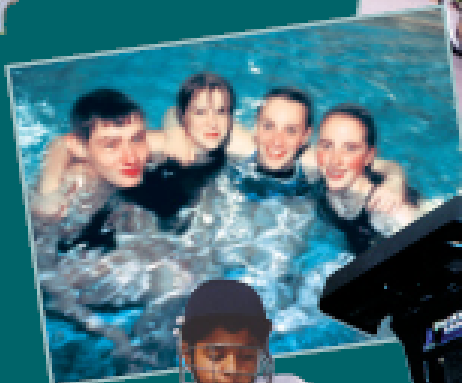


*SPORTS SERVICE'S PROGRESS TO DATE ON  
STRATEGY ACTION PLAN.  
November 2006*

**A Strategy  
for Sport &  
Physical Activity  
in Brent  
2004 – 2009**



## STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO DECEMBER 2005

### ABBREVIATIONS

BME	Black and Minority Ethnic	LMCT	London Marathon Charitable Trust
BPCLC	Bridge Park Community Leisure Centre	LYG	London Youth Games
BS7666	British Standard 7666	Met Police	Metropolitan Police
BSF	Brent Sports Forum	MP	Member of Parliament
CCA	Capital City Academy	MRM	Gladstone MRM system
CSC	Charteris sports centre	MUGA	Multi Use Games Area
CSLA	Community Sports Leaders Award	NGB	National Governing Bodies of Sport
CSPAN	Community Sport and Physical Activity Network	NRF	Neighbourhood Renewal Fund
DDA	Disability Discrimination Act	PAYP	Positive Activities for Young People
E&C	Environment and Culture	PCT	Primary Care Trust
EAL	Education arts and learning	PDM's	Partnership Development Managers
FA	Football Association	PFI	Private Finance Initiative
GP's	General Practitioners	Rec	Recreation ground
HAT	Housing Action Trust	SC	Sports Centre
KPI's	Key Performance Indicators	SDT	Sports Development Team
LAA	Local Area Agreement	SKNDC	South Kilburn New Deals for Communities
LAP	London Active Partnership	SSCO programme	School Sports Coordinator Programme
LBB	London Borough of Brent	VFSC	Vale Farm sports centre
LC's	Leisure Connection's	WSC	Willesden sports centre
LEA	Local Education Authority	YOT	Youth Offending Team

**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

<b>Theme 1 – Promoting the Health Benefits of an Active Lifestyle</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
			2004	2005	2006	2007	2008	
1. a	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'.	Primary Care Trust, GP's, nurses, community groups	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Activity session for Phase 4 cardiac rehab patients delivered at BPCLC and now operating as a club separate from the Council</li> <li>▪ Short term project funded in S.Kilburn by South Kilburn New Deals for Communities (SKNDC) delivered physical activity sessions to older people suffering from chronic illness.</li> <li>▪ Worked with Westminster Sports Unit to assist SKNDC with successful funding submission for Active England project in South Kilburn which will include activities for SK residents with health issues (project just commencing).</li> <li>▪ Joint Sports, Leisure Connection, PCT promotion on smoking cessation scheme, Jan 05 at BPCLC and Vale Farm SC – included physical activity session.</li> <li>▪ Mapping Exercise with Health Promotion Team identifying venues of physical activity sessions – to enable identification of gaps and jointly develop actions to address low provision.</li> <li>▪ Working with cardiac nurses to identify tutors and new venues to deliver activity sessions for Phase 4 cardiac rehab patients.</li> <li>▪ Tutor trained and delivering three Phase 4 sessions from Jan 07 – two sessions in Willesden and one in Kingsbury</li> <li>▪ Working with PCT to deliver physical activity element of Healthy Living project in St Raphs funded by NRF.</li> <li>▪ Working in partnership with Kingsbury Manor day centre to plan and deliver a programme</li> </ul>

