

Appendix A

Overview & Scrutiny Feedback

In respect of: Increasing Participation in Sports through Sports Clubs task group
Membership: Cllr Mrs Fernandez, Cllr Hashmi, Cllr Singh

Lead Member: Councillor Van Colle
Lead Officer: Gerry Kiefer, Head of Sports Services

| Recommendation | Has or will this be Implemented / Not Implemented | If not, why not | Timescales for implementation | Officer responsible |
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| 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. | This will be implemented and has been included as a key objective in our 2009/10 service plan | Staff require training on it's use. | Training during the spring and to commence ongoing implementation from then. | Sports Development Manager |
| 2. That work is undertaken to identify a budget that could be used to maximise external funding opportunities. | Not implemented | All budget currently identified to deliver services. 2009/10 budget reduced by nearly £50,00 for efficiency and service savings | Not likely unless growth awarded | Head of Sports Service |
| 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. | Flyers outlining support available has been sent to community centres and sports centres to outreach to clubs who are not currently supported by Brent Sports | | Ongoing | Sports development officers |

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| | <p>Service. 17 clubs responded to initial interest form.</p> <p>Working with Partnership Development Managers to set up satellite clubs at school sites.</p> <p>Potential development as knowledge and use of market segmentation and mosaic work progresses.</p> | | | |
| <p>4. That the capacity of voluntary & community groups is developed to help them offer opportunities for sport & physical activity and develop into sports clubs. This could be done through:</p> <ul style="list-style-type: none"> ○ Sharing expertise particularly from existing sports clubs to for instance help groups with financial administration ○ Developing programmes that could attract funding from a variety of sources ○ Locating facilities of the right quality | <p>Community Development Officer recruited and in post that is a between Brent, Harrow and London Community Sports Network – their role is to develop capacity with community groups to enable them to develop sustainable opportunities for sport and physical activity.</p> <p>Range of training courses offered to community group including planning a community sports project and fundraising.</p> <p>Brent Sports Council held several meetings offering opportunity to share good practice.</p> | | Ongoing | Sports development officer – clubs & Community Development Officer |
| <p>5. That better links should be developed between sports clubs and local schools by:</p> | <p>Ongoing. Planning agreement at Preston Manor school , Wembey Academy and St Augustine’s schools require community access</p> | | Ongoing | Sports partnership PDM’s and Sports |

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| <ul style="list-style-type: none"> ○ encouraging schools to offer the use of the sports facilities for hire at a reasonable cost. ○ by matching schools with clubs who offer the preferred types of activities of local population types ○ working with school sports partnerships to invite relevant sports clubs in promote themselves in schools | <p>to be provided. Better links with Planning Department to encourage them to ensure Sorts service is included as consultee in sports facility planning applications. Undertaken an audit of school facilities and details of school sports facilities available for hire will be posted on Council's website. Printing hard copy of Brent's Sports Club Directory. Local sports clubs attended a student fair at CNWL on 21st January 2009.</p> | | | development officer - clubs |
| 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>Sports demonstrations and taster sessions were included in the Culture8 event in Wembley and Respect Festival in summer 2008 Student Sports Fayre at CNWL in Jan 09. Open Club Fortnight held Sep 08, linked with Summer of Sport.</p> | | Ongoing | Sports development officer - clubs |
| 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>New leaflets produced giving information about outdoor pitches, Multi Use Games Areas, Tennis courts as well as sports and leisure centres.</p> | <p>New corporate website is taking longer than anticipated to provide all the information the Sports Service wants to display to the public</p> | Ongoing | Head of Sports |
| 8. That in addition to the support provided by | We have promoted the pan London | | | BrAVA and |

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| <p>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>bursary coaching and officiating schemes. Funding opportunities promoted to sports clubs and community groups and advice offered with completing application forms by SDO and CDO.</p> | | | <p>Sports development officer - clubs</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 similar projects in Brent.</p> | <p>Will be implemented</p> | <p>BSF not commenced yet. See earlier comment under recommendation 5 as well</p> | <p>Waiting for confirmation from DCF re Brent's inclusion in next wave of BSF</p> | <p>C&Family's Dept and Head of Sport</p> |
| <p>10. That the provision of sporting opportunities is considered when allocating section 106 funding.</p> | <p>Brent's s106 Planning Obligation Supplementary Planning Document Oct 2007 sets a standard charge on new developments and sports is one of the areas of contribution that can be considered.</p> | | | <p>Head of Sport and Planning Department</p> |
| <p>11. That Brent Primary Care Trust works towards reinstating previously successful prevention pilots to target those groups least likely to exercise.</p> | <p>Not yet implemented</p> | <p>PCT's focus has been on their national targets to increase smoking cessation.</p> | | <p>Head of Health Promotion Team at NHS Brent</p> |
| <p>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.</p> | <p>Indirectly</p> | <p>Brent Sports Service, Vale Farm and Willesden sports centres have good relationships with</p> | <p>Ongoing</p> | <p>Sports development officer – health and Head of Health</p> |

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| | | officers within the PCT and some surgeries. We will remind the PCT that we can offer this role | | Promotion Team at NHS Brent |
| <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"> • Developing networks of clubs to share facilities, costs and coaches • Developing links between schools and clubs • Developing mechanisms for sharing good practice between sports clubs and with voluntary and community groups wanting to develop opportunities for physical activity. For instance setting up satellite clubs, sharing expertise, and mentoring. • Developing their advocacy role for sports clubs in Brent | <p>Is being implemented. Sports Club consultation on sports strategy has been held. Sports Development officer attended Brent Sports Council meeting.</p> <p>Meetings with Head of sport, Assistant Director and Brent Sports Council reps to be introduced again from March.</p> <p>Good practice information about Club development included on website.</p> <p>Sports Council attend CSPAN meetings</p> <p>Guest Speakers to invited to Sports Council meeting as requested by clubs e.g. ClubMark or Volunteer Centre.</p> | | Ongoing | Head of Sport and Sports development officer – clubs but also needs input from Brent Sports Council. |
| <p>14. That the task group support the sports department's continuous bid for a small grants fund to support sports clubs in Brent.</p> | <p>No growth awarded to create a small grants fund.</p> <p>However, in 2008 the Sports</p> | | Ongoing | Head of Sports |

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| | Service assisted sports clubs and community groups successfully bid for £85,000 sports funding | | | |
| 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. | Over the summer we worked with BrAVA to look for new volunteers to help sports clubs as part of 'Join a Club' fortnight and will have offered our services to the Personal Best programme to offer volunteering opportunities. Pilot project undergone in partnership with Brent Volunteer Centre and Middlesex FA to focus on increasing volunteering in football clubs. Linked in with school sports partnership's Leadership Academies to place volunteers. | | | Sports development officer – clubs |
| 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. | All clubs sent information about the annual award scheme and encouraged to apply AFC Wembley short-listed as Club of the Year | | | Sports development officer – clubs |
| 17. That the sports department use Mosaic based data when promoting and marketing sporting activities and opportunities. This should include: <ul style="list-style-type: none"> ○ Advising clubs and community groups ○ Using non sporting venues such as doctors surgeries & | Being implemented. Information has always been sent to non sporting venues e.g. health centres, libraries etc. JCDecaux poster campaign in new year promoting 'Join a Club'. Working with partners such as PCT to put information on their intranet. | | | Sports information & admin officer |

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| health centres ○ Partner activities. | | | | |