

Report to: **Executive**  
 Date: **15 January 2008**  
 Report of: **Executive Member for Social Inclusion and Culture**  
 Subject: **Development of Community Sports Networks**  
 Ward: **All**

**1.0 Purpose of Report**

1.1 The purpose of the report is to update Executive on the proposed development of a Community Sports Network within the district and to consider options for the Council's involvement in the Delivery Plan.

**2.0 Consultation**

2.1 In preparing this report I have consulted with Management Team, Executive Member for Social Inclusion and Culture, Director of Community Services and Head of Neighbourhood Initiatives

**3.0 Background**

3.1 The Government document Game Plan published in 2002 recognised the importance of increasing grass roots participation in sport and physical activity and estimated that inactivity was costing the nation at least £2billion a year or 54,000 lives lost prematurely. The document set a number of targets including an indicator to increase the number of people taking part in sport and active recreation by 1% a year up to 2020.

3.2 The Sport England publication, The Framework for Sport, highlighted that in order to meet Government targets there needs to be an increase in strategic planning amongst all partners involved with delivering sport and physical activity in each local authority area as well as the development of a robust baseline measuring tool which could accurately measure any increase in participation levels.

3.3 In 2005/6 Sport England commissioned Ipsos Mori to undertake an "Active People" survey, the largest single telephone survey conducted in Europe to measure adult (16+) participation in sport and physical activity. The survey was used to develop a baseline and included tracking a minimum of 1,000 people in each local authority over a 12-month period to measure what percentage of the population participated in 3 x 30 minutes exercise per week. The results of the survey have informed the CPA indicators introduced for unitary authorities and indicators in Local Area Agreements

3.4 The table below shows the results of the survey for local authorities in County Durham and Easington has amongst the lowest participation rates in the country as well as within County Durham.

Local Authority	Participation levels
Durham	26.5%
Teesdale	22.14%
Chester- le-Street	21.74%
Derwentside	19.53%
Wear Valley	17.94%
Easington	16.80%
Sedgefield	16.77%
North East Region	20.50%
National Average	21%

The results measure those participating in at least 3X 30 minutes exercise per week, but more significantly for Easington, 61% of the adult population do not participate in any form of physical activity/ exercise on a regular basis.

3.5 In order to encourage all partners to work together and meet the 1% annual increase per year in adult participation, Sport England are encouraging the development of a Community Sports Network (CSN) in each local authority area. A Community Sports Network for Easington would bring together all partners and community representatives and develop one joined up action plan for driving up participation levels within the district. It is proposed that the Network would report to the Health Improvement Group, a subgroup of the Local Strategic Partnership. A Community Sports Network would comprise of the following partners/groups.

- Local Authority
- Primary Care Trust
- Schools Sports Partnerships
- East Durham Trust
- Children's Services
- Sports Club Representative
- East Durham and Houghall Community College

3.6 Pump prime funding will be provided by Sport England to support Community Sports Networks in delivering the priorities identified in the action plan. Easington has been allocated a "notional" amount of £200,000 for the period 2008 to 2011 which can be accessed via Sport England using the Community Investment fund application process. Any application must demonstrate match funding, some of which may be in kind. The establishment of a CSN will then strengthen bids to bring further Sport England investment to the district.

#### **4.0 Position Statement and Option Appraisal**

4.1 In order to meet deadlines an initial CSN action plan had to be submitted to Sport England by 14<sup>th</sup> December 2007, although we have until 7<sup>th</sup> February 2008 to finalize funding bids. Activity then begins from April 2008. A stakeholder consultation day has been held with partners and community representatives in October 2007 and resulting from this priorities and interventions have been agreed and set out in a draft action plan. Priority areas were informed by the results of the Active People Survey, which highlights key groupings with below average levels of participation and, a mapping exercise conducted against partners key strategic documents/plans.

4.2 The baseline data provided by the Active People survey has informed specific targets that have been developed for each local authority area and in Easington the target is to attract an additional 3,415 adults participating more in sport/physical activity by 2012, or 569 new people per year. Progress against this target will be measured by a variety of monitoring tools including an annual Active People Survey (500 sample per authority).

