

 Health and Wellbeing Sub Committee 24th August 2016		Agenda Item No. <div style="font-size: 2em; text-align: center;">4</div>
Title	WDC response to the Sport England "Towards an Active Nation"	
For further information about this report please contact	Rose Winship Tel: 01926 456223 Email: rose.winship@warwickdc.gov.uk	
Wards of the District directly affected	All wards	
Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?	No	
Date and meeting when issue was last considered and relevant minute number	N/A	
Background Papers	None	

Contrary to the policy framework:	No
Contrary to the budgetary framework:	No
Key Decision?	No
Included within the Forward Plan? (If yes include reference number)	No
Equality and Sustainability Impact Assessment Undertaken	No

Officer/Councillor Approval		
Officer Approval	Date	Name
Chief Executive/Deputy Chief Executive		Bill Hunt
Head of Service		Rose Winship, Marianne Rolfe
CMT		Bill Hunt, Chris Elliott
Section 151 Officer		
Monitoring Officer		
Finance		
Portfolio Holder(s)		Cllr Coker, Cllr Mrs Grainger
Warwickshire Legal Services		N/A
Consultation & Community Engagement		
Final Decision?		Yes
Suggested next steps (if not final decision please set out below)		

1. **SUMMARY**

- 1.1 To advise the committee of the new Sport England Strategy, "Towards an Active Nation" and summarise how the Council has reviewed and plans to implement the key messages from the strategy into service delivery.

2. **RECOMMENDATION**

- 2.1 That members note the approach of the Council to the implementation of the new Sport England Strategy.

3. **REASONS FOR THE RECOMMENDATION**

- 3.1 Increasingly the case is being made for the non-sporting benefits of physical activity (and sport). The evidence base is growing to support these claims and any organisation involved with the provision for physical activity and its promotion needs to be aware of the evidence and understand how their actions and initiatives can contribute to the wider outcomes for society. The Department for Culture, Media and Sport (DCMS) released a new strategy in late 2015 ("Sporting Future – [A New Strategy for An Active Nation](#)") which highlights the key outcomes and non-sporting benefits that can be achieved through the effective provision and delivery of sporting opportunities across the country. This was followed in May 2016 by the new Sport England Strategy "Towards an Active Nation".
- 3.2 The Department of Health "Improving outcomes and supporting transparency" refers to the issue of "inactivity", highlighting this as one of the top risk factors for premature mortality, and the wider pressure that this is placing on the UK economy. It identifies the benefits of physical activity and the important health benefits that it can make across the life-course. Promotions including the "Change4Life" campaign need to be embraced by the leisure sector, making "physical activity" fun and appropriate for all. Without such joined up work, the strategies and policies will remain just that, and those who lead inactive lives will continue to do so.
- 3.3 The national emphasis on the potential for sport to have a significant impact on the local economy also resonates with the local context in Warwick District. In identifying that inactivity in the UK could be costing the country in the region of £7.4 billion, the DCMS new Strategy highlights a very clear driver for all organisations involved in sport to come together in whatever ways they can with a common goal of getting as many people as possible physically active. Of particular note is the emphasis on getting young people (5 – 25yrs) leading healthy lifestyles and participating in physical activity on a regular basis.
- 3.4 Warwick District Council's "Vision for the District" as described in the Sustainable Community Strategy (SCS) is that the District is "a great place to live, work and visit, where we aspire to build sustainable, safer, stronger and healthier communities." Health & Wellbeing is one of the 5 key themes of the SCS and as such recognises this as a priority for the Council in the design and delivery of its services.
- 3.5 It should be noted that the principles for the future delivery of sport in Warwick District and the aim to grow and sustain community sports participation at a local level also closely align with the Warwickshire Health & Wellbeing Board's Strategy 2014 – 2018. WDC is an active partner in the Health and Well Being Board and is committed to implementing initiatives which make a tangible

difference in the District. Warwick District Council is fully committed to supporting the Warwickshire Health & Wellbeing agenda through a range of strategies, policies and initiatives.