**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

Theme 1 – Promoting the Health Benefits of an Active Lifestyle		Key Partner Agencies	Period for Action					Progress to Nov 2006
			2004	2005	2006	2007	2008	
No.	Action -							
							<ul style="list-style-type: none"> <li>of physical activity for mental health clients.</li> <li>▪ Delivered a Fitness 50+ week in Kingsbury funded by Ward working</li> <li>▪ 50+ gentle exercise classes held weekly at Bertie Road</li> </ul>	
1. b	To widen the healthy walking programme.	Primary Care Trust, GP's, nurses, community groups, parks service	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Walks held in Chalkhill, Queens Park, Gladstone Park.</li> <li>▪ Vacant post Mar to Oct 05 limiting development during this period. New officer in post from Oct 05</li> <li>▪ Walk leader course organised and individuals also placed on courses organised outside the Borough.</li> <li>▪ Walks programme organised during the summer and during the winter with 7 different parks being used with an average attendance of 15 people</li> <li>▪ Two comprehensive leader led walk brochures produced</li> <li>▪</li> </ul>
1. c	To link activities for young people into the Healthy Schools programme.	Education Arts and Libraries	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Vacant post Mar to Oct 05 no formal links yet created</li> </ul>
1. d	To link programmes at the new 'Lift' projects, especially at Vale Farm.	Primary Care Trust, Sports Centre contactor	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Initial meeting held to identify services provided by Vale farm lift project and opportunities for joint working.</li> <li>▪ Further meetings to be arranged once building is nearer completion</li> <li>▪ Lift project building construction commenced.</li> </ul>
1. e	To work with Leisure Connection at the new Willesden Sports Centre to provide a comprehensive programme of health-related	Primary Care Trust, Sports Centre contactor, GP's			•	•	•	<ul style="list-style-type: none"> <li>▪ Exercise Referral Programme to be implemented from January 2007.</li> <li>▪ Actions and targets set as part of LC's annual work programme</li> </ul>

**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

<b>Theme 1 – Promoting the Health Benefits of an Active Lifestyle</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
No.	Action -		2004	2005	2006	2007	2008	
	activities, including a GP referral scheme.							<ul style="list-style-type: none"> <li>▪ Achievement of Exercise referral action plan links to KPI's</li> </ul>
1. f	To develop a programme of health related activities linked to groups identified as most at risk.	Primary Care Trust, GP's	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ As per 1.a. above</li> </ul>
1.g	To develop and promote opportunities for informal recreation within the borough as a means to increasing levels of physical activity	Parks Service, Primary Care Trust	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Parks service and Gladstone Park Consultative committee have produced walking maps for Gladstone Park which are available on internet.</li> </ul>

<b>Theme 2 – Increasing Awareness of Sports Opportunities</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
No.	Action -		2004	2005	2006	2007	2008	
2. a	To maintain a comprehensive database of sports facilities and activities within the borough.	Schools, Education Arts and Libraries, Sports Clubs, Parks Service	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Information officer maintains updates and promotes database – information available on the website.</li> </ul>
2. b	To maintain a website detailing sports services and activities, including a directory of sports clubs and links to other partner's websites.	Sports Clubs, Sports Centre contractor	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Information officer maintains, updates sports service's activities and sports club information.</li> <li>▪ Website includes links to a range of internal and external partners.</li> <li>▪ Website includes information and links to private sports providers and facilities in neighbouring Borough's – identified as an example of good practice by Audit Commission in their inspection of Cultural services in 2004, "Of particular merit is that the website provides information on sports</li> </ul>

