



**Overview & Scrutiny Committee**  
22<sup>nd</sup> July 2008

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

**Increasing Participation in Sport Through Sports Clubs**

**1.0 Summary**

- 1.1 To present the final report of the Overview & Scrutiny Committee task group on Increasing Participation in Sport through Sports Clubs.

**2.0 Recommendations**

- 2.1 That the Overview & Scrutiny Committee agree the recommendations of the Increasing Participation in Sports through Sports Clubs task group.
- 2.2 That the report is forwarded to the Executive.

**3.0 Detail**

- 3.1 At its meeting on 30 May 2007 the Overview and Scrutiny Committee agreed to set up a task group to investigate Increasing Participation in Sport through Sports Clubs.
- 3.2 In order to complete its work and produce a set of recommendations that deliver benefits to local communities, the task group met on 6 occasions taking evidence from a number of sources. These included:

- Reviewing research into sports participation, particularly research related to sports clubs.
- Talking to a number of witnesses.
- Examining Sports England Active Peoples Survey
- Using the council's new Mosaic market segmentation software
- Visiting or conducting telephone research with a number of local authorities
- Talking to a number of sports clubs in Brent
- Tapping into consultation with sports clubs undertaken by the Planning and Sports department

3.3 Increasing participation in sport is one of the council's key priorities as outlined in the Corporate Strategy and the Local Area Agreement (LAA). Achieving an increase in participation has become increasingly important given some of the health problems experienced by our local communities. For example Coronary Heart Disease is the leading cause of death in Brent and is highest in our most deprived wards, while type two diabetes is higher in Brent than the national average.

3.4 Sport's England's Active Peoples Survey December 2006 highlights the following issues in Brent:

- 18% of all adults in Brent currently hit the 3 x 30 minutes a week target the London average is 21.3%
- In terms of gender only 13% of women as compared to 22.3% of males hit the target. The London average is 23.8% for men and 18.9% for women
- Ethnicity is a factor with 16.8% of people from BME groups participating 3x30 per week as compared to 19.3% white. This compares to a London average of 18% BME groups and 22.5% white.
- Age is also a factor with 22.1% of 16-34 year olds meeting the target as compared with 11.7% of the 55 plus age group. This compares to 27.9% 16-34 year olds in London and 11.1% of the 55 plus age group.

Currently only 20.5% of Brent residents are members of sports clubs as compared with the London average of 26.2% and a west London average of 25.7%.

3.5 In considering how an increase in participation through sports clubs could be achieved the task group focussed on the following:

***Identifying and attracting those least likely to participate***

***Expanding the availability of physical activity in local areas***

***The role of Brent Sports Council***

***Volunteers and Coaches***

**Publicity and marketing**

The task group's recommendations are set out on page six and seven of the report.

#### **4.0 Financial Implications**

4.1 None

#### **5.0 Legal Implications**

5.1 None

#### **6.0 Diversity Implications**

6.1 None

#### **7.0 Staffing/Accommodation Implications (if appropriate)**

7.1

### **Background Papers**

#### **Contact Officers**

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