

LONDON BOROUGH OF BRENT

**EXECUTIVE - 14 JUNE 2004**

FROM THE DIRECTOR OF ENVIRONMENT

FOR ACTION

NAME OF WARD ALL

FP REF NO: ES-03/04-230

**REPORT TITLE : A STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT  
2004 - 2009**

## **1.0 SUMMARY**

1.1 This report provides Members with an overview of the Strategy for Sport and Physical Activity in Brent. The Strategy identifies the key issues affecting participation in sport and physical activity in the borough and the various partners involved in the provision of sporting opportunities. The Strategy is for the development of sports and physical activity in Brent and not a document for the Council's Sports Service, although clearly it will inform the future work of the sports service. The Strategy recommends the key target groups, priority sports and themes that should become the focus of the Council's work.

## **2.0 RECOMMENDATION**

That the Executive:

- 2.1 Note the findings of the Strategy
- 2.2 Agree the key themes within the Strategy as set out in paragraphs 8.12 of this report
- 2.3 Agree the identified target groups as set out in paragraph 8.18 of this report
- 2.4 Agree the Council should focus its work on the foundation, participation and performance elements of the sports development continuum
- 2.5 Agree the proposed 8 priority sports as set out in paragraph 8.19 of this report.

## **3.0 FINANCIAL IMPLICATIONS**

3.1 The Sports Service will be able to implement the majority of the Action Plan within existing budgets, particularly by working in partnership with other providers such as Brent's Primary Care Trust. Where opportunities arise, either as the service or in partnership with other organisations, the sports service will seek additional or external funding to deliver specific elements of the strategy. Such examples of funding may include neighbourhood renewal funding, new deals for communities funding, funding from Sport England or national governing bodies of sport.

## **4.0 STAFFING IMPLICATIONS**

- 4.1 A minor review of Sports Service's staffing is underway arising from the findings of the Best Value Review and this proposed new structure will help implement the delivery of the Sports Service Action Plan arising from this strategy. Any additional staff costs resulting from the review of the structure will be found from within existing revenue budgets.

## **5.0 ENVIRONMENTAL IMPLICATIONS**

- 5.1 The Strategy for Sport and Physical Activity in Brent promotes sport and physical activity within the built environment and outdoors. Improvements to outdoor facilities including sports pitches and the development of outdoor informal opportunities for sport and physical activity will help improve the environment.

## **6.0 LEGAL IMPLICATIONS**

- 6.1 The Council has power pursuant to section 19 of the Local Government (Miscellaneous Provisions) Act 1976 to provide such recreational facilities as it thinks fit. This power includes the power to provide buildings, equipment, supplies and assistance of any kind.

## **7.0 DIVERSITY IMPLICATIONS**

- 7.1 The Strategy for Sport and Physical Activity identifies that the Councils development work should focus on a number of target groups that are currently under represented in terms of participation in sport. These groups are: young people, people from black and minority ethnic groups, disabled people, older people plus women and girls. The strategy action plan identifies mechanisms to increase and encourage participation by these groups.
- 7.2 During the consultation period of the draft strategy, presentations were made to the Pensioners User Forum, deaf and disabled people via Brent Association for Disabled People and a group of young people. Copies of the strategy or flyers and letters inviting people to make comment were distributed by the communications and consultation team to over 600 organisations on their database. (See paragraph 8.4 for more details.)

## **8.0 DETAIL**

- 8.1 In July 2002 the Audit Commission inspected the Sports Service and concluded that the service was 'poor' with 'poor prospects for improvement'. In response to the Audit Commission's findings, the Sports Service was moved into Environmental Services, given senior management leadership and political responsibility provided across both Sports and the Parks Service. A key sports stakeholder Challenge Day was held in November 2002 and key themes arising from this day identified the lack of overall co-ordination and planning for the development of sport in Brent. It was identified that a strategy for Sport, endorsed by key stakeholders would make a significant impact on co-ordinating delivery of services and agreeing priorities.