**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

<b>Theme 2 – Increasing Awareness of Sports Opportunities</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
No.	Action -		2004	2005	2006	2007	2008	
								<p>provision in the adjacent Borough's recognising that people will generally access facilities based on convenience rather than within Borough boundaries."</p> <ul style="list-style-type: none"> <li>▪ Website hits have increased from 248,000 in 2004 to 434,000 in 2005 rising to 623,976 hits in the first ten months in 2006.</li> </ul>
2. c	To develop the use of information technology to allow on-line bookings at sports facilities.	Sports Centre contractor	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Willesden sports centre includes provision of computerised bookings and management information system – MRM.</li> <li>▪ Negotiations completed with to provide MRM bookings and management information systems to standard of BS7666 which will be provided at BPCLC, CSC and VFSC in early 2007.</li> </ul>
2. d	Integrate sports facilities bookings to allow a 'one-stop' approach.	Sports Centre contractor, Parks Service, Schools		•	•	•	•	<ul style="list-style-type: none"> <li>▪ MRM system will allow this service to be introduced and Sports will work with Parks to investigate the possibility of a 'one-stop' approach.</li> </ul>
2. e	To ensure information is available in a range of formats that address the needs of Brent's diverse community.		•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Website information can be translated electronically.</li> <li>▪ Key leaflets and brochures available on request for translation e.g. Vibrant Brent, B.Active card and 'Welcome' leaflet.</li> <li>▪ Where leaflets have been translated these are posted on the website.</li> <li>▪ Leisure management contract requires key leaflets to be available in large print and offers translation.</li> </ul>
2. f	To produce a communications strategy to ensure on-going promotion of facilities and		•					<ul style="list-style-type: none"> <li>▪ Ongoing promotion of facilities and services.</li> <li>▪ A Communication strategy was started but vacant posts have resulted in the further</li> </ul>

**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

<b>Theme 2 – Increasing Awareness of Sports Opportunities</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
No.	Action -		2004	2005	2006	2007	2008	
	services.							development of the strategy being postponed for the interim.
2. g	To provide a half-yearly newsletter for sports clubs providing information on training, funding and general developments in sport.	All partners	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Six Sports Service newsletters have now been produced, distributed and available on the website.</li> </ul>
2. h	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	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Brent Sports Forum meetings held and used as a tool to share information and consult on draft strategies (Cultural Strategy &amp; Choosing Health – Brent Strategy) and new developments.</li> <li>▪ BSF reviews sports strategy progress</li> <li>▪ BSF invited to become pilot CSPAN by Pro-active London west.</li> </ul>

<b>Theme 3 – Ensuring Sports Facilities Are Fit For Purpose</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
No.	Action -		2004	2005	2006	2007	2008	
3. a	To implement the recommendations within the Brent Playing Pitch Strategy.	Parks Service, Nat Gov. Bodies of Sport	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Ongoing, working with Parks Service, local clubs and Football Foundation.</li> </ul>
3. b	To work to improve changing accommodation at parks sites, especially in relation to use by women, girls and young people.	Parks Service, Nat Gov. Bodies of Sport	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ As 3.a. working with Parks and Football Foundation on funding bid for new changing accommodation at Gibbons Rec that will have facilities that can be used by different groups at the same time.</li> <li>▪ Supported and gave advise to Stonebridge HAT's sports development plan for their football foundation funding application ensuring provision of facilities and</li> </ul>

**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

<b>Theme 3 – Ensuring Sports Facilities Are Fit For Purpose</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
No.	Action -		2004	2005	2006	2007	2008	
								development activities for women and girls.
3. c	To secure additional funding to continue a programme of improving pitch quality at both parks and school sites.	Parks Service, E.A.L / schools, Nat Gov. Bodies of Sport	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ As 3.c.</li> </ul>
3. d	To support and contribute to the development of the National Stadium at Wembley		•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Met with Football Association to discuss the Council's proposals for an FA funded 'Football/sport in the Community scheme'.</li> <li>▪ Working with Middx FA to establish Local Strategic Football Partnership to write football development plan for Brent</li> </ul>
3. e	To ensure new sport and leisure facilities are developed as part of the Wembley regeneration programme.	Planning Service	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Assistant Director for Regeneration attended Heads of Culture meeting and the need for community facilities / community access to facilities for sports, arts and culture were re-enforced.</li> </ul>
3. f	To ensure that section 106 funding is used to contribute to facility improvements as prioritised in this strategy.	Parks Service, Planning Service	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Quarterly meetings with Planning held to discuss potential projects or scheme which require / would be suitable for S106 funding and to monitor progress on existing S106 expenditure.</li> <li>▪ Sports and Parks have received section 106 monies</li> </ul>
3. g	To progress work on the PFI scheme for a new Willesden Sports Centre.	Sports Centre contractor	•	•	•			<ul style="list-style-type: none"> <li>▪ PFI contract signed March 2005</li> <li>▪ Demolition commenced on-site April 2005</li> <li>▪ Construction commenced April 2005</li> <li>▪ Sports Centre opened on time and on budget 1<sup>st</sup> November 2006.</li> <li>▪ Tessa Jowell to attend official opening on 23<sup>rd</sup> January 2007.</li> </ul>
3. h	To influence the regeneration	Planning Service,						<ul style="list-style-type: none"> <li>▪ Regular meetings held with South Kilburn</li> </ul>



