

REDDITCH BOROUGH COUNCIL

EXECUTIVE COMMITTEE

11th July 2017

Redditch Sports and Physical Activity Strategy 2017-2022

Relevant Portfolio Holder	Councillor Pat Witherspoon
Portfolio Holder Consulted	Yes
Relevant Head of Service	John Godwin
Ward(s) Affected	All
Ward Councillor(s) Consulted	No

1. SUMMARY OF PROPOSALS

1.1 This report presents the draft Sports and Physical Activity Strategy 2017-2022 and seeks agreement in its adoption.

2. RECOMMENDATIONS

2.1 The Executive Committee is asked to **RESOLVE** that the Redditch Sports and Physical Activity Strategy 2017-2022 be approved.

3. KEY ISSUES

3.1 Background:

3.1.1 The Sports and Physical Activity strategy is directly influenced by two of the Council's strategic purposes:

- Give me good things to see, do and visit**
- Help me to live my life independently**

3.1.2 The Redditch Council Plan (2017-2020) contains a number of actions related to sport, physical activity and mental health under the following headings:

- Support the provision of leisure opportunities for the whole Borough (Good things to see, do and visit)
- Understand and support the additional needs of residents (Live independently)
- Promote independence and reduce social isolation (Live independently)
- Help people to active bodies and active minds (Live independently)
- Strengthening and supporting families and individuals (Live independently)

3.1.3 The actions detailed in the Council Plan align to the priorities highlighted in the strategy

REDDITCH BOROUGH COUNCIL

EXECUTIVE COMMITTEE

11th July 2017

3.1.4 The final version of the strategy will be visually presented in a manner which makes it inviting, attractive and easy to read

3.1.5 An executive summary will be available to give a short insight into the strategy aims and objectives

3.1.6 What is the purpose of the strategy?

To provide a strategic vision for the provision of Sport and Physical Activity in Redditch over the 5 year life cycle of this strategy. It will be used as a tool by Council internal departments and external organisations to identify physical activity, health and wellbeing priorities for the town as well as decreasing health inequalities.

3.1.7 Why have we done it?

To have a robust method of aligning priorities and delivery to positively impact the Redditch community.

3.1.8 What is it aiming to achieve?

It will be used as a tool to direct and inform partners of priorities in the area. The actions in Council and Departmental delivery plans will help to support the implementation of these priorities.

3.1.9 What are the desired outcomes?

A more cohesive approach to gaining desired outcomes for Redditch. It will promote partnership working and help to reduce duplication of work and the sharing of joint resources.

3.1.10 How are we going to achieve it?

The Council Plan is the delivery plan which aims to achieve and work towards the strategic aims and priorities of the strategy. These actions involve internal partners and will be reflected in departmental and team action plans which will be reviewed on a regular basis.

3.2 FINANCIAL IMPLICATIONS

None

3.3 LEGAL IMPLICATIONS

None

3.4 SERVICE / OPERATIONAL IMPLICATIONS

3.4.1 The Sports and Physical Activity Strategy identifies the key sports and physical activity priorities for the Redditch Community. It is based on national, regional, local trends and insight data from a variety of sources, such as Local Health Profiles, Active People Survey and Market Segmentation. It has been produced with the

REDDITCH BOROUGH COUNCIL

EXECUTIVE COMMITTEE

11th July 2017

involvement of a variety of key stakeholders including the CSP (County Sports Partnership), Education, Local Strategic Partners and the Community Safety Partners. The Strategy will help to inform grant funding applications from voluntary sector organisations to grow and sustain their organisations.

(See pages 5-26 of the strategy for overview and background information)

3.4.2 The Strategy will inform local groups, organisations and key stakeholders to deliver programmes and projects which directly contribute to the themes defined. This will result in a coordinated and consistent approach, along with a greater impact in the delivery of sport and physical activity and health outcomes in Redditch.

(See page 28 of the strategy for themes and underpinning principles)

3.4.3 There is an intrinsic link between the themes in the strategy and the objectives in the Council Plan 2017-2020. Each objective in the Council Plan has a number of actions that, when delivered, will address and support the aims and priorities within the strategy. Leisure and Cultural Services Officers are responsible for facilitating and delivering on this strategy in partnership with external organisations and groups. These officers sit on the strategic purpose groups and will ensure a consistent link between the documents is achieved.

3.4.4 The recommendations from the Strategy will help to shape future service delivery. This will help to inform the Councils specification if looking to procure a future operator for Leisure and Cultural Services. Equally it will help influence the services that are retained by the Council in future years.

3.4.5 Redditch Borough Council will both deliver and facilitate by supporting groups and organisations to achieve outcomes. Community activity is more successful and sustainable when driven by local ambassadors. Redditch Borough Council can help to upskill and support these ambassadors to drive and achieve outcomes.

3.5 CUSTOMER / EQUALITIES AND DIVERSITY IMPLICATIONS

3.5.1 The strategy aims to ensure that residents from all backgrounds are included in the design of future facility and activity provision. This can be within the physical operation of facilities as well as the future planning and implementation of activity programmes within the communities. The strategy highlights the need to provide opportunities for residents suffering from physical disability and those with learning difficulties.

REDDITCH BOROUGH COUNCIL

EXECUTIVE COMMITTEE

11th July 2017

3.5.2 The strategy reflects the need to engage with families in highest need. These families are at a higher risk of being inactive and thus not engaging with community activities, but by breaking down barriers by encouraging them to participate in sports and physical activity, this will support them to increase self-efficacy, influence positive behaviour change and create local support networks to improve activity levels within the wider communities. Working closely with Connecting Families and Family and Parenting Services will help to determine the target population for these interventions.

3.5.3 Other under-represented groups such as older people, women and girls, ethnic minorities and people suffering from mental health issues are addressed within the strategy and link to the priorities within each of the themes identified.

4 RISK MANAGEMENT

4.1 There are a number of risks that are currently in place in relation to the current and future provision of Sport and Physical Activity. Should this Strategy not be in place then there is a danger that the priorities for the Town are not recognised and as such there is a lack of strategic direction from all of the key partners involved.

4.2 The strategy will enable control measures to be put in place which will reduce the overall risks identified. These risks include lack of available funding, transport, facilities, qualified coaches, number of volunteers, level of awareness and apathy amongst residents, being able to effectively engage with non-users including those in areas of highest need.

4.3 Control measures include ensuring effective communication between groups, organisations, and the local community, the ability to share resources i.e. knowledge, research data and insight into best practise, identify available funding streams, work with local education organisations to promote and enhance training and development opportunities and ensure accessibility to facilities for all users.

5 APPENDICES

- Appendix 1 – Sports and Physical Activity Strategy 2017-22

6 BACKGROUND PAPERS

- The Council Plan 2017-2020
- Demographic Tables
- Measures Snapshot
- Redditch Activity Profile

REDDITCH BOROUGH COUNCIL

EXECUTIVE COMMITTEE

11th July 2017

- DCMS Strategy 2015
- Sport England Strategy: Towards an Active Nation
- UK Sport Business Plan
- Youth Sports Trust Manifesto
- Joint Health and Wellbeing Strategy 2016
- Redditch Health Profile
- 2015 Briefing on Physical Activity
- 2015 Briefing on Mental Health
- Housing Land Supply 2016
- Redditch AGP FPM Report 2015
- Redditch Halls FPM Report 2015
- Redditch Pools FPM Report 2015

7 KEY

n/a

AUTHOR OF REPORT

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