

Increasing Sports Participation through Sports clubs in Brent

What are the main issues? *What is the policy background?, how does it link to the councils corporate priorities?*

The Strategy for Sport and Physical Activity in Brent identifies the support and development of sports clubs in the borough as a key theme, with a number of specific actions designed to achieve this. A number of Council priorities, including the corporate strategy and the local area agreement, have objectives to increase participation in sport and physical activity as a method for addressing wider objectives such as improved health and well-being and creating a vibrant, lively borough.

Why are we looking at this area? Have there been recent legislation/policy changes? Are there any performance or budgetary issues?

Through the Sports Service and schools a considerable amount of successful work is being undertaken to increase sports participation by young people. However, long-term sustainable opportunities for participation in sport are only possible if there is a strong sports club structure in the borough. In order to develop pathways between schools and clubs we need to ensure clubs have systems of good practice and suitable qualified coaches. We need to determine the help and support clubs need.

What should the review cover? Give brief outline of what members could focus on, which partners to engage with, how residents/public can be involved.

The review could consider 'traditional' sports clubs and community organisations.

How do we develop good quality sustainable sports clubs in the borough?
How do we encourage community groups to provide quality sports opportunities?

How do we encourage and enable more people to volunteer in the running of sports clubs / community groups offering sports as either organisers, committee members, leaders, officials or coaches etc.

Partners to engage could include:

- Brent Sports Council,
- London Federation of Sport and Recreation
- London Community Sports Network,
- Brent CVS / Brava,
- Voluntary Sector Service User Consultative Forum
- Reps from successful clubs both in the borough and in surrounding boroughs
- Pro-Active West London Director – Simon Lister

- PE Advisor and 2 x Partnership Development Managers
- Hold an 'open meeting' for sport clubs in the borough
- PCT – Health Promotion Team
- National Governing Bodies of Sport
- Organisations that work to provide opportunities for volunteers e.g. Millennium volunteers

Visits could be made to boroughs that are socially/economically similar to Brent that have thriving voluntary sports clubs
Identify examples of good practice that have helped clubs develop

What could the review achieve?, influence policy change?, improvement to service delivery?, budget savings?, develop partnerships?

The review could identify mechanisms to increase the number and quality of sports clubs in the borough (and community groups delivering quality sport), identify barriers to club's/groups development and mechanisms to address these.