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|  | <p style="text-align: center;">Executive 14 December 2009</p> <p style="text-align: center;">Report from the Director of Environment and Culture</p> |
| <p style="text-align: right;">Wards Affected: ALL</p> | |
| <p style="text-align: center;">Brent's Sport and Physical Activity Strategy 2010 – 2015.</p> | |

Forward Plan Ref: E&C- 09/10-007.

1.0 Summary

- 1.1 This report provides Members with an overview of Brent's Sport and Physical Activity Strategy 2010 - 2015. This Strategy feeds down from the Cultural strategy. It aims to give strategic focus to everyone who has a role in providing, delivering, enabling and directing the provision of sport and physical activity in Brent.
- 1.2 The strategy has been developed and written by Brent's Community Sport and Physical Activity Network (Brent CSPAN), with CSPAN members responsible for ensuring the actions are undertaken to achieve the strategic themes and priorities. As such this Sport and Physical Activity Strategy is Brent's CSPAN's strategy of which the Council is one of several key stakeholders.
- 1.3 The strategy recommends the key themes, priorities, target groups, priority sports and actions which will need to be lead by all CSPAN members in order to achieve the strategy's vision.

2.0 Recommendations

That the Executive:

- 2.1 Note that this is a joint sport and physical activity strategy produced by Brent's Community Sport and Physical Activity Network.
- 2.2 Note the findings of the Strategy and agree the strategy's vision to *"increase opportunities for, and levels of participation in sport and physical activity by all sections of the community resulting in improved health, well being, community cohesion and enhanced quality of life for those people who live, work, learn and play in Brent."*

- 2.3 Agree the seven key themes, identified target groups and three new priority sports within the strategy as set out in paragraphs 3.17, 3.23 and 3.24 respectively and that the Council will build these in to all sport and physical activity related work.
- 2.4 Note the action plan detailed within the strategy (attached as appendix 1) and agree that the Council will take the lead on those actions identified as such.

3.0 Detail

Background

- 3.1 Sport and physical activity is recognised as having wide reaching benefits beyond those of just providing sport for sports sake. Sport or physical activity is essential to a healthy lifestyle and can improve an individual's quality of life. It helps address a wide range of social and economic issues such as community cohesion, lifelong learning, crime reduction and community safety as well as health improvement. It can also make improvements to the environment, assist with regeneration and hosting large events can benefit the local economy.
- 3.2 The previous Strategy for Sport and Physical Activity Strategy in Brent ran from 2004 to December 2009. Many of the recommendations of the old strategy have been achieved and these are detailed within the new strategy (appendix 1 to this report). The new strategy builds on the outcomes of the previous document and gives strategic focus to everyone who has a role in providing, delivering, enabling and directing the provision of sport and physical activity in Brent.
- 3.3 This strategy recognises that there are many providers of sports opportunities in the Borough, not just the Council. Therefore, this strategy was developed by, written by and endorsed by Brent's Community Sport and Physical Activity Network (Brent CSPAN) a group of key stakeholders whose members include representatives from: the voluntary sector (BrAVA), Brent Sports Council, Leisure Connection, NHS Brent, Pro-Active West London, School Sports Partnerships and various Council services (Sports, Parks, Regeneration and the Youth Service) . Brent CSPAN members will be responsible for delivering the strategy; working with other partners to implement the actions and to achieving the priorities and the vision.
- 3.4 Brent's Culture, Sports and Learning Forum has developed a Cultural Strategy for Brent. The Cultural strategy identifies eight principles:
1. Enhancing Cultural Vibrancy
 2. Increasing Participation
 3. Raising the Profile of Culture
 4. Encouraging Young People to Take Part
 5. Developing Public Spaces
 6. Making the Most of London 2012
 7. Supporting the Cultural Economy
 8. Promoting Health and Wellbeing

It is considered that these are key to the successful delivery of the vision to; “*develop a range of cultural opportunities that are engaging, accessible and enriching for all local communities.*” Brent’s sports and physical activity strategy has themes and priorities that mirror these Cultural strategy principles and delivery of the sports and physical activity actions will contribute to achieving the vision of the Cultural strategy.

