

Classification: Public

Key Decision: No

Gravesham Borough Council

Report to: Community & Leisure Cabinet Committee

Date: Tuesday 3 March 2020

Reporting officer: Sports and Recreation Officer

Subject: Sports Development

Purpose and summary of report:

To update members on the current sports development work taking place across the borough.

Recommendations:

1. That the committee note and comment on the current sports development provision across the borough delivered by the council and other partners.

1. Sports Development Overview

- 1.1 Sports Development has generally moved away in recent years from the 'sports for sports sake' ethos to the more holistic approach of using physical activity as an instrument to bring about positive change in the lives of people and communities.
- 1.2 Physical Activity does not just apply to competitive or organised sport, it encompasses walking, cycling and dance.
- 1.3 There is no full-time Sports Development Officer to deliver pro-active project work across the borough. This is similar to other local authorities, meaning that the majority of physical activity opportunities created for the public are provided through the management and operation of council owned parks and sports, as opposed to targeted development project work.

2. Gravesham Physical Activity Levels

- 2.1 Sport England produce the Active Lives Report that is published twice a year and offers a national, regional and local picture of the physical activity levels of the population. Activity levels are split across three categories – Active (150+ mins of physical activity per week), Fairly Active (30-149 mins per week) and Inactive (less than 30 minutes per week).
- 2.2 Gravesham overall has higher inactivity levels compared to national and county figures.

- 55.6% of adults are classed as Active (compared to 63.2% nationally and 63.5% in Kent).
- 14.9% are fairly active (compared to 12% nationally and 12.2% in Kent).
- 29.6% are classed as inactive (compared to 24.8% nationally and 24.3% in Kent).

2.3 Across England and in Gravesham there are certain groups that are more likely to be inactive than others.

- Nationally women are more likely to do less than 30 minutes of activity per week (26%) compared to men (24%).
- Asian women in particular are the most inactive of any ethnicity group, with 34.2% classed as inactive.
- Age is also a factor that affects activity levels. Those aged 55+ take part in less activity than their younger counterparts. Those over 75 are nearly twice as likely to be inactive and individuals 85+ almost 3 times more likely to be inactive (71.3%).
- People from the lowest Socio-Economic groups are the most likely to be inactive (33%) compared to those in the most affluent groupings (16%).
- Inactivity is more common for disabled people and those with a long term health condition. 41% are classed as inactive

2.4 In the broadest sense what the figures show is that the biggest priority (both nationally and locally) is to get those who are inactive to do some form of physical activity, regardless of what that is.

3. Kent Sport

3.1 The council continues to work in partnership with Kent Sport, based at West Malling. Kent Sport is an integrated team of Kent County Council and Sport England funded staff, working together as the Active Partnership for Kent and Medway. The Active Partnership provides some of the following services for Gravesham – club and coach support, workplace health initiatives, club workshops, satellite clubs (community/school hub clubs) and funding opportunities.

3.2 Kent Sport has a range of web-based support platforms, including an online Activity Finder, which enables clubs to promote their activities for free and also helps individuals to search for available sporting opportunities across the borough and the wider county. Gravesham clubs were under represented on the website and so the Sport and Recreation Officer produced an article for the latest addition of Your Borough, encouraging sports clubs to sign up to the Activity Finder and to enable individuals to 'find their sport'.

3.3 In addition to the Your Borough article, to further promote the Activity Finder, over 175 clubs have been contacted by email asking them to sign up to the scheme. This email was also used to promote an offer from the R&A (the governing body of golf), giving the sports clubs of Gravesham the opportunity to access free tickets for under 16's to the Open Championship, held in Sandwich in July 2020.