- 8.2 A 'Development Framework for Sport in Brent' was approved in February 2003. This document identified how sport is a significant contributor to the Council's key objectives as well as a means to address local and national wider priorities of social inclusion, regeneration, community safety, health, life long learning and the environment. The development framework set a work programme for the sports service which included the engagement of key stakeholders and the production of a Sports Strategy for Brent.
- 8.3 The Brent Sports Forum was established and terms of reference agreed in November 2003. The forum will meet a minimum of three times a year and comprises of key sports stakeholders; the Primary Care Trust, Brent Sports Council, Leisure Connection (as current leisure facility contractor), Local Education Authority and School Sports Co-ordinator Programme Partnership Development Managers, Youth Service, Regeneration, Parks Service and Sports Service. This forum has given direction to and endorsed the strategy and has helped direct the key themes, target groups and 8 priority sports.
- 8.4 Public consultation on the draft strategy took place during March and April. The draft Strategy was available in Brent's libraries and one stop shops as well as being available to download from the Sports Service's website. BrAVA News carried an article about the strategy as did Environment News and the local press ran a story asking Brent residents which sports they thought should be a priority for Brent. Posters were displayed in Brent's Sports Centres and presentations on the draft Strategy were made to:
- Pensioners Consultative User Forum
  - Brent Association for Disabled People
  - Brent Community Friends (Youth Forum)
  - Brent Sports Clubs
- 8.5 In addition, copies of the draft Strategy were sent out to individuals and sports organisations asking for their comments:
- Neighbouring Local Authorities Senior Leisure Officers
  - Senior Council Officers
  - Sport England
  - London active Partnership
  - South Kilburn NDC
  - Stonebridge HAT
- 8.6 Letters and 'flyers' inviting comment and directing people to where they could obtain a copy of the strategy were sent to key partners and sports stakeholders including:
- Members
  - Attendees at previous Challenge Days
  - Sports Clubs
  - Database of organisations held by the Communications and Consultation Team
  - Black & Minority Ethnic User Forum Steering Group Members
- 8.7 The responses from the consultation process have informed the final version of the Strategy. Many of the comments supported the 'key findings' particularly in relation to poor access to transport and lack of information being barriers to participation. Responses also echoed the findings with regard to gaps in facility provision and supported the need for an additional swimming pool and working to increase community access to facilities suitable for sport. The consultation process also helped to finalise the 8 priority sports with particular support for swimming and it's "all round health benefits" to all sections of the community.
- 8.8 Within the Strategy and within this report, sport is defined as,

*“... all forms of sport and physical activity which through casual or organised participation, aim at expressing or improving fitness and mental well being, forming social relationships or obtaining results in competition at all levels”*

This definition is from the Council of Europe's European Sports Charter and has been adopted by Sport England. The strategy's consultation process identified that some organisations and groups would like the term 'physical activity' included within the title of the Strategy. It was also felt that this would assist organisations such as the PCT to embrace the strategy, particularly as at a national level the NHS is recognising that 'physical activity' and an active lifestyle is a key to better health. The title of the final strategy document has therefore been changed from, 'A Sports Strategy for Brent' to 'A Strategy for Sport and Physical Activity in Brent'.

8.9 Whilst the Council is one of the major providers of sports facilities and opportunities in the Borough, the strategy is written with the purpose of being a 'Strategy for Sport and Physical Activity for everyone involved in sport and physical activity in Brent', not as a Strategy for Brent's Sports Service. It is intended that the strategy will provide a direction and agreed priorities for all providers of sport including other Council departments, the voluntary and private sector and other agencies and organisations.

8.10 The Strategy pulls together information from a number of sources that have been reviewed and analysed to inform the recommendations. This information includes:

- A profile of the Borough of Brent including demographic and socio economic factors
- A review of the considerable amount of consultation and research that has been undertaken in the last three years including; leisure centre user surveys, challenge days, citizens panels, residents surveys, sports club and facility audits, focus group surveys and residents attitude survey.
- A review of the internal and external influences that affect the development of sport including funding regimes, finances, planning influences, legislation, national and regional sports strategies and initiatives and other strategic documents.
- Analysis of the current levels of provision of indoor and outdoor facilities and other local providers and initiatives in order to identify gaps in provision and areas requiring support and development.

