



A sport and physical activity strategy for Barking & Dagenham

2012 – 2015

more people, more active, more often

**CONSULTATION VERSION FOR
LBBD CABINET**

V.0.5

20/12/11

Contents

	SECTION
Foreword	1
Introduction	2
Outcomes	3
Definition of Sport & Physical Activity	4
The Importance of Sport & Physical Activity	5
Links to other strategies and plans	6
Principles of this strategy	7

	SECTION
Local Context	8
Governance Arrangements	9
Monitoring, Evaluation & Review	10
Process	11
Equality and Diversity	12
Resourcing the strategy	13
The purpose of this strategy	14

Barking and Dagenham has a uniquely sporting heritage as the Sporting Legends sculpture by the A13 celebrates so proudly. Sporting heroes and heroines with local connections include Terry Venables, Bobby Moore, Sir Alf Ramsey, Beverley Gull, John Terry and Jason Leonard.

Thanks to the high class facilities on offer and the impetus of the London 2012 Olympic and Paralympic Games, stars of the future will also have the opportunity to shine here in Barking and Dagenham.

The Council and its partners have also been using sport and physical activity as a way of promoting community cohesion, encouraging regeneration, improving health and creating pride in the Borough.

In order to build on this track record and to get the best possible legacy from the Olympic Games and Paralympic Games in 2012, we have set out a shared vision for everyone involved in the delivery and promotion of physical activity and sport in the Borough.

The Olympics and Paralympics provides us with both a challenge and an opportunity and we want to be sure that the direction we take over the next three years lays a strong foundation that will have some significant benefits for local people.

Our goals are to:

Build capacity – provide the right type of facilities, of the right quality in the right place.

Increase participation in sport and physical activity – encourage people who don't currently participate to do so and get people who are already active to take part more often.

Develop effective sporting and physical activity pathways – encourage and enable people to stay involved in sport and physical activity and achieve the highest standard that they want to and are capable of.

Widen access to sport and physical activity – make sure that people who don't traditionally participate in sport and physical activity are supported to do so.

Strengthening organisations and partnerships – increase the number and quality of volunteers, coaches and clubs

Above all else we want to get *more people, more active, more often.*

This strategy sets out how we plan to achieve this.

Councillor Bert Collins
Portfolio holder for Culture and Sport
Barking and Dagenham Council



It was great to come back to Mayesbrook where I used to train all those years ago. I'm very pleased to see that the track is being rebuilt in time for the London Olympics. I hope young athletes from Barking and Dagenham will take advantage of the new facilities. Maybe some of them will even make it onto the Olympic podium one day.
Daley Thompson, double Olympic Gold medal winner

Introduction

2

This strategy has been developed with a number of key partners to provide a framework that will enable and encourage more people to be more active, more often.

This strategy aims to increase the level of participation in sport and physical activity in the Borough through the development of a wide range of opportunities, which are far broader than traditional sporting activities.

To achieve this aim will need a radical change in behaviour and to do this everyone involved in delivering sport and physical activity initiatives needs to focus effort on where it will have the biggest impact.

This strategy identifies what the key priorities are to achieve this and how resources should be used to support future service delivery.

Outcomes

3

The key outcomes from the delivery of this strategy in 2015 will be:

- ✓ 5,600 more adults will be participating regularly in sport and physical activity, an increase of 3%.
- ✓ Leisure centre visits will have increased by 40% to 1.25 million per year.
- ✓ The percentage of 5 to 16 year olds participating in three hours or more PE and sport each week will have risen by 5% to 58% - performance measure to be changed in line with new Sport England strategy targets
- ✓ The % of adult residents who are regular sports volunteers will have increased by 1% to 3.2%
- ✓ Satisfaction with sport and leisure facilities in the Borough will have increased by 15% to 69%.
- ✓ Satisfaction with parks and open spaces will have increased by 5% to 71%.
- ✓ No. of coaches in the Borough (UK coaching certificate level 2 and above or equivalent) benchmark and targets to be confirmed.
- ✓ Better quality and more accessible clubs: 13 more Club Mark accredited and 24 achieving the Borough standard.
- ✓ Increase in participation in physical activity by target groups – leisure pass members: Over 60; Unemployed (claiming Job Seeker's Allowance); NEETS; Looked After Children; Students (over 16 and in full time education); Claiming income support or housing benefit; registered carer (benchmark and target to be confirmed).
- ✓ 20% of residents aged 60 – 85 will have Active Leisure memberships (an increase of 100%).
- ✓ Increase in opportunities for disabled people to participate in sport: 15 local sports clubs offering inclusive activity programmes.
- ✓ Open a new sports centre in Barking town centre (by spring 2014).

Definition of Sport & Physical Activity 4

The terms physical activity, sport, active recreation and active living sometimes get interchanged.

In the context of this strategy the terms are used in the following way:

Physical Activity is an all encompassing term that includes active living, active recreation, health related activity, exercise and play.

Sport uses the Council of Europe's European Sports Charter as adopted by Sport England.

'Sport means all forms of physical activity which through casual or organised participation, aims at expressing or improving fitness and mental well-being, forming social relationships or obtaining results in competition at all levels'

Active Living is a way of life in which physical activity is valued and integrated into daily living including gardening, everyday walking, everyday cycling, DIY.

Active recreation is generally unstructured activity that individuals freely pursue in their leisure time for a sense of enjoyment that also benefits their physical social and emotional wellbeing and includes exercise, play, dance, walking, cycling, swimming for leisure, aerobics.



The Importance of Sport & Physical Activity

The Government and major agencies now clearly accept and understand the impact and role that physical activity and sport can have on improving the quality of life for people across all age ranges.

In this context Sport and Physical Activity is seen as making a significant contribution towards achieving a wide range of policy objectives and actions in central and local government especially in areas such as social inclusion, regeneration, community safety, crime reduction, lifelong learning and health improvement, including its contribution to halting the rise in obesity rates and in reducing the negative impact of health inequalities.

Sport, Physical Activity and Social Inclusion

Sport and Physical Activity clearly brings people together and greatly contributes to breaking down social and cultural barriers, creating common ground, a sense of belonging, it fosters civic and social pride as well as achieving community cohesion, especially in diverse communities. Participation in Sports and Physical Activity helps tackle isolation whilst improving people's purpose, self-esteem and confidence.

