

Policy and Development Committee		Agenda Item: 5
Meeting Date	Wednesday 19 th November 2014	
Report Title	Review – Sport & Physical Activity Framework for Swale (SPAFS)	
Cabinet Member	Cllr Whiting, Cabinet Member for Localism, Sport, Culture & Heritage	
SMT Lead	Pete Raine	
Head of Service	Emma Wiggins	
Lead Officer	Russell Fairman	
Key Decision	No	
Classification	Open	
Forward Plan	Reference number:	
Recommendations	The Committee is asked to consider the report and recommend any changes to the Framework and review of the targets in line with Sport England key indicators that it wishes the Cabinet Member to consider.	

1 Purpose of Report and Executive Summary

- 1.1 This report aims to identify the key elements of the work undertaken as a result of the SPAFS and its flexible approach to ensure that Sport & Physical Activity (SPA) is embedded into the localism agenda. During the consultation and development of the SPAFS important messages were delivered and this report looks at whether the ‘Vision’ and ‘Priorities’ are being held at the heart of all work undertaken by the Council and its partners in relation to SPA.
- 1.2 Progress so far is set out in table 1 in this report and the Committee is asked to consider the report and recommend any changes to the Framework that it wishes the Cabinet Member to consider.

2 Background

- 2.1 The SPAFS was developed following a review in 2011 and public consultation in February 2012 with both the SPA Network and the residents of the borough to review and develop the role the Council should be undertaking in relation to SPA and to provide partners in Swale with a Framework from which they can develop their own strategies for action.
- 2.2 The vision of the SPAFS is ‘That the people of Swale are motivated to be more active and healthier so that they can live life to the full, be happy and well, reaching their potential’.

- 2.3 The Council needed to review its provision and make some bold decisions as to whether it should continue with providing a lead on SPA and if so how it will position itself with the need to make budgetary savings whilst continuing to provide a valuable service to the residents of the borough.
- 2.4 This report reviews the successes, challenges and potential developments that have been made possible due to the SPAFS and the work the Council is currently undertaking. The new 'Enabling and Facilitating' role of Sports Development within Swale Borough Council frees the officer from direct delivery of activities to a strategic overseeing the function.
- 2.5 The report reflects on the aspirational targets that were identified in the SPAFS and how the Council and its partners can align and develop their SPA provision to make a positive influence on the national indicators. With Sport England controlling the data collection and presentation of the results the aspirational targets will need to reflect any changes or evolvement of the data provided.

Strategy to Date and Options for Improvement

A outline of the work that has been delivered following the review, consultation and re-structuring of the SPA function of the council is in Table 1 and maps the framework’s priorities against the achievements, future plans and performance indicators; providing recommendations for consideration.

Table 1 – SPAFS progress to date and options for improvement

1. Provide the right activities in the right places to the right people	
Achievements	<ul style="list-style-type: none"> • A new Sports Grants scheme to help voluntary clubs and organisations afford the resources and or training to provide opportunities and increase participation. • Secured £76k from Sport England’s Community Sport Activation Fund (CSAF) to employ a health trainer to provide subsidised and informal activities throughout Swale, providing support and guidance to residents that have either been self-refereed or by a health professional. • Officers are currently working with four group to renew, extend or take up leases to manage facilities
Future plans	<ul style="list-style-type: none"> • Promote the SPA grants to both traditional and non-traditional activity providers. • Capture data to establish the project as an example of good practice. • Linking with the Councils Trustee’s Network to support and encourage the volunteers that run or want to assist in the running of SPA clubs and Organisations providing SPA opportunities.
Performance indicators / Success measures	<ul style="list-style-type: none"> • £20k budget allocated and launched July 2014 – with £2,460 awarded to date and a further six bids expected • The number of participants engaged with the health trainer started in October 2014 (792 target) – the first group has been engaged with 12 expected in November. • The Sport England Active People Survey results Increased participation of adults in at least 1x30mins of SPA from 10.5 to 13% - Sport England are presenting this differently and now its based on – adults 14 + that take part in sport at least once a week, Swale is at 35.4% compared to the national figure of 36.7% Number of physically active adults doing 5x30mins of SPA from 11.5 to 13% - Currently at 11.1% restrictions on time and cost of maintaining this high level of activity.
Recommendations	<ul style="list-style-type: none"> • The priority remains a key driver for the work of the Council and partners in regards to SPA, no change but flexibility with the results and reporting from Sport England needs to be built in to accommodate alterations made at a national level.

