

Subject: **Monitoring and funding of Sports
Development initiatives**

Date of Meeting: **1 April 2010**

Report of: **The 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 monitoring and funding of the work the Sports Development programmes and initiatives.

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 & sustain existing sports & physical activity opportunities to everyone. A major part of the department's work is spent on targeting members of the community who traditionally participate less in sport such as residents within from 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

1.4 The Sport England Active People survey conducted by Ipsos Mori provides information on sport and active recreation for people over 16

years old. The annual survey measures the amount of activity levels people participant in over a week against the 5 x 30 minutes recommendation for good health and wellbeing. The sample size is 500 people.

2. RECOMMENDATIONS:

- 2.1** That the committee notes the contents of the report including the partnership funding sourced by the Sports Development Team to enhance services.
- 2.2** That the committee endorses the Sports Development monitoring and evaluation procedures and the benefit that the programmes provided by the Sports Development Team bring to the quality of the life of participants in the city.

3. BACKGROUND INFORMATION

- 3.1** Nationally, the Government has set targets to get 2 million more men and women more active by 2012. Sport England is the agency that drives sporting policy and participation.
- 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 the “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 of 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. “
- 3.5** The **Brighton & Hove Sport and Physical Activity Strategy Group** brings together key representatives in the City to develop the strategic priorities and planning in order to maximise resources and improve sport and physical opportunities.
- 3.6** The Sports Development team coordinate the **City Sports Forum**, which has 60 active members and the forum provides networking, advice and support for sports clubs, groups and agencies.

- 3.7** 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 volunteer, 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.
- 3.8** The range of programmes delivered by the Sports Development Team includes:

A. The Healthwalks Scheme

This scheme, led by the HealthWalks Co-ordinator won the Health & Wellbeing category at the Public Sector Excellence Awards in October 2009. It provides 16 weekly led walks, events, talks and targeted group walks. Over **1,500 people** per year participate in the programme, which is led by **40** active volunteers. **8,888** led-walks have been completed this year and 80% of the walkers are not otherwise engaged in physical activity. Almost half of the walkers describe themselves as having one or more chronic health conditions or a disability.

The NHS Brighton & Hove provides funding of £22,000 to support a part-time volunteer co-ordinator until March 2011. The Communities for Health funds the 'Step to It' programme, £7,000 p.a. which delivers 'Walk and Walk leader' training to adults with learning disabilities and day centre staff.

B. Holiday and afterschool Programmes

Sport and physical activity courses are co-ordinated by Sports Development and the summer and Easter sports programmes provided 77 courses in 22 different sports for **1,099 children** and young people. Partnerships are created with local sports clubs/groups to provide sustainable pathways into sport. The ASDA Sporting Chance scheme funded 65 free spaces.

"My child really enjoyed the week and I think it was good value for money. The coach was excellent." (Street Dance, week 1)

Afterschool sports are delivered through Sports Unlimited funding ranging from skate boarding sessions to mini athletics courses which improve school club links and improve health.

C.Targeted programmes

The innovative **Active for Life Programme** continues to deliver 'needs led,' affordable, physical activity within targeted neighbourhoods of the City. Over 3500 individuals have engaged in activity sessions delivered by the team achieving throughput participation levels of **17,028** in the last 11 months. The percentage of adults who were introduced to sport through the 'Active for Life' programme and had not participated in sport in the previous twelve months was 22.17%.

The NHS Brighton and Hove have committed £57,000 for the next 3 years, supported by £35, 000 per year from the Big Lottery, Chances for change programme. The programme has 'levered' external funding to enhance the programme and support local community groups and clubs to become sustainable. During 2008-2009, £50,350 was secured and to date £13,500 has been sourced provided this year.

Sample Testimonies:-

Danielle - Hertford Junior Parents and Kids Club

"I wanted to try out the club because I like sport and doing stuff after school. We try all different sports and lots of fun games. Doing sport and running around makes me happy."

Jim (Father)

"Its a great family building activity, you meet other parents and have fun for an hour. Its good for the kids and gets you fit at the same time."

The **Active East Brighton Team** who delivers sport and physical activity opportunities in the East of the City receives management support and **1,233** local residents have participated in the programme since April.

The '**Hangleton & Knoll Project**' receives management support for their youth sports workers who use sport as a diversion away from crime and anti-social behaviour for young people and are working with partners to secure further funding.

The Sport Development team commissions the **Sussex Central YMCA** to deliver community based sport & physical activity in the Portland Road & Clarendon area. One focuses upon young people aged 16 and under, and the other seeking to engage with adults. The Service Level Agreement for Hove YMCA delivery programmes is £33,000.

The team deliver to specific communities targeting the least active. These include opportunities for people over fifty, ethnic populations, people with a disability, women and girls. Examples include the Short

Mat Bowls league with 100 older people playing competitive sport monthly and the women's "Back to Netball" sessions.

The citywide **weight management schemes** are delivered in partnership with the Brighton & Hove Food Partnership and NHS Brighton and Hove. Officers support MEND and Mini-MEND programmes tackling childhood obesity, and support adult weight management groups, 'Shape Up.' The total amount of participants on the programmes is **882**.

The Sport development team is one of the delivery partners for the **Exercise Referral initiative**, which supports residents who are most at risk from health problems. Funded by NHS Brighton and Hove the programme is co-coordinated by 'Zest' currently receives 26 referrals a week. There have been **1299 referrals** in 09/10.to date.