### **Key Findings**

8.11 From the background research and consultation it has been possible to establish a picture of the provision of opportunities for sport in Brent. This 'picture' has identified gaps in provision, reasons for low participation and weaknesses in the opportunities provided. The Strategy identifies a number of 'headline findings' which are of particular importance and have influenced the key themes that have arisen from the strategy and identified target groups for the focus of the Sports Service's development work. These headline findings include:

- Brent has a young population; nearly 25% are aged under 19 years
- Brent has a diverse ethnic mix, with black and ethnic minority groups making up over 55% of the Borough's population
- 75% of Brent's residents are interested in taking part in sport or physical exercise
- 'Old age' was quoted by many residents as a reason for not taking part in sport or physical activity

- Compared to national data, Brent's sports centres are used by a low percentage of women.
- 'Cost' and a 'lack of / poor transport' were identified as barriers to participation
- Lack of affordable recreation facilities for 'older' young people
- Lack of awareness about the facilities and opportunities for sport and physical activity in the Borough.
- Potential to increase community use of schools sports facilities
- Need to improve links between schools and sports clubs
- Need to improve ancillary facilities at sports pitches to enable them to be used simultaneously by males and females.

## **8.12 Key Themes**

8.12.1 The Strategy for Sport and Physical Activity acknowledges that the Council is just one of many providers of sports opportunities in the borough and the Council's role must be to facilitate and support provision and to provide a basic infrastructure that can support the effective and sustainable development of sports opportunities across all the relevant sectors. Based on the research, consultation and headline findings the strategy establishes 'Key Themes' which will form the strategic focus for all providers of sport and physical activity. These themes take account of the benefits that sport and physical activity can make to achieving wider social and economic objectives as well as improving the quality of life of Brent's residents.

### **Promoting the health benefits of an active lifestyle**

8.12.2 More than 70% of people do not take enough exercise to benefit their health and improving the health of the nation is a priority for central Government. Regular physical activity has been shown to have many health benefits including reducing the risk of obesity and improving mental well being. In contrast, physical inactivity is a risk factor for several diseases including coronary heart disease and type 2 diabetes. There are significant health issues within Brent and there are several providers working to address these through physical activity. It is necessary that these activities are co-ordinated to avoid duplication and ensure best use of resources.

### **Increasing awareness of sports opportunities**

8.12.3 Feedback from the consultation highlighted that a significant number of people are interested in taking part in sport but do not know what facilities or opportunities exist in the Borough. It is important that providers share information and the Council should take a lead in co-ordinating this information, ensuring it is up to date and available in a variety of different formats, recognising Brent's diverse communities.

### **Ensuring sports facilities are 'Fit for Purpose'**

8.12.4 The audit of facilities identified a number of gaps in provision. It also identified that many sports pitches, ancillary outdoor facilities and indoor sports facilities are in need of refurbishment. The Council needs to ensure that it finds creative ways of securing additional and external funding to improve facilities. Methods will include working with the private sector, using section 106 funding and seeking capital investment as part of the retendering of the leisure centre contracts. In addition, the Council should be working to encourage and enable maximum use for the local community of all facilities that are appropriate for sporting activity.

### **Reducing barriers to participation and ensuring equity in sport**

8.12.5 Lack of information, lack of or poor access to transport and cost have been highlighted during the consultation process as barriers preventing people from taking part in sport. All sports providers need to consider these barriers and what they can do to address them when planning their provision of sports. The Council needs to put mechanisms in place to address these issues in relation to its own provision including a review of its pricing policy and concessionary use scheme. Research has shown that certain groups are identified as 'low users' of sports facilities and the Council needs to work with these groups to identify the reasons for this and implement actions that will increase levels of participation.