- 3.5 The Sports and Physical Activity strategy is based on research and consultation that has taken place over the last few years. Prior to drafting the strategy a ‘challenge day’ was held with stakeholders from schools, all Council departments, disability groups, community organisations, NHS Brent, voluntary sector, national governing bodies of sport, sports clubs, sports facility managers, Metropolitan police and other strategic sports organisations. The challenge day attendees discussed the key issues regarding sport in Brent, the problems and barriers to people participating in sport and physical activity and the good points about sports opportunities and provision in Brent. In addition to the challenge day, specific workshops were also held with sports clubs and representatives of Brent’s disability groups.
- 3.6 To develop the strategy recent research has also been analysed including:
- the Active People survey 1 and 2,
 - surveys with 12000 Brent school pupils
 - Brent’s Parks Survey
 - surveys with Brent Youth Parliament members,
 - sports centre user surveys,
 - Sports Centre National Benchmarking surveys
 - The Place survey
 - Residents Attitude survey 2009
 - Mosaic information and the Council’s evidence base
- 3.7 In addition, internal and external influences were reviewed that may affect the development of sport and physical activity in Brent including London 2012 Legacy plans, National Governing body of sport plans, relevant local, regional and national strategies, initiatives and other strategic documents. All this information informed the content of the strategy.
- 3.8 Public consultation on the draft strategy took place from July to October 2009. The draft Strategy was available in Brent’s libraries and sports centres. It was available to download from the Sports Service’s website and was on the Council’s Consultation tracker inviting people to feedback via the online consultation questionnaire. A web link and flyers were sent to members of the Council’s User Consultative Forums and the local press ran an article on the draft strategy. Brent Youth Parliament considered the draft strategy at their meeting on 19 September and provided detailed feedback which will inform delivery of the actions within the strategy.

- 3.9 Letters and/or emails were sent to the following individuals and organisations together with copies of the draft Strategy and Executive Summary asking for their comments and feedback:
- All Members Attendees at previous Challenge Days and workshops
 - Senior Council Officers
 - Sports Clubs
 - Neighbouring and West London Local Authority Senior Leisure Officers
 - Sport England
 - Five Pro-Active London Directors
 - Database held by the Council's Consultation Team
 - South Kilburn NDC
 - London Community Sports Network
 - NHS Brent
 - National Governing Bodies of Sport
 - London Sports Forum for disabled people
- 3.10 The responses from the consultation process have informed the final version of the Strategy. All the comments supported the key themes and priorities. Sport England said, *“Overall, we are supportive of the key themes and priorities. They are the main focus of most locality-based sports strategies The strategy is strong on evidence – there is clear use of Active People data, market segmentation and an understanding of the different needs of the borough by place and demographic. This underpins the strategy and is impressive.”*
- 3.11 The consultation process also helped Brent CSPAN to finalise the 3 additional priority sports. A table showing all the feedback received from the draft consultation and whether or not the feedback was incorporated into the final strategy and if not why not, will be placed on the Council's website.
- 3.12 Within the strategy, sport is defined as,
“all forms of physical activity which, through casual or organised participation, aims at improving physical fitness and mental well-being, forming social relationships, or obtaining results in competition at all levels.”
This definition is from the Council of Europe's European Sports Charter and has been adopted by Sport England and Brent's CSPAN.
- 3.13 Continuing the inclusion from the previous strategy, Brent CSPAN recognise that for many physical activity is an essential tool in encouraging people to lead a more active lifestyle and healthier lives. Therefore physical activity remains a focus along with sport within this strategy. Physical activity is a broad term that can cover structured and unstructured activity. The World Health Organisation defines Physical Activity as, “all movement in every day life, including work, recreation, exercise and sporting activities”.