- 3.6 Within the context of the above strategies and corporate priorities, the Council's leisure centres have for many years been delivering a range of services that make a contribution not only to sports provision but also to the wider health and wellbeing of the District. The principles agreed by Members in 2013 included specific reference to "engaging current and new users in healthy lifestyle choices" and emphasised the principle that the facilities should be accessible for all sectors of the community.
- 3.7 This implicitly refers to ensuring that facilities are located in the most appropriate places that mean that they are accessible to all residents of the District, are designed to be attractive and welcoming to all types of users, and are priced in such a way that activities are affordable for all. Clearly there is no simple solution to addressing all these factors and over time, challenges will emerge as to how these can all be met. With the decision made by Councillors in early 2016 to commence a procurement process to identify and appoint an external operator for the management of the Council's leisure centres, the Service Specification requires any operator to continue to develop the partnership work in the area of health and well-being with the Council and other stakeholders.
- 3.8 The detail of the investment proposals for St Nicholas Park and Newbold Comyn Leisure Centres have been influenced by a recognition that the Council's leisure stock is ageing and in need of investment if it is to remain fit for purpose and attractive for users. It is considered that the time is now right to make the proposed investment in these two facilities which will not only increase the capacity of these facilities at a time when the District is growing, but will also support the aim of achieving an increase in participation by current "non exercisers". Transforming "non-exercisers" into "active individuals" who can benefit from improved health and wellbeing relies on barriers being removed, whether these are physical or perceived barriers. The investment proposals for Newbold Comyn and St Nicholas Park seek to make the facilities attractive and accessible places where individuals feel welcome and comfortable, with a range of activities that appeal to a wide range of individuals.
- 3.9 Appendix 1 shows areas where there are considered to be further opportunities for working in partnership with Sport England and other partners to achieve the best outcomes and improve the health of the District through increased levels of physical activity and sport.

4. **POLICY FRAMEWORK**

- 4.1 **Policy Framework** – Appendix 1 outlines how Council policies are aligned to the new Sport England strategy and the DCMS strategy which preceded Sport England's document. The Appendix provides examples of current initiatives and projects that make a significant contribution to the new strategy, and describes how it is intended that we build on the key themes from the strategy in the future.
- 4.2 **Sustainable Community Strategy** – The effective targeting of activities contributes towards the Health & Wellbeing priority themes within the

Sustainable Community Strategy. It will help to promote a healthy lifestyle for all.

5. BUDGETARY FRAMEWORK

5.1 There are no budgetary implications associated with this report.

6. RISKS

6.1 There are no risks considered as part of this report.

7. ALTERNATIVE OPTION(S) CONSIDERED

7.1 There are no alternative options considered in relation to the adoption of the Sport England Strategy. Apart from the close synergy between the key elements of the strategy and the Council's Sustainable Community Strategy which suggest that both organisations are taking a similar approach to linking physical activity and health, the Council is currently working closely with Sport England to secure funding for the improvements in leisure facilities and therefore it is essential that the Council seeks to take every opportunity to align its priorities and initiatives with the principles that Sport England are advocating as being the most effective way of getting communities active and enjoying healthy lifestyles.

Appendix 1

Theme	WDC strategic position	Examples of previous and current work in Warwick district that aligns with the new Strategy	Future projects, ways of working that align with the new Strategy
Overarching Principles			
Investment	<p>The Council “Fit for the Future” Programme (FFF) comprises three strands, including “money”. This strand outlines how the Council will manage its resources appropriately to balance the budget, ensure our assets work for us, ensure our town centres are vibrant and create solutions to increase our revenue.</p> <p>In 2014 the Council approved a set of principles for sports and leisure provision which included the “provision of local facilities that are modern and fit for purpose”.</p> <p>The Council has adopted a strategic approach to managing its assets – commissioning a series of condition surveys to inform a Planned Preventative Maintenance (PPM) schedule and Asset Management Strategy.</p> <p>The Council’s Sustainable Community Strategy (SCS) includes three cross cutting themes – Community Engagement and Cohesion, disadvantaged rural locations and “Narrowing the Gaps”, Within each of these is a recognition that resources need to target priority groups and how they access Council services.</p> <p>WDC Active Communities role – long standing commitment to community engagement with</p>	<p>After very careful consideration, WDC took the decision in November 2015 to outsource the management of its leisure centres. This was based on the conclusion that using an external management partner would provide the Council with the optimum model to secure the best possible financial performance from the Centres, which in turn would secure their future viability at a time when Council budgets are facing unprecedented pressure.</p> <p>Examples of local projects</p> <ul style="list-style-type: none"> - Impact Project (Warwick) in partnership with Sky Blues in the Community - South Leamington project (SE contribution) 	<p>The Council plans its finances on a medium to long term basis through the Medium Term Financial Strategy (MTFS) which currently looks ahead to 2020/21</p> <p>There are a number of strategic projects currently being developed within the Council, including Phase II of the Leisure Development Programme which will address leisure provision in Kenilworth. The Council is also working with Leamington Football Club to deliver a model that will see the construction of a Community Stadium in the district and considering opportunities for refurbishment or relocation of the athletics track.</p> <p>The Council has an active Playing Pitch Strategy (PPS) which was informed by an audit of local provision and needs and which looks to take a strategic approach to outdoor sports provision across the district. The PPS is reviewed twice a year by a Working Group of officers and NGBs who review and revise the action plans as appropriate.</p>

