

Item No. 15.	Classification: Open	Date: 17 September 2013	Meeting Name: Cabinet
Report title:		Physical Activity and Sport Strategy 2014 - 2017	
Ward(s) or groups affected:		All Wards	
Cabinet Member:		Councillor Veronica Ward, Culture, Leisure, Sport and Volunteering	

FOREWORD - COUNCILLOR VERONICA WARD, CABINET MEMBER FOR CULTURE, LEISURE, SPORT AND VOLUNTEERING

Sport and physical activity are essential to the council's promise to promote a fairer future for all, in particular by promoting healthy lifestyles. Our strategy will raise awareness throughout the council about the impact policies have on opportunities to keep active and stay healthy, from public health, education and adult learning to planning and transport policies. The strategy sets out the challenges in Southwark and despite scarce resources includes a robust action plan to address those challenges. The Pro-Active partnership, whose hard work has not always had a high profile in the borough, is explained in the strategy and is fundamental to achieving the targets. We are therefore very grateful for the joint work in putting the strategy together and the contributions towards funding its preparation.

RECOMMENDATIONS

1. Cabinet approves the physical activity and sport strategy and action plan for 2014 -17 as set out in Appendices 1 and 2.
2. That officers bring a further report on progress with implementation within 18 months of the approval date of this report.

BACKGROUND INFORMATION

3. Over the last few years, Southwark has invested £34 million of capital funding in improving facilities for sport and physical activity. This includes improvements to the existing leisure centre stock at Dulwich, Camberwell and Surrey Docks Watersports Centre; major improvements to facilities in Burgess Park and a specific Olympic Legacy Fund designed to deliver high standard facilities to local people across the borough.
4. In addition to this, the council's capital programme includes an allocation of £31 million for a new leisure centre as part of the regeneration of the Elephant and Castle and improvements at Seven Islands Leisure Centre, Peckham Pulse and Southwark Park Athletics Track.
5. The funding for this unprecedented investment has come from a variety of sources including the council's own capital programme, section 106 monies and monies secured by officers from a variety of external sources.

6. The excitement of London's 2012 Olympics and the impact of our improved facilities have produced a significant increase in the numbers of Southwark people taking regular exercise or participating in regular sports. In the most recent annual Active People Survey, 37.9% of Southwark's adults said they were active at least 1 x 30 minutes per week, an increase from 36.5 on the previous survey, overtaking six London boroughs that previously had higher levels of participation and moving above the national and regional average.
7. Further evidence of the improvement in levels of both participation and achievement is Southwark's performance in the annual London Youth Games with our team placing twenty ninth in 2009 and increasing incrementally to a position of ninth overall in 2013. There is strong evidence that athletics, swimming and cycling have seen significant increases in participation and this fits with the council's investment in swimming pools, the Herne Hill Velodrome and in securing external funding for an Athletics Activator post.
8. However, there is still much work to do in order to raise Southwark's participation rates, especially to address inequalities related to childhood obesity, disability sports participation, provision for young people and specific issues with diabetes and coronary heart disease. As well as participation in sport the strategy emphasises the importance of encouraging physical activity more broadly including dance, active travel and maximising opportunities for movement within our wider environment e.g. use of stairs, active play, and gardening.
9. The context for this work is one of diminishing revenue. This has meant that the community sport service has recently moved away from direct delivery and refocused on capacity building work with clubs and organisations, seeking out external funding for targeted work with girls, disabled people and other groups where participation is relatively low and ensuring that the various sports clubs and providers work in a more co-ordinated way to maximise resources.
10. The new sport and physical activity strategy will establish a four year action plan with realistic actions that will be reviewed and updated regularly. It will build on the achievements of recent years, making use of best practice within our own and other community sport and physical activity networks. It will also build ownership and engagement across all of the partners in order to ensure successful outcomes for Southwark.

KEY ISSUES FOR CONSIDERATION

11. This strategy is a strategy for the Pro-Active Southwark Partnership and not for the council alone. This is a real strength as it means that all of the major stakeholders and providers share in its ownership and delivery.
12. The Pro-Active Southwark Partnership is a collaborative steering group made up of organisations across the borough involved in overseeing, delivering, promoting and organising sport and physical activity in the community with the aim of improving the health of the people living and working within the borough. Major stakeholders include Sport England, Pro-Active Central London (network of 7 central London boroughs which Southwark is part of), public health team and the London PE & Schools Sports Network.
13. The Pro-Active network is repeated across London and the rest of the country in the form of County Sports Partnership Networks. These partnerships interpret and shape national, regional and local policy to best-fit future community needs,

advocate as the 'one voice for sport', and co-ordinate delivery to avoid duplication and ensure alignment and optimum use of existing and potential resources.