Sport, Physical Activity and Regeneration

The development of sports facilities, like Becontree Heath Leisure Centre and the SportHouse, as well as transformational schemes in our parks and open spaces, such as at Barking Park and Mayesbrook Park, can play an important role in enhancing the image of the area as a place to live and do business in.

Sport, Physical Activity and Community Safety

Sport can make a significant contribution to the reduction in crime rates and anti social behaviour. It has become increasingly apparent in recent years of the importance that physical activity and sport has in acting as a diversionary activity in reducing the levels of crime and disorder. Early involvement in sport and physical activities by young people can help in preventing a life of crime or diverting others away from re-offending.

Sport, Physical Activity and Lifelong Learning

There is an increasing weight of evidence to demonstrate that involvement in Sports and Physical Activity has a positive impact on educational attainment especially in young people.

Sport also helps by giving both young and older people the opportunity to develop new skills, as well as the confidence and motivation to gain qualifications that can ultimately lead to employment and career development.

Sport, Physical Activity and Health Improvement

Regular sport and physical activity is proven to have a direct impact on our health both physically and mentally. It can improve psychological, social and physiological health.

The mental health benefits from regular physical activity and sport includes the positive effects in reducing stress and anxiety as well as raising people's self esteem, confidence and purpose.

The physical health benefits include its role as part of a wide ranging approach to help combat obesity, reducing the risk of coronary heart disease, reducing the risk of stroke and hypertension, prevention and management of diabetes, prevention of cancer, prevention or reduction of osteoporosis, reductions in falls among older adults and minimising the effects of arthritis.

Links to other strategies and plans

6

There are a number of key national, regional and local strategies and policies that have both influenced and had an impact on the development of the London Borough of Barking and Dagenham's Sport & Physical Activity Strategy, these are identified as follows:

National Policy and Strategy Documents	Regional Policies, Strategies and Plans	Local Policies, Strategies and Practices
<p>Sport England Strategy 2008 – 11</p> <p>Start Active, Stay Active – a report on physical activity for health for the four home countries (Chief Medical Officer, 2011)</p> <p>PE and Sport Strategy for young people (PESSYP)</p> <p>Be Active, Be Healthy: a plan for getting the nation moving (DoH, 2009)</p> <p>Every Child Matters: change for children (2004)</p> <p>Building a society for all ages (2009)</p>	<p>A Sporting Future for London – Mayoral Legacy Plan for Sport in London</p> <p>Go London! An active and healthy London for 2012 and beyond (GLA)</p> <p>Convergence – Strategic Regeneration Framework 2011 - 15</p> <p>Six host borough sports development plans: hockey; disability; aquatics; athletics; basketball; cycling; and tennis</p> <p>The framework for sport and physical activity in East London 2007 – 16 (Pro Active East London)</p>	<p>Health and Well Being Strategy - Barking and Dagenham Partnership</p> <p>Policy House - Barking and Dagenham Council (LBBD)</p> <p>Barking and Dagenham Joint Strategic Needs Assessment</p> <p>Children and young people's plan (LBBD)</p> <p>Older people's strategy (LBBD)</p> <p>Regeneration strategy (LBBD)</p> <p>Barking and Dagenham Community Sport and Physical Activity Network (CSPAN) improvement action plan</p> <p>Parks and green spaces strategy (LBBD)</p> <p>Playing pitch strategy (LBBD)</p> <p>Annual Report of the Director of Public Health (2011)</p>

Principles of this strategy

In the initiation of this strategy there are some fundamental principles upon which the priorities and actions recommended for the development of sport and physical activity in the Borough have been based. These are:

- That there should be opportunities for everyone to become more physically active, but ensuring that those least likely to take part are targeted and included.
- That effective partnership working is fundamental to the development of physical activity and the delivery of sport in the Borough.
- That successes and lessons learnt from projects and pilot schemes delivered across the Borough are integrated into the training and development of our staff, programmes of activities and development of facilities.
- That priorities and actions are developed through, and reflect national, regional and local strategies, in particular contributing to improving outcomes for children and older people.
- That evaluation and monitoring against objectives are key elements of all initiatives, and of the overall strategy.
- That there is effective consultation with individuals, groups and the population in the development of programmes and activities seeking to increase physical activity and sport levels across the Borough.



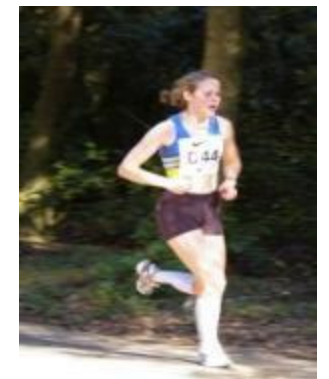
Ben Bradshaw



Conor Lynn



Bonne Buwembo



Robyn Matson

How active is Barking and Dagenham?

- **14.8%** of adults in Barking and Dagenham take part in sport and active recreation compared to the national average of 22%.
- However, **58.2%** of adults do no sport or active recreation.
- And, **59.7%** of adult residents in Barking and Dagenham want to start playing sport or do a bit more.

What are Barking and Dagenham's sporting statistics?

- **2.2%** of adult residents are regular sports volunteers compared to the national average of 4.5%.
- **15.6%** are members of sports clubs, compared to 23.9% nationally.
- **62.5%** are satisfied with sporting provision in the Borough compared to 69% nationally.
- Our most popular sports for adults are **swimming, going to the gym, football, athletics and aerobics**.

What does inactivity cost?

- The health costs of inactivity in Barking and Dagenham is at least **£2.9 million** per year.