Key Findings

- 3.14 From the background research and consultation it has been possible identify a number of headline findings which have influenced the key themes and priorities. These findings include:

- Brent' sports facilities are ageing and need to be refurbished or redeveloped
- Satisfaction with the provision of sports facilities has increased over the last three years.
- The Borough is deficient by at least two swimming pools and the first priority should be the provision of a pool that serves the North of the Borough.
- There are many facilities suitable for sport in the Borough which have limited or no community access.
- 53% of Brent's population do no sport or physical activity
- 19.5% of Brent's population do the recommended 3 x 30 moderate intensity sport or physical activity
- 37% of Brent pupils in year 6 are overweight or obese
- There are health inequalities within the Borough
- Brent has a young population
- School sport has improved and increased significantly over the last 5 years
- Brent has a relatively small number of sports clubs, many of which are facing falling membership levels
- London 2012 offers a once in a lifetime opportunity.
- Brent should benefit more from sporting events in Wembley
- There are many providers of sport and physical activity within the Borough
- Awareness of opportunities for sport and physical activity still needs to be increased
- There is limited and reducing funding.

The Vision

3.15 The overarching vision of this strategy is,

“To increase opportunities for, and levels of participation in sport and physical activity by all sections of the community resulting in improved health, well being, community cohesion and enhanced quality of life for those people who live, work, learn and play in Brent.”

3.16 In order to achieve this vision, seven themes have been identified arising from the consultation and research. These themes take account of the benefits that sport and physical activity can make to achieving wider social and economic objectives as well as improving the quality of life of Brent's residents. Within each theme there are a number of key priorities. Success measures and outcomes have been determined to assess the overall effectiveness of this strategy.

Key Themes

3.17 The seven key themes are:

1. **Increase Provision of Appropriate Facilities**
2. **Increase Knowledge of the wider benefits of an active lifestyle**
3. **Get More People active**
4. **Develop Local Sports Providers**
5. **Increase Sports Opportunities for Young People**

- 6. Make the Most of London 2012 and Wembley as a major sporting venue**
- 7. Improve Partnership working**

The priorities, success measures and outcomes and actions of each theme are detailed within the strategy, attached as Appendix 1 to this report.

Theme 1: Increase Provision of Appropriate Facilities

- 3.18 Brent has a range of indoor and outdoor sports facilities, the largest supplier of which is the Council. The 2008 Planning for Sport and Active Recreation Strategy 2008 – 2021 identified that the majority of sports centres are ageing and in need of refurbishment or re-provision. It identified that Brent is short of at least two publicly accessible swimming pools and that the number one priority should be the provision of a third pool that serves the North of the Borough. 32% of sports halls in the Borough are not available for community access, the Borough is deficient in over 650 health and fitness stations and improvements are required to various tennis courts and pitches around the Borough.
- 3.19 Despite this satisfaction with sports facilities has improved from 52.7% in 2006 to 60.1% in 2008 (Active People surveys 1 and 2) and much of this may be due to the opening of Willesden sports centres which reports over 1,850 visits per day and demonstrates that if quality facilities are provided that offer a range of activities that meet the needs of Brent's diverse communities at affordable prices, then a significant percentage of the local population will use the facilities.
- 3.20 If Brent does not provide access to sufficient good standard facilities which are appropriately located and affordable there will be little increase in participation levels and Brent will remain as one of the most inactive Borough's in London and England.

Theme 2: Increase Knowledge of the wider benefits of an active lifestyle

- 3.21 It is recognised that sport and physical activity can help achieve wider social and economic objectives and improve the quality of life. It can bring individuals and communities together, divert people from crime and anti-social behaviour, offer learning opportunities, increase confidence and social interaction as well as improve our health. Inactivity has a significant impact on our health and on the economics of the Country and yet 53% of Brent's population (Active People survey 2) undertake no sport or physical activity. Approximately 20% of Brent's adult population is obese and 37% of year 6 pupils are overweight or obese, the 10th highest level in the country. Evidence shows that participation in sport and physical activity can improve behaviour and academic attainment. Involvement in sport develops new skills and together with the provision of sports facilities can offer a range of voluntary and / or paid employment opportunities. We therefore need to educate and remind people about the wide ranging benefits of an active lifestyle.