4. Current Local Projects/Schemes

- 4.1 Where opportunities exist, the Sports and Recreation Officer will promote local, county and national initiatives throughout the year, with a range of different partners, especially in relation to targeted group work e.g. women, disabled people etc. Some of these projects are highlighted below;
- 4.2 Supporting MENCAP, the council are promoting and helping to deliver elements of the Round the World Challenge. The project engages with those aged 16+ with a learning disability and offers them the opportunity to participate in a sports activity which is then traded in for virtual miles around the world. 20 hours of sport equates to a trip round the UK, 40 hours for Europe or 100 hours for the World route. Regular hub meetings will be held at the Civic Centre. The first meeting hosted over 40 people from various agencies across the borough and nationally, committing to support the three year programme. The next meet and greet event, which enable individuals to find out more about the Round the World Challenge and to try Boccia, which takes place at Cascades on 5 March 2020.
- 4.3 Where applicable, the council will tie into national campaigns. For example, the Active Lives Survey shows that women nationally (and locally) still participate in physical activity less than men. While the gap in participation figures is decreasing projects like the #thisgirlcan campaign help to signpost women to activities locally.
- 4.4 Walking netball is one such project that targets women of all ages, encompassing both those that have been out of the sport due to injury or those that haven't played netball since school. The project continues to be a big success with enough members to create three teams on a weekly basis and has lead to the extension of the session time from 1 hour to an hour and a half. England Netball are planning to host a Walking netball festival sometime after April, which the Gravesham netballers have expressed an interest in participating in.
- 4.5 Walking sports or 'back to' sessions have proved to be an effective way of encouraging people back into sport. Walking Football, organised in partnership with the Kent FA and the Gr@nd, continues to do well and participants are mainly those who believed themselves too old, or too injured to play the traditional game.
- 4.6 The Leisure Team will also facilitate and support local organisations and groups with activity initiatives catering to the mass market, such as the development of parkrun across the borough, for example the newly formed run based at Cyclopark and the established junior run at the Promenade.
- 4.7 In order to encourage young people in the borough to take part in physical activity, the annual Summer Fun guide focuses on providing activities for the younger residents of the borough including areas of high deprivation.
- 4.8 The council, with Kent Cricket, also run the Primary Schools Kwik Cricket tournament every year in June, with over 120 children from local schools taking part in tournament based at the Bat and Ball cricket ground. The winners of this festival go on to represent the borough at the Kent Finals held in Canterbury in July. Last year's winners were Wrotham Road.
- 4.9 The council administer the Gravesham FANS (Free Access for National Sportspeople) scheme. This allows talented athletes, who live in the borough, to access the facilities at Cascades and Cygnet Leisure centres for free to assess with their training. At present, we have seven active FANS members, whose sports range from badminton, to speedway to triathlon.

- 4.10 There is also a small pot of money allocated for financial assistance to support these talented athletes. This can also be allocated to those who do not meet the criteria to hold a FANS card but are still participating in their sport at a high level. Eight financial assistance grants have been allocated in the past year.

5. BACKGROUND PAPERS

- 5.1 Anyone wishing to inspect background papers should, in the first place, be directed to Committee & Electoral Services who will make the necessary arrangements.

IMPLICATIONS	APPENDIX 1
Legal	n/a
Finance and Value for Money	The majority of spend for Sports Development activity is under G202, G207, G208 and G331
Risk Assessment	Where applicable sports development activities are risk assessed according to need
Data Protection Impact Assessment	<i>A data protection impact assessment (DPIA) should be carried out at the start of any major project involving the use of personal data or if you are making a significant change to an existing process.</i>
	<p>a. Does the project/change being recommended through this paper involve the processing of personal data or special category data or criminal offence data?</p> <p>A definition of each type of data can be found on the Information Commissioner's Office website via the above links.</p>
	<p>b. If yes to question a, have you completed and attached a DPIA including Data Protection Officer advice?</p> <p>n/a</p>
	<p>c. If no to question b, please seek advice from your nominated DPIA assessor or the Information Governance Team at gdpr@medway.gov.uk.</p> <p>n/a</p>
Equality Impact Assessment	<p>a. Does the decision being made or recommended through this paper have potential to cause adverse impact or discriminate against different groups in the community? If yes, please explain answer.</p> <p>n/a</p>
	<p>b. Does the decision being made or recommended through this paper make a positive contribution to promoting equality? If yes, please explain answer.</p> <p>n/a</p>
	<i>In submitting this report, the Chief Officer doing so is confirming that they have given due regard to the equality impacts of the decision being considered, as noted in the table above</i>
Corporate Plan	<p>#2 - Place</p> <p>Design a a quality and affordable leisure offer. Improve resident well-being. Manage a programme of proactive healthy living interventions</p>
Crime and Disorder	n/a
Digital and website implications	n/a
Safeguarding children and vulnerable adults	Where activities are organised eg. Park Life events these are risk assessed where required, although most sessions encourage family involvement and are not supervised child-based sessions.