

SUSTAINABLE COMMUNITIES SCRUTINY COMMITTEE

25 OCTOBER 2011

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

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 This report provides background to the Scrutiny Committee in relation to the Active Sunderland Board. This report and the supporting presentation contributes to the evidence for the Committee's policy review for 2011/12; Building a Sustainable and Lasting Legacy in Sport and Physical Activity.
- 1.2 A supporting presentation will be given at the Scrutiny Committee by the Lead Officers of the review, and Elected Members will have the opportunity to seek evidence from two members of the Board; Ivan Whitfield, Director of Sport, University of Sunderland and Graham Robinson, Football Development Director, SAFC Foundation. In addition two of the city's Activators will be in attendance.

2. Background

- 2.1 At its meeting on 13 September 2011, the Scrutiny Committee agreed the approach to the Policy Review; Building a Sustainable and Lasting Legacy in Sport and Physical Activity, which included a contribution from the Active Sunderland Board.
- 2.2 This report contributes principally to the following draft terms of reference for the review;
 - (c) To understand the role of the Active Sunderland Board in developing a sustained and lasting legacy in sport and physical activity;

3. Active Sunderland Board

- 3.1 In 2007, the national review of sport and physical activity by Sport England culminated in the need to ensure we have one joined up 'Single Delivery System' for sport in order 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. Sunderland responded to this challenge by establishing the Active Sunderland Board (in 2008), which aims to drive forward participation in sport and physical activity at a local level.

3.2 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, which chaired by the Cabinet Secretary, comprises partners from all sectors, which contribute to the development and delivery of sport and physical activity within the city including;

- City Council;
 - Children's Services
 - Health Housing and Adults Services
- Secondary Education;
- Sunderland City College;
- University of Sunderland;
- SAFC Football Foundation;
- Local Primary Care Trust;
- Gentoo; and
- Tyne & Wear Sport

3.3 The Sunderland Active Project focuses 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.

Through a successful partnership with Sunderland AFC Foundation, they have provided a revamped bus, appropriately fitted out with a range of equipment suitable for both project target audiences. The Active Bus is staffed by the Activators. The bus is a mobile resource to provide a lifestyle assessment, which aims to raise residents' awareness of their current activity levels and the benefits that exercise and making healthier lifestyle choices can have on their lives.

There are 5 Activators in the team and to date they have worked with over 2700 adults, providing lifestyle education and advice and delivering activities. The team have, and continue to work with a number of minority groups in the city, including the Bangladeshi and Polish communities in the East of the city and the wider Asian community of Sunderland. The team has also worked extensively with groups such as Wearside Women in Need, a number of residents groups, Age Concern and homeless organisations in the city.

- 3.4 The Board has been active in appointing two externally funded posts. The Community Sport Network Coordinator has a specific remit for signposting and enabling participation through the Active Sunderland website. In addition, a Football Development Officer has been appointed to increase participation for over 16's and this has already seen an increase in the number of city clubs with the FA Charter Standard accreditation, from 14% to 80%. Work has taken place with Young Asian Voices to engage with BME communities and this has seen an increase of over 50 new players into regular participation.
- 3.5 The ActiveSunderland website has been redesigned and now includes a Funding Section which has benefited 20 different organisations and 80 volunteers have accessed training opportunities. In addition, a monthly newsletter has been launched site visitors have increased to over 2,500.
- 3.6 The Active Sunderland Board comprises partners from all sectors, which contribute to the development and delivery of sport and physical activity within the city. The Board links into the 'Healthy City' agenda, but it is recognised that sport is unique in its cross cutting role on virtually all themes in the Sunderland Strategy. A number of key cross cutting partnerships have therefore been formally endorsed to take the work of the Board forward and these are shown in Appendix 1;
- Cycling Network
 - Walking Network
 - Running Network
 - PESSYP Network
 - Badminton Network
 - Cricket Development Network
 - Sunderland Disability Forum
 - Basketball Development Network
 - Tennis Development Network
 - Volunteering Network
 - Football Board
- 3.7 The Board was the commissioning lead, for Play and Positive Activities from Children's Services. The project aims to engage young people across the city and is also working with play providers to ensure the workforce is upskilled with nationally recognised qualifications. In 2010/11, the following outputs were achieved
- More than 2500 children were engaged in activities across the city, of which 759 children participated in more than 4 sessions
 - 26 community groups received 'one to one' support in developing their groups, and looked at areas such as funding, health and safety and constitutional issues
 - 100 people received training to develop their personal skills and obtained nationally recognised qualifications.

4. Recommendations

- 4.1 The Committee is recommended to receive evidence from Ivan Whitfield, Director of Sport, University of Sunderland, Graham Robinson, Football Development Director, SAFC Foundation and Victoria French, Sport, Wellness and Partnership Manager.

5. Background Papers

- Sustainable Communities Scrutiny Committee Minutes, 26 July 2011; 13 September 2011

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