

TOURISM AND THE VISITOR ECONOMY SCRUTINY

DATE	28/07/2022
REPORT OF	Sharon Wroot, Executive Director Environment, Economy and Resources
SUBJECT	Sport and Physical Activity Strategy
STATUS	Open

CONTRIBUTION TO OUR AIMS

The development of a Sport and Physical Activity Strategy will contribute to priorities across the Council's Outcomes Framework supporting the delivery of our 'Stronger Economy' and 'Stronger Communities'. The specific focus on supporting residents to become more active will enable wider economic, health and social benefits, supporting high quality environments, good health and wellbeing, enhancing community interaction, and delivering better quality lives.

EXECUTIVE SUMMARY

The development of a Sport and Physical Activity Strategy will be completed in collaboration with local stakeholders including health and wellbeing services, the leisure sector, education services, the voluntary and community sector, and cross Council departments. The development of the strategy will include a period of public consultation to understand the barriers and issues impacting physical activity levels. The strategy will inform the priorities for the next five years, supporting investment into physical activity and sport across both facilities and the delivery of services.

MATTERS FOR CONSIDERATION

The report has been submitted at this stage for panel members to note. The draft Sport and Physical Activity Strategy will be presented to scrutiny for consideration as part of the consultation process. The panel are also asked to consider the option of an informal workshop as part of the proposed process.

1. BACKGROUND AND ISSUES

- 1.1 The pandemic has highlighted the importance of people leading active lives. Across North East Lincolnshire (NEL) 32.8% of adults are considered inactive between November 2020 – November 2021, completing less than 30 minutes of physical activity per week (national average 27% inactive).
- 1.2 Across NEL the level of inactivity has tracked consistently higher than the national average, since 2015 the percentage of adults considered as inactive has been 32% or above. This highlights the need for intervention and the development of a range of long-term measures to address this trend.

- 1.3 In addition to the challenge of inactivity, the financial pressures across the sport, physical activity and leisure sector have increased post pandemic. Therefore, the Council needs to ensure that future investment or interventions will maximise the impact on increasing activity levels. The future delivery of sport and physical activity across NEL should support residents that need it most, while delivering good quality services within a financially sustainable model.
- 1.4 Due to these challenges, the Council engaged Sport England (SE) during 2021 and in partnership completed an initial scoping exercise that identified existing information, strategies and partnerships that are in place, while highlighting areas where additional support is required and a recommended process for future work following SE strategic outcome planning model.
- 1.5 In line with the recommendation from SE engagement, Officers have progressed a tender to commission a consultant (with a contribution from SE) to support Officers in undertaking further work in reviewing our long-term approach to sport, physical activity, and leisure provision.
- 1.6 It is proposed to undertake the following process in line with SE's strategic outcome planning model with the following milestones:
- Outcomes – reviewing existing local strategy and cross sector stakeholder engagement to develop shared local strategic outcomes.
 - Insight – undertaking research and public consultation to understand the barriers to being active, our current position and the opportunities to influence behaviour change in sport and physical activity.
 - Interventions – establish a range of facility and service interventions that are affordable and sustainable to deliver outcomes identified in stages 1 and 2.
 - Commitment – secure local commitment on recommended interventions, with further detailed feasibility and business case development where identified.
- 1.7 The outputs for the commission include the development of a Sport and Physical Activity Strategy with supporting evidence report. The indicative timeframe for the work is from August – December 2022.
- 1.8 The draft Sport and Physical Activity Strategy will be presented to scrutiny for consideration as part of the consultation process.

2. RISKS AND OPPORTUNITIES

- 2.1 The development of the Sport and Physical Activity Strategy will be open to public consultation through focus groups across local networks, cross sector input, resident survey/questionnaire and engagement with community groups, education, business, and sector representatives. This approach will minimise the potential risk of lack of access or under representation in the development of sport and physical activity.
- 2.2 Existing data points to residents from lower socio-economic groups, disabled people and people with long-term health conditions experiencing inequalities in physical activity levels across NEL. There is an opportunity to support improve this with the development of the strategy.

3. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

3.1 There are both potential positive and negative reputational implications for the Council in developing a Sport and Physical Strategy that includes reviewing our approach to sport, physical activity and leisure provision. The development of the strategy is largely positive, with the aim to support residents become more active, provide a clear message on priorities, and increase opportunities to be active for all. However, it should be noted that there may be recommendations that come forward from the work that could alter the future delivery of services, for example co-location of services. With any proposed service change there may be negative perception.

3.2 To support in positive delivery, an action plan will be agreed with the Council's communications service, covering communications requirements, consultation requirements, information requirements and channels to be used.

4. FINANCIAL CONSIDERATIONS

4.1 The revenue budget for this work is allocated at £27,500.

4.2 The tender submissions that have been received for the commission are within budget, with an indication from SE that the pricing schedule is value for money when assessed against similar projects nationally.

4.3 The development of the strategy will support in identifying future financial efficiencies and inform effective decisions on investment in facilities and services over the coming years.

5. CHILDREN AND YOUNG PEOPLE IMPLICATIONS

The development of the Sport and Physical Activity Strategy will cover a wide range of groups across the population. This will include improving sport and physical activity opportunities for children and young people across services and facilities. There is an opportunity for cross sector working with education, social care and health services to deliver wider outcomes that includes children's activity levels and childhood obesity.

6. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

The development of the Sport and Physical Activity Strategy will consider environmental implications and opportunities to ensure sustainability and low carbon initiatives are incorporated at every opportunity. This will include priorities such as developing active environments, promoting active travel, and opportunities for low carbon solutions for facilities.

7. MONITORING COMMENTS

In the opinion of the author, this report does not contain recommended changes to policy or resources (people, finance or physical assets). As a result no monitoring comments have been sought from the Council's Monitoring Officer (Chief Legal

Officer), Section 151 Officer (Director of Finance) or Strategic Workforce Lead.

8. WARD IMPLICATIONS

The development of the Sport and Physical Activity Strategy will cover all wards across NEL.

9. CONTACT OFFICER(S)

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