



Committee
11th December 2007

**Report from the Director of
Policy & Regeneration**

For Action

Wards Affected:
None

**Increasing Participation in Sport Through Sports Clubs
task group - update report**

1.0 Summary

1.1 This report provides an update on the work of the Increasing Participation in Sport through Sports Clubs task group.

2.0 Recommendations

2.1 That the Overview & Scrutiny Committee comments on the task group update.

3.0 Detail

Background

3.1 On 30th May 2007 the Overview & Scrutiny Committee agreed the scope and membership of the Increasing Participation in Sport through Sports Clubs task group. The Members are:

- Councillor Fernandes (Chair)
- Councillor Hashmi
- Councillor Singh

3.2 The task group has met on four occasions and has received evidence from the following people:

- Gerry Kiefer – Head of Sports Services

- Simon Lister – Partnership Director of Pro-Active West London
- Sangita Patel – London Community Sports Network
- Jenny Gree – Sports Participation Officer, Brent
- Mick McDonnell – PE advisor Brent Council
- Marco Inzani – Head of Health Promotions, Brent PCT
- Jackie Fernandes – Brent Sports Council

3.3 Evidence has also been received from the following local authorities

- Newham
- Ealing
- Greenwich
- Tower Hamlets
- Camden

Evidence & Issues

3.4 Increasing participation in sport is one of the priorities contained within the Corporate Strategy¹ and the Local Area Agreement, both of which link increasing activity to wider objectives such as improved health and well being and creating a vibrant, lively borough. The Corporate Strategy sets a target for increasing the number of adults taking part in sport and physical exercise for thirty minutes on three occasions (3x30) per week by four percent by 2009.

3.5 Sports England's Active Peoples Survey December 2006² highlights the following:

- 18% of all adults in Brent currently hit the 3x30 target, the London average in 21.3%.
- In terms of gender only 13% of women as compared to 22.3% males hit the target.
- Ethnicity is a factor with 16.8% people from a BME groups participating in 3x30 as compared to 19.3% white.
- Age is also a factor with 22.1% of 16 – 34 year old meeting the target as compared with 11.7% of the 55 plus age group.

3.6 The Strategy for Sports and Physical Activity in Brent identifies the support and development of sport clubs in the borough as a way of increasing participation and achieving the four percent target. Currently only 20.5% of Brent residents are members of a sports club as compared with 26.2% London average.

¹ Corporate Strategy 2006 – 10 agreed by Full Council November 2006

² A summary of this is available on the Sports England website.

- 3.7 One issue raised with the task group is that although 80% of Brent school children take part in PE at school, the relatively low number of sports clubs in Brent means that there are a lack of exit routes for young people to continue with sport when they leave school. We heard that in other authorities there are an average of seven sports clubs linked to each school to help develop pathways, but in Brent the average is 2.2.
- 3.8 The sports development team do already offer support to sports clubs by for example offering coaching training, offering some help to find funding and setting up a sports club directory on Brent Council's website.
- 3.9 Building capacity within existing sports clubs is seen as one way to increasing participation as is helping to develop informal voluntary and community groups who offer some physical activity close to where people live.
- 3.10 Brent Sports Council is a voluntary organisation independent of the council. It was set up thirty years ago to act as the link between sports clubs and the council. It also distributed small grants of up to £500 which were funded by the council. Funding for the grant was taken away over ten years ago and its role and relationship with the council diminished.
- 3.11 Work to reinvigorate this relationship has started but it is recognised that Brent Sports Council needs a clear role especially in supporting and developing a sports club culture in Brent. For instance they could encourage sports clubs to work together and help support community groups who want to develop activities in their local area.
- 3.12 The task group has heard, from a number of witnesses, that increasing participation in sport is not just about money and building new infrastructure, it is also important to get the most out of facilities that already exist such as parks, open spaces and school buildings.
- 3.13 The task group has received evidence about the importance of physical activity to health and well being. They have heard from the PCT and the Sports Department about work currently being done to get this message across and promote healthy living. This is important work and more needs to be done to educate people so they understand the benefits of exercise.
- 3.14 As outlined earlier certain communities are more likely to participate than others. The task group would like to understand more about the reasons for this and is hoping to map out participation and try and identify the main reasons for non participation. This will help when considering options for the future.
- 3.15 The task group is continuing to collect evidence. It will next meet on the 17th January and hopes to report to the Overview & Scrutiny meeting in February.

4.0 Financial Implications

- 4.1 None

5.0 Legal Implications

5.1 None

6.0 Diversity Implications

6.1 None

Background Papers

Overview & Scrutiny Minutes 30th May 2007

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