Vision and priorities

14. The research and consultation undertaken to produce the strategy has identified three themes with specific strategic priorities. These themes and priorities underpin the strategy's vision which is for a

“Pro-Active Southwark working together to improve health and wellbeing for all through sport and physical activity”

15. The strategy has three themes each with specific strategic priorities. These are
- *targeted provision* which looks at participation and pathways;
 - *universal provision* which concentrates on places and promotion;
 - *foundations* which is about people and partnerships. These themes form the basis of the action plan at appendix 2 as well as being explored below.

Targeted: participation and pathways

16. The strategy sets out the current challenges facing Southwark in relation to levels of inactivity and public health matters. This theme addresses these issues by creating opportunities for participation amongst specific groups who are under-represented in terms of participation or who face additional health risks.

17. Specific beneficiaries from this theme include:

- The inactive – those with the greatest health risk and who are most likely to benefit
- Young people – by creating pathways to physical activity through play, PE and activity for life
- Disabled people – by delivering the Inclusive and Active 2 action plans and improving access to facilities and transport links
- Women and girls – encouraging uptake in physical activity and breaking down barriers to participation including access to facilities
- Sports people – by supporting the development of community clubs and enhancing pathways to performance.

Universal: places and promotion

18. This theme addresses the continuing upgrading and development of Southwark's sports and leisure facilities in the widest sense as well as the need to promote these excellent facilities to local communities in order to increase participation.

19. Specific issues that will be addressed by this theme include:

- New and enhanced facilities – maximizing use and increasing participation
- Active transport – supporting infrastructure development and use and encouraging walking and cycling
- Active environments – feeding into planning discussions, and guidance on 'active design'

- Quality of facilities – ensuring facilities are maintained and taking advantage of opportunities to improve them.

Foundation: people and partnerships

20. This theme identifies how key partnerships will be established and developed, and how volunteers and other community workers will be skilled up and supported in order to deliver the other themes.
21. The theme will include:
 - Co-ordination, support, addressing new opportunities and funding as well as performance monitoring and review
 - Increasing the range and quality of marketing and communications of the Southwark sports and physical activity offer
 - Development of the sports community workforce including supporting volunteers and coaches and exploring the potential for apprenticeships.

Policy implications

22. One of the council's fairer future promises is to encourage healthy lifestyles, in particular through the capital investment set out in this report. The physical activity and sport strategy complement Southwark's joint health and wellbeing strategy 2013/14. Officers from health have played an important part in the work to produce the new physical activity and sport strategy.

Community impact assessment

23. As set out in the Equality Act 2010 and the specific Public Sector Equality duty (PSED) a community impact assessment is required in relation to the proposed Southwark Physical Activity and Sports Strategy 2014-2017, and a high level assessment has been carried out at this stage based on this report and the associated strategy and action plan. Where the specific activities planned as the outcome of this strategy and action plan are delivered, a separate community impact assessment should be carried out to ensure that any negative impact is minimised or mitigated.
24. The physical activity and sports strategy is extremely broad in nature, applies to the whole of Southwark equally (and seeks to address geographical access) and has been widely consulted on with current partners and engaged groups and other providers. The aims of the strategy are to build capacity, increase participation, representation and accessibility for all residents to sporting provision within the borough. The strategy also addresses issues of public health and inequalities in relation to childhood obesity, disability sports participation, provision for young people and specific issues with diabetes and coronary heart disease.
25. There is no detrimental impact to any group or protected characteristic as outlined in the Equalities Act or the PSED, and the broad aims and actions proposed are likely to be of wide benefit to all residents and service users.

Financial implications

26. The proposals set out in the strategy's action plan are containable within existing council resources or where appropriate, through accessing external funding.
27. The service has been extremely successful at securing external funding in recent years including a further £1 million for projects funded through the council's £2.1 million Olympic Legacy Fund which funded 10 projects across the borough. It is anticipated that further external monies will be secured during the life of the strategy. Provision has been made in the council's capital programme for the following major projects:
 - A new leisure centre for Elephant and Castle - £20 million
 - Seven Islands Leisure Centre improvements - £ 8million
 - Peckham Pulse improvements - £2.3 million
 - Southwark Park Athletics Track - £370,000.

Staffing issues

28. The strategy action plan will be co-ordinated by the sport and leisure services Team in partnership with other council services and the partners from Southwark Pro-Active.
29. The strategy will be delivered by staff from the partner organisations, including the many volunteers working in sport in Southwark.

Consultation

30. There has been significant consultation on the strategy including through the strategic group which includes representation from the council, Sport England, health, Pro-Active and the London PE and School Sports Network.
31. An e-mail consultation exercise was also carried out, with all known sports clubs as well as a range of youth and community organisations being contacted in order to seek their views and feed them into the strategy.
32. A series of workshops were held with partner organisations to examine key themes.
33. In addition to this, two action planning sessions were held with key partners. These sessions informed the construction of the strategy's action plan and ensured that it is a deliverable and realistic plan.

