

Brighton & Hove City Sport and Physical Activity

Sports Development Action Plan & Targets

2013



The following plan details the actions that will be taken by the City Council's Sports Development team to support the delivery of the outcomes identified within this strategy. The plan will be reviewed and updated annually.



**Brighton & Hove
City Council**

1

Increased regular participation by local residents in sport & physical activity

Why is this outcome important

- Increased participation can improve health and wellbeing, including weight management and mental health.
- Physical inactivity places a significant cost on local health and social care services. The estimated annual cost to NHS Brighton and Hove of physical inactivity is in excess of £3m.
- In the UK the estimated annual cost of ill health directly attributable to physical is estimated to be £0.9 billion - In Brighton & Hove the financial cost of physical inactivity across five diseases linked to physical inactivity (ischaemic heart disease, ischaemic stroke, breast cancer, colon/rectum cancer and diabetes mellitus) is £1.4 million per 100,000 population.
- Increased participation can bring a wide variety of social benefits and reduce anti-social behaviour including increased community cohesion and a reduction in anti-social behaviour.
- Active People Survey – 65% of adults want to do more sport and physical activity / 41% do no sport or physical activity.
- Resident, club and partner feedback from consultation (Physical Activity and Sports Joint Needs Assessment 2012).

Targets and measurement methods for 2013/14

- An increase in regular activity level of city residents as measured by Sports Development.
- Increase the proportion of adults doing at least 30 minutes of moderate physical activity per week.
- Increase in number of participants reporting improvement to their health and wellbeing. Measurement via Sports Development evaluation weeks and participants registers.
- Increase in the number of participants engaged in Sports Development programmes reporting an improvement in physical activity levels.
- Increase the number of people accessing green and open spaces.

Objectives

Continue to deliver and develop a high quality programme of different sports and physical activities in facilities across the city

Promote and encourage greater use of parks and open spaces for informal recreation and physical activity

Increase the profile of sport and physical activity and its benefits to the city

What will we do?	Annual Target & Measurement Methods
Work in partnership to develop and deliver a range of high quality sport and activities in Leisure Centres and in local communities (eg Active for Life, Summer Fun, TAKEPART)	Increase visits to council facilities (1.2 million visits – 2012). Increase the number of people attending sports development activities (111,000 in 2012).
Implement recommendations in the Indoor Sports Facilities Plan 2012-2022	Achievement of the objectives within Indoor Sports Facilities Plan 2012-2022.
Working in partnership with Freedom Leisure and Mytime Active to maximise the potential to increase participation through the city's leisure facilities and golf courses	Joint working plans produced and reviewed quarterly detailing targets and delivery programmes.
Support projects to increase access to facilities, particularly on school and club sites, prioritising those which will have a wider community benefit	Continue to support initiatives delivered through sports facilities including the free swimming initiative, MEND, GP Referral scheme, Compass Card Support the delivery of 20 club sessions in school and in community. Support the development of 3 Door Step Clubs across the city to engage children and young people.
Work with local stakeholders to support an enhanced programme of sport and activity for residents in the city	Develop Joint working plans and initiatives with key partners: Brighton University, University of Sussex, Albion in the Community, Freedom Leisure, My Time Active, Active Sussex.
Develop and enhance opportunities provided in public parks, open spaces and Skateparks	Deliver and develop skate programmes and events in five Skateparks: Woodingdean, Hove Lagoon, The Level, Saltdean and Hollingdean. Deliver 16 weekly free Healthwalks which incorporate local parks and green spaces and increase number of walks and participants. (800 participants / throughput of 6000 walks) Deliver a calendar of special interest walks to celebrate Healthwalks 10 year anniversary. Deliver 20 local outdoor events 10 city-wide events.
Support and develop initiatives and events to encourage greater use of natural facilities such as the seafront and the South Downs	5 initiatives delivered/supported, e.g. Paddle Around the Pier, Earthhour, Nordic Healthwalks & The Brighton Marathon and The Beacon Half Marathon.
Develop a city wide media and marketing campaign promoting sport & physical activity	Active People survey – satisfaction with sport and increased participation increases.
Refresh the on line Active for Life database, host on the council's website and launch the new site to increase community awareness of local clubs and opportunities	Increase organisations using the database to promote activities to 500 Increase visits to the website each month to over 7000.
Refresh Sport and Physical activity pages on the council's website, migrate TAKEPART website and utilise social media outlets to support the objectives and initiatives of the Sport & Physical Activity Strategy	20% average increase in web traffic to the site pages per month. Increase Facebook visits and Twitter followers. Investigate Smartphone app to promote & show all sport and physical activity opportunities in the city.
Further develop the City Sport & Physical Activity Awards as promotional vehicle in the city	Increase nominations by 25% and increase sponsorship support offered by local organisations by 20%.