### **Supporting and developing local sports clubs**

8.12.6 Long term sustainable opportunities for participation in sport are only possible if there is a strong sports club structure in the Borough. The sports club audit identified that there are particular areas where clubs need to develop and implement basic systems of 'good practice'. The Council needs to work with clubs to help them develop their own sustainable structures and support clubs that wish to increase their capacity. The Sports Service has created a sports development officer post that will focus on this area of work, which is crucial if the significant amount of work that has started in schools to improve PE and work undertaken by the Sports Service is to be maintained and sustained by the sports clubs.

### **Increasing sports opportunities for young people**

8.12.7 Evidence shows that if foundation skills and an interest in sport are developed at an early age it is more likely that that person will develop a lifelong involvement in sport and remain physically active. It is important therefore to ensure that enjoyable and appropriate opportunities exist for young people to benefit from sport and physical activity, that provision is made for both formal and informal participation (including provision of recreation facilities in parks and open spaces) and that activities are accessible and affordable. Young people are a priority for the Council and school sports coordinator programmes are already in place in the south and north of the Borough, improving the quality of curricular PE and developing extra curricular opportunities. By raising awareness of and supporting sports clubs the Council can help to ensure that pathways exist for young people to continue their involvement in sport from school to club. Participation in sport and physical activity can also address many of the health problems facing young people today.

8.12.8 There is also evidence to show that sport can play an important role in helping to develop stronger and safer communities. For many young people, particularly those living within areas of high social and economic deprivation, there is a risk of crime, anti social behaviour and exclusion. Early intervention sports projects for young people delivered within the local community can act as a tool to reduce crime. In the longer term, sport can help to develop confidence, self esteem and leadership qualities. There is a need to build effective partnerships with a broad range of organisations working with young people to ensure all Brent's young people, including those at risk of offending are able to engage in sport and physical activity.

8.13 The Strategy Action Plan which is attached as Appendix 1 details the role the Council's Sports Service will contribute to addressing these key themes.

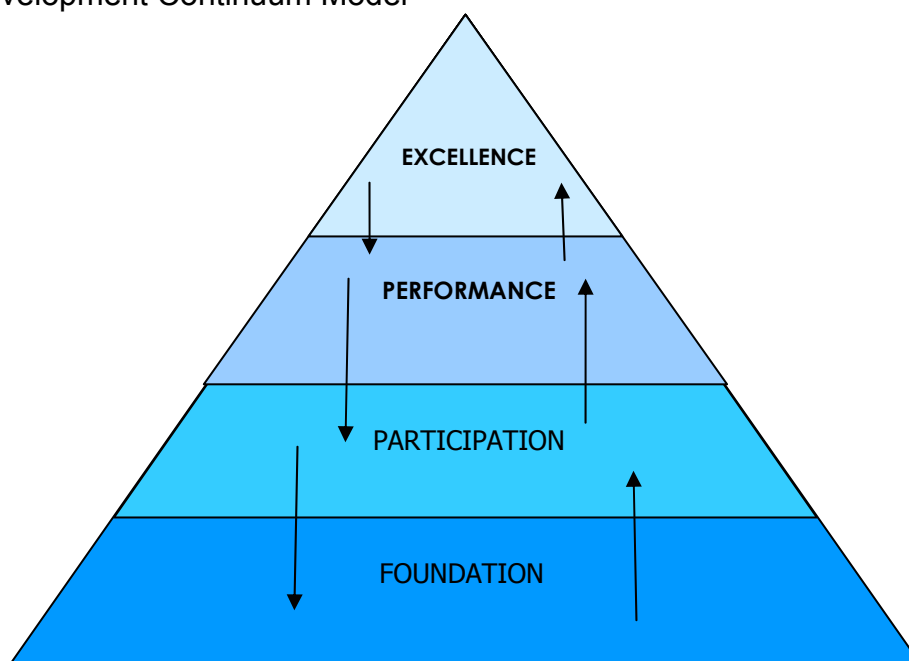
### **Foundation, Participation and Performance**

8.14 The new Wembley National Stadium will bring national and international sport to Brent as well as acting as a significant catalyst for regeneration and investment in the area. The

profile and sporting fixtures held at the new stadium and the support for London's bid to host the 2012 Olympics for which Wembley is the proposed venue for the football finals is likely to stimulate an interest in and enthusiasm for sport.

