

CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Agenda Item 23

Brighton & Hove City Council

Subject: *Sports Development Team Update*
Date of Meeting: **7 October 2009**
Report of: Director of Environment
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Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1. The Culture, Tourism and Enterprise Overview and Scrutiny Committee have requested information on the delivery priorities and the work of the Sports Development Team and its impact upon the City.
- 1.2 Sport helps to enrich people's lives leads to a healthier lifestyle and promotes social cohesion. The aim of the Sports Development Team is to create new and promote existing sports opportunities to everyone. Particularly targeting members of the community who traditionally participate less in sport such as residents within disadvantaged communities (wards) people with disabilities, ethnic minorities, the over 50s and women and girls.
- 1.3 The programmes delivered by the Sports Development Team contribute to the Council's commitments to delivering the targets established within Local Area Agreements such as:
 - NI 6 -Participation in regular volunteering
 - NI 18 - Participation programmes and pathways into sport
 - NI 56 - Obesity in primary school age children in Year 6
 - NI 57 - Children and young people's participation in sporting opportunities
 - LI 8 - Adult participation in sport

2. RECOMMENDATIONS

- 2.1 That the committee notes the contents of the report including the range of programmes provided by the Sports Development Team.
- 2.2 That the committee endorses the benefit that the programmes provided by the Sports Development Team bring to the quality of the life of participants in the city.

3. RELEVANT BACKGROUND INFORMATION:

- 3.1 At national level Sport England is the key agency that drives sports policy. Its aim is to raise sports participation levels by 1% p.a. (1 million more people overall). Sport England have invested over a third of a million pounds into Brighton & Hove's "Active For Life Programme."
- 3.2 The Department of Health also plays a key role in providing a strategic context for physical activity. "Be Active Be Healthy – A plan for getting the nation moving," provides a framework for investment. The Brighton & Hove NHS has invested in excess of £200,000 in to the City's sports development programmes to help achieve the aims outlined in their "Healthy Weight – Healthy Lives" strategy
- 3.3 The Sussex Sports Partnership has a responsibility for coordinating sports development across the counties of East & West Sussex and Brighton & Hove. It delivers programmes to meet targets established by Sport England and the Department of Health, and is a key partner for the city's Sports Development Team.
- 3.4 The Brighton & Hove City Sports Strategy and the Active Living Strategy provide the framework for sport and physical activity development and has established the following vision: "**To increase participation in sports and physical activity in Brighton & Hove in order to improve health and well-being as well as creating higher levels of performance.**"

Sports Development Programmes

- 3.5 To deliver the vision, the Sports Development Team works with a range of partners to provide accessible, affordable and inclusive sport and physical activities the key themes are:
 - More people, more active, more often.
 - Improve well being by promoting the 5 x 30 minutes of exercise per week
 - Raise the profile of sport and leisure opportunities to increase participation
 - Increase participation in sports and physical activity to improve health and wellbeing

- Recruit and train volunteers, officials and administrators to provide sustainable sports clubs and activity groups.
- Provide support to sports clubs and groups to develop their infrastructure empowering them to become sustainable.
- Access funding to develop and enhance sports and physical activity provision.

The actual delivery of the vision takes place in a range of community facilities across the city. These include facilities operated by third sector organisations, schools and the council's own facilities.

3.5.1 The range of programmes delivered by the Sports Development Team includes:

3.5.2 **Active for Life** Programme delivers affordable, local sports and physical activity provision within targeted neighbourhoods of the City. Partnership funding has been provided by the “Big Lottery” and the NHS Brighton & Hove. Active for Life officers are deployed within areas to deliver and develop sustainable activities. Priorities are identified by the community through consultation leading to Local Actions Plans. Over 40 activity sessions are delivered on a weekly basis and to date, 3051 residents have accessed the programme. 30% of all adults engaged in the project had not taken part in any physical activity in the last twelve months and 100 young people, considered “at risk” of offending have attended youth activity sessions. In 2008 – 2009 the “Active for Life” project levered £53,000 worth of funding to support provision in priority wards.

3.5.3 **The “Healthwalks” programme** is funded in partnership with NHS Brighton & Hove and delivers 14 led-walks per week for over 1,500 residents per year. Almost half of the participants have existing chronic health conditions or a disability. The ‘Step to It’ programme is designed for people with learning disabilities to ensure they have the opportunity to lead a less sedentary lifestyle. The scheme also trains volunteers to become “Healthwalk Leaders” who are able to lead their own programmes, and to date 50 local residents have been trained. The Healthwalks programme was awarded best Health and Wellbeing Initiative at the recent Public Service Awards.

