager (Local Government), Sport England
- Judith Rasmusson, Strategic Lead, Sport England

17. BACKGROUND PAPERS

17.1 The following background papers were consulted or referred to in the preparation of this report:

- (a) Open Public Services White Paper;
- (b) Localism Act (2011);
- (c) The Future of Fitness, White Paper , Les Mills International Ltd 2009;
- (d) Minutes of the Sustainable Communities City Scrutiny Committee 2011/12;
- (e) East Area Committee Agenda and Papers, 14 November 2011;
- (f) Community Spirit Summer Survey 2009;
- (g) Scrutiny Committee Minutes;
- (h) Sport England website – Market Segmentation (<http://segments.sportengland.org/>);
- (i) E-mail from Sport England 10 January 2012.

Contact Officer: Helen Lancaster - Scrutiny Officer
Office of the Chief Executive – Scrutiny and Area Arrangements
Telephone: 0191 561 1233
Email: helen.lancaster@sunderland.gov.uk

Appendix 1

Key Outcomes of the Active City Strategy

The following outcomes of the Active City Strategy have been achieved:-

Facilities & Buildings

- Built the Sunderland Aquatic Centre - opened in 2008
- Built two community pools at Silksworth and Hetton - opened in 2010
- Developed 7 new Wellness Centres across the city
- Built new football pitches at Ford Quarry
- New artificial sports pitches at Houghton, Hetton, Farrington and Biddick Schools
- Expanded the number of mini soccer pitches from 23 to 40
- Improved / invested in over 60 play facilities in the city since 2004.

Sports Development

- Promotion of sport and physical activities through the establishment of the Active Sunderland website
- Various activities established for targeted groups eg. Sport Unlimited (young people), Wheelchair Tennis, Disability Ski Club, Sportability Days etc.
- Appointment of a city Disability & Inclusion Officer
- Action Plans established for various sports including tennis, swimming, football etc
- Coach education programmes established with Tyne & Wear Sport
- Community health programmes delivered via the Wellness Service
- Support of performance and excellence through the Sunderland Sports Fund and the Beacon swimming programme
- Sport & Leisure Forums replaced with the Active Sunderland website and Board.

Play & Urban Games

- Over 60 play areas invested in and improved since 2004
- Increase wheel sports provision from 2 facilities to 8 in the city (BMX Hetton, wheeled sports facilities include Silksworth Sports Complex, Washington, Fulwell, Houghton, Herrington Country Park, Mowbray Park and King George Park in Pennywell)
- Since 2004, £6million has been invested in play and urban games facilities. Within the lifespan of the current PUGS there has been £4.9 million invested since 2007.

Physical Activity

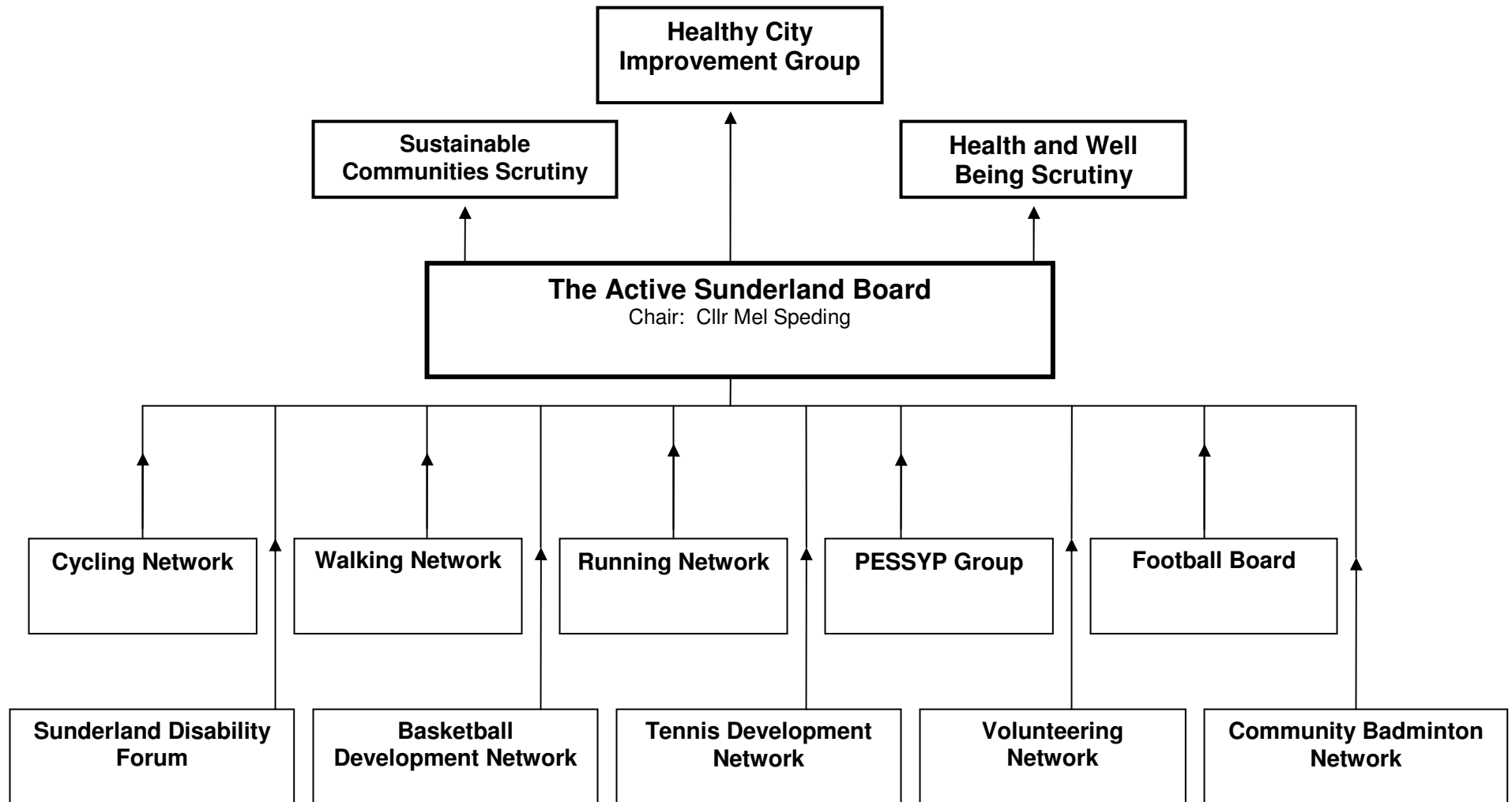
- Developed programmes to address health inequalities ie. Active Project and Active Bus, walking & cycling, Nordic walking etc
- 7 Wellness Centres developed
- 8 Community Wellness venues developed
- Targeting school children and their families to improve diet, nutrition and exercise via the Lifestyle Activity and Food programme.