	groups who otherwise may not participate		
Working with Partners	<p>WDC have a strong record of working with partners across the range of its services. The majority of these are formal partnerships with robust “partnership agreements” but some are more informal and have evolved over time depending on circumstances.</p> <p>Formal partnerships are reviewed on an ongoing basis, reviewed and where necessary terminated if outcomes are not appropriate.</p> <p>WDC is increasingly supporting community-led initiatives – in line with the new SE strategy to ‘work with those parts of the sector that serve the core market’ and ‘encouraging stronger local collaboration’</p>	<p>Racing Club Warwick – refurbishment of a collection of sports and social facilities which are leased to Racing Club Warwick and which provide a range of sporting and community activities in a deprived ward of Warwick. In addition to allocating some direct grant funding, the Council supported a successful Football Foundation application for ground improvements and continue to offer technical and grant advice to the club.</p> <p>Whitnash Community Centre – a community led project to construct a Sports and Community Hub in the Town of Whitnash. WDC part funded a feasibility study for the project that would see the facility house a base of the Town Council, Library and One Stop Shop, Sports hall, community hall, café and drop in space for the Police. The project now has the full support and involvement of Whitnash Sports and Social Club and Whitnash Primary School. This will ensure an integrated and cohesive sport and social community project to meet the health and well-being requirements of the local community. WTC supported by WDC is in the process of applying for funding to see it completed.</p> <p>CSW Sport – “This Girl Can” & “Run like a Girl” projects – WDC work in partnership with CSW Sport on specific projects. We had trailed a swimming promotion ‘Bring a friend for Free’ to target / encourage women to increase participation in our swimming pools. We, alongside CSW sport are support ‘Run like a Girl’ in the use of our</p>	<p>Bishops Tachbrook Parish Council – Health and Wellbeing Plan. Working Group set up by the Parish with Parish Council, Sports and Social Club, Primary School and District Councillor – working in partnership with WDC to deliver a range of joined up projects for the parish as it grows.</p> <p>Warwick Sea Scouts are proposing a new HQ and boatyard facility – designed to enhance the sport and social benefits for young people and allow the Group to expand its numbers and impact upon the Warwick youth community. WDC are providing project development support.</p> <p>Developing formal agreements with providers wishing to use public open space for physical activity sessions.</p> <p>Review “client team” structure to consider increased resources to support partnership working in the community.</p>

		<p>parks/open spaces for the group which attracts approx. 200+ participants per week.</p> <p>The Council has a long record of working with health partners including over 20 years of delivering “exercise referral schemes”.</p> <p>WDC is also working in partnership with Fitter Futures Warwickshire to promote healthy lifestyles with families across the district.</p> <p>PPS – joint work with NGBs for hockey, football, cricket and rugby union; plus CSW Sport. PPS Monitoring Group meet every 6 months to monitor Strategy, update and revise where appropriate.</p> <p>Advice and support to a wide range of community based groups/clubs on funding applications and business plan development and other opportunities, such as marketing/promotion, coach education and general club /group development.</p> <p>WDC have supported and are represented on a local Steering Group to help oversee the ‘Active South Leamington’ Project in partnership with Warwickshire Association of Youth Clubs, Sky Blues in The Community and Support Sport Ltd. This project has been funded in the main by the Community Sport Activation Fund. WDC have funded £4500 over the 2 year project and awarded £1200 in May 2016 to support elements of project sustainability.</p>	
Monitoring Performance – Targets, Insight and		<p>Examples of project evaluation:</p> <p>“Impact – Activities for Everyone Final Report June 2015”</p>	<p>Contract monitoring will be a vital element of the new arrangements for the management of the leisure</p>