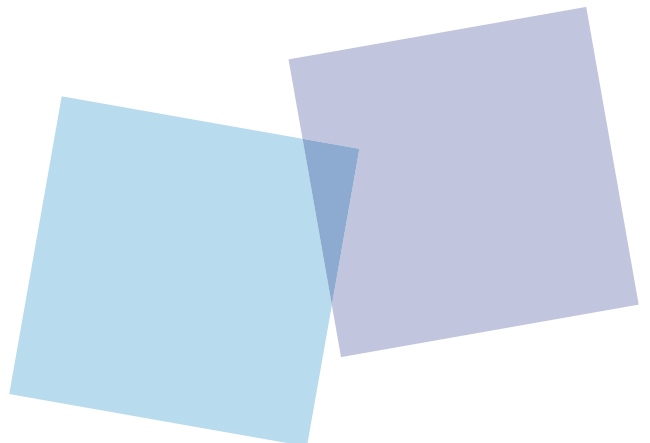


Objectives

Support and deliver a programme of events to inspire residents to take part in sport & physical activity

Use local consultation to guide the development of priority sports in the city

Deliver a range of introductory and low level activity sessions to encourage first steps into regular participation



What will we do?	Annual Target & Measurement Methods
<p>Develop and expand the TAKEPART Festival of Sport and Physical Activity in collaboration with clubs and partners</p>	<p>Increase the number of organisations delivering activities and events in the festival from 77 to 100.</p> <p>20 school and club opportunities developed.</p> <p>Increase community taster sessions and support the development of 2 new events</p> <p>Introduce a new adult event in the city and new event in Stanmer Park.</p> <p>Produce TAKEPART evaluation report to demonstrate festival is continuing to impact on long-term activity rates of participants.</p>
<p>Work with partners to deliver a programme of sport and physical activity events to inspire local residents</p>	<p>Deliver and support 40 events including Healthwalks 10th anniversary 2013.</p> <p>Source external funding and deliver Ping 2013.</p>
<p>Support high profile competitions and sports events in the city to increase economic benefits and deliver development activity programmes to maximise impact for local residents</p>	<p>Work with events team to ensure that sports events have a local delivery pathway.</p> <p>Set up rugby development lead up and legacy plan and working group linked to Rugby World Cup 2015.</p> <p>Deliver 8 10 week children's running programmes to link with Brighton Marathon and Beacon Half Marathon and support the delivery of the mini miles.</p>
<p>Develop opportunities to widen the cultural offer through sport to residents and visitors to the city</p>	<p>Engagement programmes and events including the Dance World Cup, World Mental Health Week.</p>
<p>Develop citywide working groups to develop increased opportunities to take part in: Swimming, Walking, Cycling, Running and Athletics, Dance, Rugby and Table Tennis</p>	<p>Establish working groups and agree programmes and targets.</p>
<p>Sports development activities provided will be suitable for people with no previous experience with identified pathways for ongoing progression</p>	<p>Number of weekly sessions to engage with the least active through the Active for Life and Healthwalks programmes.</p> <p>Further develop and promote Green level Healthwalks.</p> <p>Deliver over 100 taster sessions and promotional talks.</p>

2

Increased social and health benefits delivered by sport and physical activity in the city