**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

<b>Theme 3 – Ensuring Sports Facilities Are Fit For Purpose</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
			2004	2005	2006	2007	2008	
No.	Action -							
	proposals at South Kilburn to ensure new sports and recreation facilities are developed.	South Kilburn New Deals for Communities	•	•	•	•	•	<p>New Deals for Communities (SKNDC), Sports Service, Regeneration team, South Kilburn Housing Project, to oversee progress of sports facility development.</p> <ul style="list-style-type: none"> <li>▪ Outline costed design brief produced.</li> <li>▪ Business Case worked up by consultants to anticipate demand for a facility and potential revenue costs</li> <li>▪ Stand alone site preferred over a joint site on a primary school.</li> <li>▪ Sports facility to remain within the masterplan.</li> </ul>
3. i	To provide a third swimming pool for the borough in the Kingsbury area.	Next Generation	•	•	•			<ul style="list-style-type: none"> <li>▪ Report presented to Executive and members stopped negotiations with Next Generation.</li> <li>▪ Facilities planning model for swimming pools being undertaken to help identify levels of demand relative to location.</li> </ul>
3. j	To re-tender the council's sports centres ensuring the services provide value for money and help to achieve the recommendations within this strategy.	Procurement Team	•	•	•			<ul style="list-style-type: none"> <li>▪ New service specification written, invitations to tender sent out to four companies.</li> <li>▪ Six month extension to previous contract to enable revisions to specification.</li> <li>▪ Vale Farm contract awarded to Leisure Connection and Charteris sports centre brought back in-house</li> </ul>
3. k	To work with Sport England to use their Planning Toolkit to clarify future facility needs within Brent	Sport England	•	•				<ul style="list-style-type: none"> <li>▪ Facilities planning model for swimming pools being undertaken to help identify levels of demand relative to location.</li> </ul>
3. l	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	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Regular meetings held with advisory teacher for PE and Head of Sports service to arrange meeting with LEA's asset management team to ensure we are both involved, consulted on facility developments within schools.</li> </ul>
3. m	To identify and develop a new use for the disused track at Vale Farm sports centre.	Sports Centre contractor		•	•	•		<ul style="list-style-type: none"> <li>▪ Leisure management tender documentation gave contractors opportunities to put forward variant bids that could include capital</li> </ul>

**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

<b>Theme 3 – Ensuring Sports Facilities Are Fit For Purpose</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
No.	Action -		2004	2005	2006	2007	2008	
								<ul style="list-style-type: none"> <li>investment schemes at the sites which could include redeveloping the disused track.</li> <li>Tenders did not include any proposals for the disused track</li> </ul>
3. n	To review the different uses of facilities at Vale Farm and produce an overall plan for the area.	Parks Service		•				<ul style="list-style-type: none"> <li>Review of Vale Farm completed November 2006.</li> </ul>

<b>Theme 4 – Reducing Inequalities and Ensuring Equity in Sport</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
No.	Action -		2004	2005	2006	2007	2008	
4. a	To review charges at sports facilities and ensure the Brent Leisure Card contributes to minimising cost as a barrier to participation	Parks Service, Sports Centre contractor	•	•	•			<ul style="list-style-type: none"> <li>Sports pricing review completed and approved at April 05 Executive.</li> <li>Changes to fees and charges arising out of review implemented from Jan 06.</li> <li>Leisure discount scheme changed and remarketed – now B.Active scheme and gives significantly more benefits to concessionary groups.</li> <li>Control over core prices to be retained by Council in leisure management service specification</li> <li>Free swimming provided for 'juniors' during school holidays from Feb 05 to April 06 and then included within specification of new leisure management contract</li> <li>Free junior holiday swimming and B.Active card to be provided and recognised at Willesden sports centre</li> </ul>