2. Encourage active and healthier lives through regular participation in sport and physical activity	
Achievements	<ul style="list-style-type: none"> • Re-established the Active Swale network in line with the new 'Enabling and Facilitating' role of the Council, two events have been hosted to bring clubs and organisations together to champion the role and benefits that a more active life has. • The Council promoted and participated in the national Healthy Living Week with a full week long programme of activities and opportunities for staff to get involved. • Using successful Lottery and Sport England grant to link SPA with the health prevention work of the Kent Community Health (NHS) Trust (KCHT). • Provided support for partners to engage with the Sportivate Sport England funding to provide activities in the borough with two successful bids bringing an estimate £4500 to Swale.
Future plans	<ul style="list-style-type: none"> • Create stronger links with SPA and the 'Healthy Living Week'; developing stronger connections with the Health & wellbeing Board and Clinical Commissioning Groups and the SPA of the Council and its partners. • Manage the Health trainer project to provide health interventions for inactive residents collating data to prove the health trainer project is making an impact to activity levels • Continue to engage with Sport England and their local County Sport Partnership (Kent Sport) to increase the number of applications to funding streams.
Performance indicators / Success measures	<ul style="list-style-type: none"> • The Sport England Active People Survey results Decreased number of adults that do zero days activity from 51.9 to 49.4% - currently the APS 6/7 has Swale at 50.4%. • Halted child obesity rates at 18.1% - the Public Health figures have Swale at 19.5%, this is a County wide issue and has been identified within the Kent Health & Wellbeing Strategy as one of the main priorities with the Swale Health & Wellbeing Board tackling this locally. • Halted Adult obesity rates at 30.2% - the Public Health figures have Swale at 28%
Recommendations	<ul style="list-style-type: none"> • Collect data to enable an objective assessment of the impact the partnership between the Council and the KCHT in respect of the Health Trainer project in Swale. • The priority remains a key driver for the work of the Council and partners in regards to SPA, no change but flexibility with the results and reporting from Sport England needs to be built in to accommodate alterations made at a national level.

3. Provide accessible, affordable and good quality facilities and places to participate in sport and physical activity	
Achievements	<ul style="list-style-type: none"> Continued management of the contract with Swale Community Leisure Ltd (SCLL) to run facilities in Sittingbourne and Sheerness, increasing their capacity for community engagement and appointing an Executive officer. Overseen the transfer of playing pitches and related buildings to community groups with leases ranging from 25 to 125 years, with one completed and three waiting approval in 2014/15. Provide support for SPA clubs & organisations to bid for external funding - £76k from the Sport England CSAF; £4k from the Sport England Sportivate fund; £9k from the KCC Capital Grants scheme The Health Trainer project has identified non-traditional SPA opportunities and delivery methods including Nordic Walking, seated Yoga and connecting with the Jobcentre Plus
Future Plans	<ul style="list-style-type: none"> Work with community groups and organisations to ensure that any facilities transferred under leases and contracts are maintained. Provide support for SPA clubs & organisations to bid for external funding Work in partnership with KCHT to continue to identify and encourage non-traditional SPA opportunities and delivery methods.
Performance indicators / Success measures	<ul style="list-style-type: none"> The Sport England Local Sport Profile data More organisations & sports clubs gaining and maintaining quality accreditations, currently there are 50 in Swale Quest has been maintained at leisure centres, with all centres achieving Good Green Flag and Heritage Flag awards achieved for the Oare Gunpowder Works Country Park Coastal Awards achieved for Sheerness, Leysdown and MinsterLeas Increased satisfaction in sport & leisure facilities from 49 to 54% - the 2013 Local Area perception Survey has satisfaction at 55%
Recommendations	<ul style="list-style-type: none"> The priority remains a key driver for the work of the Council and partners in regards to SPA, no change but flexibility with the results and reporting from Sport England needs to be built in to accommodate alterations made at a national level.