Theme 3: Get More People active

3.22 It is recommended that an adult undertakes 3 occasions of 30 minutes (3 x 30) of moderate intensity sport and active recreation per week. In 2008 Sport England carried out the second national Active People Survey and the results showed that in Brent, only 19.5% of the Borough's adult population achieved 3 x 30. This was a 1.5% increase, the 4th highest increase in London but is still below the London and National average. The Active People 2 survey results for 3 x 30 also showed that Brent's older population (55 plus) were more active than the London average, 13.7% in Brent and 11.5% London average. Disabled people's participation had increased to 7.7% but was still below the London average of 9%. However only 14.9% of those aged 35 to 54 had undertaken 3 x 30 which is significantly lower than the London average of 20.3%.

Target Groups

3.23 Different groups within our society perceive different barriers which prevent them from taking part in sport and physical activity. Whilst this strategy aims to increase participation in sport and physical activity by everyone, it recognises that there are some groups that are appreciably less active than others. These low and non participating groups should become the focus of additional targeted work by all stakeholders to increase their participation levels. These groups are:

- Disabled people
- Adults aged 35 to 54
- Black and ethnic minority people
- Women and girls
- Young people.

Priority Sports

3.24 The previous strategy recognised that it is not possible to develop the hundred plus sports recognised by Sport England. Therefore eight priority sports were chosen for which sports specific steering groups have been established and development plans written. All of these development plans are still live and this strategy will continue to have these eight sports as priority sports. An initial matrix was drawn up that identified different criteria against which the potential new priority sports would be scored. (This is included within the strategy (appendix 1)) The consultation process asked for people's preferences on the priority sports and helped influence Brent's CSPAN choice of the three additional priority sports. These are listed below together with some of the main reasons for their inclusion as a priority sport.

1. Badminton

- Badminton England, the sports National Governing Body is keen and committed to working in Brent
- It is an activity that is popular with Brent's diverse communities.
- It is an activity that can be played as a family
- It was a popular sport within the Active People survey results

2. Cycling

- Links with the Borough's Green travel plan
- Is an activity that can be done formally and/or informally

- All ages can take part.
- Links with the Mayor of London's draft Transport Strategy's plan to support and increase cycling.

3. Watersports

- The Welsh Harp is a facility of regional significance and yet there is limited use by Brent residents
- There are strong clubs structures within Brent
- Indoor equipment e.g. rowing machines can attract new audiences e.g. young people
- The Welsh Harp can accommodate a variety of water sports e.g. sailing and canoeing

3.25 The following list shows the eight continuing priority sports

- Athletics
- Basketball
- Cricket
- Football
- Martial Arts
- Netball
- Swimming
- Tennis.

3.26 The new priority sports will have sports specific development plans written over the duration of this strategy and the existing plans will be reviewed and revised as necessary.

Theme 4: Develop Local Sports Providers

3.27 There are over 100 sports clubs in Brent which is relatively low compared to elsewhere in London. Some clubs report that their membership levels are dropping or they are struggling to find volunteers or appropriately qualified or experienced personnel. We need to work with sports clubs and community groups to develop sustainable organisations that have the appropriate procedures and policies in place to offer a 'quality experience' that will enable them to develop links with schools, attract volunteers and retain new members. Funding will become increasingly difficult to access and groups will need to adopt innovative approaches and recognise the wider benefits such as health improvement, social cohesion and community safety in order to gain monies from new funding initiatives.