4.3 The action plan identifies 5 priority areas which have been agreed by the partners. These are listed below:

- Increase Participation In Sport and Physical Activity for Young People and families.
- Increase Participation in Sport and Physical Activity for Adults (Priority 35 Plus)
- Increase the Number of High Quality Sports Clubs

- Increase the Number of Qualified Coaches and Volunteers
- Improve the co-ordination of planning, communication and promotion of sport and Physical activity

4.4 The action plan co-ordinates the mainstream activities of the PCT, District Council Sports Development Service and voluntary sector providers to improve service provision in each of these areas. It is recognized that there will be capacity issues attached to increased levels of service and that to address these issues and meet the challenging targets a number of specific posts be need to be established (subject to funding as shown in 3.6).

4.5 The County Durham Primary Care Trust are prepared to apply for funding on behalf of the CSN and to commission organizations to deliver services which meet the priorities of the action plan. The Primary Care Trust have made an approach to the Council seeking to commission the authority to host the following posts;

- Women and Young Girls Development Officer. To be used to develop an “Engaging Young Women’s Project” targeting 16 to 25 year olds.
- Disability Sports Development Officer. To be used to create more sustainable opportunities for people with disabilities to access physical activity opportunities in community /sports clubs venues.

4.6 It is proposed that grant funding could support 100% of the employment costs for up to potentially 3-year fixed term period 2008-11. (subject to successful CIF approval).At this stage it is uncertain if funding will be available to fund these posts for a 2 or 3 year period. Establishing the posts within the Council will increase the capacity of the Sports Development Team to address two specific areas i.e. disability and increased participation levels for young women that are identified as priorities within the Neighbourhood Initiatives Service Plan and establish the Council as a strategic delivery partner within the CSN. Looking to the future, it can also be noted that Durham City, Teesdale, Wear Valley, Chester le Street and Sedgefield councils are all developing similar plans to host CSN posts which will fall under the new unitary council from 2009.

4.7 The alternative to the District hosting the posts is that they are employed through the PCT. This has some advantages in that all of the funded elements of the CSN would then effectively sit with one organization but this needs to be balanced with linkages to the Councils sports development activity not being as strong, and a reduction in strategic involvement. This option is not favoured by the PCT.

4.8 In terms of long-term sustainability it is proposed that both posts will be constantly reviewed by the Community Sports Network to measure their performance in demonstrating increasing participation rates in these key target groups. Further funding applications will then be made to Sport England.

4.9 Additional funding is available to support the appointment of a CSN Co-ordinator. This is available on a reducing contribution scale from 100% to 50 % over a 3-year period. The Primary Care Trust are proposing to access this funding and merge the current Active Easington Co-ordinator into the role of the CSN coordinator .The Primary Care Trust have agreed that when the specification for this post is determined that consideration will be given to including co-ordination of the Play Strategy within the remit.

## **5.0 Factors Affecting Service Delivery**

5.1 There are no factors affecting Service Delivery

## **6.0 Implications**

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The CIF bid would be for 100% of the employment costs over either a 2 or 3-year period( subject to confirmation via the CIF application process). The effectiveness of the posts will be enhanced by the addition of a small activity budget circa £3,000 per post which could be met from existing Neighbourhood Initiatives budgets.

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There are no legal implications arising out of this report

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There are no policy implications arising out of the report

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A risk assessment will be carried out to manage any risks identified

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A communication plan will need be developed for this project and to ensure expectations are managed.

## **7.0 Corporate Implications**

### **7.1 Corporate Plan and Priorities**

Developing a Community Sports Network within the district will help meet the council's objective of providing "Quality Services for our people" and "Building a Healthy Community".

### **7.2 Equality and Diversity**

The creation of a dedicated Disability Sports Development Officer will increase opportunities for people with disabilities to access a greater amount of opportunities to participate in sport and recreation.

### **7.3 E-Government**

There are no E-government implications arising out of this report.

### **7.4 Procurement**

There are no procurement implications arising out of this report.

## **8.0 Recommendations**

8.1 Executive are asked to agree to the option of the Council employing the Disability and Young Women's posts up to potentially a 3- year fixed term basis, 2008-11 subject to 100% funding from the Community Investment Fund being secured.