Why is this outcome important

- Significant levels of health and social inequality exist across the city. – 43,632 adults are obese, 6,500 are morbidly obese. An estimated 14,000 children and young people aged 2- 19 years are overweight or obese and predicted to increase to 16,200 by 2020.
- Cost to the NHS of all health conditions related to inactivity is forecast to rise.
- The newly established Health and Wellbeing board have endorsed five key topics, identified in the JSNA, as priority health issues for the city; three of these are linked to physical activity. They are cancer, mental wellbeing and healthy weight.
- The greatest public health benefit lies in increasing the physical activity levels of the least active, particularly those doing zero sessions of activity and moving these up to one or two days of activity per week
- 65.9% of adults aged 55+ undertake zero days of regular activity (APS4)
- Community cohesion, reduction in anti-social behaviour
- 12% of 18 + population have mental health issues

Targets and measurement methods for 2013/14

- A reduction of the levels of childhood obesity among 10-11 year olds (currently one in five).
- Reduce the percentage of people currently doing no physical activity.
- An increase of regular activity level of young people aged 14-25.
- Increased participation amongst low income groups (APS)
- Reduction in the prevalence of adults who are overweight or obese

Objectives

Continue to develop and support sport and physical activity programmes to target the least active groups

Develop a range of introductory and low level activity sessions to encourage first steps into regular participation

Ensure sport and physical activity effectively contribute to public health outcomes

What will we do?	Annual Target & Measurement Methods
Deliver the Active for Life and HealthWalks programme across the city targeting groups who are least active	<p>Number of people engaged in programmes.</p> <p>Increase numbers attending Healthwalks by 2% each year.</p> <p>Target Healthwalks to older people, women and those with physical or mental health conditions.</p> <p>Deliver 3 Volunteer Healthwalk Leader training days per year.</p> <p>Increase number of residents from targeted communities attending activities delivered through the Active for Life project.</p>
Prioritise sports development activities towards people living in areas with higher indexes of deprivation	Number of people engaged in Sports Development activities from areas of deprivation.
Provide advice and support to external programmes and providers targeting the least active	<p>Number of programmes directly supported.</p> <p>Active for Life (AFL) support 12 programmes/services (youth service, children's centres, Looked after children, young mums, sheltered housing, carers project, Shape Up Programme, Millview Hospital, Black & Minority Ethnic Community Partnership, Health Trainer service, Play team, MIND).</p>
Prioritise advice and support to sports clubs and organisations delivering in areas with higher indexes of deprivation	Over 20 clubs supported to deliver activities within areas with higher indexes of deprivation.
Sports development activities to be suitable for people with no previous experience with identified pathways to support ongoing participation	<p>Number of people accessing sports development activities undertaking less than the recommended physical activity. Number of people who become more active after engaging with the sports development team.</p> <p>80% of AFL attendees to report increase activity levels after 3 months, 65% after 6 months and 40% after 12 months.</p>
Develop increased links between primary care providers and community sport and physical activity programmes	<p>Sports Development Team to be represented on Health Promotion Steering Group & Providers Network, Preventing Obesity Group. Develop Walkwell mentored walks for breast cancer patients.</p> <p>Active for Life to link work with Public Health commissioned projects - Health Trainers, BHFP and refers to other services via refer-All scheme.</p>
Develop and support activities to contribute to the outcomes in the city's Weight Management Strategy	<p>Number of activities supported.</p> <p>Number of activities delivered.</p> <p>AFL Supports – Shape Up – 15 courses per year, Health Trainer service, refers into Healthy Weight Scheme via Refer-All.</p> <p>AFL Delivers In Shape For Life Programme (6 groups across city, 40 sessions per annum each group).</p> <p>AFL delivers Childhood Weight Management Clinic.</p> <p>Pre-school Fit and Fun Families sessions x 2.</p>



Objectives

Ensure sport and physical activity effectively contribute to public health outcomes

Support initiatives that use sport and physical activity to divert young people from crime and antisocial behaviour



What will we do?

Annual Target & Measurement Methods

Encourage the development of workplace physical activity programmes amongst local employers

Support the delivery of the Global Challenge and deliver a programme of activity during Adult Learners week.

Support and develop initiatives to use sport to contribute to improving mental wellbeing

In partnership with the Basement deliver a programme of events and activities during World Mental Health week.

Work with partners to deliver an inclusive Street Games programme across the city

Number of young people participating.
Deliver 5 Street Game programmes with Youth Service, Adventure Unlimited, Groundworks, SYCMA, Crew Club.