Theme 5: Increase Sports Opportunities for Young People

3.28 Brent has a relatively young population with over 25% aged under 19. If we can engage and enthuse them in sport and physical activity at a young age they are more likely to continue this interest into adulthood. PE and sport within schools has increased significantly with 87% of pupils receiving 2 hours quality PE (2008 Annual PE and Sport survey) compared to only 24% on 2003. 13% are actively involved in volunteering and 39% take part in inter school competition. Sixteen and under usage at Brent's four sports centres increases annually and accounts for 29% (322,500) of all visits. To continue this increase in participation we must continue to seek the views of young people and

offer them the facilities and variety of opportunities that meet their needs.

Theme 6: Make the Most of London 2012 and Wembley as a major sporting venue

3.29 The Olympics and Paralympics in London in 2012 offer a unique opportunity to enthuse, motivate and stimulate interest in sport and celebrate our cultural heritage. Community groups, individuals and schools have been given the challenge to engage the many aspects of the Olympics; culture, education, business, sustainability and volunteering through the Brent Inspires Award. Willesden sports centre and capital city academy could be used as a pre- games training camp by International teams prior to London 2012.

3.30 Many international sporting events are coming to Britain over the next ten years and Wembley will have a role to play in some of these. As a major sporting venue we need to work with the Governing Bodies of the sports that are coming to Wembley to ensure that there is a sporting legacy for Brent from hosting the stadium within the Borough.

Theme 7: Improve Partnership working

3.31 There are many different organisations and individuals that are contributing to the sporting and physical activity offer within the Borough. However there is duplication and replication and as resources become scarcer there will be greater need to work collaboratively to share information, increase co-ordination and develop new and existing opportunities for joint working.

Action Plan and Review

3.32 The strategy contains an action plan which all CSPAN members will play a role in delivering. It identifies the potential partners and lead organisations and shows how these actions link up to achieving the priorities within each theme. Progress against the action plan will be reviewed annually by Brent's CSPAN and a report produced which will be presented to the Culture, Learning and Sport Forum. A comprehensive review of the strategy will commence in 2014 to allow sufficient time for a subsequent strategy to be produced.

4.0 Financial Implications

4.1 Many of the actions within the action plan can be implemented within existing budgets. Some actions however such as the provision of a third pool will require substantial investment from the Council and others will require existing budget allocations to be retained in order that the actions can be delivered over the five year duration of this strategy. Where opportunities arise additional or external funding will be sought to deliver specific elements of the strategy.

5.0 Legal Implications

5.1 The Council has power pursuant to section 19 of the Local Government (Miscellaneous Provisions) Act 1976 to provide such recreational facilities as it thinks fit. This power includes the power to provide buildings, equipment and assistance of any kind.

5.2 Over and above these specific powers, the Council has the general power to do anything which it considers is likely to promote and improve the economic, social or environmental wellbeing of its area under Section 2 of the Local Government Act 2000. In exercising this power it has to have regard to its Sustainable Community Strategy.

6.0 Diversity Implications

6.1 Brent's Sport and Physical Activity Strategy identifies that additional development work should focus on a number of target groups that are currently under represented in terms of participation in sport. These groups are: young people, people from black and minority ethnic groups, disabled people, adults aged 35 to 54 and women and girls.

6.2 Paragraphs 3.5 to 3.9 detail the consultation that was undertaken in the production of the draft strategy and the public consultation. This included consulting with disability organisations, sports clubs and Brent Youth Parliament.

6.3 An Equalities Impact Assessment will be undertaken to ensure that the strategy does not adversely impact on Brent's communities.

7.0 Staffing/Accommodation Implications

7.1 None

Background Papers

Planning for Sport and Active Recreation Facilities Strategy 2008 – 2021
A Strategy for Sport and Physical Activity IN Brent 2004 to 2009

Contact Officers

Any person wishing to inspect the above papers should contact Gerry Kiefer, Head of Sports Service ext 3710

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