

**STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL**

**Report to Cabinet**

**1 August 2017**

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| <b>TITLE:</b>     | <b>Strategy for Physical Activity and Sport</b>  |
| <b>PORTFOLIO:</b> | <b>Councillor Michael Bowen - Portfolio Holder for Communities, Leisure, Sport, Parks, Countryside and Housing</b> |
| <b>OFFICER:</b>   | <b>David Stock – Principal Officer Leisure and Recreation</b>  |
| <b>WARDS:</b>     | <b>All</b>   |

**Appendices Attached –  
Appendix A - Towards a Physically Active Staffordshire Moorlands  
A physical activity and sport strategy 2017 onwards.**

**1. Reason for the Report:**

1.1 To provide Members with the Council's finalised Strategy for Physical Activity and Sport.

**2. Recommendation**

2.1 That the strategy be adopted.

**3 Executive Summary**

3.1 Members have received over the course of 2016 and 2017, reports and presentations on the refreshing of the Council's strategy for Physical Activity and Sport. Members were also presented with local data and insight concerning local residents' health and physical activity behaviours derived from national and local reports, surveys and studies.

3.2 This strategy has been developed as a response to a new national sport and physical activity agenda and funding strategy that aims to better target resources to the most "inactive" and disadvantaged in local communities. This strategy has also been developed to support the

Councils Medium Term Financial Strategy (MTFS), to reduce the subsidy levels on Council leisure centres and review how the Council more effectively directs resources for sport and physical activity, in future years. There is some evidence to suggest that Council resources could be better directed, over the coming years to target those in local communities who would benefit most from initial help and support to be more physically active.

- 3.3 In October 2016 Members were provided with a report outlining new national strategies for sport and physical activity from Department for Culture, Media and Sport and Sport England, outlining the national priorities for improving the nation's wellbeing through physical activity and sport. The new national strategies have a greater emphasis on targeting inactive communities and using physical activity and sport as a tool to improve an individual's physical and mental health while developing social and economic benefits for local communities.
- 3.4 Members also received a presentation and verbal report in November 2016 on the physical activity participation levels and health profiles of the local area that provided an outline of the current health and physical activity picture for Staffordshire Moorlands communities, with the main issues including;
  - a. Low levels of participation in physical activity and sport among women / girls, people with disabilities and people on lower incomes.
  - b. The identification of particular geographic areas where residents experience poorer than average health outcomes and where there are multiple social and economic challenges.
  - c. There is an aging population with approximately 50% of the local population being over 50yrs of age
  - d. There are limited networks to formal joint working between different agencies to support the development and joint delivery of physical activity programmes.
  - e. There is a particular network support gap for sports clubs and people with disabilities.
  - f. Only a limited proportion of the local population use local leisure centres on a regular basis.
- 3.5 Following consultation and a review of relevant local data (health profiles, physical activity levels, leisure centre memberships, the local sporting network etc.), key gaps in community access to physical activity and sport were identified and subsequent strategic objectives developed to form the basis of a strategy for the next four to five years.
- 3.6 Members received a report and copy of the draft strategy at the meeting of the Community Select Committee on the 29<sup>th</sup> March, which outlined the key strategic objectives and the Councils key roles to widening access to physical activity and sport over the coming years.
- 3.7 The draft strategy was issued for consultation purposes, to key stakeholders and potential partners to invite comments and views on

the main objectives, scope and priorities. Organisations such as Sport England, Derbyshire Sport, Public Health, National Governing Bodies of Sport, Schools, local sports clubs and other organisations have provided various comments and views on the original draft and these, where appropriate, have been incorporated into the final document.

3.8 A final version of the strategy has now been produced, with some minor changes resulting from the consultation.

3.9 The strategy will seek to provide and maintain a wide range of physical activity and sporting opportunities for everyone in the Staffordshire Moorlands area. There are also number of priorities that focus on encouraging those in our communities who are inactive, disadvantaged or under represented (in sport and physical activity participation) to adopt a healthy and more physically active lifestyle. To widen access and develop more opportunities for communities to engage in physical activity and sport the strategy identifies 5 key priorities that the council should focus on, with these being;

**1. Develop a strong local universal offer for sport and physical activity** to support the “core” local market for physical activity and sport

**2. Address participation inequalities, supporting the inactive to become physically active** with a focus on:

- a. Women and girls
- b. People with a limiting illness or disability
- c. People aged 55 years and over
- d. People in lower social grades (NS SEC 5-8)
- e. Children and young people aged 5 to 18.
- f. Young people involved in antisocial behaviour and crime

**3 Establishing a ‘place based approach’ with strategic partners** to improve the health and wellbeing of residents in the areas facing multiple challenges and deprivation:

- g. Leek (North)
- h. Biddulph (East)
- i. Cheadle
- j. Forsbrook
- k. Cellarhead
- f. Endon.