Health inequalities in Barking and Dagenham

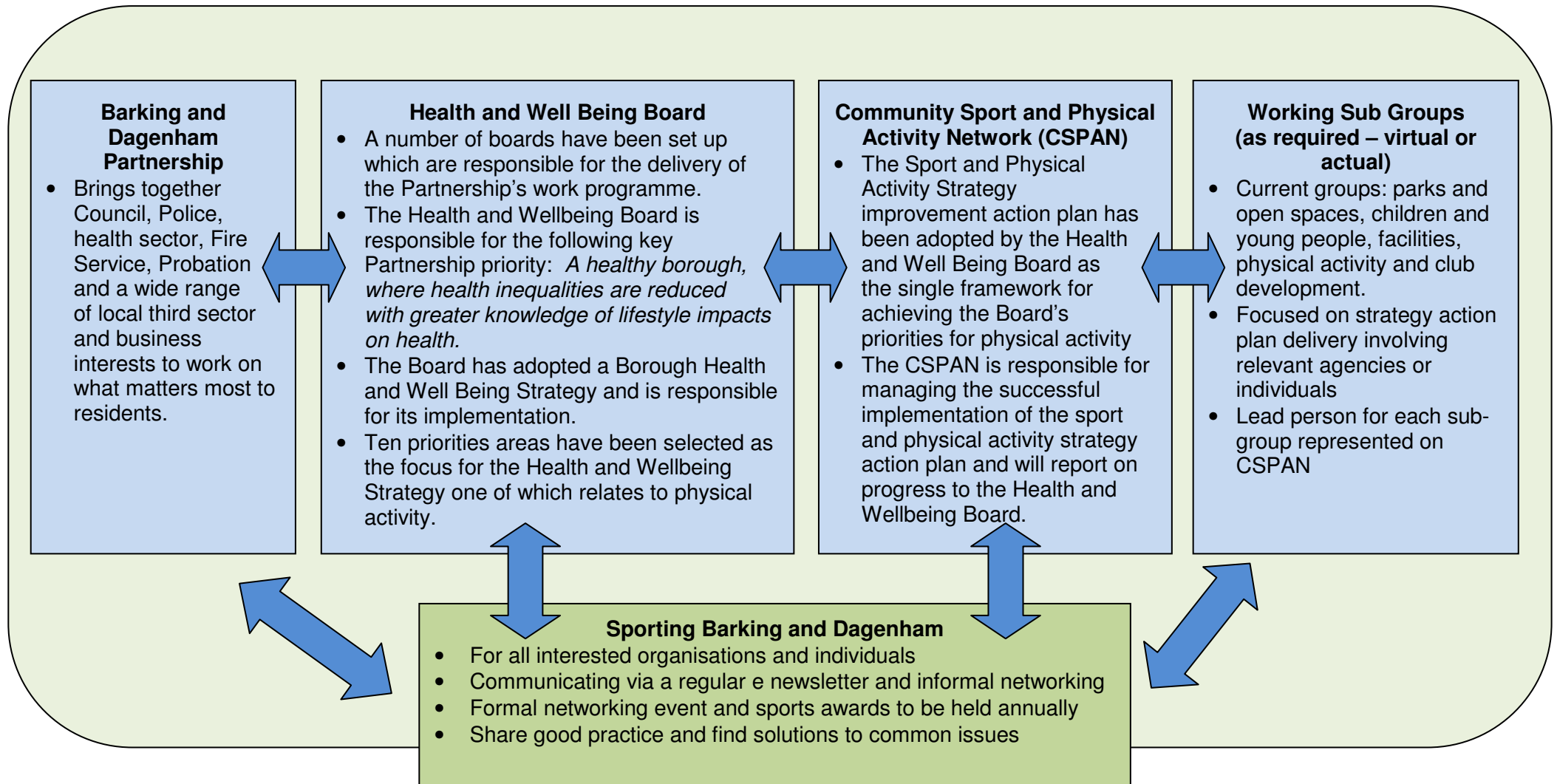
- The health of people in Barking and Dagenham is generally worse than the England average and 18,510 children live in poverty. Life expectancy for both men and women is lower than the England average.
- Life expectancy is 4.4 years lower for men in the most deprived areas of Barking and Dagenham than in the least deprived areas of the Borough.
- Over the last 10 years, all cause mortality rates have fallen. Early death rates from cancer and stroke have fallen but remain worse than the England average.
- About 23.6% of Year 6 children are classified as obese. A lower percentage than average of pupils spend at least three hours each week on school sport.
- Estimated levels of adult 'healthy eating' and obesity are worse than the England average.
- Rates of smoking related deaths and hospital stays for alcohol related harm are higher than average.

Population and pressures

- The main pressures on services are in the form of the increase in the number of children both at pre-school and school age. Whilst the elderly population has not increased dramatically, we are seeing the number in the older ages increase, which could indicate higher care requirements.
- It is expected that the Borough's population will rise from 179,350 to 199,500 in 2016 and 213,600 by 2021.
- In the long term to 2021, the Borough has London's third highest population increase. The Borough is projected to have the greatest growth in population aged 0 – 4 and 5 – 10 years in the whole of London.
- Growth in 11 – 15 year olds is in the top third of London Boroughs over the long term to 2021. Whilst the increase in 16 – 64 years is in the top 10 in London.
- The population aged over 65 has low growth in the short term and is in the 10 lowest across London in the long term.
- In the long term the growth in the over 85s is within the top 10 in London.

Governance Arrangements: How we are structured

The diagram below sets out the framework that has been established to drive the delivery of the sport and physical activity strategy



Monitoring, Evaluation & Review

10

Like all strategies, success very much depends on regular and robust monitoring and review to ensure that the intended outcomes are being achieved and action is taken to address service failings or other problems that will undoubtedly arise.

Throughout the life of this strategy the monitoring, evaluation and review will be undertaken by the Barking and Dagenham Community Sport and Physical Activity Network (CSPAN).

Barking and Dagenham Community Sport and Physical Activity Network (CSPAN)

The CSPAN is responsible for managing the successful implementation of the sport and physical activity strategy and will report on progress to the Health and Wellbeing Board.

The aim of the CSPAN is to increase and promote participation in physical activity and sporting opportunities within Barking and Dagenham, through a diverse programme of opportunities that address health inequality.

The CSPAN exists to bring together under a common purpose all agencies involved in providing opportunities for sport and physical activity in the London Borough of Barking and Dagenham. It creates a structure to enable joint working through a co-ordinated approach.

The CSPAN is a group of stakeholders providing strong leadership and co-ordination to deliver relevant targets and strategies for increasing sport and physical activity in Barking and Dagenham.

The membership of the CSPAN is drawn from across the Council as well as representatives from local sports clubs, the NHS and regional sports agencies.

The CSPAN develops and adopts an annual action plan that sets out how the aims and priorities for improvement set out in the Sport and Physical Activity Strategy will be taken forward. It meets quarterly to monitor and evaluate progress against action plan targets.

Five sub groups have been established that inform the work of the CSPAN: club development; young people; facilities; physical activity; and parks and green spaces. These groups help to ensure the widest possible engagement with people and organisations involved in sport and physical activity across the Borough.

This strategy draws on several national, regional and local strategies and plans.