Support the development of "Door Step Clubs" across the city to engage children and young people

Support the 3 clubs established.

Work with schools and colleges to signpost young people into community based activities

1,000 students to attend engagement opportunities.



3

Improved equality of access to sport & physical activity for the least active city residents

Why is this outcome important

- Consultation reveals specific barriers to participation by certain groups. Inactivity is greater amongst certain groups (e.g. in areas of deprivation).
- Council and Public Health communities of interest
- Strong social benefits realised through greater community integration through sport and physical activity
- Improved health and wellbeing and mental health statistics.

Targets and measurement methods for 2013/14

- 2400 more people aged 55+ undertaking the recommended levels of physical activity (3.3% increase APS against ONS population forecast)
- Increase participation of the least active people in the city.

Objectives

Prioritise the development of activities for groups who experience additional barriers to participation in sport & physical activity: people with disabilities, older people, minority ethnic people, women and girls, looked after children, LGBT communities & low income groups

Develop a programme of opportunities to increase participation amongst people living with disabilities or long term health conditions

Develop a programme of opportunities to increase participation amongst older people



What will we do?	Annual Target & Measurement Methods
Continue to support and develop effective programmes working with target groups e.g.: Active for Life, Standing Tall, HealthWalks, Active Forever etc	Level of engagement from target groups in Sports Development Activities AFL to deliver following 10 programmes Fit and Fun Families, Girls Get Active, Women Get Active, Men Get Active, Active Forever, Street Games, Dance AFL, Summer Holiday club, In Shape for life, Holiday Activities. AFL to support Standing Tall, Weight management service via BHFP, Youth Service, children's centres, Looked after children, young mums, sheltered housing, carers project, Shape Up Programme, Millview Hospital, Black and Minority Ethnic Community Partnership, Health Trainer service, Play team, MIND.
Work with local advocacy groups to identify and address existing barriers to participation	Level of engagement from target groups in Sports Development Activities.
Develop initiatives to support local clubs, coaches and volunteers to provide activities for target groups	Number of people undertaking sport specific training to support increased participation from target groups. Number of clubs directly supporting targeted initiatives.
Develop opportunities available through the Leisure Card	Target of 500 cardholders in 2013/14.
Support the development of opportunities provided through the Compass Card Scheme for young people with special needs	Increase in the number of people accessing the activities. Increase in the number of activity sessions within the scheme.
Increase opportunities and regular participation through sports development programmes from people living with a range of disabilities	Number of people accessing programmes who declare they have health conditions. In partnership deliver the TAKEPART Amazing Zone at TAKEPART event and Go For It day.
Increase opportunities and participation for people in primary care programmes, targeting child and adult obesity, mental health, respiratory, stroke, diabetes, cancer and musculoskeletal conditions.	Number of people accessing programmes who declare they have health conditions.
Deliver a community Active Forever programme of events and activities targeting older people including Healthwalks	Number of older people participating. Number of older people doing zero activity, Number of events delivered. Deliver the Ping-pong care campaign and TakePart Older People's Day.
Expand and develop the Boccia league & Short Mat Bowls League to provide wider opportunities across the city	Number of teams playing in the Boccia and Short Mat Bowls Leagues and continue outreach development work.



Objectives

Develop a programme of opportunities to increase participation amongst minority ethnic people

Develop a programme of opportunities to increase participation amongst women and girls

Develop a programme of opportunities to increase participation amongst children in care

Develop a programme of opportunities to increase participation amongst the LGBT community

Develop a programme of opportunities to increase participation amongst low income groups

Support and train local sports organisations, clubs, coaches and volunteers to provide activities for target groups



What will we do?

