

CABINET

17 JANUARY 2012

Title: "Sporting Barking and Dagenham" - A Sport and Physical Activity Strategy for the Borough	
Report of the Cabinet Member for Culture, Leisure and Sport	
Open Report	For Decision
Wards affected: All	Key decision: Yes
Report Author: Paul Hogan, Divisional Director of Culture and Sport	Contact details: Tel 020 8227 3576 Email: paul.hogan@lbbd.gov.uk
Accountable Divisional Director: Paul Hogan, Divisional Director of Culture and Sport	
Accountable Director: Anne Bristow, Corporate Director of Adult and Community Services	
Summary	
<p>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.</p> <p>Thanks to the high class facilities on offer and the impetus of the Olympic and Paralympic Games, stars of the future have the opportunity to shine 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.</p> <p>In order to build on this track record and to get the best possible legacy from the Olympic Games and Paralympic Games in 2012, a shared vision and strategy is being developed for everyone involved in the delivery and promotion of physical activity and sport in the Borough.</p> <p>The primary purpose of the strategy is to get <i>more people, more active, more often</i>.</p> <p>The goals are to:</p> <ul style="list-style-type: none">• 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.

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

The draft strategy and improvement action plan is attached as Appendix 1.

Members should note that Sport England will be launching a new national strategy for sport in early 2012. It is expected that this will be a radical departure to their current priorities and is likely to have far reaching consequences in terms of funding opportunities and other support they provide to the Borough.

As a result, this report recommends that Members approve the draft strategy and improvement action plan as they currently stand but delegate authority to the Corporate Director of Adult and Community Services to finalise both documents in the light of the opportunities and implications presented by the new Sport England strategy.

Recommendation(s)

The Cabinet is recommended to:

- (i) Approve the current draft of the strategy and improvement action plan; and
- (ii) Authorise the Corporate Director of Adult and Community Services, in consultation with the Cabinet Member for Culture, Leisure and Sport, to finalise the strategy and improvement action plan once the opportunities and issues presented by the new national strategy for sport have been taken into account.

Reason(s)

The implementation of the strategy and improvement action plan will contribute to the achievement of the following Council priorities:

- A borough where people's health and fitness are improving, with fewer smokers, with more people taking exercise and where people take better care of their diet;
- A borough with excellent leisure and health facilities, in which people can exercise, relax and play;
- A borough which meets the needs of disabled children, young people and adults;
- A borough with a range of positive activities for young people;
- A borough with a thriving voluntary sector; and
- A borough with excellent parks, play and cultural facilities.

1. Information and Background

1.1 The sport and physical activity 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.

1.2 The 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 just traditional sporting activities.

- 1.3 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.
- 1.4 The strategy proposes what the key priorities are to achieve this and how resources should be used to support future service delivery.

2. Proposals and Issues

Proposed Draft

- 2.1 The draft strategy and improvement action plan, which Cabinet Members are being asked to approve is attached at appendix one. It should be noted that some of the photographs in the draft document are generic. These will be replaced in the final version of the strategy with images of Borough sports people, facilities and clubs.

Process

- 2.2 The priorities and actions set out in the strategy improvement action plan have been identified by the Barking and Dagenham Community Sport and Physical Activity Network (CSPAN).
- 2.3 The development of the strategy has been informed by a variety of national, regional and local policies, plans and strategies. These are set out at section 6 of the draft strategy document.
- 2.4 Current information about sport and physical activity in the Borough, wider health inequalities and anticipated population changes has also been used. The key demographic drivers are set out at section 8 of the draft strategy.
- 2.5 The overarching outcome from the successful implementation of the strategy improvement action plan is to get more people, more active, more often.
- 2.6 The strategy aims 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.
 - **Strengthen organisations and partnerships** – increase the number and quality of volunteers, coaches and clubs
- 2.7 The expected outcomes are set out in section 14 of the draft strategy along with an action plan that set out the work that will be undertaken to achieve strategy aims.

Issues

Governance arrangements

- 2.8 The proposed governance and reporting arrangements for the strategy and the central role envisaged for the Barking and Dagenham Community Sport and Physical Activity Network (CSPAN) is outlined in sections 9 and 10 of the draft strategy.
- 2.9 The strategy also describes the establishment of 'Sporting Barking and Dagenham', a new umbrella organisation that is open to all interested organisations and individuals. It will communicate information via a regular E newsletter and informal networking opportunities and will be facilitated by the Council's sport and physical activity development team
- 2.10 The aim of Sporting Barking and Dagenham is to celebrate success, share good practice, and help find solutions to common issues. It will raise the profile of sport and physical activity in the Borough, regionally and nationally.