The priorities and actions set out in the strategy improvement action plan have been developed by the Barking and Dagenham Community Sport and Physical Activity Network (CSPAN).

The views of sports clubs in the Borough and National Governing Bodies for sport have also been sought and there have been opportunities for individuals and community groups to have their say.

Equality and Diversity

The intention of this plan is to make physical activity and sport accessible to all sections of the community.

As well as stimulating participation by underrepresented groups, it is clearly advocated that work will continue to encourage increased participation by those groups in society who are already well represented.

It is recognised that equal opportunity requires targeted positive action, and in line with the vision for this strategy, actions will be taken to encourage all residents in the Borough to take part in sport and physical activity.

The strategy will support the setting of targets for identified groups and recommend that plans and programmes are developed in consultation with group representatives.

The training of people and capacity building within these communities will be a key feature of this development work.

An equality impact assessment has been produced that outlines how the needs of the Borough's diverse communities as well as people of all ages, different genders and people with disabilities have been considered and taken into account in the development of the strategy improvement action plan.

As well as driving improvements in sport and physical activity participation, the strategy will inform the budget setting process of the Council and its partners. It will also help to provide a compelling strategic rationale to support external funding bids for new projects, programmes and facilities.

However, it must be recognised that these are very difficult times for local government and that Council revenue spending on sport, physical activity and parks and open spaces is unlikely to grow over the life of the strategy. This stark picture has directly shaped the development of the strategy improvement action plan to ensure that our aspirations are grounded in reality.

It also means that some tough decisions are having to be made about the level of service the Council can afford to provide. Whilst every effort is being made to try to ensure that price does not become a barrier to participation, one of the ways the Council is seeking to manage with less is by raising more income from its facilities and services.

A cornerstone of the strategy is the need to improve efficiency and effectiveness to deliver the same quality and range of services for less money, or to deliver more for the same level of expenditure.

There will also be a continued focus over the life of the strategy and beyond to secure funding from other sources working in partnership with local, sub-regional and national agencies.

To deliver the programme of activities set out in the strategy, existing funding streams will need to be directed toward the priorities identified. This will be supplemented by external funding sources. Bidding for, and securing external funding, will be a key strand of delivering this strategy if all of actions are to be achieved.

There also needs to be the consideration of a range of management models including asset transfer of pavilions and playing pitches from the Council to local clubs as well as other services being delivered by the voluntary, private or trust sectors.

These could provide a more effective way of maximising available resources in order to release funds for the continued development of sport and physical activity provision in these financially constrained times.

Outcome

More people, more active, more often

Aims

1. **Build capacity** – provide the right type of facilities, of the right quality in the right place.
2. **Increase participation in sport and physical activity** – encourage people who don't currently participate to do so and get people who are already active to take part more often.
3. **Develop effective sporting and physical activity pathways** – encourage and enable people to stay involved in sport and physical activity and achieve the highest standard that they want to and are capable of.
4. **Widen access to sport and physical activity** – make sure that people who don't traditionally participate in sport and physical activity are supported to do so.
5. **Strengthening organisations and partnerships** – increase the number and quality of volunteers, coaches and clubs.



Success measures (by March 2015 except where indicated)	Source	Link to aims
1. 5,600 more adults will be participating regularly in sport and physical activity, an increase of 3%.	Active People Survey	Increase participation/widen access
2. Leisure centre visits will have increased by 40% to 1.25 million per year.	LBBB Culture and Sport	Increase participation/widen access/build capacity
3. The percentage of 5 to 16 year olds participating in three hours or more PE and sport each week will have risen by 5% to 58%. (NOTE: Indicator to be changed in line with new Sport England Strategy)	LBBB School Sport Partnership	Increase participation/widen access/develop effective sporting pathways
4. 10% year on year increase in sport and physical activity volunteering (baseline:15,000 hours per year)	LBBB Culture and Sport/Environment	Strengthen organisations and partnerships/Widen access/increase participation
5. Satisfaction with sport and leisure facilities in the Borough will have increased by 15% to 69%.	Place Survey	Widen access/increase participation
6. Satisfaction with parks and open spaces will have increased by 5% to 71%	Place Survey	Widen access/increase participation
7. No. of coaches in the Borough (UK coaching certificate level 2 and above or equivalent) (benchmark and targets to be confirmed)	Pro Active East London	Strengthen organisations and partnerships/Widen access/increase participation/develop effective sporting pathways
8. Better quality and more accessible clubs: 13 more Club Mark accredited and 24 achieving the Borough standard	LBBB Culture and Sport	Strengthen organisations and partnerships/Widen access/increase participation/develop effective sporting pathways
9. Increase in participation in physical activity by target groups – leisure pass members: Over 60; Unemployed (claiming Job Seeker's Allowance); NEETS; Looked After Children; Students (over 16 and in full time education); Claiming income support or housing benefit; registered carer. (benchmark and target to be confirmed)	LBBB Culture and Sport	Widen access/increase participation
10. 20% of residents aged 60 – 85 will have Active Leisure memberships (an increase of 100%)	LBBB Culture and Sport	Widen access/increase participation
11. Increase in opportunities for disabled people to participate in sport: 15 local sports clubs offering inclusive activity programmes	LBBB Culture and Sport	Widen access/increase participation
12. Open the new Abbey Sports Centre (by spring 2014)	LBBB Culture and Sport	Build capacity/increase participation/widen access

Priority One: Build Capacity

Examples of best practice we would like to build on:

Becontree Heath Leisure Centre

The centre opened in May 2011. It replaced Wood Lane Sports Centre and Dagenham Swimming Pool which were old, inefficient and no longer fit for purpose. The centre has been an immediate success with massive growth in the number of gym members and participation in swimming lessons. The centre will be used for the Olympics as a Games Time Training Venue for water polo.