8.15 Whilst the Council recognises the value of Wembley Stadium as a facility for 'elite' sportsmen and women and wishes to see people participate in sports at all levels of the sports development continuum, the Strategy for Sport and Physical Activity recommends that Council should prioritise its resources to the foundation, participation and performance levels. In this way it is possible to increase general levels of fitness and health, provide opportunities for competitive participation and skill development, address barriers to participation, help achieve corporate objectives and promote the social, economic and environmental benefits of sport

8.16 Sports Development Continuum Model



8.17 In order to maximise the benefits for all local people offered by the development of the National Stadium the Council will be arguing strongly that a significant amount of funding that becomes available from the Wembley Stadium Trust is used for the development of 'sport for all' in Brent.

### Target Groups

8.18 The key themes (above) are proposed as themes that all service providers will address. In addition, the Strategy for Sport and Physical Activity identifies a number of key target groups which have been identified as having low levels of participation in sport. The Sports Service will focus additional development work on these groups not only to raise their physical activity levels as a means to improving their health and quality of life and reducing inequalities, but also to impact on the Council's five priorities. The target groups are:

- Young people.
- Older people
- Black and Minority Ethnic people
- Disabled people
- Women and girls.

(It is recognised that many people may belong to more than one target group.)

## 8.19 Priority Sports

8.19.1 There are over 100 sports recognised by Sport England. It is not possible to focus the work of the Council's Sports Service equally on all these sports within the resources available. Therefore the strategy has established a matrix from which it has identified eight sports with which the Council should focus its resources. Working with sports clubs, schools, National Governing Bodies of Sports, facility providers and other stakeholders, co-ordinated development plans will be written to develop each sport according to the needs of that sport.

8.19.2 The matrix (see appendix 2) details a number of selection criteria against which each sport was plotted. These criteria include:

- sports which are part of regional sports initiatives,
- sports which have good facility provision in the Borough,
- focus sports for Brent schools,
- sports which have successful clubs or no club structures in Brent,
- sports which are played by Brent's diverse communities
- Sport England Priority Sports.

8.19.3 Through the Brent Sports Forum and the strategy consultation process 8 priority sports have been identified. These are listed below together with some of the main reasons for their inclusion as a priority sport.

Athletics	-	new indoor and refurbished outdoor athletics facilities planned for the new Willesden Sports Centre will provide a regional training facility for athletics
	-	focus sport for local schools
	-	national and regional priority sport
Basketball	-	popular with young people
	-	focus sport for Brent schools
	-	improving facility provision in Brent
	-	regional priority sport
	-	successful club which is developing a women and girls section
Cricket	-	focus sport for Brent schools
	-	supportive National Governing Body of Sport
	-	high participation level amongst Brent's black and minority ethnic population
	-	national and regional priority sport
Football	-	focus sport for Brent Schools
	-	supportive Governing Body
	-	improving facility provision in Brent
	-	national and regional priority sport
Martial Arts	-	strong and successful club structure in Brent
	-	good facilities in Brent – the new Willesden Sports Centre will provide a purpose built martial arts dojo
	-	national priority sport



- Netball
  - national and regional priority sport
  - no club structure
  - poor facility provision
  - schools focus sport
  
- Swimming
  - will have good facilities in Brent when Willesden Sports Centre has been built
  - national and regional priority sport
  - appropriate activity for all ages and abilities with positive health benefits from regular participation
  
- Tennis
  - national and regional priority sport
  - supportive Governing Body
  - focus of schools in Brent
  - strong club structures

### **Sports Service's role in delivering the Strategy**

8.19 The Strategy for Sport and Physical Activity for Brent has been produced as a 'living document' giving strategic direction and focus for all providers of sport. The Action Plan (see appendix 1) shows how the Council's Sports Service will contribute towards addressing the key themes, target groups and priorities within the strategy within set timescales and with identified partners.

