

Subject:	Sport and Physical Activity Strategy		
Date of Meeting:	14 November 2013		
Report of:	Assistant Chief Executive		
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Ward(s) affected:	All		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 Sport and physical activity is very important to Brighton & Hove and a Strategy is needed to ensure that resources are used effectively to achieve key outcomes which have been identified from widespread consultation.
- 1.2 The vision driving the Strategy is to create a more active city, a healthier city, a greater equality of opportunity, better facilities and a higher standard of sports performance delivered through strong partnerships between sport and health providers.
- 1.3 Citywide Needs Assessments have been undertaken for Children and Young People, People with Disabilities, Childhood Obesity as well as Sport and Physical Activity. All of these assessments identify a direct link between health, general well-being, sport and physical activity. They add a new dimension to the context in which the new Strategy must be delivered.

2. RECOMMENDATIONS:

- 2.1 That Members approve the Sport & Physical Activity Strategy 2013-18.
- 2.2 That Members approve the production of an annual report to be considered by the committee to update on progress towards achieving the key objectives.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 The previous Strategy from 2006-2012 has delivered many significant improvements. The Amex Community Stadium has opened and improvements have been made to a wide range of public sports centres across the city. Major sporting events such as the Brighton Marathon and the TAKEPART Festival of Sport have raised the profile of sport in the city and increased participation.

However, there is still a great deal of work still be done with only 25% of adults in the city meeting the recommended activity levels (Health Counts 2012).

3.2 The key outcomes identified by a review of the last Strategy and the consultation identified in 4 are as follows:

- Increase participation in sport and physical activity
- Increased social and health benefits delivered by sport and physical activity
- Improved equality of access to sport and physical activity
- Increased opportunities for children and young people to participate in sport and physical activity in school and community settings
- Increased capacity in the voluntary sport and physical activity sector in the city
- Increased participation in high performance sport in the city

3.3 The Strategy which is attached in appendix 1 highlights the process that has been undertaken to identify the key outcomes and an action plan for the Sports Development Team to achieve these outcomes are in appendix 2.

3.4 A review has been undertaken of the current provision in the city including the statistical evidence that shows current levels of participation. The key local issues that need to be addressed have been identified to achieve the desired outcomes. Furthermore, the wider, national context is taken into consideration (section 7) together with the local consultation which is highlighted in section 9.

3.5 The Strategy has been developed in conjunction with the key partners for Sport and Physical Activity in the city which are Public Health, County Sports Partnership, Brighton University, Sussex University, the Community Voluntary Sector Forum, Albion in the Community, Sussex Cricket and Freedom Leisure.

3.6 The action plan included in appendix 2 will be reviewed annually in order to ensure that resources are being allocated as effectively as possible to achieve the key outcomes.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

4.1 The consultation process has informed the priorities to be included in the Strategy.

5. COMMUNITY ENGAGEMENT & CONSULTATION

5.1 There has been extensive consultation on the Strategy with details provided in the “Points of View” section of the Strategy. The consultation included :

- Joint Strategic Needs Assessment Physical Activity and Sport – Sport and Health provider consultation.

- Sport and Physical Activity Public Survey – 451 responses.
- “Your Club Your Say” – 75 responses from sports clubs.
- Indoor Sports Facilities Plan – 873 responses.

6. CONCLUSION

- 6.1 To approve a new Sport and Physical Activity Strategy and to receive annual update reports to monitor progress.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 The development of the Sport and Physical Activity Strategy has been met from within existing resources. The contribution of the Sports Development Team achieving the strategy outcomes will be met within the existing resources. Additional funding from partner organisations and/or external funding opportunities will continue to be sought to help support priorities within the action plan.

Finance Officer Consulted: Name Michael Bentley Date: 11/10/13

Legal Implications:

- 7.2 As the Sport and Physical Activity Strategy does not form part of the Policy Framework as defined in the council’s constitution, it’s approval is a matter for this committee. There are no direct legal implications arising from the report.

Lawyer Consulted: Name Bob Bruce Date: 14/10/13

Equalities Implications:

- 7.3.1 The key focus of the Strategy is to increase participation in sport and physical activity in the city, particularly by those people who have low levels of participation.

Sustainability Implications:

- 7.4 The sustainability of sporting and physical activity opportunities is dependant on available resources whether financial, volunteers or facilities.

Crime & Disorder Implications:

- 7.5 There is a recognised link between increasing participation in sport and physical activity and reducing anti-social behaviour.

Risk and Opportunity Management Implications:

- 7.6 The action plan will be reviewed annually to ensure flexibility and management of risk and opportunities.

Public Health Implications:

- 7.7 Public Health has made a major contribution to the development of the Strategy, thus ensuring that there are clear links between sport, physical activity and health.

Corporate / Citywide Implications:

- 7.8 The aim of the Strategy is to achieve key outcomes in relation to sport and physical activity across the city.

SUPPORTING DOCUMENTATION

Appendices:

1. Sport and Physical Activity Strategy 2013-18.
2. Sport and Physical Activity Strategy Action Plan.

Documents in Members' Rooms

1. None

Background Documents

1. JSNA Joint Strategic Needs Assessment Physical Activity and Sport