SportHouse

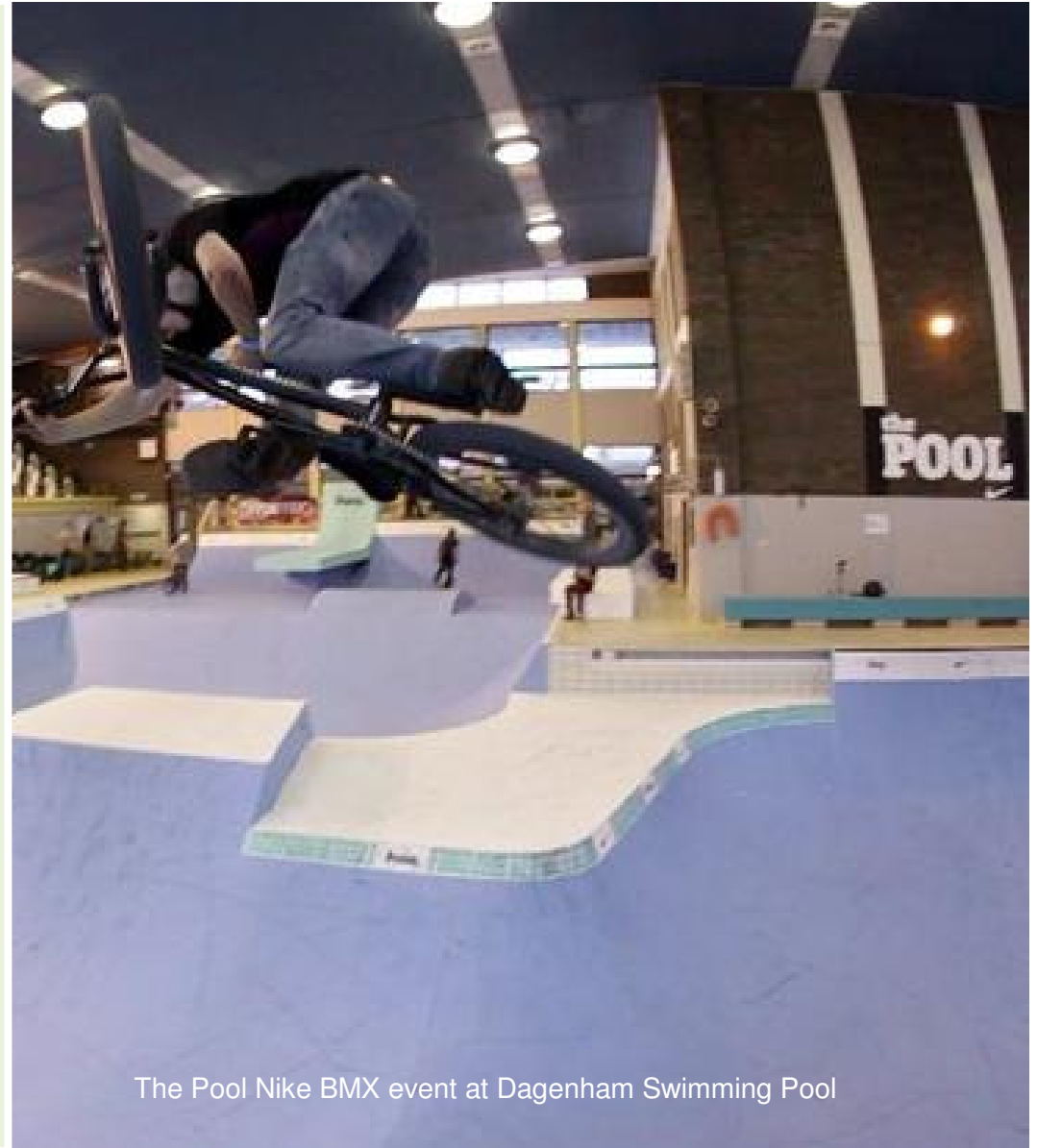
Mayesbrook Park will be the venue for two Olympic Games Time Training Venues. It will comprise of Mayesbrook Arena, which has been refurbished with £2m funding from the Olympic Delivery Authority, together with areas of the wider park for Athletics and Paralympic Athletics and a new build commercial sports centre which will host Handball, Wheelchair Rugby and Paralympic Judo. The £9.4m Sporthouse will host a number of national and international sporting events after the Games as well as being accessible to local clubs and the wider community.

Barking Park

Barking Park has been transformed thanks to a £3.5 million Heritage Lottery Fund grant that was matched by the Council. It is the first of the Borough's parks to have its own dedicated manager, management plan and rangers' team.

Dagenham Park School

The new £24m Dagenham Park Church of England School, constructed as part of the national Building Schools for the Future (BSF) programme provides an inclusive range of outstanding sports, leisure and performing arts facilities for students and young people in the Borough. The centre provides a range of opportunities for community groups and organisations to share these wonderful facilities, providing an invaluable arts and leisure hub for the whole community.



The Pool Nike BMX event at Dagenham Swimming Pool

No.	FOCUS AREAS	SUCCESS MEASURES	When	Owner	How funded
1.1	Produce a leisure facilities plan to help protect current provision and address shortcomings in the number, distribution and quality of indoor and outdoor sport and leisure facilities, which are available for community use.	Refresh the leisure facilities strategy to provide a strategic assessment of current and future need in the Borough.	Oct 2012	CSPAN Facilities sub group	LBBB existing budgets
1.2	Create a sustainable network of fewer but better quality and more accessible leisure centres.	Close Goresbrook Leisure Centre and Abbey Sports Centre and re-provide facilities in a new leisure centre in Barking town centre.	Spring 2014	LBBB Culture & Sport	LBBB capital funding
		Sport House (Olympic handball training centre) in Mayesbrook Park opens for use by elite athletes and the wider community.	Oct 2012	Ebbsfleet Ltd	Olympic Delivery Authority/ Private sector
		Mayesbrook Arena (Olympic athletics' training venue) in Mayesbrook Park opens for club, community and school use	Oct 2012	LBBB Culture & Sport	Olympic Delivery Authority
1.3	Use the Borough's Parks and Green Spaces and Playing Pitch Strategies to plan for the effective design and provision of parks and playing pitches to enable more people to play sport.	Refresh the Borough Playing Pitch Strategy to provide a strategic assessment of demand for: cricket, football and rugby pitches; bowling greens; and tennis courts.	Dec 2012	LBBB Environment	LBBB Existing budget
		Amend the type, distribution and number of pitch types across the Borough in line with Playing Pitch strategy recommendations.	Dec 2013	LBBB Environment	LBBB Existing budget
1.4	Work strategically to secure investment for key sporting facilities and physical activity programmes	Develop a fundraising strategy to secure targeted investment in the Borough's key pavilions and playing pitches.	June 2012	LBBB Culture and Sport	LBBB officer time
		Establish two new full size artificial turf pitches in the Borough.	March 2015	Barking Abbey School/ May and Baker sports club	Private sector funding and grant aid