4. Enable opportunities to develop skills, learning and achieve potential through sport and physical activity	
Achievements	<ul style="list-style-type: none"> • The SPA grants are available for clubs and organisations to increase participation and upskill members to increase participation. • Support the Swale Youth Development Fund to provide grants for young people with talent £3690 • Secured CSAF grant to Health trainer project has incorporated funds to train the health trainer and identified volunteers to lead activities with support of the health trainer. • Promoted the generic training courses offered by the KCC SPA service to the network in Swale with 47 residents attending courses; piloted the Sainsbury's Active Kids programme on the Isle of Sheppey with the KCC SPA providing 13 residents with support and ideas to provide activities for disabled young people. • Linked with Charlton Athletic Community Trust (CACT) & the PCSO to develop their outreach programme in Sheerness, Minster, Leysdown and Queenborough, engaging with 48 young people.
Future Plans	<ul style="list-style-type: none"> • Promote and prove the need for SPA grant scheme. • Provide a grant and the administration support to distribute funds to successful applicants, promoting the work of the fund throughout the SPA network. • Work with the health trainer to determine the SPA courses required i.e. Nordic Walking leaders, to upskill the project lead and volunteers to increase activity provision. • Promoting courses and supporting clubs and organisations to find the courses they need to provide safe and suitable activities. • Develop a Borough wide programme with CACT to replicate the successful activities on the Isle of Sheppey, supporting a bid for funding through the Sport England 'Sportivate' programme. • Link with NGB volunteer programmes and encourage support within Swale BC and the wider communities i.e. NatWest Cricket and Rugby Force
Performance indicators / Success measures	<ul style="list-style-type: none"> • Linking with Local and National programmes to encourage volunteer opportunities – Sport England – Sport Makers programme ended 2013 but in the last year 46 residents were added database in 2012/13. Kent Sport still manages this database and is waiting for news of any developments with the programme. KCC Kent eVent Volunteers scheme – funding runs out in 2014 but 27 residents were added to the database in 2012/13, Kent Sport will manage this database and we await news of the next phase.
Recommendations	<ul style="list-style-type: none"> • The priority remains a key driver for the work of the Council and partners in regards to SPA, no change but flexibility with the results and reporting from Sport England needs to be built in to accommodate alterations made at a national level.

5. Work with the voluntary and community sector (VCS) and education sector to be more involved and increase participation in sport and physical activity	
Achievements	<ul style="list-style-type: none"> • Provide a free service via the Swale CVS to help search funding providers for individuals, clubs and organisations. • Established an E:Bulletin for the Active Swale network to help 'Enable and Facilitate' SPA. • Establishing networking sessions for the SPA network to share and receive information. • Provides local intelligence for County and National programmes through KCC Kent Sport, consulted with schools to provide information for the Sport England Satellite Club Programme to help develop community club links with schools.
Future Plans	<ul style="list-style-type: none"> • Continue to promote and work with Swale CVS to offer the grant finder tool to clubs & organisations. • Manage the relationship with Kent Sport to increase the opportunities coming to the Borough i.e. the Sport England Satellite Club programme creating links and provide funding for schools and Community groups to work together. • Expand the distribution of the E:Bulletin both internally and externally. • Develop the networking sessions that have already helped bring Heads of PE and the SGO role into contact with the SPA. • Oversee the Satellite Club programme to ensure the Borough is successful in encouraging community club links with schools.
Performance indicators / Success measures	<ul style="list-style-type: none"> • To Increase the number of voluntary clubs and organisations connected with the Active Swale Network from 140 • The Sport England Active People Survey results More adults regularly volunteering to deliver SPA at least an hour a week from 6.2 to 8% - APS 8 – 2012/13 has the figure at 3.2%,
Recommendations	<ul style="list-style-type: none"> • The priority remains a key driver for the work of the Council and partners in regards to SPA, no change but flexibility with the results and reporting from Sport England needs to be built in to accommodate alterations made at a national level.