Evaluation		<p>Review of National Bowls Championships – Executive report (Jan 2015) considered the impact in terms of economic benefit, delivery of the event, impact on local residents, park users, local bowls club, impact on Council, quality of event.</p> <p>Use of Facility Planning Model and needs Audits of the district informed the investment proposals for indoor sport.</p> <p>Use of Active People data to inform decisions and strategic planning.</p> <p>Contract management protocols include performance data from golf contractor, VP Tennis.</p> <p>Sports development activities and grant awards – data and feedback.</p>	<p>centres from 2017 onwards. Creation of a new “client team” with contract management responsibilities.</p> <p>Use the “Active Lives Survey” in place of Active People to inform decisions and priorities.</p>
Investment Programmes			
Tackling Inactivity	<p>WCC Health & Wellbeing Strategy underpins WDC’s own Health & Wellbeing Strategy. Both documents recognise that Warwick District Council clearly has an important local part to play in facilitating community and individual engagement as well as providing facilities, advice and support</p> <p>The principles of sports and leisure provision in the district, agreed by Members in 2013, included specific reference to “engaging current and new users in healthy lifestyle choices” and emphasised the principle that the facilities should be accessible for all sectors of the community. This in line with the new SE strategy and objectives of widening access and provision.</p>	<p>Exercise Referral Scheme – working in partnership with “Fitter Futures Warwickshire” to deliver an Exercise Referral Programme to the residents of Warwick District</p> <p>Family Weight Management Programme – working in partnership with Fitter Futures Warwickshire to promote healthy lifestyles with families across the district. The scheme commenced Autumn 2015 and will initially run for a 2 year period. This project is commissioned by Public Health Warwickshire who have funded Rugby Borough Council to work in partnership with us (alongside other authorities) to deliver the programme at a local level.</p> <p>Active South Leamington project (SE funded) – aimed at 14yrs+ and individuals who are</p>	<p>Service Specification includes requirement on operator to work with WDC to address priority.</p> <p>“The Contractor shall also work with the Council’s designated officer to address identified health inequalities in the District, contribute to reducing obesity and increase levels of physical activity.”</p> <p>Support local sports clubs to work with and create links within local communities to encourage non-exercisers to part in physical activities and sport.</p> <p>The current investment programme for Newbold Comyn and St Nicholas Park leisure centres will bring these facilities up to a modern standard that will improve the experience for those using the facilities. It is</p>

		<p>currently inactive.</p> <p>“Active Summer” campaign (2015) to get new members into the leisure centres.</p> <p>Investment plans for leisure facilities include modernisation of facilities to make them more appealing to everyone including current non-exercisers</p>	<p>considered that this is a vital factor in attracting “new users” to the facilities to participate in sport.</p> <p>The new facilities comply with the latest accessibility standards and adjustments have been made in the existing elements of the facilities to make them accessible for all.</p>
Children and Young People	WDC Sustainable Community Strategy – Health & Wellbeing priority of reducing obesity particularly in children	<p>Range of services inclusive of all ages.</p> <ul style="list-style-type: none"> - Free swimming for Under 4’s - Working with School Sports Partnership. We annually support our School Sports Partnership with funding and access to facilities to support the School Games competitions. - Holiday activity programmes – wide range and low cost. We also coordinate a programme each holiday period which includes external partner information e.g. local clubs/groups. <p>Support to wide range of local sports clubs and community organisations who provide activities for children and young people. eg: Support Sport - a not-for-profit organisation supporting children & young people through sport, leadership & community activities. Support for “Kids Run Free”</p> <p>Funded Sky Blues in The Community £120K over a 2 year period to increase participation in the Forbes estate of Warwick.</p> <p>Emerging recognition of the district for “dance” activities including:</p> <ul style="list-style-type: none"> - Motion house 	<p>Recognise a need to do more for 11yrs and over</p> <p>Encourage “operator” to include junior health & fitness activities (gym and group fitness)</p> <p>Continue to develop “dance” activities as a cross over activity between sports and arts.</p> <p>Introduction of Clip & Climb into the refurbished Newbold Comyn LC and developing pathway for junior climbing with Warwick Climbing Club.</p> <p>Broaden range of activities to coincide with new SE strategy and include within the sports, activities, health and well-being agenda. We recognise the widening of the age groups identified by Sport England from the previous 14 – 25yr olds to include the younger age range. This will require close working with schools and non traditional partners to capture those who would not traditionally engage in sport and physical activity.</p> <p>Aim to support projects traditionally ‘outside’ of the SE funding catchment but representing physical activity.</p>