		Protect the May and Baker sporting facilities for future generations (community management arrangement in place).	April 2014	Partners: May and Baker sports club /D & R football club/LBBD/Eastbury school/Sanoffi Aventis	To be confirmed
		Support the development of a regional hub for basketball and netball at Barking Abbey School	April 2014	Barking Abbey School	Grant aid to be secured
1.5	Look at the opportunities for alternative management models to release resources to further improve physical activity and sport.	Increase the number of cricket pitches in the Borough	March 2014	LBBD Environment	Grant aid to be secured
		Undertake an options appraisal for the Council's leisure services.	October 2012	LBBD Culture and Sport	LBDD existing budget
		Implement a programme of community asset transfers for Council owned pavilions to local sports clubs.	March 2015	LBBD Environment	LBBD officer time

Priority Two: Increase participation in Sport and Physical Activity

Examples of best practice we would like to build on:

Older peoples offer

Since April 2010 all Barking and Dagenham residents over the age of 60 can access local leisure centres free of charge. So far 10% of the Borough's population aged 60 – 84 has signed up to the offer and participation levels are growing steadily. The project is helping to transform the lives of local people:

“Services have been fantastic! Thanks to you I have got my diabetes under control, my arthritis have virtually gone and I have lost 5 stone in weight. Thank you!”

“I am so pleased I am able to swim, do yoga etc for free, as I am only on a state pension. Thanks to you I don't have to choose between heating and activities”.

Active referral

Working in partnership with the NHS, the Council delivers a GP Exercise on Referral scheme for free. After completing the 12 week referral programme, customers can then join as an Active Referral member and get a free leisure centre membership for a further nine months. This ensures that price isn't a barrier that will stop them carrying on the hard work they have started and help them to be more active, more often.

Elderberries

Elderberries is a fifty plus exercise class which takes place 5 times a week at the three local leisure centres in the borough. The programme has been running for over seventeen years and attracts more than 60 participants at each session. The classes incorporate circuits, aerobics, badminton, table tennis and short mat. Elderberries sessions offer people the opportunity to socialise, have fun and be active all at the same time.



No	FOCUS AREAS	SUCCESS MEASURES	When	Owner	How funded
2.1	Encourage people who undertake little or no physical activity to be more active through interventions targeted at sedentary populations.	20% of over 60s in the Borough to hold Active Leisure (over 60s) memberships.	March 2015	LBBB Culture and Sport	LBBB adult social care budget
		Increase adult health and fitness memberships by 100% to 6,000.	March 2015	LBBB Culture and Sport	LBBB existing budget
		5,600 more adults participating regularly in sport and physical activity	March 2015	CSPAN	-
2.2	Work with GPs and other health partners to develop interventions that encourage residents to be more active and help reduce health inequalities in the Borough.	Work with partners to implement co-ordinated and effective exercise referral and weight management programmes for young people and adults:	March 2015	LBBB Culture and Sport/NHS B&D	NHS B&D/Sport England/LBBB
		No. of participants in sport and physical activity based short term health interventions – 5,000 per year	March 2015	LBBB Culture and Sport/NHS B&D	NHS B&D/Sport England/LBBB
		Number of people participating in health referral programmes who remain physically active after 12 months – 350 per year.	March 2015	LBBB Culture and Sport/NHS B&D	NHS B&D/Sport England/LBBB
		Develop a Cardio Rehab IV exercise referral programme to encourage people who have suffered a heart attack to become physically active.	March 2015	LBBB Culture and Sport/NHS B&D	NHS B&D/LBBB
2.3	Effectively market facilities and programmes to encourage more first time attenders and to get existing service users to participate more often.	Use the Sporting Barking and Dagenham brand to promote the sports facilities, clubs and programmes in the Borough as well as across the region and nationally.	March 2015	CSPAN	Budgets to be identified for specific campaigns
		Use the Active Leisure brand to raise awareness of opportunities in the Borough to take up regular physical activity.	March 2015	CSPAN	Budgets to be identified for specific campaigns
		Increase leisure centre visits by 40% to 1.25 million per year.	March 2015	LBBB Culture and Sport	LBBB Existing budgets

		Adopt the 'Street Base' and 'Splash' brands to help promote activities for children and young people in the Borough	March 2015	CSPAN	Budgets to be identified for specific campaigns
		Maximise the potential of the access and connect card to profile and understand the behaviour of children, young people and their families and target services accordingly.	March 2015	LBBB Children's Services	LBBB officer time

Priority Three: Develop Effective Sporting and Physical Activity Pathways

Examples of best practice we would like to build on:

Get wet swim for free

This 2 year initiative which was funded by the NHS focused on increasing physical activity amongst children and young people through increasing access and uptake of swimming in the borough. The project saw a growth in swimming participation of 25%, with the Borough having the second highest swimming participation levels in London.

Barking Abbey School

Barking Abbey School has developed a series of truly excellent programmes, in basketball, netball, football and golf that has led to a flurry of well deserved national titles. Beating off stiff competition from other outstanding nominees the school picked up the coveted “Specialist Sports College of the Year” national award for 2011.

London Youth Games

2012 marks the 35th year of competition in the London Youth Games. With the introduction of the School Games some 70 different sports competitions will be accessed by over 1,500 young people in the Borough. Level 1 and Level 2 competitions will take place in schools with winning teams going forward to represent the Borough in the Level 3 School Games Finals throughout the spring and summer terms in 23 sports. Other School and Borough teams will be formed and trained to compete in the London Youth Games Finals in June and July 2012.