Resourcing the strategy

- 2.11 Section 13 of the draft strategy confirms that it is not expected that there will be any growth in Council revenue funding for sport, physical activity and parks and open spaces over the life of the strategy. This reality has directly shaped the development of the strategy improvement action plan.
- 2.12 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.
- 2.13 The strategy outlines the need to consider a range of management models, including the possible asset transfer of pavilions and playing pitches from the Council to local clubs, as well as other services perhaps being delivered by the voluntary, private or trust sectors. These could provide a more effective way of maximising the impact of available resources by releasing funds for new sport and physical activity provision.

Sport England

- 2.14 Sport England has recently announced radical changes to the way it will be working in the future. This will be set out in a new youth and community strategy to be launched in January 2012.
- 2.15 The most important change expected in the strategy is a significantly increased focus on youth provision and improving the transition from school sport to community sport and creating a sporting habit for life. It has also been announced that the target for adult participation in sport and active recreation (3 x 30 minute sessions per week) will be dropped.

- 2.16 The new Sport England strategy will not be available until after the papers for this Cabinet meeting have been circulated, which is why this report seeks delegated authority to the Corporate Director of Adult and Community Services to finalise the strategy and improvement action plan.
- 2.17 This will allow the final version of the Borough's strategy to take into account the opportunities and issues presented by the marked change in direction that is expected at a national level.

3. Options appraisal

- 3.1 The options available to Cabinet are to approve the strategy and action plan (with any direction on amendments to be made) or not to approve it.
- 3.2 Not to approve the strategy and improvement action plan would be difficult because it would suggest that we are not open to collaborative working and that we do not have any commitment to address health inequalities in the Borough, in particular those related to combating the low levels of regular participation in physical activity.
- 3.3. Therefore, Members are recommended to:
- Approve the strategy and improvement action plan in principle;
 - To authorise the Corporate Director of Adult and Community Services, in consultation with the Cabinet Member for Culture and Sport, to finalise the strategy and improvement action plan, so that it takes into account Sport England's new youth and community strategy;
 - To provide such direction as they see fit on amendments, removals and additions.

4. Consultation

- 4.1 The draft strategy has been approved by the Barking and Dagenham Community Sport and Physical Activity Network (CSPAN). The aim of the CSPAN is to increase and promote participation in physical activity and sporting opportunities, through a diverse programme of opportunities that address health inequality.
- 4.2 The membership of the CSPAN is drawn from across the Council and includes representation from local sports clubs, the NHS and regional sports agencies. It meets quarterly to monitor and evaluate progress against action plan targets.
- 4.3 A consultation version of the draft strategy and improvement action plan has been reviewed at meetings of the Portfolio Holder for Culture and Sport (28/11/11), Corporate Management Team (15/12/11) and the Safer and Stronger Community Select Committee (06/12/11). Recommendations and comments from these meetings have been incorporated into the draft strategy and action plan.
- 4.4 The views of sports clubs in the Borough and relevant National Governing Bodies for sport are also being sought and there will be opportunities for individuals and community groups to have their say before the strategy and action plan is finalised.

5. Financial implications

Implications completed by Ruth Hodson, Group Manager, Finance

- 5.1 Due to the financial constraints on the budget, the Council will have to decide what level of service they can provide.
- 5.2 As highlighted in the strategy any additional revenue needed will either have to be raised by increasing income or bidding for additional external funding.

6. Legal implications

Implications completed by Fiona Taylor, Legal Group Manager

- 6.1 There are no legal implications in the report.

7. Other implications

7.1 Risk Management

The strategy is intended to provide a framework to co-ordinate and focus effort where it will have the greatest impact in increasing the levels of physical activity participation in the Borough. On this basis, it is expected to improve the effectiveness of the relationship between partners and stakeholders, as well as providing clarity about roles and expectations. In doing so, it will reduce the risk of the Council failing to achieve its priority outcomes for sport and physical activity.

There are no financial risks associated with the strategy and improvement action plan. It is expected that the strategic framework for sport and physical activity will enable the Council and its partners to lever in external funding to meet the costs of projects and programmes that otherwise could not be afforded.

7.2 Customer Impact

It is expected that the successful implementation of the strategy and improvement action plan will encourage people who already participate in sport and physical activity to do so more often. Also it will enable people who don't traditionally participate to become and stay active.

7.3 Safeguarding Children and Vulnerable Adults

One of the key actions in the improvement action plan is to implement effective safeguarding processes and procedures across the services provided by the Council, its partners and the voluntary sector.

7.4 Health Issues

The strategy and improvement action plan is intended to provide the principal vehicle by which the Borough's Health and Wellbeing Strategy priority to improve levels of physical activity will be achieved. It will also support the achievement of the priority outcomes relating to healthy weight and health at work.

7.5 Crime and Disorder Issues

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

Background papers used in the preparation of this report

The links to other strategies and plans that have informed the development of this report are set out in section 6 of the draft strategy.

List of appendices:

Appendix 1 Sporting Barking and Dagenham – sport and physical activity strategy