		<ul style="list-style-type: none"> - Dancing for Boys - “Everybody Dance Now” 	
Volunteering	The Council recognises and values the significant contribution that volunteers play in supporting the diverse and vibrant local sports scene.	<p>Support for local sports clubs with coach education courses and qualifications delivered in partnership with CSW Sport, NGBs and annual club network evenings.</p> <p>Support through Sports Grants and work with Warwickshire CAVA to local clubs and groups to support volunteers.</p>	Further work required once new client team established and contractor appointed.
Appealing to the Mass Market	<p>SCS Strategy recognises the value of “event” in making a significant contribution to making the district a “great place to live, work and visit”.</p> <p>Recent restructuring of the “Events team” was underpinned by a principle of “ensuring that the Council has the capacity and capability to support a broad range of events”.</p> <p>Recognition that Community Group bid applications will now be higher up the priority list than council applications e.g. Landfill Trusts. Therefore WDC should not be competing for funds but instead offering match funding or technical support to groups to submit their own business plans and grant applications.</p> <p>Giving groups some idea of the local need and current provision of existing and proposed sports and active leisure facilities – to avoid duplication and encourage sharing of resources.</p>	<p>Sound record of “mass events” to encourage local participation:</p> <ul style="list-style-type: none"> - 2 Castles, Regency Run and Half Marathon (annual) - Women’s Tour (June 2016) - Support for Park Run (over 300 per week at Newbold Comyn) and “Run Like a Girl” - Club Cycle Races (Victoria Park) - Warwick Annual Regatta - Canoe and Kayak events <p>Attract and support for national and international events in the district:</p> <ul style="list-style-type: none"> - National Bowls Championships - European Race Walking - GB Series Archery <p>Local engagement with “mass events” is positive – estimated over 100,000 turned out to welcome the Torch Relay through the district in 2012.</p>	<p>As the new Events team become more established further opportunities will arise.</p> <p>Further work with Motion House Youth Dance in the “dance sector”</p> <p>Build on relationship with Parkrun to find a venue in Warwick for a 2nd Parkrun</p>
Sports Core Market	Partnership working is core to WDC approach, this includes work with CSW and NGB’s	<p>Bowls England – Nationals, Home Internationals, Top Club ASA – galas, Learn to Swim LTA – Local Tennis Leagues in parks; VP Tennis UKA – local and regional athletics events Football Foundation and BCFA –</p>	Contract specification requires the contractor to work with NGBs and WDC to develop further opportunities in particular encouraging the “Back to” Initiatives.

		development plans for dual use sites Table Tennis England – County events and links with local clubs and leagues	
Talent	It has previously been recognised the district “punches well above its weight” when we consider the number of talented athletes who live and/or train in the district. There are many local role models across a wide range of sports for young athletes who are at the start of their sporting journey.	Sporting Stars Scheme Recognition of local talented athletes – Sports Awards	Operators will be required to deliver a “talented athletes” scheme – details to be included in tender documents and evaluated as part of the ITT stage of the procurement of any operator.
Local Delivery	Working in partnership with community organisations. Community Partnership Team (CPT) work with Cultural Services officers and community groups to optimise opportunities to reach the sectors of the community who otherwise may feel excluded from local leisure provision. We recognise that now more than ever these relationships need to be more joined up to avoid duplication of effort and resources The CPT play a key role working with the voluntary and community sector, to break down barriers to participation in sporting activity by those experiencing social and financial exclusion across Warwick District.	Sydni Centre - Family Weight Management project based at this site. Integrated Grants Scheme to support local organisations – we award grants to both spots and community groups to deliver local projects to increase participation. Encourage “mass exercise classes” in parks and open spaces.	Bishops Tachbrook Health and Wellbeing Plan. Working Group set up by the Parish with Parish Council, Sports and Social Club, Primary School and District Councillor – working in partnership with WDC to deliver a range of joined up projects for the parish as it grows. Whitnash Community and Sports Centre – see above. If this project materialises then it will be based on local activities in the local community. Emerging projects exploring opportunities for “outdoor gym equipment” in local parks
Facilities	WDC Asset Plan/Strategy – how we manage our asset portfolio	Sound record of investment in sports assets, including: Refurbishments of pool halls and changing rooms (Abbey Fields Swimming Pool 2012; St Nicholas Park Leisure Centre 2010) New flume (Newbold Comyn 2012) New roof (Castle Farm Recreation Centre 2013)	Proposed significant investment in St Nicholas Park and Newbold Comyn leisure centres in 2016/17 – to expand facilities and modernise existing facilities Opportunities being considered for addition of MUGA at Racing Club Warwick as part of the wider RCW scheme. New sports hall included as part of the Whitnash Community and Sports Centre

		Resurface artificial pitches (St Nicholas Park 2006; Meadow Community Sports Centre, 3G pitch installation in 2012	
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