PE and School Sport

As detailed previously, responsibility for this area now rests with Children's Services and the city's Sport Colleges, however back in 2004 an infrastructure was established that included

- A 'Sports Federation', which was a partnership that brought together the city's Sports Colleges, education partners and the City Council
- Developed a citywide Learn to Swim programme, ensuring that all primary schools were within a 3 mile radius of a swimming pool.

Appendix 2



Appendix 3

Headline data from Ward Audit

NB: 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.

Headline Results from the Consultation

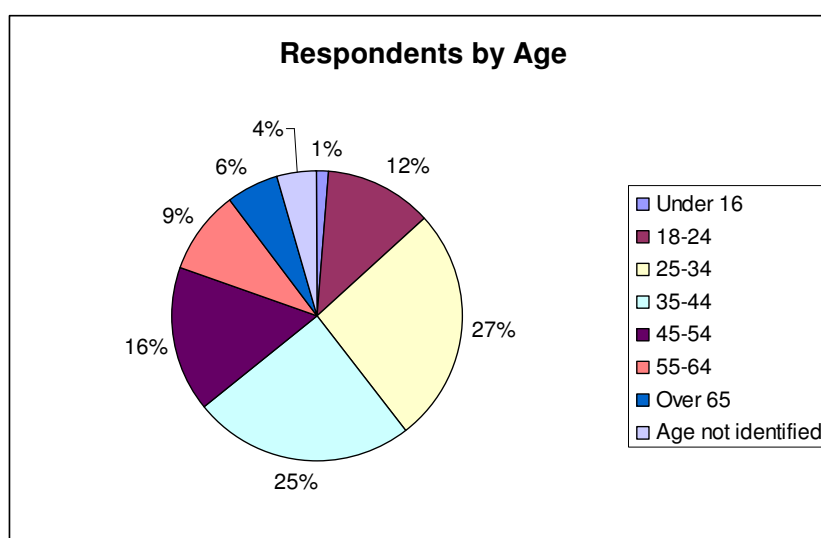
There were 616 responses collected in response to the online consultation. Those who did not have access to the internet were sent paper copies.

Of the respondents 56% were female and 37% were male. 7% of respondents did not identify their gender.

92% of all respondents were of White British origin.

7.5% (45 respondents) were registered disabled

The table below shows the percentage of respondents by each group.



Events

The top three high profile events residents would like to see in the city are:

- International Gymnastics (162 people)
- Beach Soccer (142 people)
- Open Water Swimming (141 people)

Communication

When asked how they would like to hear about sport and physical activity opportunities the top three methods were:

- Local paper (316 people)
- Local TV (255 people)
- Websites (226 people)

Participation

255 people (41%) would like to participate in more or take up sport or physical activity.

The 10 most popular sports and activities that people want to start or do more of are:

Swimming	96	Football	68
Badminton	62	Walking	54
Cycling	44	Zumba	43
Running	41	Gym	40
Dance	39	Yoga	38

The two most popular sports identified in the consultation that are not currently provided for in the city are:

- Archery – 21 people
- Shooting – 8 people

Most popular venues to participate in:

- Leisure Centre (176)
- Outdoors (141)

Least popular venues to participate in:

- Schools (7)
- Club site (23)

When taking part in sessions the most popular environment was with:

- Coach or instructor led (368)
- Casual pay and play sessions (244)
- Other beginners (215)

Finance

The highest average spend per month on activities from respondent was:

- £0-£20 (146)
- £21-£40 (121)

Most respondents would prioritise spend on activities for themselves (194).