**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

<b>Theme 4 – Reducing Inequalities and Ensuring Equity in Sport</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
			2004	2005	2006	2007	2008	
4. b	To ensure access to facilities is available to disabled people in line with the DDA.	Parks Service, Sports Centre contractor	•					<ul style="list-style-type: none"> <li>▪ Sports facility improvements undertaken 2004 and 2005 to make facilities DDA compliant – e.g. new entrance at Charteris, ramps at Vale Farm, disabled parking bays at all sites, improved colour contrasting at all sites, improved signage at BPCLC.</li> </ul>
4. c	To ensure information on sports facilities and services is available in formats relevant to Brent's diverse communities.		•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Website information can be translated electronically.</li> <li>▪ Key leaflets and brochures available on request for translation e.g. Vibrant Brent, B.Active card and 'Welcome' leaflet.</li> <li>▪ Where leaflets have been translated these are posted on the website.</li> </ul>
4. d	To establish an on-going programme of consultation to gain a better view of customers needs.	Parks Service, Sports Centre contractor	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Surveys of sports centre users carried out in 2004 and in 2006.</li> <li>▪ Regular customer forums held at Vale Farm, Charteris and Bridge Park</li> <li>▪ Customer comment forms available at all centres and Vale Farm and Charteris have a communications diary for informal comments, both positive and negative.</li> <li>▪ Non User research undertaken in 2005 in conjunction with Parks and Library service</li> <li>▪ Consultation questionnaires completed by LYG managers.</li> <li>▪ Questionnaires used to gain feedback on sports development activities (child and parent feedback), BPCLC holiday activities, Leisure connection swim school and Leisure Connection womens activities.</li> <li>▪ Clubs and individuals invited to consultation on new service specification prior to leisure management re-tendering.</li> <li>▪ Annual Sport England National</li> </ul>

**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

Theme 4 – Reducing Inequalities and Ensuring Equity in Sport		Key Partner Agencies	Period for Action					Progress to Nov 2006
			2004	2005	2006	2007	2008	
No.	Action -							
								<p>Benchmarking Survey including as a requirement of the service specification for the new leisure management contract at Vale Farm and Willesden Sports Centres.</p> <ul style="list-style-type: none"> <li>▪ Bi-annual non user consultation is a requirement of the service specification for the new leisure management contract for Vale Farm</li> <li>▪ Customer forums, comment cards, attendance at user forums etc all a requirement of the service specification for the new leisure management contract at Vale Farm.</li> <li>▪ Face to face consultation with clubs and individuals on an ongoing basis</li> <li>▪ Consultation mainstreamed into services within the 2006/07 service operational plan</li> <li>▪</li> </ul>
4. e	To provide sports development activities on an outreach basis as a way of reducing transport as a barrier to participation.	Parks Service	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Sports activities held in different parks and sports facilities around the Borough.</li> <li>▪ Eleven sites used during the summer 2005 increasing to 23 venues in 15 different wards during the summer 2006.</li> <li>▪ Free transport provided to Vale Farm sports centre from Willesden to enable people in the south of the Borough to take up the free junior swimming during the school holidays.</li> <li>▪ Fitness First in Kingsbury used as a venue to provide activities for all the community in Kingsbury area where other facilities are unavailable</li> </ul>
4. f	Improve awareness of access to facilities via public transport and ensure this information is included		•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Public transport information provided on all leaflets.</li> <li>▪ Public transport information to Borough</li> </ul>

