

Meeting Date	8 th November 2017
Report Title	Active Lives Framework
Cabinet Member	Cllr Ken Pugh, Cabinet Member for Housing and Wellbeing
SMT Lead	Emma Wiggins, Director of Regeneration (Interim)
Head of Service	Charlotte Hudson, Head of Economy and Community Services (Interim)
Lead Officer	Russell Fairman, Community Sport and Physical Activity Officer
Recommendations	1. To approve the draft Active Lives Framework 2017 – 2022 to enable 8 week consultation period.

1 Purpose of Report and Executive Summary

- 1.1 This report provides Cabinet with an update on the Sport and Physical Activity Framework 2012 – 2017 (SPAF) and details proposals for the draft Active Lives Framework 2017 – 2022.
- 1.1 This report highlights that although significant work has been developed and positive progress made against the SPAF in the borough, the population still has a significant number of individuals that are inactive and poor health related data compared to other Kent authorities.

2 Background

- 2.1 In 2012 the current Sport and Physical Activity Framework “Move Ourselves” was adopted, which provided a platform for the sector in Swale to contribute to improving the health and wellbeing of the borough. This also provided a step change in the Council from direct delivery to an enabling and supporting role to ensure that we maximised the support that we could provide to the sector. The reduction in staff and budget allocation initially reduced the Councils visibility but with the Sports Grants the Community Officer is able to engage, support and provide a valuable service to SPA community organisations.
- 2.2 The 2012-17 SPAF focused on 6 objectives and has successfully made progress against all of them. Some of the key achievements are detailed on page 4 and 5 on the Active Lives Framework.
- 2.3 The 2012 – 17 SPAF also had a number of targets to measure impact but due to significant changes in collection through Sport England’s Active Lives survey there are no comparable figures. However, the data that is available is documented in the revised Active Lives Framework on Page 5.

2.4 With the expiration of the current framework, a review and assessment of progress against priorities, national and strategic drivers and consultation with the local Sport and Physical Activity sector have taken place. This identified that there has been a national shift in approach from traditional sector approach to develop sport for sport sake to help use SPA to support more active and healthier lifestyles in the wider community. This is demonstrated nationally and locally with Sport England's strategy - 'Towards an Active Nation' and the KCC Kent Sport Team's strategy of 'Towards an Active County'.

2.5 The Swale Active Lives Framework – Towards an Active Swale 2017- 2022 (attached in Appendix I) has thus been developed and focuses on the following key priorities:

- **Active You** – offering activities that are in the right places at the right time and will enable residents of all abilities to participate and challenge themselves in a supportive environment.
- **Active and Healthier Lives** - development of programmes and campaigns that help residents understand the benefit that an active life can have on their health.
- **Active Facilities** – making the best use of the facilities available in Swale including open spaces, land and water, ensuring they are as accessible and affordable as possible to encourage participation and usage.
- **Active Learning** – identifies opportunities through SPA to develop activity specific skills and general learning to support the social and personal development of the volunteers delivering opportunities in Swale.
- **Active Together** – ensuring the SPA infrastructure in Swale is strong with almost 300 known organisations offering activities but the cultural differences can provide barriers to partnership work, opportunities should be explored to help develop partnerships.
- **Active Promotion** – co-ordinating the promotion of the benefits of a more active lifestyle with activity at the heart of the message will raise the profile and recognition of the SPA partners.

2.6 Progress against the delivery of this framework will be measured through Sport England's Active Lives survey which now breaks the population into 'Active' and 'Inactive' with the later taking part in less than 30 minutes of exercise/activity a week. This is now forming the new focus for Sport England's work to address 'Inactivity' and improving 'Healthier Lifestyles' whilst continuing to support the traditional 'Sporting' offer.

3 **Proposal**

3.1 To approve the draft Active Lives Framework – Towards an Active Swale 2017 – 2022 to enable 8 week consultation period.

4 **Alternative Options**

- 4.1 To not adopt the revised Active Lives Framework this is not recommended as there are significant health inequalities in the borough, which SPA have a significant impact. The framework also ensures the delivery of the Council's Sport Development function is prioritised on these areas of greatest need.

5 Consultation Undertaken or Proposed

- 5.1 Two consultation events and an online consultation were held with the SPA sector.
- 5.2 Internally Planning, Housing, Open Spaces and Property Services were consulted.

6 Implications

Issue	Implications
Corporate Plan	The support to the Voluntary and Community Sector support the Corporate Priority, 'A Community to be Proud of'.
Financial, Resource and Property	The priorities of the Active Lives Framework will be largely delivered within the network of partners and their existing resources. Internally it will be within the current Economy and Community Services team and budgets; providing the conduit to identify and co-ordinate any external resources.
Legal and Statutory	None identified at this stage.
Crime and Disorder	Sport and Physical Activity can provide a successful diversion from Anti-Social Behaviour.
Environmental Sustainability	None identified at this stage.
Health and Wellbeing	Increased activity within inactive residents will have an impact on the individual's health and wellbeing; SPA can support this and currently Sport England is leading the sector to explore how the SPA offer can be evolved contribute to the Health sector priorities.
Risk Management and Health and Safety	None identified at this stage.
Equality and Diversity	The Active Lives Framework will aim to support SPA partners directly and indirectly to ensure provision of programmes meet requirements and assess implications for all groups to engage. Through the Active Lives Framework the Council will ensure that when services are provided and or advised upon equality and diversity will be key during planning, delivery and evaluation.

Privacy and Data Protection	Any data held by the SPA function of the Council will adhere to the Councils policies to secure personal and sensitive information.
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7 Appendices

The following documents are to be published with this report and form part of the report

- Appendix I: Swale Active Lives Framework – Towards an Active Swale 2017-2022

8 Background Papers

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