Findings

34. The findings of the consultation are reflected in the vision and priorities set out at paragraphs 11-21.

SUPPLEMENTARY ADVICE FROM OTHER OFFICERS

Director of Legal Services

35. The decision to agree the sports and physical activity strategy 2014 – 2017 and action plan (“the Strategy and Action Plan”) is one that can be taken by the cabinet collectively. Under the council’s constitution, agreeing a strategy is a decision that can be taken by the lead member where the strategy relates to their portfolio, except where the strategy relates to crosscutting issues. The strategy and action plan does relate to a number of different portfolio areas, and as such it is appropriate for the decision to be taken by cabinet collectively.
36. Cabinet members will note that the sport and physical activity strategy 2014 – 2017 sets out a vision to improve health and well-being for all through sport and physical activity. The strategy sets out three themes and strategic priorities and includes an action plan containing a series of actions grouped within each theme.
37. Cabinet is advised that the strategy and action plan aims are consistent with the council’s duties and powers as they relate to the following areas:
 - Relevant to the “Places and Promotion” theme are the council’s various powers in relation to the acquisition and management of its parks, open spaces and recreational facilities (principally, section 19 Local Government (Miscellaneous Provisions) Act 1976). Also relevant to this theme is the Council’s duty in relation to promote sustainable modes of travel and to prepare a sustainable modes of travel strategy to meet school travel needs in its area (section 508A Education Act 1996).
 - Relevant to the “Participation and Pathways” theme is the Council’s new duty arising from the Health and Social Care Act 2012, which came into force on 1 April 2013. The Council is under a duty to take such steps as it considers appropriate for improving the health of the people in its area. This would include (but is by no means limited to) the provision of services or facilities designed to promote healthy living (whether by helping individuals to address behaviour that is detrimental to health or in any other way), and making available the services of any person or any facilities.
 - Relevant to both themes are the objectives of the Southwark Transport Plan 2011, which incorporates the Local Action Plan the council is required to produce setting out its proposals for the implementation of the Mayor of London’s transport strategy in the Southwark area (as required by section 145 Greater London Authority Act 1999).
 - Where there is no expressly conferred duty or power in relation to any of the functions outlined in the strategy, the council has the power to do any thing which is calculated to facilitate, or is conducive or incidental to, the discharge of any of its functions (section 111 Local Government Act 1972). The adoption of the Sports and Physical Activity Strategy and Action Plan is within the council’s powers, as it will facilitate, and is incidental to, the functions of the council as described above. The general power of competence conferred by the Localism Act 2011 also grants the council the power to do any thing that individuals may do.

38. In making its decision cabinet must have regard to the need to eliminate discrimination, harassment, victimisation or other prohibited conduct; advance equality of opportunity between persons who share a “protected characteristic” and those who do not, and foster good relations between persons who share a “protected characteristic” and those who do not: section 149 Equality Act 2010. The relevant “protected characteristics” are age; disability; gender reassignment; pregnancy and maternity; race; religion and belief; sex; and sexual orientation. The Public Sector Equality Duty also applies to marriage and civil partnership, but only in relation to the need to eliminate discrimination, harassment, victimisation or other prohibited conduct. Reference is made in the Strategy to promoting participation in sport among disabled people, young people and women.

Strategic Director of Finance and Corporate Services (FC13/046)

39. The strategic director of finance and corporate services notes the recommendation in this report for the approval of the sport and physical activity Strategy and action plan for 2014-17. Approval of the strategy does not in itself incur any additional revenue or capital costs.
40. Current capital and revenue plans for the service are outlined in the report. The capital and revenue costs will be monitored and reported on a regular basis as part of the departmental budget monitoring processes. Any additional financial implications arising from the implementation of the strategy would be subject to the council’s usual approval processes.

BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
None		

APPENDICES

No.	Title
Appendix 1	Southwark Physical Activity and Sport Strategy 2014-2017
Appendix 2	Southwark Physical Activity and Sport Strategy 2014-2017 Action Plan

AUDIT TRAIL

Cabinet Member	Councillor Veronica Ward, Culture Leisure, Sport and Volunteering	
Lead Officer	Deborah Collins, Strategic Director Environment and Leisure	
Author	Adrian Whittle, Head of Culture Libraries Learning and Leisure	
Version	Final	
Dated	5 September 2013	
Key Decision?	Yes	
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER		
Officer Title	Comments Sought	Comments Included
Director of Legal Services	Yes	Yes
Strategic Director of Finance and Corporate Services	Yes	Yes
Cabinet Member	Yes	Yes
Date final report sent to Constitutional Team	5 September 2013	