Volunteering

466 did not currently volunteer in any capacity in sport or physical activity.

86 indicated they would like to volunteer in the future.

The data collected as part of the consultation will be used to:

- Inform future direction of service area to ensure participation rates continue to increase
- Support the identification of the priority sports and physical activities
- Develop opportunities with partners aligned to need
- Identify best methods to deliver and promote programmes
- Understand capacity of facilities to cater for increased demand
- Carry out further consultation for under 16's
- Ensure opportunities are affordable

Appendix 4

Schools – Community Access linked to Funded Developments

Funding Provider	Name of School	Area	Date Funding Received	Current Community Access
Spaces for Sport and Art (Sport England)	Dubmire Primary	Coalfields	January 2002	Monday-Friday 4.30pm – 9.00pm Saturday 9am – 12.30pm
Spaces for Sport and Art (Sport England)	Farringdon Primary	West	March 2002	Monday–Friday 4pm– 9pm Saturday and Sunday on application.
Spaces for Sport and Art (Sport England)	Hylton Castle Primary	North	March 2002	Monday–Friday 4–9pm. Saturday and Sunday on application.
Spaces for Sport and Art (Sport England)	George Washington Primary (was High Usworth)	Washington	January 2002	Monday – Thursday 5.30 / 6pm – 8pm
Spaces for Sport and Art (Sport England)	Quarry View Primary	West	March 2002	School demolished as part of the Maplewood School redevelopment
LPSA Pump Fund	Mill Hill Primary	East		Not known
NOF PE and Sport Programme	Farringdon Primary	West	2003	Mon – Fri 5.30pm -9pm Sat – 9pm – 4pm

NOF PE and Sport Programme	Houghton Kepier	Coalfields	2003	Monday-Friday 6– 9pm (Fitness Suite 5– 9pm) Saturday 10am – 2pm Sunday 10am – 4pm
NOF PE and Sport Programme	Biddick Primary	Washington	2003	Mon–Fri 6pm - 10pm Weekend varying
NOF PE and Sport Programme	Town End Primary	North	2003	Mon–Thurs 10am – 11am and 5pm – 8pm Fri 9am – 12pm Sat/Sun 9am – 5pm
NOF PE and Sport Programme	Blackfell Primary	Washington	2003	2 football teams meet and brownies but no timetable as such.
NOF PE and Sport Programme	Monument Consortium	Coalfields	2003	Mon–Fri 6pm – 9pm
NOF PE and Sport Programme	Castletown Primary	North	2003	Mon–Fri 4pm – 10pm Sat/Sun 9am – 5pm School Hols 9am – 10pm
NOF PE and Sport Programme	Thornhill School Business & Enterprise College	East	2003	Mon–Friday 5.30pm– 9.30pm Sat 9am – 12am
NOF PE and Sport Programme	Hetton School	Coalfields	2003	Mon – Fri 5pm – 9pm 9am - 12pm
NOF PE and Sport Programme	Plains Farm Primary	West	2003	Not known
NOF PE and Sport Programme	Seaburn Dene Primary	North	2003	Not known

NOF PE and Sport Programme	Academy 360 (was Pennywell)	West	2003	Demolished as part of the redeveloped Academy 360
SIB / SIP Area Committee Awards	Newbottle Primary	Coalfields	2010	The outdoor play environment will be available throughout the school day Open to community on parent evenings, after school activities, school fairs, and any visits from cluster schools, Sports events
SIB / SIP Area Committee Awards	Red House Academy	North	Nov 2011	Mon – Thurs 6pm – 9pm
SIB / SIP Area Committee Awards	Biddick Primary	Washington	Sep 2010	Community play facility will be available for community use in Summer 2012 as the site needs to be established before use (grass and trees).
SIB / SIP Area Committee Awards	Plains Farm Primary	West	June 2009	Monday– Friday 4.30–10pm
SIB / SIP Area Committee Awards	East Herrington Primary	West	October 2007	Three nights per week
Football Foundation	Biddick Community Sports College	Washington	2011	Community access 6pm-10pm week days, 9am-9pm weekends.
Football Foundation	Biddick Community Sports College	Washington	2004	Available for public bookings
Football Foundation	Farringdon Community Sports College	West	2011	Community access 6pm-10pm week days, 9am-9pm weekends.
Football Foundation	Castlegreen Primary	West	2004	Available for public bookings
Football Foundation	Hetton School	Coalfields	2004	MUGA Access Community Access 5-9pm weekdays, 9am-12pm Weekends.
Football Foundation	Houghton Kepier	Coalfields	2004	Monday-Friday 6– 9pm

				Saturday 10am – 2pm Sunday 10am – 4pm
--	--	--	--	--