Annual Target & Measurement Methods

Support community sports organisations to develop increased membership and opportunities for this target group	Support the Sports Working group to develop Black Minority Ethnic women's groups to access swimming, courses and source funds for subsidised swims. Deliver Girls Get Active Programme targeting Black Minority Ethnic young Muslim women.
Coordinate a Girl's Get Active Programme across the city targeting girls aged 14-25	Number accessing sports development programmes. AFL – 60% of new participants Female. AFL – Girls get Active, Women Get Active, Dance AFL, Womens Well-being events.
Increase opportunities for children in care to participate in community based sports activities and holiday programmes	Number accessing sports development programmes. Active for Life to deliver 5 school holiday sessions for Looked after Children.
Develop the range of activities available through the Listen Up Card scheme	Increase number of residents using card. Continue to support the Listen Up scheme at council sports facilities.
Review facilities and activity provision and identify opportunities to remove barriers to participation for transgender community	Successful delivery of a transgender swimming session in the city. Support the delivery of programmes and events delivered by BLAGGS
Introduce pricing benefits and special offers, (where possible) to encourage participation	Active for Life – 10 programmes all low cost or free in targeted communities Develop the Leisure Card Concessionary Scheme including close monitoring and evaluation.
Create opportunities for clubs to support sports development targeted programmes (eg Active for Life, school holiday programmes) in local communities	Number of clubs engaged in programmes. Number of children and young people participating. Number of activity sessions.
Provide specialist training to support clubs, coaches and volunteers to provide high quality activities for target groups	Number of people trained.
Provide support for sports organisations to access funding to deliver opportunities for target groups	Number supported. Amount of additional resources accessed.

4

Increased opportunities for children & young people to participate in sport and physical activity in school and community settings

Why is this outcome important

- Developing and promoting junior participation in sport and physical activity is vital in the development of lifelong skills and behaviour.
- Consultation from wider stakeholders has clearly identified that this should be a core focus.
- Level of childhood obesity and predictions for the future.
- Level of child poverty. Develop resilience to health issues.
- Increase the proportion of children and young people achieving the Chief Medical Officer's recommendation for levels of physical activity including an increase in school based activity.
- Creating a Sporting Habit for life – Sport England

Targets and measurement methods for 2013/14

- Childhood obesity reduction - One in five children currently reporting recommended levels of exercise (Safe and Well at School survey).
- Increase number of Club Mark Clubs.
- Contribute to the reduction in prevalence of overweight and obese children from the National Child Measurement Programme dataset for children aged 10-11 years.
- An increase in regular activity level of children and young people measured by Sports Development.
- Increase the proportion of children doing at least 30 minutes of moderate physical activity per week.
- Community cohesion, reduction in anti-social behaviour.
- Increase in number of participants reporting improvement to their health and wellbeing. Measurement via Sports Development evaluation weeks and participants registers.
- Increase in the number of participants engaged in Sports Development programmes reporting an improvement in physical activity levels.

Objectives

Increase opportunities for children to access high quality sport and physical activity through local schools

Increase opportunities for children and young people to access a range of community based sport and physical activity

What will we do?	Annual Target & Measurement Methods
Work with agencies and colleagues to investigate a formal review to develop a local school sport plan incorporating school curriculum activity, school competitions and extra curricular activity	Creation of a local school sport delivery plan.
Offer practical mechanisms to schools to meet a minimum of 2 hours target of PE per week, to introduce a wide range of sports, and to provide opportunities outside of school hours	Schools achieving target. Pupil activity through Safe and Well at School survey.
Support the development of sports facilities at school sites particularly where there are wider benefits to the local community (ref. Indoor Sports Facilities Plan 2012-2022)	See Sports Facilities Plan 2012-2022. Identify suitable schools and initiate discussions with Headteachers.
Develop and support initiatives to improve links between clubs and schools to increase the range of opportunities and improve pathways into community sport	Number of National Governing Bodies affiliated clubs with formal links to local schools.
Deliver extracurricular and school holiday programmes to provide high quality community opportunities for children and young people in the city	Number of children and young people accessing Sports Development programmes. Number of children and young people accessing programmes delivered by Freedom Leisure / Mytime Active.
Increase understanding of the needs and interests of local children and young people relating to sport and physical activity	Through Safe & Well at School survey.
Provide support to local sports clubs and organisations to deliver increased opportunities for children and young people	15 clubs/organisations receiving support.
Support National Governing Bodies to increase the number of Club Mark clubs in the city	Club Mark register.