8.20 The Brent Sports Forum will annually compare the Sports Service's achievements against the 'actions' and identify slippages that need to be re-timetabled. It is difficult to predict what changes may occur over the next 5 years but the annual review will enable the recognition of changes in circumstances, influences and new initiatives. A comprehensive review of the strategy will be held in 2008 (year four) to allow sufficient time for a subsequent strategy to be written.

## **9.0 BACKGROUND INFORMATION**

### **Details of Documents:**

A Sports and Leisure Development Framework for Brent – Feb 2003

9.1 Any person wishing to inspect the above papers should contact Gerry Kiefer, Head of Sports, Brent House, 349 High Road, Wembley, Middlesex. HA9 6BZ. Telephone 020 8937 3710.

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A STRATEGY FOR SPORT AND PHYSICAL ACTIVITY - ACTION PLAN FOR THE SPORTS SERVICE

Appendix 1

Rec. No.	<b>Promoting the health benefits of an active lifestyle</b> Recommendation -	Key Partner Agencies	Period for Action				
			2004	2005	2006	2007	2008
	Work with the Health Promotion Team to promote the health benefits of physical activity to all sections of the community, and particularly to those most identified as 'at risk'.	PCT, GP's, nurses, comm.groups	•	•	•	•	•
	To widen the healthy walking programme.	PCT, GP's, nurses, comm.groups, parks	•	•	•	•	•
	To link activities for young people into the Healthy Schools programme.	E.A.L.	•	•	•	•	•
	To link programmes at the new 'Lift' projects, especially at Vale Farm.	P.C.T, Leisure Facility Contractor	•	•	•	•	•
	To work with Leisure Connection at the new Willesden Leisure Centre to provide a comprehensive programme of health-related activities, including a GP referral scheme.	Leisure Facility Contractor, P.C.T, GP's			•	•	•
	To develop a programme of health related activities linked to groups identified as most at risk.	P.C.T, GP's	•	•	•	•	•

Rec. No.	<b>Increasing Awareness of Sports Opportunities</b> Recommendation -	Key Partner Agencies	Period for Action				
			2004	2005	2006	2007	2008
1.	To maintain a comprehensive database of sports facilities and activities within the borough.	Schools, E.A.L, Sports Clubs, Parks Service	•	•	•	•	•
2.	To encourage the co-ordination and joint promotion of sports activities to avoid duplication of effort and resources	Schools, Sports Clubs, EAL, Project deliverers	•	•	•	•	•
3.	To promote and maintain a website detailing sports services and activities, including a directory of sports clubs and links to other partner's websites.	Sports Clubs, Leisure Facility Contractor	•	•	•	•	•
4.	To develop the use of information technology to allow on-line bookings at sports facilities.	Leisure Facility Contractor	•	•	•	•	•
5.	Integrate sports facilities bookings to allow a 'one-stop' approach.	Leisure Facility Contractor, Parks Service, Schools		•	•	•	•
6.	To ensure information is available in a range of formats that address the needs of Brent's diverse community.		•	•	•	•	•
7.	To produce a communications strategy to ensure on-going promotion of facilities and services.		•				
8.	To provide a half-yearly newsletter for sports clubs providing information on training, funding and general sports development.	All partners	•	•	•	•	•
9.	To hold meetings of the Brent's Sports Forum three times per year to ensure that key stakeholders share information and updates on developments.	All Sports Forum partners	•	•	•	•	•