3.5.4 **TAKEPART** – The Brighton & Hove International Festival of Sport funded in partnership with the School Sports Partnership and NHS Brighton & Hove provides residents and visitors free activity taster sessions over two weeks in the summer. The festival includes a mass participation event at Preston Park, a School Sports Festival linked to the National School Sports Festival, a Seafront weekend, TAKEPART local highlighting opportunities in local parks and 2 weeks of over 200 taster sessions. The event has been identified as a 2012 legacy event for the City with both Sally Gunnell and Daley Thompson acting as its ambassadors. The festival is a high profile event helping to raise

participation levels, this year over 56,000 people participated in the programme.

- 3.5.5 **Holiday and afterschool activities** are co-ordinated by Sports Development and the summer sports programme provided 68 courses in 22 different sports for 1,000 children and young people. Partnerships are created with local sports clubs/groups to provide sustainable pathways into sport.
- 3.5.6 **City-wide programmes** are delivered targeting specific communities such as the over 50s, ethnic populations, the obese and women. Examples include the Short Mat Bowls league, (over 100 older people), women's "Back to Netball" sessions, over 50s weekly mini tennis and weight management programmes.
- 3.5.7 **Liaising with clubs and groups** is a key role of the team to determine club development needs to sustain or increase participation levels. Ongoing support and advice is given to increase opportunities and membership, improve facilities and ensure good practise.
- 3.5.8 **Training & developing** volunteer administrators, coaches and officials is a fundamental part of sports development. By training and up-skilling volunteers clubs become self-sustaining and for some, it provides a new skill set and opportunities for employment.
- 3.5.9 **Funding support** and advice is given to clubs, groups and organisations to assist them increasing participation levels and develop facilities. The Team has secured funding to build skate parks, boulder parks and multi play areas in the City.
- 3.5.10 **The Volunteer Scheme** is a recruitment and recognition programme. Recruitment of coaches, officials and administrators is essential to sustain local provision. Coaches, clubs and volunteers are given recognition for their contribution to sport in the City through the City Sports & Physical Activity Awards.
- 3.5.11 **Sport & Leisure opportunities** in the City are collated regularly and promoted in a wide range of formats including the "Active For Life" website (www.activeforlife.org.uk) which receives 6000 visits a month. The "Active For Life" Directory (a free A-Z of sports and physical activities in the City) is distributed to over 25,000 people.
- 3.5.12 **The Sports & Physical Activity Awards** provide an opportunity to recognise talented athletes and value and the work undertaken by volunteers, coaches and officials. The Awards are linked to the Regional and National BBC Awards and celebrate and raise the profile of sport within the City.
- 3.5.13 **The Sports Development Team** supports over 40 events a year distributing information and co-coordinating activities to encourage 'people to get more active more often'. These include community

festivals, regional events such as the Parallel Games and national events such as Sports Relief.

3.5.14 **The Exercise Referral Programme** supports residents who are most at risk from health problems with opportunities to take part in supervised physical activity. Supporting most at risk by delivery and supporting the Exercise on Referral Programme and healthy weight initiatives.

4. CONSULTATION

The Sport Development Team actively consults users on the programme that are being provided. In addition, consultation takes place with community groups and community workers to identify the demand for activities in different geographical area.

5. FINANCIAL & OTHER IMPLICATIONS

5.1 Financial Implications

The Sports Development programmes are funded within the existing Sports Development Budget together with external funding from other agencies.

Finance Officer Consulted *Name Patrick Rice* *Date 23.09.09*

5.2 Legal Implications

There are no adverse legal implications arising from this report.

Lawyer Consulted *Name Bob Bruce* *Date 23.09.09*

5.3 Equalities Implications

Providing equality of opportunity to participate in sport and physical activity is fundamental to the Sport Development Programme. Such programmes being important to improving the health of the city's population and reducing health inequalities.

5.4 Sustainability implications

Sustaining the opportunities provided by the Sport Development Programme is an on-going issue particularly when external funding is provided for a limited period of time.

5.5 Crime & Disorder Implications

Encouraging young people 'at risk' of offending to attend youth activity sessions can have a positive impact on reducing ant-social behaviour in an area.

5.6. Risk and Opportunity Management Implications

There is the risk of raising expectations of opportunities being available for projects with time limited funding from external agencies.

5.7 Corporate / Citywide Implications

The Sport Development Team contributes to reducing inequality through opportunity by providing a range of sport and physical activity programmes across the city.