Objectives

Increase participation amongst 14-25 year olds to address the drop in participation levels at this age

Safeguard children and young people accessing sport & physical activity in the city

What will we do?	Annual Target & Measurement Methods
Deliver a range of initiatives and programmes to engage and develop opportunities for this age group	Number of people aged 14-25 participating in sports development programmes.
Maximise opportunities for local sports organisations to access and deliver Sportivate funded programmes	Number of sports organisations receiving Sportivate funding.
Source continuation funding for a City Wide Skateparks development worker to deliver a range of programmes and activities in city Skateparks	Funding accessed to resource work.
Develop and support a range of Streetgames and dance activities for young people across the city	Number of sessions and participants.
Provide advice and guidance to local organisations to develop appropriate policies and procedures to safeguard people involved in their activities	Number of clubs and organisations receiving support.
Develop measures to ensure all sports organisations with junior members using local authority facilities and programmes meet minimum safeguarding standards	Number of clubs accredited.

5

Increased capacity of the voluntary sport and physical activity sector in the city

Why is this outcome important

- There are over 500 sports clubs and groups in the city.
- Identified as a key area for support from local authority in resident and stakeholder consultation.
- Address low satisfaction in sports provision.
- Support the significant contribution of volunteers to local sports organisations, however volunteering in sport locally is lower than surrounding area (bottom quartile - Active People Survey)
- Volunteer Strategy (Joining the Dots) highlights the need to increase volunteer opportunities and volunteer management support due to benefits it provides people, places, organisations and society.

Targets and measurement methods for 2013/14

- Increase the number of volunteers who support sport for at least one hour a week from 5.6% - Active people Survey
- Increase resident satisfaction in local sport provision from 44% as measured by the Active People Survey

Objectives

Support partnership and cooperation between local sport and physical activity stakeholders

Attract additional funding to increase the capacity of local sport development activity in the city

Support National Governing Bodies of Sport to implement whole sport plans at a local level

Develop sports coaching and leadership training and opportunities across the city

What will we do?	Annual Target & Measurement Methods
Review the role and operation of the Sports Forum and Sport & Physical Activity Strategic Group.	Undertake review and establish future priorities and targets.
Deliver two events to bring together all partners to plan and develop provision in the city.	2 Events held with 80% of the organisations stating benefit received as a result of attending.
Identify and secure funding and additional resources to enhance the activities delivered by the Sports Development Team	Access £50,000 of additional external funding to support sports development activities.
Support organisations in the city to identify and secure additional funding to support the aims and objectives of the City Sport & Physical Activity Strategy	Support 20 Clubs to identify and apply for funding. Work with local organisations to help them secure £50,000 of external funding.
Work in partnership with National Governing Bodies and Active Sussex to ensure the city fully benefits from Whole Sport Plan initiatives.	Support 3 National Governing Bodies programmes and development groups.
Establish a Sports Leadership steering group to support the development of sports leaders in the city	Establish group and set future targets.
Work with partners to deliver a training programme to enhance coaching skills working with priority groups identified in the City Sport & Physical Activity Strategy	Provide over 50 coaches access to training.
Support increased opportunities for people to study sports disciplines, acquire qualifications, enter apprenticeships, work placements and student placements relating to sport and physical activity	Provide, support and mentor 2 university students placements.



