

## Overview & Scrutiny Task Group – Service Response

In respect of: Increasing Participation in Sport through Sports Clubs

Membership: Councillor Fernandes (Chair)

Councillor Hashmi

Councillor Singh

Date: Lead Member: Councillor Van Colle

Lead Service Officer: Gerry Kiefer - Head of Sport

<b>Recommendation</b>	<b>Service Response</b>	<b>Officer Responsible</b>
1. That Mosaic based data is used to ensure that resources are targeted on those population types that are less likely than the national average to participate, ensuring that the sports and activities on offer in or near to the areas they live are those they are most likely to want to participate in and that those opportunities are clearly communicated to them using the most appropriate method.	The sports service will use mosaic based data (i.e. Mosaic and Sport England's market segmentation data) and work with Sport England, Pro-Active West and our GIS team to target appropriate sports activities to specific target groups. We are already working on a project with Pro-Active West London and our other west London authorities and Sport England's using their market segmentation data to profile Brent's leisure centre members and B.Active card holders and will use this information to address under-representation.	<b>Head of Sport</b>
2. That work is undertaken to identify a budget that could be used to maximise external funding opportunities		
3. That outreach work is undertaken to develop opportunities for the development of sports clubs focusing on activities that are most likely to attract local population groups.	The sports development team will continue to undertake outreach work and offer support and advice to groups, teams and individuals that want to develop into clubs. We will also help develop new opportunities with partners sessions, the long term outcome of which is for these sessions develop into a club.	<b>Sports development officer s</b>

<p>4. That the capacity of voluntary &amp; community groups is developed to help them offer opportunities for sport &amp; physical activity and develop into sports clubs. This could be done through:</p> <ul style="list-style-type: none"> <li>○ Sharing expertise particularly from existing sports clubs to for instance help groups with financial administration</li> <li>○ Developing programmes that could attract funding from a variety of sources</li> <li>○ Locating facilities of the right quality</li> </ul> <p>That better links should be developed between sports clubs and local schools by:</p> <ul style="list-style-type: none"> <li>○ encouraging schools to offer the use of the sports facilities for hire at a reasonable cost.</li> <li>○ by matching schools with clubs who offer the preferred types of activities of local population types</li> <li>○ working with school sports partnerships to invite relevant sports clubs in promote themselves in schools</li> </ul>	<p>We will work with Brent’s sports council, BrAVA, local clubs and community groups to share good practice, develop funding workshops and running sport programmes, support and advice groups of funding opportunities that are available to them. We will also maintain an up to date website that provides information about facilities for sport in and around the Borough.</p> <p>We will work with the LEA and planning department to try to ensure that new school sports facilities are made accessible to the local community at affordable prices whilst recognising that schools cannot subsidise non-school activities out of school’s budgets.</p> <p>We will work with local clubs to support and encourage them to gain Club Mark (or equivalent) quality accreditation particularly as schools are much more likely to promote these quality accredited clubs to their schools. We will ensure that the two school sports partnerships and PE advisory teacher are aware of those clubs that are accredited. We will also continue to provide information to the two school sports partnerships and PE teachers of sports clubs in Brent who have junior and/or gender specific sections</p> <p>.</p>	<p><b>Sports development officer – clubs</b></p> <p><b>Head of Sport</b></p> <p><b>Sports development officer - clubs</b></p>
<p>5. That better links should be developed between sports clubs and local schools by:</p> <ul style="list-style-type: none"> <li>○ encouraging schools to offer the use of the sports facilities for hire at a reasonable cost.</li> <li>○ by matching schools with clubs who offer</li> </ul>	<p>We will work with the two school sports partnerships to encourage schools to allow their facilities to be used by the local community and clubs in particular those clubs that are supporting curricular or extra-curricular PE.</p>	<p><b>Head of Sport &amp; Advisory teacher for PE</b></p>

<p>the preferred types of activities of local population types</p> <ul style="list-style-type: none"> <li>○ working with school sports partnerships to invite relevant sports clubs in promote themselves in schools</li> </ul>	<p>We will work with clubs to identify which have the resource to take on additional junior members or provide opportunities within schools and work with the two school sports partnerships to develop these opportunities</p>	<p><b>Sports partnership PDM's and Sports development officer - clubs</b></p>
<p>6. That a wide range of activities and taster events be offered at Brent's festivals as a way of promoting Brent's sports clubs.</p>	<p>Sport played a larger role within this years respect festival and will continue to do so in future years. A 'Join the Club' fortnight is being organised by the Sports Service in conjunction with over 25 local clubs and BrAVA to encourage people to come and try a new sport for free at one of Brent's many sports clubs.</p>	<p><b>Sports development officer - clubs</b></p>
<p>7. That the sports and parks department provide more detailed information about facilities to enable clubs and community groups to identify facilities available for use.</p>	<p>We will continue to update our website and where appropriate produce leaflets that provide information about specific facilities e.g. artificial turf pitches, sports centres etc</p>	<p><b>Sports information &amp; admin officer</b></p>
<p>8. That in addition to the support provided by Brent sports department, Brava and the voluntary sector team are engaged to help sports clubs and voluntary organisations to find and apply for funding from a range of sources. This should not only be funds that are available in relation to sport, but for instance, money that is available for community cohesion or crime and disorder. In addition these groups should be encouraged to attend the annual funders fair.</p>	<p>Information about funding opportunities for sports clubs is promoted by BrAVA through their newsletter and workshops are organised to help groups wishing to offer opportunities for sport to gain funding. BrAva and Brent's Sports Service are working more closely and as a result it is anticipated that more sports clubs will become aware of BrAVA and be supported by the services they offer</p>	<p><b>BrAVA and Sports development officer - clubs</b></p>
<p>9. That it is a requirement that facilities for affordable community use are developed when implementing the Building Schools for the Future programme and</p>	<p>We will work with the LEA and planning department to try to ensure that new school sports facilities developed as part of BSF and other Council funded schemes are made accessible to</p>	<p><b>C&amp;Family's Dept and Head of</b></p>