In partnership with local providers and the County Sports Partnership **Healthy Workplace** initiatives have been delivered by the team to Council employees and employees across the County.

D. Participation and Promotional Events

The Sports Development Team supports over **40 events** a year distributing information and co-coordinating taster activities to encourage 'people to get more active more often'. These include local events such as the Older Peoples day, community festivals, regional events such as the Parallel Games for children with disabilities and national events such as Sports Relief.

TAKEPART – The Brighton & Hove International Festival of Sport is an annual event which is delivered by the team in partnership with the School Sports Partnership and NHS Brighton & Hove. 'TAKEPART' provides residents and visitors with free activity taster sessions over two weeks in June. Local clubs and sports groups provide opportunities for more than **56,000 participants** in local parks & venues through over 200 taster sessions. The event is a "2012 Legacy" event for the City with both Sally Gunnell and Daley Thompson acting as ambassadors.

2012 events and initiatives are being developed in partnership with the 2012 Co-ordinator and Sport Development are co-ordinating the Older Peoples Olympics event – working alongside Age Concern, Sussex Central YMCA deliver an event showcasing older people's activities in Brighton & Hove.

The City's 'Sports & Physical Activity Awards' event provide an opportunity to recognise talented athletes and value the work undertaken by volunteers, coaches and officials. The Awards link to the Regional and National BBC Awards, and in the future, to the sports

category of the Public Service Awards. Over 200 people attended the last ceremony and 28 awards were presented across seven categories. DC Leisure and NHS Brighton & Hove provided partnership funding of £4,000 towards the City Sports & Physical Awards evening.

E. Publicity and Promotion

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**.

Production costs for the ‘Active for Life Directory’ are subsidised through advertising and partnership funding from NHS Brighton & Hove.

F. Club Development

Working with clubs and groups to determine their development needs to sustain or increase participation is a critical role of the department. **450 sports clubs** are registered on the Sports Development database and on-going support and advice is provided to increase opportunities and membership, improve facilities and ensure good practice.

Current projects include working with fifteen cricket clubs in the City to implement club development initiatives through the Brighton & Hove Cricket Development Group and the development of the first Sussex Rugby League Club.

Training & developing

The development of volunteers, administrators, coaches and officials is a fundamental part of sports development. By training and up-skilling volunteers, clubs become self-sustaining and for some people, it provides a new skill set and opportunities for employment.

An annual coach education programme, in partnership with key delivery agencies provides coaches with information on policies and procedures and workshops such as Safeguarding and Protecting Children.

The team have also worked with “Albion in the Community” to deliver the first cohort of 10 people through the ‘Personal Best’ programme. Support has also been provided to the “Your Future Your Choice” event for 500 young people run by Business Education Partnership.

Grants and Funding

Grants for Sports Clubs and Groups are appraised and processed by Sports Development and included the £5,000 TAKEPART grant funded by NHS Brighton & Hove and the £5,000 Council 2012 Grants provided by the Sports Development team.

Funding support and advice is given to clubs, groups and organisations to assist them increasing participation levels and develop facilities.

Club/Organisation	Amount
Brighton & Hove Petanque Club	£2,000 Towards a mobile petanque piste
Brighton & Hove Special Olympics Team	£30,000 to send a team to the GB Special Olympics
Brighton & Hove Albion Kickz	£32,000, following £95,000 from 2008
Hollingdean Skate Park	£60,000 Stage 1 Lottery support
Hove YMCA	£33,000
Other Grants	£5,000
Secured funds for clubs	£148,000

External funding helps to enhance Sports Development Provision and the table below details funding received.

Partnership funding generated	
NHS Brighton & Hove – Healthwalks	£ 22,000
NHS - Brighton & Hove Healthwalks	£ 7,000
NHS Brighton & Hove & Big Lottery –Active For Life	£ 114,000
Department of Health-Sports Unlimited, 5 hour offer	£ 6,000
DC Leisure and NHS Brighton & Hove Sports Awards contributions	£ 4,000
Asda - Holiday places	£ 800
Dorothy Stringer & NHS Brighton & Hove and partners - TAKEPART	£ 30,000

Monitoring and Evaluation

- 3.9 All sports development programmes are monitored against strategic outcomes and funding partner requirements. The monitoring of services is essential to the service delivery and customer satisfaction: questionnaires, case studies, evaluation and registration forms and are collected at every activity or event.

3.10 The Sports Development team also collate club, coaches and volunteer databases enabling club development opportunities to be identified and addressed.

4. CONSULTATION

Consultation takes place regularly on the Sports Development programmes with partner agencies and users.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

5.1 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 23.3.10*

Legal Implications:

5.2 There are no adverse legal implications arising from this report.

Lawyer Consulted *Name Bob Bruce* *Date 23.3.10*

Equalities Implications:

5.3 Providing equality of opportunity to participate in sport and physical activity is fundamental to sport development programmes. These programmes play an important role in improving the health of the City's population and reducing health inequalities.

Sustainability Implications:

5.4 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.

Crime & Disorder Implications:

5.5 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.

Risk and Opportunity Management Implications:

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

Corporate / Citywide Implications:

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

SUPPORTING DOCUMENTATION

Appendices:

- 1.

Documents in Members' Rooms:

Background Documents:

- 1.