**4 Maximise physical activity and sporting opportunities using the outdoor and natural environment.**

**5 Supporting our existing club and voluntary sector base** to build local capacity, strengthen their community offer, and encourage diversity.

- 3.10 To support the implementation of the strategy there will also be a focus on improving the collection and use of relevant sport and physical activity data and information to better inform decisions on spending for programmes and activities.
- 3.11 Developing working partnerships and joint working with Public Health, Education, local social enterprises and the voluntary sector will be critical to maximising the impact of the Councils resources and providing better opportunities for attracting external investment (i.e. grants / partnership funds) for physical activity and sport.
- 3.12 The strategy will be delivered through the implementation of annual delivery plans involving a number of partner agencies, and overseen by a multi agency steering group.

#### **4. How this report links to Corporate Priorities**

- 4.1 This report links to Aim 1 in the Corporate Plan 2015-19, "To help create a safer and healthier environment for our communities to live and work". It particularly focuses on the key priority for the "provision of sports facilities and leisure opportunities focused upon improving health".

#### **5. Options and Analysis**

- 5.1 Update the Council's Strategy as recommended in line with national strategies.
- 5.2 Do nothing, not recommended as this would limit the ability of the Council, sports clubs and individuals to take advantage of future funding streams and fail to deliver the wider benefits of increased participation in physical activity to our residents..

#### **6. Implications**

##### **6.1 Community Safety - (Crime and Disorder Act 1998)**

Producing a strategy consistent with the DCMS document would support Community Safety.

##### **6.2 Workforce**

None

##### **6.3 Equality and Diversity/Equality Impact Assessment**

This report has been prepared in accordance with the Council's Diversity and Equality Policies.

6.4 Financial Considerations

Costs of production can be contained within existing revenue budgets

6.5 Legal

None

6.6 Sustainability

None

6.7 Internal and External Consultation

Strategy development will involve community consultation.

6.8 Risk Assessment

None

**7. Background and Detail**

7.1 In June 2016 Members were provided with a report outlining the Department for Culture, Media and Sport's new Strategy for Sport and Physical Activity and advising of the anticipated subordinate Sport England Strategy. As highlighted at the time the Sport England strategy was published over the summer. Members were also provided with an indicative timeline for developing a local refreshed strategy for physical activity and sport

7.2 As reported in June the DCMS strategy set out the government's vision for the future direction of sport and physical activity, its funding priorities and focus on outcomes, being:-

1. Physical wellbeing
2. Mental wellbeing
3. Individual development
4. Social and community development
5. Economic development

7.3 In November 2016 members received a presentation and updated verbal report outlining the key data collection and consultation undertaken to establish the base line information from which the new strategic priorities would emerge.

7.4 The updating of the Council's strategy was to be undertaken in 4 stages.

Stage 1 reviewed what's been done to date with the objective of identifying any gaps and information/data needs. The aim being to ensure once conclusions and strategic priorities are confirmed at the end of the project there is a clear case for these priorities and the process for identifying them is robust.

Stage 2, was to draw together a 'narrative' for each local authority derived from the data collection and analysis conducted in Stage 1. This information will be shared with this Committee and other key stakeholders. The narrative is intended to include an analysis of the current state of sport and physical activity behaviour in the area; what is known about who plays sport and is physically active (and who isn't) and what differences there might be between different population groups and geographies. It will look at latent demand and what we know about those that would like to play more sport or be more physically active. It will start to identify what the focus of the new strategy should be and why.

Stage 3, a draft strategy was then produced for wider consultation, this will include partner workshops to help validate the findings and encourage involvement.

Stage 4, to present the final documents for sign off by this Committee and Executive.

- 7.5 Some minor amendments have been made to the first draft following, consultation responses from partners and a second review of the local data. The key amendments are;
- a. Greater reference to connecting the strategy at a policy level with other key and relevant partners
  - b. Emphasis on being "physically" active rather than "active"
  - c. Using sport and physical activity to support reduction in antisocial behaviour and petty crime.
  - d. Ensuring the strategy provides for the growth of sport and those who take part regularly (known as the "core market") as well as those who are inactive.
  - e. Being more explicit about supporting sustainable "behaviour change" in those who are most inactive.
- 7.6 The strategy document as detailed in appendix 1 represents stage 4 of the process and is complete subject to any final amendments.
- 7.7 Parallel with focusing on particular priorities the strategy will ensure that opportunities are developed and maintained for a widest possible range of the Staffordshire Moorlands Community, regardless of age, gender religion etc. It is recognised, however, that there is a need for both a universal service (to maintain and promote physical activity for all sections of the local population) and a bespoke approach targeting particular groups of people and communities where inactivity and poor health is more prevalent. There are some groups within the population who are identified as inactive or who's lives

would be significantly improved through being physically active and a particular approach (with partners) is required to encourage habitual physical activity and health improvement.

