

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

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

Strategic Priority: Healthy City

**CORPORATE PRIORITIES: CIO1: Delivering Customer Focussed
Services, C102: Being 'One Council', C103: Efficient and Effective Council,
C104: Improving partnership working to deliver 'One City'**

1. Purpose of the Report

- 1.1 The purpose of this report is to provide a background and overview to the Scrutiny Committee in relation to the policy review Building a Sustainable and Lasting Legacy in Sport and Physical Activity. A supporting presentation will be given at the Scrutiny Committee by the Lead Officers of the review.

2. Background

- 2.1 At its meeting on 14 June 2011 the Scrutiny Committee agreed to focus on Building a Sustainable and Lasting Legacy in Sport and Physical Activity as its Policy Review for 2010/11.
- 2.2 This report contributes principally to the following draft 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; and
- (d) To understand the current level of diversity of provision across the city, considering the opportunities available in traditional and non traditional settings and alternative forms of activity;

3. Definition and Context

Local and National Context

- 3.1 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.

- 3.2 Sport and physical activity has a unique capacity to bring together people of different generations, cultures, backgrounds and abilities. It can improve health and tackle exclusion and isolation and it can bring communities together.
- 3.3 Sport and physical activity matters to people for different reasons. Sunderland has a number of talented young people and there are many well-established and accredited clubs which have grown up to meet this demand. There are however thousands of residents who take part in a wide range of activities as a means of improving their health and wellbeing.
- 3.4 Sunderland has a lot to celebrate in terms of sport and leisure provision. The success of both established and recently developed sport and physical activity opportunities has been recently evidenced in an increase in participation in sport and physical activity within the city. Evidence of how participation levels have increased in the city and improved sustainability in local sport can be demonstrated through the 2010 Active People Survey results, showing Sunderland higher than the Tyne & Wear, the North East and England average for residents involved in local Volunteering (7.20%), Coaching (18.20%) and Competitive Sport (14.80%). More importantly, the percentage of adult participating in sport and physical activity has increased in Sunderland since 2008 from 19.5% to 22.5%, with again Sunderland's performance level higher than average scores for Tyne & Wear, the North East and England.
- 3.5 Sport and physical activity matters to a lot of people within Sunderland. The city has a number of talented young sports people with aspirations of reaching the highest levels in their chosen sports, and there are many well-established and accredited clubs which have grown and developed to meet demand and expectation of their participants. However, beneficiaries of sport and physical activities in the city need not be competitive athletes; there are thousands of residents who take part in a wide range of activities as a means of improving their health and wellbeing, or simply to have fun.
- 3.6 The backdrop to the delivery of sport and physical activity is changing in light of the current economic climate; the changing expectations of residents; and national policy development. Recent evidence both nationally and locally suggests that increasingly, non traditional venues, programmes and activity choices accounts for the rise in the number of children, young people and adults participating in sport and physical activity. Examples of this are:-
- Nordic Walking Programmes and Nordic Walking Fitness Sessions;
 - Green Activity including developing and working in 'allotments';
 - Volunteer Led Walking programmes including family 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.

Active Sunderland Board

3.7 The Active Sunderland Board is responsible for leading on improvements in participation and the quality and breadth of opportunities to promote this in Sunderland. Over the last 3 years the Board has evolved and changes in priority areas of work are beginning to demonstrate more effective and efficient ways of working collectively. The Active Sunderland Board comprises partners from all sectors, which contribute to the development and delivery of sport and physical activity within the city. Examples of the work of the Board include:

- i) The Sunderland Active Project focus is upon 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 which are preventing them from being more active and signpost them to activities which they would like to try out;
- ii) The Board has been active in appointing 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) The ActiveSunderland website has been redesigned and a monthly newsletter has attracted 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) The Board is 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.

Sport and Physical Activity Participation & Provision

3.8 As part of this policy review, we know that 22.5% 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 we need to establish more fully where residents are being active and how we can sustain this level of participation.

3.9 In addition, we know that 77.5% of the city's population are not active in 3 x 30mins of sport and physical activity. There is still much work to do in terms of increasing active participation levels and it will be necessary to understand why some residents are not participating and what can be done to encourage them to become more active. Sport England's market segmentation toolkit can be used to assist in helping to understand who our target residents are and what types of activities

they may be interested in. This process will assist in being able to identify suitable traditional and non traditional settings and identify the gaps that may exist.

The Future of Sport and Physical Activity in Sunderland

- 3.10 The Active City Strategy produced in 2004 provided a direction of travel that resulted in the improvement of Leisure Facility Provision within the city. Given the changing environment within which sport and physical activity now sits it is timely that the Development Plan is updated to ensure the cohesion and coordination between all providers of sport and physical activities and opportunities that exist within the city.

Sport England are currently preparing a new strategy for 2011- 2015 to ensure they continue to drive increases in participation in sport and physical activity. Through the new strategy they will aim to make participation in sport and physical activity a regular habit for many more people and ensure the delivery of sporting and physical activity opportunities in the ways and places that people want.

Many of the objectives that Sport England are looking to include within the new strategy are aligned to the work that can take place in the city and can be incorporated within the Development Plan, for example

- Encourage a focus on customer needs, driving demand and generating volumes of participants;
- Setting clear priorities to improve community access to education facilities to engage in sport and physical activity;
- Working with the voluntary sector (including clubs) to increase the capacity and skills, to develop sustainable solutions;
- Joining up the work of current Sport National Governing Bodies (NGB's) to achieve critical mass and grow demand in these sports; and
- Working with NGB's to reward success in growing and sustaining participation

- 3.11 An important consideration for the provision of sport and physical activity in the city is the significant reduction in financial resources, which will require the council and partners to focus on greater community involvement; volunteering; individuals being supported to help themselves; and the efficient delivery of services. Members of the Sustainable Communities Scrutiny Committee have previously considered that there is a need to have a comprehensive understanding of all provision across the city across the public, private and voluntary and community sectors (particularly 'grass routes' or local provision) to assist with this new way of working.

2012 Olympic and Paralympic Games

- 3.12 The 2012 Olympic and Paralympic Games will be the largest sporting event ever held in the UK and present a fantastic opportunity for sport and activity providers within Sunderland to engage with residents and get them participating in sport and physical activity.
- 3.13 The 2012 Games have a unique ability to bring together people of different generations, cultures, background and abilities. The potential exists to improve health, tackle exclusion and isolation, engage those who have disengaged from areas of society and empower individuals and communities to come together and thus improve community cohesion and resilience.
- 3.14 The London 2012 Games can be the catalyst to increase participation levels and provide an opportunity to engage residents and reaffirm the importance of sport and physical activity to sustain local communities.

4. Conclusion

- 4.1 The report marks the beginning of the evidence gathering for the Committee's policy review into Building a Sustainable and Lasting Legacy in Sport and Physical Activity. Having a sustainable and varied offer of sport and physical activity in the city will be vital part of achieving the strategic priorities of the council and its partners.

5. Recommendations

- 5.1 The Committee is recommended to receive the presentation at Committee delivered by Julie D. Gray, Head of Community Services and Victoria French, Sport, Wellness and Partnership Manager.

6. Background Papers

- Sustainable Scrutiny Report – February 2011
- Sport England website – Market Segmentation
- The Future of Fitness, White Paper , Les Mills International Ltd 2009

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