ec. d.	Ensuring Sports facilities are fit for purpose Recommendation -	Key Partner Agencies	Period for Action				
			2004	2005	2006	2007	2008
	To implement the recommendations within the Playing pitch strategy.	Parks Service, Gov. body Sport	•	•	•	•	•
	To work to improve changing accommodation at parks sites, especially in relation to use by women, girls and young people.	Parks Service, Gov. body Sport	•	•	•	•	•
	To secure additional funding to continue a programme of improving pitch quality at both parks and school sites.	Parks Service, E.A.L./ schools, Gov. body Sport	•	•	•	•	•
	To support and contribute to the development of the National Stadium at Wembley		•	•	•	•	•
	To ensure new sport and leisure facilities are developed as part of the Wembley regeneration programme.	Planning	•	•	•	•	•
	To ensure that section 106 funding is used to contribute to facility improvements as prioritised in this strategy.	Parks Planning	•	•	•	•	•
	To progress work on the PFI scheme for a new Willesden Sports Centre.	Leisure Facility Contractor	•	•	•		
	To influence the regeneration proposals at South Kilburn to ensure new sports and recreation facilities are developed.	Planning, SKNDC	•	•	•	•	•
	To provide a third swimming pool for the borough in the Kingsbury area.	Next Generation	•	•	•		
	To retender the Councils sports centres ensuring the services provide value for money and help to achieve the recommendations within this strategy and corporate objectives.	Procurement Team	•	•	•		
	To use the Facilities Planning Model to clarify future facility needs and their priority locations.	Sport England	•				
	To work with schools/ education to improve sports facilities on school sites, at schools that are committed to community use of facilities.	E.A.L, Schools	•	•	•	•	•
	To identify, and develop, a new use for the 'disused' track at Vale Farm sports centre.	Leisure Facility Contractor		•	•	•	
	To review the different uses of facilities at Vale Farm and produce an overall plan for the area.	Parks Service		•			
	To work with EAL and the PE advisor to ensure the most effective use of external funding for schools sport.	EAL	•	•	•	•	•

ec. D.	<b>Reducing barriers to participation and ensuring equity in Sport</b> Recommendation -	Key Partner Agencies	Period for Action				
			2004	2005	2006	2007	2008
	To review charges at Sports facilities and ensure the Leisure card contributes to minimising cost as a barrier to participation	Parks Service, Leisure Facility Contractor	•	•	•		
	To ensure facilities are available to disabled people in line with the DDA.	Parks, Leisure Facility Contractor	•				
	To ensure information on sports facilities and services is available in formats relevant to Brent's diverse community.		•	•	•	•	•
	To establish an on-going programme of consultation to gain a better view of customers needs.	Parks, Leisure Facility Contractor	•	•	•	•	•
	To provide sports development activities on an outreach basis as a way of reducing transport as a barrier to participation.	Parks Service	•	•	•	•	•
	Improve awareness of access to facilities via public transport and ensure this information is included on the website and all promotional literature.		•	•	•	•	•
	Work with bus companies to improve access to facilities by public transport.	Bus Operators					
	To ensure that staff, both directly employed by the Council and those employed via contractors, are aware of cultural and disability issues which may affect access to sports opportunities.	Parks Service, Leisure Facility Contractor	•	•	•	•	•
	To work with the Leisure Centre contractors to increase use of sports centres by the identified target groups, women, especially woman from ethnic minority groups.	Leisure Facility Contractor	•	•	•	•	•

ec. D.	<b>Supporting and developing local sports clubs</b> Recommendation -	Key Partner Agencies	Period for Action				
			2004	2005	2006	2007	2008
	To support sports clubs to secure external funding, especially to help achieve priorities within this sports strategy.	Sports Clubs, Sports England, LAP, Nat. Gov. Bodies	•	•	•	•	•
	To support clubs to develop new, or improved junior sections.	Sports Clubs, Nat. Gov. Bodies, LAP	•	•	•	•	•
	To organise courses that help clubs to develop qualified coaches, officials and administrators.	Sports Clubs, Sports England, LAP, Nat. Gov. Bodies	•	•	•	•	•
	To support the Brent Sports Council in re-establishing itself as a 'voice' for voluntary sports clubs in the borough.	Brent Sports Council, Sports Clubs	•	•	•	•	•
	To support clubs to develop policies and practices that will improve their services	Sports Clubs, LAP, Nat.					