- 7.8 To widen access, align with national practice and develop more opportunities for inactive people to engage and participate in physical activity and sport, the strategy sets out key priorities for the Council to focus on over the next few years;

## **8.0 A Summary of the Strategy**

- 8.1 Appendix 1 provides the full contents of the final strategy. The following summarises the key priorities, approach and areas of focus for the Council over the next few years.

### **8.1 Addressing inequalities and establishing a resilient habit**

Working across the Staffordshire Moorlands the strategy will focus attention and effort on the low participant groups, the most inactive and those who would benefit most from engagement and participation in physical activity.

- a. Women and Girls
- b. People with a limiting illness or disability
- c. People aged 55 years and over
- d. Children and young people aged 5 to 18
- e. Young people involved in antisocial behaviour and crime

### **8.2 A Place based – Targeted Approach**

- 8.2.1 The strategy will attempt to create and maintain physical activity and sporting opportunities for all places across the Staffordshire Moorlands. There will be, however, places within the district in which the Council, with other partners, will focus some resource in a multi agency approach. These places are particular pockets of the district where residents experience poorer than average health outcomes
- 8.2.2 Establishing a “place based approach” that combines resources from different sectors (education, health, business etc.) into our priority places that should include:

- a. Leek (North)
- b. Biddulph (East)
- c. Cheadle
- d. Forsbrook
- e. Cellarhead
- f. Endon

8.2.3 When providing programmes and activities within these places, particular attention will be paid to both improving the health of local people and using sport and physical activity as a means to reduce antisocial behaviour and petty crime, especially among young people.

### **8.3 Widening, where appropriate and possible, the offer made through local leisure and sports facilities**

8.3.1 A review of leisure facilities will be undertaken during 2017 as part of an options appraisal to inform decisions on future sports facility provision. This will be subject to a separate report, but the review will seek to support the Councils Medium Term Financial Plan to eliminate the subsidy on Council owned leisure centres, while at the same time identifying new methods of providing access to sports facilities that meets local demand.

8.3.2 The strategy will look to develop partnerships with third parties (public, private and voluntary sector) and develop access to underused assets (e.g. school sports facilities,) for use by local communities.

8.3.3 The programme of activities and opportunities within leisure facilities should be customer led, and where resources are required, they should be targeted towards those activities and local communities whose health would benefit most.

### **8.4 Building the capacity of local clubs, social enterprises and community interest companies to support the delivery of the strategy**

8.4.1 To increase local delivery capacity we will;

- Maximise local voluntary sector as a resource to support an increased and wider variety of sport and physical opportunities for local communities.

- Help to develop a larger base of volunteers, coaches and officials in the local sports club network.
- Develop a platform for enhanced networking and communication opportunities between clubs and the wider sport and physical activity environment, using appropriate technology and modern communication methods.

## **8.5 Building understanding of the needs of our priority groups and places**

8.5.1 Delivering the strategy will require a commitment to maintain research and consultation into the physical activity behaviour, barriers and enablers of priority audiences with a particular need around young and older people and the communities in the priority "places"

## **8.6 Widening the network of partners**

8.6.1 There will be a requirement to engage with a wider range of appropriate partners that are working with the priority groups and in the priority places. E.g. charities, social enterprises, Age UK, sheltered housing providers etc. Working with them will aid sustainability for local programmes and activities and increase the impact outcomes for those residents.

8.6.2 Developing and maintaining a cross sector business case for sport and physical provision that demonstrates wider social, health and economic benefits, will be critical to sustaining new and ongoing external investment for physical activity and sport.

## **8.7 Making the most of green and open spaces**

8.7.1 Make better use of our parks, open spaces and the outstanding natural environment in meeting the needs of the priority audiences and places by;

- Raising awareness of physical activity and the opportunities to be active in the Staffordshire Moorlands
- Build greater awareness of the benefits of physical activity across services and partners and establish physical activity campaigns and projects, using the outdoor environment.

8.8 The strategy in appendix 1 provides further information on the core priorities, the evidence underpinning the objectives, leadership and the role of Staffordshire Moorlands District Council in the delivery of the strategy.

## **9.0 Delivery and Performance Monitoring**

9.1 The objectives and priorities set out within the strategy will be delivered through annual action / delivery plans managed through the Councils Operational Services team. The plans will involve contributions from strategic

partners and third parties with an interest in delivering and providing sport and physical activity services.

- 9.2 The performance monitoring of the strategy, will be supported by a multi agency steering group with representation from education, public health, local sports clubs, voluntary sector and others. The benefit of engaging a multi-agency steering group is to influence policy and practice within other sectors for the benefit of physical activity and maximise joint funding / resourcing opportunities that may benefit the local area.

**Keith Parker**  
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**Web Links and  
Background Papers**

**Location**

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Fowlchurch Depot  
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