**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

Theme 4 – Reducing Inequalities and Ensuring Equity in Sport		Key Partner Agencies	Period for Action					Progress to Nov 2006
			2004	2005	2006	2007	2008	
No.	Action -							
	on all marketing information.							<ul style="list-style-type: none"> <li>▪ sports facilities included on website</li> <li>▪ Willesden sports centre includes green travel plan which is well publicised within the centre</li> </ul>
4. g	Work with bus companies to improve access to facilities by public transport.	Bus Operators						<ul style="list-style-type: none"> <li>▪ Bus route now travels along Donnington Road and a new bus stop installed outside entrance to Willesden sports centre</li> </ul>
4. h	To ensure that staff, both directly employed by the council and those employed via contractors, are aware of cultural issues that may affect access to sports opportunities.	Parks Service, Sports Centre contractor	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ All Sports Service staff attend equalities and diversity training which is opened up to Leisure contractor.</li> <li>▪ New service specification for leisure management contract has a requirement for all staff to attend equalities and diversity training.</li> <li>▪ Service specification for new leisure management contract includes several equalities issues e.g. provision of facility programming and targeted activity sessions for women and girls and people from BME groups, marketing to consider ethnic mix of the Borough, catering provision to cater for ethnic and religious mix of the Borough's population, outreach work to be undertaken with local community groups.</li> </ul>
4. i	To work with the sports centre contractor to increase use of sports centres by women, especially women from black and minority ethnic groups.	Sports Centre contractor	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Percentage female users identified from 2003 and 2004 sports centre user surveys and Council and contractor have agreed target for 2005/06.</li> <li>▪ Contractor consulted existing female users so service could be improved to better met user needs</li> <li>▪ Charteris sports centre has particularly developed activity programmes which are attractive to women and girls.</li> </ul>

**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

<b>Theme 4 – Reducing Inequalities and Ensuring Equity in Sport</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
No.	Action -		2004	2005	2006	2007	2008	
								<ul style="list-style-type: none"> <li>▪ Representativeness of sports centre users is one of the Audit Commissions Culture Block KPI's for 2007/08 and we will work with leisure management contractors and our own centres to offer a range of activities that ensures that female users of the centres represent the profile of the Borough</li> <li>▪ WSC has developed an action plan with targets to target use by women and are delivering two very successful women only sessions.</li> <li>▪ The teaching pool can be separated by a shutter from the rest of the pool area making it suitable for sessions exclusively for women only</li> </ul>

<b>Theme 5 – Supporting and Developing Local Sports Clubs</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
No.	Action -		2004	2005	2006	2007	2008	
5. a	To support sports clubs to secure external funding, especially to help achieve priorities within this sports strategy.	Sports Clubs, Sports England, London Active Partnership, Nat Gov. Bodies of Sport	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Awards for All and Football Foundation workshops held to assist clubs and schools apply for external funding.</li> <li>▪ Officers have met with individual clubs and schools to assist them in the completion of funding applications e.g. Brent Dolphins Swimming Club, Wembley Cricket Club, Princes Frederika Primary, CCA etc</li> </ul>
5. b	To support clubs to develop new or improved junior sections.	Sports Clubs, Nat Gov. Bodies of Sport, London Active	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Ongoing support and advice given to clubs</li> <li>▪ Review of fees and charges introduced a junior hire fee for sports halls and synthetic</li> </ul>