Kiki Oniwinde

No	FOCUS AREAS	SUCCESS MEASURES	When	Owner	How funded
3.1	Stop so many young people dropping out of sport and help them to reach their sporting potential by developing co-ordinated action plans to provide effective sport and physical activity pathways from entry level to elite status	Development plans adopted and improvement action plans implemented for: football; cricket; dance; netball; health and fitness; basketball; athletics; disability (inclusive and active); cycling; rugby; handball; aquatics and tennis.	March 2015	CSPAN	LBBD officer time to produce the development plans. External funding to be sought to implement plans as required.
3.2	Use the 2012 Games as a catalyst to stimulate coordinated participation and development in grassroots through to elite level sport.	<p>A programme of promotional activities will be implemented to harness the profile of the talented athletes in the Borough to encourage and inspire local people to get physically active.</p> <p>Delivery of an Olympics related events programme in particular Countdown – London 2012 open weekend which will offer the community tasters and pathways into sport and physical activity participation.</p> <p>Co-ordinate the council's involvement in the Olympic torch relay</p> <p>Stage inter-school and cross sport games and participate in the London Youth Games each summer.</p>	<p>Sept. 2012</p> <p>Sept 2012</p> <p>July 2012</p> <p>March 2015</p>	<p>LBBD Culture and Sport</p> <p>LBBD Culture and Sport</p> <p>LBBD Culture and Sport</p> <p>LBBD school sport partnership & sport and physical activity teams</p>	<p>LBBD existing budgets/Olympic Delivery Authority funding</p> <p>LBBD existing budgets/Olympic Delivery Authority funding</p> <p>LBBD existing budgets/Olympic Delivery Authority funding</p> <p>LBBD existing budgets</p>

		Ensure Barking and Dagenham Development plans effectively dovetail with the Host Borough sports development plans for cycling, tennis, athletics, basketball, hockey, aquatics and disability sports that set targets for 2011 – 13 and costed implementation programmes to increase adult and young peoples participation levels (to included targets for BAME, women and low income families).	March 2013	CSPAN	LBBB officer time
		Stage an annual novice triathlon and BAD 5 mile race.	Annually in June	LBBB Culture and Sport	LBBB officer time
3.3	Ensure every child in the Borough can swim	1,800 children and young people enrolled on learn to swim programmes each year.	March 2015	LBBB Culture and Sport	LBBB officer time
3.4	Increase career opportunities in sport for young people	Number of people in vocational training and apprenticeship programmes.	March 2015	CSPAN Youth sub group	LBBB officer time
3.5	Improve support for talented athletes	Financial support provided via the Living the Dream Trust, LBBB gifted and talented programme and free use of leisure facilities by elite athletes.	Annual Awards Scheme	LBBB Culture and Sport/Living the Dream Trust	LBBB existing funding/ fundraising undertaken by LTD.

Priority Four: Widening access to Sport and Physical Activity

Examples of best practice we would like to build on:

Active Women

The Active Women project is a three year project funded by Sport England that is aimed at getting women back into sport or to try it for the first time. It specifically targets women caring for children and women living in disadvantaged communities. The programme is closely linked in with the local children centres to ensure that childcare can be provided during the classes.

Disability games

The Deloitte Community Games provides 200 young disabled people the opportunity to participate and compete in 8 different Paralympic sports including cycling, seated volleyball, wheelchair basketball and wheelchair rugby. Coaches from local clubs provide instruction and support at the event.

Premier league for sport

West Ham United Community Sports Trust is working in partnership with the Council and Small Business Centre to run a three year training and mentoring scheme. With funding from the Premier League Professional Footballers Association Community Fund (PFPLA) the scheme is operating as a comprehensive team teaching project supporting 10 Trainees (aged 18 – 25) each year to receive high quality mentoring from the Trust's Coach Educators. Each trainee is bringing their new skills back to the Borough by providing sporting opportunities in schools and in the community.

Change4life

Change4Life aims to prevent people from becoming overweight by encouraging them to eat better and move more. One of the most successful of the Change4Life clubs is at Trinity School. In the first year the club was open to Trinity School pupils only but is now open to all pupils with a disability in the Borough. Led by a charismatic coach who has disabilities himself, the Club attracts on average twelve pupils weekly. The programme has now extended to 15 primary schools across the Borough.



No	FOCUS AREAS	SUCCESS MEASURES	When	Owner	How funded
4.1	Harness sport and physical activity opportunities to provide positive and diversionary activities for children and young people.	<p>Provide annual sporting holiday activity programme for children and young people in the Borough</p> <p>Create a new outdoor BMX facility with NIKE adjacent to Becontree Heath Leisure Centre.</p> <p>Work with the Youth Service to provide health and fitness memberships targeted on a reward basis for young people not in employment, education or training (NEETS)</p> <p>Delivery by Community Rangers and partners of weekly play sessions and adventurous play programme.</p>	<p>Each summer</p> <p>March 2013</p> <p>Ongoing</p> <p>Ongoing</p>	<p>LBBD Children's Services/Environment/Culture and Sport</p> <p>LBBD Culture and Sport/NIKE</p> <p>LBBD Culture and Sport /Youth Service</p> <p>LBBD Environment</p>	<p>LBBD existing budgets</p> <p>NIKE funding plus additional fundraising</p> <p>LBBD existing budgets</p> <p>LBBD existing budgets/plus external funding secured for ranger posts</p>
4.2	Encourage people to get back into sport and physical activity.	Devise and implement targeted programmes: Premier League for sport; More Active More Often; Active Women; Novice triathlon	March 2014	LBBD Culture and Sport	LBBD existing budgets/Sport England/NHS B&D plus other external funding
4.3	Consistently improve standards and embed quality assurance to increase public satisfaction with sport and leisure facilities in the Borough.	<p>All council leisure facilities and sports development teams accredited as 'highly commended' under the Quest standard</p> <p>72% of residents satisfied with parks and open spaces – an increase of 2%</p> <p>70% of residents satisfied with sport and leisure facilities - an increase of 4%</p>	<p>Dec 2012</p> <p>March 2015</p> <p>March 2015</p>	<p>LBBD Culture and Sport</p> <p>LBBD Environment</p> <p>LBBD Culture and Sport</p>	<p>LBBD officer time and existing budgets</p> <p>LBBD officer time and existing budgets</p> <p>LBBD officer time and existing budgets</p>

		Green Flag and Safer Parks awards secured for the Borough's parks and open spaces.	Annual process	LBBB Environment	LBBB officer time
4.4	Use the Olympics and Paralympics to inspire as many people as we can to adopt an active and healthy lifestyle	Sport Maker and Gateway to the Games' volunteer programmes implemented to provide opportunities for the local community to be physically active and improve their overall health and wellbeing through leading healthy walks, stewarding and officiating at events and competitions and getting involved with local sports clubs – 500 volunteers recruited	Sept 2012	LBBB Culture and Sport	LBBB officer time and existing budgets
4.5	Improve the delivery of physical activity and sporting opportunities in neighbourhood settings.	Utilise social marketing tools (Experian and Sport England market segmentation data) to effectively promote sporting and physical activity opportunities at a neighbourhood level to those people in the Borough who do not currently participate. Development of a co-ordinated approach to pricing, programming and promotion across the Council and school based leisure centres, which have community access.	Utilised on a project by project basis Sept 2013	CSPAN LBBB Culture and Sport/Secondary Schools	LBBB officer time LBBB officer time
4.6	Develop the role that sport and physical activity can play in promoting community cohesion and fostering pride in the Borough.	Work with community groups to improve green spaces in the Borough.	Annual programmes	LBBB Environment/parks friends' groups	LBBB officer time and existing budgets
4.7	Support a strong and effective school sport infrastructure to assist schools in getting more children and young people regularly participating in sport and physical activity and to halt the rise in childhood obesity.	Increase the % of 5 – 16 year olds in the Borough participating in 3 hours or more PE and sport each week by 5% to 58%.	July 2015	LBBB primary and secondary schools & School Sport Partnership	LBBB officer time and existing budgets