6. Raise the profile and recognition of sport and physical activity in contributing to wider outcomes.	
Achievements	<ul style="list-style-type: none"> • Employed a Community (spa) Officer for SPA to 'Enable and Facilitate' within the SPA network and wider community. • The Active Swale website has been cleaned with a basic update of the content. • The Twitter account @activeswale has now been set up, with regular social media reviews undertaken to identify other tools that can be used to. • Developed a programme of network meetings and communication tools to provide a focal point for the clubs and organisations.
Future Plans	<ul style="list-style-type: none"> • Work with the Active Swale Network to provide the Community (SPA) Officer with grass root knowledge and support. • Review of the website with the network and develop to promote the benefits of SPA. • Continue to develop social media presence. • Provide regular networking opportunities for the network
Performance indicators / Success measures	<ul style="list-style-type: none"> • Maintain and increase the number of professional or public sector partner organisations connected with the Active Swale Network, currently 55 • Monitor and increase the visits to the Active Swale website from 200, based on 220 March 2014 • Increase the number of followers and interaction on Twitter established in April 2014, 85 as of October 2014
Recommendations	<ul style="list-style-type: none"> • The priority remains a key driver for the work of the Council and partners in regards to SPA, no change but flexibility with the results and reporting from Sport England needs to be built in to accommodate alterations made at a national level.

3 Proposals

- 3.1 The Committee is asked to consider the report and recommend any changes to the Framework and review of the targets in line with Sport England key indicators that it wishes the Cabinet Member to consider.

4 Alternative Options

- 4.1 To not continue to work within the priorities identified within the SPAFS that was adopted in 2012, this is not recommended as the Performance Indicators (PI's) and Success Measures that were identified during the consultation and setting of the work programme of the officer are still relevant to SPA. The Framework has guided the work of the Community (SPA) Officer since the appointment in January 2014 and is seen both locally by the KCC Kent Sport & Physical Activity Service and nationally with Sport England as an example of good practice.

5 Consultation Undertaken or Proposed

- 5.1 The review was undertaken by Continuum Sport & Leisure Ltd in 2011 with the public consultation in 2012 to build a robust picture of the SPA network in Swale.
- 5.2 It is intended to utilise the Active Swale Network to provide regular feedback from partners as to the direction and any significant alterations that may need to be made during the time period (2012-2017) that the framework is live.

6 Implications

Issue	Implications
Corporate Plan	This strategy sets out how increasing participation in SPA will contribute to the Localism Corporate Priority.
Financial, Resource and Property	The delivery of the priorities within the framework will be largely delivered by existing resources within the Economy and Community Services team, in conjunction with partner agencies.
Legal and Statutory	Raising awareness of the importance of policies within any governing body to ensure clubs and organisations provide safe activities.
Crime and Disorder	Increasing opportunities for participation will provide diverter opportunities that will engage residents in socially acceptable activities.
Sustainability	Support for voluntary clubs and organisations will enable the volunteer officers to help sustain their club or organisation.
Health and Wellbeing	Increased activity within the inactive residents will have an impact on the individual's health and wellbeing; the health trainer project will provide the opportunity to work with the non-traditional SPA sector. The Framework will aim to increase awareness and opportunities amongst the staff within the Council (and other organisations) that increasing activity participation will have a positive effect on their health & wellbeing.

Risk Management and Health and Safety	None identified at this point.
Equality and Diversity	<p>This framework sets out how increasing participation will contribute to the Localism agenda.</p> <p>Increasing participation can support local community-based clubs & organisations to manage assets and services. These organisations are led by volunteers and require a pool of people with suitable expertise to be able to deliver what is required by the community.</p> <p>Volunteering by residents can also increase their employability through skill and knowledge development, which could in turn lead to reductions in unemployed numbers within the borough.</p> <p>Increase access and opportunities for the key target group of inactive residents in areas of need that want to make a lifestyle change.</p>

7 Appendices

7.1 None

8 Background Papers

- Swale Borough Council
Move Ourselves – A Sport & Physical Activity Framework for Swale 2012 - 17
<http://www.swale.gov.uk/spa-framework>