**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

<b>Theme 5 – Supporting and Developing Local Sports Clubs</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
			2004	2005	2006	2007	2008	
No.	Action -							
		Partnership,						<ul style="list-style-type: none"> <li>▪ pitches to 75% adult rate; to assist clubs with junior sections</li> <li>▪ Coaches given the opportunity to gain NGB qualifications and many will use this to help their clubs develop and expand</li> </ul>
5. c	To organise courses that help clubs to develop qualified coaches, officials and administrators.	Sports Clubs, Sport England, Nat Gov. Bodies of Sport, London Active Partnership,	●	●	●	●	●	<ul style="list-style-type: none"> <li>▪ Programme of NGB courses organised and/or promoted by SDT to enable people to gain coaching or leadership qualifications including CSLA, Football, basketball, netball, athletics, tennis etc</li> <li>▪ Programme of 'Running Sport' and first aid courses to commence from Jan 07</li> </ul>
5. d	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	●	●	●	●	●	<ul style="list-style-type: none"> <li>▪ Regular meetings held with representatives from Brent Sports Council, Head of Sports and Environment &amp; Culture's Assistant Director.</li> <li>▪ Brent House used as venue for Brent Sports Council meetings and sports development officers attend.</li> </ul>
5. e	To support clubs to develop policies and practices that will improve their services and help them to increase long term membership.	Sports Clubs, Nat Gov. Bodies of Sport, London Active Partnership,	●	●	●	●	●	<ul style="list-style-type: none"> <li>▪ Advice and support given to clubs</li> <li>▪ Template documents, policies e.g. constitution, child protection, equity policies etc. available on the website under 'Club development'.</li> </ul>
5. f	To work with clubs to increase opportunities for participation by women and girls.	Sports Clubs, Community Groups, Nat Gov. Bodies of Sport	●	●	●	●	●	<ul style="list-style-type: none"> <li>▪ Advice and support given to clubs.</li> <li>▪ Coaches assisted in gaining qualifications that will support clubs develop and expand.</li> </ul>
5. g	To work with clubs and other stakeholders to produce sports development plans for the priority sports.	Sports Clubs, Leagues, Nat. Gov. Bodies of Sport, Sports Centre contractor	●	●	●			<ul style="list-style-type: none"> <li>▪ Working groups established for tennis, cricket and swimming.</li> <li>▪ Working groups being finalised for netball and athletics with plans to be completed in 2007.</li> </ul>

**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

<b>Theme 5 – Supporting and Developing Local Sports Clubs</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
No.	Action -		2004	2005	2006	2007	2008	
								<ul style="list-style-type: none"> <li>▪ Consultant to lead on auditing football provision in the Borough and establishing a Local Strategic Football Partnership</li> <li>▪ Sports development plan published for tennis.</li> <li>▪ Local development plan completed for cricket and swimming.</li> </ul>

<b>Theme 6 – Increasing Sports Opportunities For Young People</b>		Key Partner Agencies	Period for Action					Progress to Nov 2006
No.	Action -		2004	2005	2006	2007	2008	
6. a	To work with the Police, Youth Offending Team and other relevant agencies to provide activities which divert young people from crime.	Met. Police, Youth Offending Team, Crime Concern, Youth Service, Parks Service	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Youth Offending team use BPCLC for activities.</li> <li>▪ Work with Positive Futures, YOT, PAYP, Youth Service, Parks to set up summer programme and half term programme in Harlesden, St Raphael's, Wembley and Kingsbury.</li> <li>▪ 74 older young people engaged in basketball tournament in Roundwood Park.</li> <li>▪ Estates football league organised in early 2006 and held at BPCLC</li> <li>▪ LAA Access to Leisure scheme agreed which includes provision of opportunities to divert young people from crime and anti-social</li> </ul>



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<b>Theme 6 – Increasing Sports Opportunities For Young People</b>		<b>Key Partner Agencies</b>	<b>Period for Action</b>					<b>Progress to Nov 2006</b>
								behaviour. <ul style="list-style-type: none"> <li>▪ Summer holiday programme 2006 significantly increased using LAA funding to deliver LAA theme.</li> <li>▪ Interviews planned early December for LAA post to focus on diversionary activities.</li> </ul>
6. b	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	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Sports development officers attend Heads of PE meetings.</li> <li>▪ Regular meetings held with sports development manager, Head of Sport and advisory teacher for PE where issues including school club links are discussed.</li> <li>▪ Newsletters and website promoted to both parties.</li> </ul>
6. c	To provide a range of affordable recreational facilities at Parks sites for young people, including multi-sports areas.	Parks Service	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ MUGA installed in Roundwood Park and Roe Green.</li> <li>▪ Skateboard Park installed in St.Raphs.</li> <li>▪ Application submitted to London Marathon Trust for MUGA at Gladstone Park – unsuccessful</li> <li>▪ Application submitted to LMCT to resurface disused tennis court area and mark out for netball</li> </ul>
6. d	To develop a minimum of two skate boarding facilities within parks and open spaces.	Parks Service	•	•				<ul style="list-style-type: none"> <li>▪ Skateboard park installed in St.Raphs</li> </ul>
6. e	To re-establish involvement in the London Active Partnership.	London Active Partnership,	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Delivery of LAP netball, basketball and girls football planned for February 2006.</li> <li>▪ LAP has limited lifespan following the development of County Sports Partnerships.</li> <li>▪ Pro-active London west taken over from LAP and LBB fully engaged with initiative</li> </ul>
6. f	To recruit a PE advisor for the	E.A.L, Schools						<ul style="list-style-type: none"> <li>▪ Advisor recruited at second attempt.</li> </ul>