ec. D.	<b>Supporting and developing local sports clubs</b> Recommendation -	Key Partner Agencies	Period for Action				
			2004	2005	2006	2007	2008
	To support sports clubs to secure external funding, especially to help achieve priorities within this sports strategy.	Sports Clubs, Sports England, LAP, Nat. Gov. Bodies	•	•	•	•	•
	and help them to increase long term membership.	Gov. Bodies	•	•	•	•	•
	To work with clubs to increase opportunities for participation by women and girls.	Sports Clubs, Comm. Groups, Nat. Gov. Bodies	•	•	•	•	•
	Work with clubs and other stakeholders to produce sports development plans for the 8 priority sports.	Sports Clubs, Leagues, Nat. Gov. Bodies, Leisure Facility Contractor	•	•	•		

ec. D.	<b>Increasing sports opportunities for young people</b> Recommendation -	Key Partner Agencies	Period for Action				
			2004	2005	2006	2007	2008
	To work with the Police, Youth Offending Team and other relevant agencies to provide activities which divert young people from crime.	Met. Police, Y.O.T, Crime Concern, Youth Service, Parks Service	•	•	•	•	•
	To develop links between schools and clubs to create pathways for long term participation.	School, E.A.L, Sports Clubs, S.S.C.O programme, Step into Sport Scheme	•	•	•	•	•
	To provide a range of affordable recreational facilities at Parks sites for 'older' young people, including multi- use games areas.	Parks	•	•	•	•	•
	To develop a minimum of two skate boarding facilities within parks and open spaces.	Parks	•	•			
	To re-establish involvement in the London Active Partnership.	LAP	•	•	•	•	•
	To recruit a PE advisor for the Borough and to work with the PE advisor to increase opportunities and quality of sports and PE within schools.	E.A.L, Schools	•	•	•	•	•
	To link sports development services to the school sports co-ordinators programme ensuring pathways to clubs are developed.	Schools, S.S.C.O's/ PDM's, Y.S.T.	•	•	•	•	•
	To contribute to the 'PE and Sports in School' programme pilot.	Schools, M.P, Y.S.T, Sports Clubs	•	•	•	•	•
	To work with schools and clubs to enable Brent to continue to send representative teams to Inter- Borough events.	Schools Sports Clubs	•	•	•	•	•
	To consult with young people to ensure their needs and views are identified.	Schools, Youth Service	•	•	•	•	•

## **Abbreviations**

EAL = Education Arts and Libraries

LAP = London Active Partnership

MP = Metropolitan Police

PCT = Primary Care Trust

PDM's = Partnership Development Managers

SKNDC = South Kilburn New Deal for Communities

SSCO's = School Sports Co-ordinators

YOT = Youth Offending Team

YST = Youth Sports Trust



# BRENT SPORTS STRATEGY - POTENTIAL PRIORITY SPORTS

## Appendix 2

	Athletics	Badminton	Basketball	Canoeing	Cricket	Cycling	Dance	Equstrian	Football	Gealic Football	Golf	Gym ~	Hockey	Judo	Karate	Netball	Rowing	Rugby League	Rugby Union	Sailing	Squash	Swimming	Table Tennis	Tennis	Trampolin g	Triathlon
Active Sports	✓		✓		✓				✓ Girls				✓			✓		✓	✓			✓		✓		
Good Facilities in Brent *	✓		✓						✓		✓			✓						✓		✓				
School Sports (1) Coordinator			✓		✓		✓		✓			✓	✓										✓	✓		
Programme (2) Priorities	✓		✓				✓					✓	✓											✓		
Successful' Brent Clubs			✓									✓		✓	✓									✓		
Gov. Body Development Officers in area					✓				✓									✓	✓					✓		
PE 'Pilot' Project			✓		✓				✓							✓										
Sports under provided for (eg no/ few clubs)									✓ Girls				✓			✓					✓				✓	
Sport England priority sports		✓			✓				✓		✓		✓			✓		✓	✓		✓			✓		
UK Sport priority sports	✓			✓		✓		✓				✓		✓			✓			✓		✓				✓
Sports played by Brent's Diverse Community					✓					✓																
Capital City Academy Priorities	✓		✓				✓																	✓		
Priority Sports In previous Brent Sports Strategy	✓		✓		✓				✓					✓	✓							✓	✓	✓		

KEY: Gym~ = Gymnastics

\* including those to be built by 2006