similar projects in Brent.	the local community at affordable prices whilst recognising that schools cannot subsidise non-school activities out of school's budgets.	<b>Sport</b>
10. That the provision of sporting opportunities is considered when allocation section 106 funding.	The Sports Service will work with the planning department to try and maximise section 106 opportunities to the benefit of sports provision	<b>Head of Sport and Planning Department</b>
11. That Brent Primary Care Trust works towards reinstating previously successful prevention pilots to target those groups least likely to exercise.		<b>Brent tPCT</b>
12. That Brent Primary Care Trust works with the sports department to identify exit routes for individuals and groups who have started or increased physical activity during pilot schemes.	The Sports Service and sports centres will happily direct participants on PCT activities to ongoing opportunities. We will inform and remind the PCT of this offer and monitor the PCT's uptake.	<b>Sports development officer – health and Brent tPCT</b>
<p>13. That Brent Council continues to reinvigorate its relationship with Brent Sports Council and involves the organisation in the implementation the CSPAN priorities by helping it develop a role in:</p> <ul style="list-style-type: none"> <li>• Developing networks of clubs to share facilities, costs and coaches</li> <li>• Developing links between schools and clubs</li> <li>• Developing mechanisms for sharing good practice between sports clubs and with voluntary and community groups wanting to develop opportunities for</li> </ul>	<p>We will continue to work with Brent Sports Council to re-invigorate itself and its membership and develop their advocacy role.</p> <p>The new sports strategy that is being developed will be the strategy of Brent's CSPAN with a CSPAN action plan. Brent's CSPAN will continue to include representation from BSC and thus they will be able to influence the strategy's key objectives and actions. Sports clubs are being consulted with on the development of the new strategy.</p> <p>We will work with BrAVA and BSC to share and promote information about good practice in developing sports</p>	<p><b>Head of Sports</b></p> <p><b>Head of Sports</b></p> <p><b>Sports development</b></p>

<p>physical activity. For instance setting up satellite clubs, sharing expertise, and mentoring.</p> <ul style="list-style-type: none"> <li>• Developing their advocacy role for sports clubs in Brent</li> </ul>	<p>opportunities, including Club Mark.</p> <p>We will include a section within the Sports Service's newsletter with information from BSC and local sports clubs.</p>	<p><b>officer – clubs</b></p> <p><b>Sports information &amp; admin officer</b></p>
<p>14. That task group support the sports department's continuous bid for a small grants fund to support sports clubs in Brent.</p>	<p>We will continue to submit a growth bid so that the Sports Service is able to create a small grants fund to support new initiatives by sports clubs</p>	<p><b>Head of Sports</b></p>
<p>15. That the Sports Department should work the volunteer centre and those groups, including the regeneration team, who work in local communities to identify and support volunteers from within our target groups and in sports that are most likely to attract those who are currently less active than the national average</p>	<p>We will do this and are already working with BrAVA to look for new volunteers to help sports clubs as part of 'Join a Club' fortnight and will be linking up with the Personal Best programme to offer volunteering opportunities.</p>	<p><b>Sports development officer – clubs</b></p>
<p>16. That the council encourages local sports clubs and community groups to enter Pro Active's annual awards scheme to recognise the achievement of sports clubs, community and voluntary organisations and volunteers.</p>	<p>We will continue to promote the awards scheme and encourage applications from Brent organisations</p>	<p><b>Sports development officer – clubs</b></p>
<p>17. That the sports department use Mosaic based data when promoting and marketing sporting activities and opportunities. This should include:</p> <ul style="list-style-type: none"> <li>○ Advising clubs and community groups</li> <li>○ Using non sporting venues such as doctors surgeries &amp; health centres</li> <li>○ Partner activities.</li> </ul>	<p>We currently send information to a significant number of non sporting venues but will look to expand this and (cost allowing) we will expand the variety of different marketing tools we use as recommended by the mosaic based data.</p>	<p><b>Sports Development Manager</b></p>