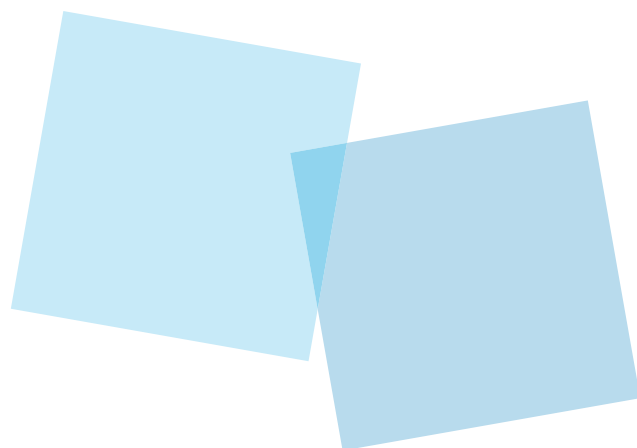
Objectives

Develop strong community sports clubs and organisations

Increase the number of volunteers supporting local sport and physical activity



What will we do?	Annual Target & Measurement Methods
Provide an advice and needs lead training programme to local sports clubs and organisations to improve administration, management, capacity and access additional resources	50 clubs provided with bespoke development advice. 150 people with leadership roles in clubs to participate in club activities. 80% reporting a positive impact on club activities.
Coordinate initiatives to help clubs increase membership and attract volunteers	100 clubs and organisations supported to increase participants and volunteers.
Provide and manage opportunities for people to volunteer to support community sport and physical activity	Recruit and support 80 volunteers.
Promote the benefits of volunteering to individuals, organisations, and the city	Increased web traffic to Brighton & Hove City Council volunteer pages by 25%.
Source funding for a dedicated Sport & Physical Activity Volunteer Coordinator	Work programme targets to be set once role enabled.



6

Increased participation in high performance sport and physical activity in the city

Why is this outcome important

- High performance sport can inspire the next generation of sports participants.
- Pathways for different levels of ability must be available to enable continued engagement for residents.
- There is a need for the city to support and compliment the regional and national sport structures and support residents in being a part of this.

Objectives

Develop an appropriate range of high quality sports facilities to support participation at all levels

Develop pathways for local residents to compete at all levels of performance



The following plan details the actions that will be taken by the City Council and Sport and Leisure to support the delivery of the outcomes identified within this strategy.

What will we do?	Annual Target & Measurement Methods
Refer to the Sports Facilities Plan 2012-2022	Refer to the Sports Facilities Plan 2012-2022.
Increase sports club engagement in programmes to encourage participation in the community	Number of clubs engaged in sports development participation programmes.
Support National Governing Bodies and clubs to implement talent identification programmes in the city	Number of activities supported.
Provide support to talented young individuals living in the city through the City Sport & Physical Activity Grants, and Brighton Youth Sports Partnership to maximise their level of performance.	Number of individuals supported by grant scheme.

Outcomes and targets

2013 – 2018

	Outcome	Citywide Targets by 2018
1	Increased participation by local residents in sport & physical activity – Adults (16 +)	<ul style="list-style-type: none"> • Increase once a week participation in sport from 34.0% (APS 6 – 4+ sessions of sport of at least moderate intensity over the past 28 days. This indicator currently is looking at 16+, and will include 14+ in the future) • Increase adult participation in sport and active recreation for at least 3 x 30 minute sessions per week from 21.1% (APS6 - formerly NI8) • Reduce the number of inactive people in Brighton & Hove from 24.9% (Active People Survey Department of Health Indicator – number of people doing less than 30 “equivalent” minutes of at least moderate intensity physical activity per week in bouts of 10 minutes or more in the previous 28 days expressed as a percentage of the total number of respondents aged 16. • Increase local satisfaction in sport currently from 65.1% (APS5)
2	Increased social and health benefits delivered by sport and physical activity in the city	<ul style="list-style-type: none"> • Reduction in prevalence of overweight or obese children aged 10-11 years. • Reduction in the prevalence of adults who are overweight or obese
3	Improved equality of access to sport and physical activity for the least active residents	<ul style="list-style-type: none"> • Increase adult participation from key target groups in sport and active recreation to at least 3 x 30 minute sessions per week: Female 19.2%, (APS6) Limiting Illness or disability 18.9%, (APS6) Black and Minority Ethnic Groups: 15.1 % (APS6) NS SEC 5-8: 21.9% (APS1)
4	Increased opportunities for children and young people to participate in sport and physical activity in school and community settings	<ul style="list-style-type: none"> • Increase the number of children & young people reporting recommended levels of exercise. Safe and Well at School survey: 31% of pupils aged 11-14 years took part in three or more hours of physical activity per week 23% of pupils aged 14-16 years took part in three or more hours of physical activity per week 22% of pupils aged 11-14 years took part in more than five hours of out of school physical activity per week 18% of pupils aged 14-16 years took part in more than five hours of out of school physical activity per week)
5	Increased capacity in the sport and physical activity sector in the city	<ul style="list-style-type: none"> • Increase the number of volunteers who support sport for at least one hour a week from 13% (APS5)
6	Increased participation in high performance sport in the city	<ul style="list-style-type: none"> • Increase in regional and national representation