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<b>Theme 6 – Increasing Sports Opportunities For Young People</b>		<b>Key Partner Agencies</b>	<b>Period for Action</b>					<b>Progress to Nov 2006</b>
	borough and to work with the PE advisor to increase opportunities and quality of sports and PE within schools.		•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Advisor attends Brent Sports Forum and Head of Sport attends Development Group for PE and sport.</li> </ul>
6. g	To link sports development services to the school sports co-ordinator programmes, ensuring pathways to clubs are developed.	Schools, S.S.C.O's/ Partnership Development Managers, Youth Sport Trust	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Sports Development have close links with SSCO programme particularly at CCA and have assisted in funding applications.</li> <li>▪ PDM's have been involved in priority sport working groups.</li> <li>▪ PDM's attend Brent Sports Forum which is also attended by Brent Sports Council.</li> </ul>
6. h	To contribute to the 'PE and Sports in School' programme pilot.	Schools, M.P, Youth Sport Trust, Sports Clubs	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Sports Service officers attend meetings, have given advice regarding coaches and coaches who have obtained sports coaching and leadership qualifications have undertaken reciprocal voluntary hours assisting in the sessions organised by the Move It project.</li> <li>▪ The Move It project sponsored the first (Feb half term 05) free swimming for children.</li> </ul>
6. i	To work with schools and clubs to enable Brent to continue to send representative teams to Inter-Borough events.	Schools, Sports Clubs	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Clubs and schools have supported interborough event entries.</li> <li>▪ Teachers and club representatives have acted as team managers for LYG teams</li> <li>▪ All priority sports and additional teams were entered into LYG in 2005 and 2006, raising Brent's overall finishing position.</li> <li>▪ Heads of PE, team managers and clubs were invited to LYG presentation evening and some teachers attended.</li> </ul>
6. j	To consult with young people to ensure their needs and views are identified.	Schools, Youth Service	•	•	•	•	•	<ul style="list-style-type: none"> <li>▪ Young people are consulted during holiday activity programmes and for LYG.</li> <li>▪ Young people made up some of the focus groups consulted as part of the non user research to identify why (if applicable) they</li> </ul>

**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

<b>Theme 6 – Increasing Sports Opportunities For Young People</b>	Key Partner Agencies	Period for Action						Progress to Nov 2006
								don't use the Council's sports facilities, parks and libraries.

## **STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO NOVEMBER 2006**

### **MAJOR NEW OPPORTUNITIES ARISING SINCE THE STRATEGY'S ADOPTION THAT ARE LIKELY TO HAVE AN IMPACT ON SPORT AND PHYSICAL ACTIVITY IN BRENT**

- London to host 2012 Olympics with Wembley to host finals of the football competition – opportunities that the Games will present are vast and extend beyond the benefits of stimulating an interest in sport and increasing sports participation
- Local Area Agreement includes Access to Leisure as a key theme as well as other targets that can benefit sport e.g. volunteering
- Audit Commission has introduced a 'Culture Block' into its Key Performance Indicators
- National Governing Bodies of sport have produced their own strategies and development plans some of which identify areas of need or low provision / participation
- London Active Partnership has been superseded by 5 London Sub Regional Partnerships

**STRATEGY FOR SPORT AND PHYSICAL ACTIVITY IN BRENT 2004-2009 – ACTION PLAN IMPLEMENTATION TO DECEMBER 2005**