4.8	Improving the quality of the Borough's parks and open spaces to encourage more healthy lifestyles e.g. fitness trails, activity trails, active play, marked walking routes.	20 parks to offer opportunities for active recreation	March 2015	LBBB Environment	External funding to be sought
		Increase the network of sign posted cycle routes within and between parks and open spaces.	March 2015	LBBB Environment	Transport for London and British Cycling
4.9	Explore opportunities to remove barriers to participation in sport and physical activity	Sign up to the Inclusive and Active Initiative and implement an improvement action plan to enable more disabled people to participate in sport and physical activity (by March 2013).	March 2013	CSPAN	LBBB officer time and existing budgets
		Implement affordable pricing policies that do not exclude those on low incomes.	March 2015	CSPAN	LBBB officer time for monitoring and evaluation

Priority Five: Strengthening organisations and partnerships

Examples of best practice we would like to build on:

Living the Dream Barking and Dagenham Trust

Living the Dream Barking and Dagenham is the borough's charitable trust inspired by the Olympics. It aims to help support aspiring athletes of Barking and Dagenham live their dream and reach the 2012 Olympics.

Dagenham United football club

Dagenham United Football Club was the National Charter Standard Club of the Year in 2010. The club won Sports Club of the Year at the Sporting Barking and Dagenham Awards 2010. Dagenham United have signed up to the Borough's football development plan focusing on young people and disability football. The club is also committed to coach development with over 20 coaches accessing the local Coach Education Programme in 2011.

Borough Club Standard

The Borough Standard was launched in November 2010 and is awarded to clubs that meet the minimum requirements in the following 4 categories; the playing programme, duty of care - safeguarding and protecting children, knowing your club and its community and club management. Borough Standard particularly focuses on child safety and equality in clubs, acting as a stepping stone to the national standard of Club Mark.

Goresbrook cricket club

Goresbrook Cricket Club is Essex County Cricket Board's focus club for Barking and Dagenham. The club are the only cricket club to have achieved Club Mark in Barking and Dagenham and have been awarded with Barking and Dagenham Borough Standard in December 2011. The club work well within the Borough supporting the London Youth Games by providing a team each year as well as running the school cricket tournament in partnership with the School Sports Partnership.



No	FOCUS AREAS	SUCCESS MEASURES	When	Owner	How funded
5.1	Champion and support the ongoing growth and development of voluntary sports clubs and teams as key providers of participation, coaching and competitive opportunities.	<p>Provide a support service to clubs and develop the Sporting Barking and Dagenham club forum to assist the development of new and existing clubs.</p> <p>Strengthen relationships with Pro-Active East London and National Governing Bodies for sport to support the delivery of sport specific development plans.</p> <p>Maintain and actively promote an up to date directory of local clubs</p> <p>Offer incentives, training and advice to help more clubs to achieve the Club Mark standard and to improve quality and accessibility : 13 new Club Mark accredited clubs (by March 2013); 24 new clubs signed up to the Borough Standard</p> <p>Number of members of local sports clubs that are affiliated to National Governing Bodies.</p>	<p>March 2015</p> <p>March 2015</p> <p>Updated Annually</p> <p>March 2015</p> <p>March 2015</p>	<p>CSPAN Club development sub group</p> <p>CSPAN</p> <p>LBBB Culture and Sport</p> <p>LBBB Culture and Sport</p> <p>CSPAN Club development sub group</p>	<p>LBBB existing budgets/Sport England/Pro-Active East London</p> <p>LBBB officer time</p> <p>LBBB officer time and existing budgets</p> <p>LBBB officer time and existing budgets</p> <p>LBBB officer time</p>
5.2	Encourage more people to volunteer their time, skills and expertise to support the delivery of sport and physical activity initiatives in the Borough.	<p>Improve the number and quality of coaches by investing in their development.</p> <p>Achieve a 10% year on year increase sport and physical activity volunteering by from a base of 15,000 hours per year.</p>	<p>March 2015</p> <p>March 2015</p>	<p>CSPAN Club Development sub group</p> <p>CSPAN Club Development sub group</p>	<p>LBBB officer time</p> <p>LBBB officer time</p>
5.3	Safeguard children, young people and vulnerable adults.	Ensure effective implementation of pan-London policies and procedures for both children and adults	Reviewed annually	LBBB Culture and Sport	LBBB officer time

5.4	Develop the Barking and Dagenham Community Sport and Physical Activity Network (CSPAN) so that it can effectively manage the implementation of the sport and physical activity strategy as well as supporting the achievement of other elements of the Health and Well Being Strategy, in particular Healthy Weight and Health at Work strategies.	<p>Produce an annual delivery plan and annual report on progress.</p> <p>Implement a corporate health and fitness membership scheme (health at work target).</p> <p>Deliver the MEND weight management programme (healthy weight target).</p> <p>Creation of 60 new allotments and community food growing sites in the Borough (healthy weight target)</p>	<p>Annually</p> <p>Annual programme</p> <p>March 2013</p> <p>March 2015</p>	<p>CSPAN</p> <p>LBBB Culture and Sport</p> <p>LBBB Culture and Sport</p> <p>LBBB Environment</p>	<p>LBBB officer time</p> <p>LBBB existing budgets</p> <p>NHS B&D</p> <p>External funding to be sought</p>
-----	--	--	---	--	---

Produced by Culture & Sport Division,
London Borough of Barking & Dagenham

December 2011

more people, more active, more often

For more information please contact Paul Hogan, Divisional Director of Culture & Sport
paul.hogan@lbbd.gov.uk

