
Meeting of the Shadow Executive

20 September 2006

Report of the Assistant Director (Lifelong Learning and Culture)

Physical Activity Planning

Summary

1. This report updates members on the development of strategic planning for physical activity, the auditing process which has already taken place, and summarises some of the actions which have been identified in order to tackle inactivity in the city.

Background

2. Physical activity is increasingly recognised as a significant public health issue. Extensive and conclusive evidence for the health impact of physical activity has shown us that it reduces risk of death from all causes and in particular CHD (BHF national data estimates 37% CHD deaths can be attributable to Physical inactivity compared to 19% from smoking) and that across our region 7/10 of adults are so inactive that they risk damaging their health.
3. It is also recognised that physical activity is not just a disease prevention issue, but also meets economic, social and community needs and contributes to the vitality of a local area. For example it impacts on health of the workforce and productivity, generates markets for health products, exercise and leisure facilities, it prioritises open spaces, pedestrian and cyclist friendly environments into urban design and builds stronger and safer communities by providing a tool for learning, citizenship, and social inclusion.
4. As a response to these concerns and issues, a range of national PSA's have put physical activity at their heart. Of specific importance are the targets to:
 - "increase the % of adults participating in at least 30 mins of moderate intensity sport and active recreation (including recreational walking) on 3 or more days per week by 1% per year" – interim Active People survey results puts York currently at 27.6%.
 - "to increase the % of 5 – 16 year olds participating in an average 2hrs high quality PE and school sport per week within and beyond the curriculum during one complete school year to 85% by 2008" - National PESSCL survey puts York's baseline in 2005 at 62% and our LPSA2 agreed target is 88% by 2008.

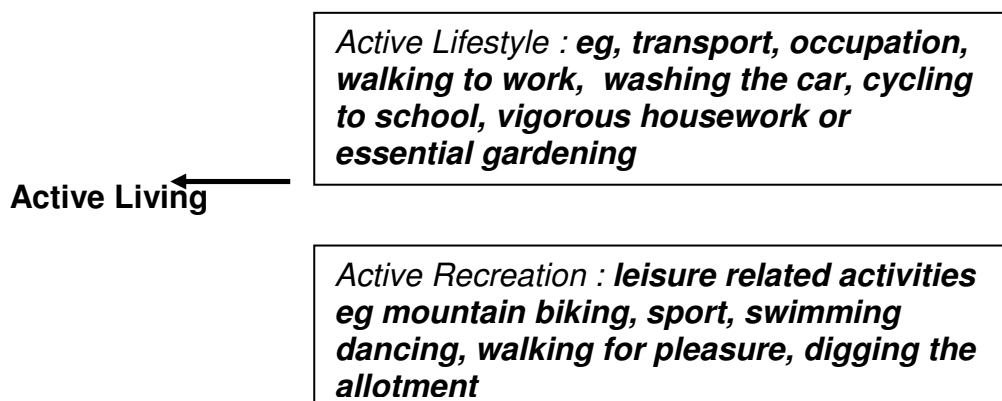
5. National and regional policy and plans also link DoH, DCMS, DfES and DfT to a joint agenda. Locally, the PCT's "Healthy lifestyles and obesity strategy", CYC's local travel plan , Active York's "Making a difference, a blueprint for change" and the LPSA2 healthy lifestyle targets additionally combine to bring physical activity to the fore of the emerging local area agreements. All of these elements have provided the basis for the development of a citywide physical activity plan overseen by the city's new physical activity forum.

Consultation

6. Working as a sub group of Active York, the forum is representative of the key partners who initially attended an open invitation launch and audit event in March 2006. This core group have committed to a cross sector approach to developing and implementing the plan, and to linking it into existing strategic plans. It is anticipated this approach will avoid duplication of work, develop shared understanding of existing structures, define roles and responsibilities of the city's key physical activity stakeholders and help to maximise the impact of current investment. Partners include CYC (sport and Active Leisure, Play team, Parks and open spaces, travel planning team), Selby and York PCT, York NHS Trust, St Johns University, York Older Persons assembly, Next Generation fitness clubs (York), York and District voluntary Sports clubs federation, Hartrigg Oaks continuing care and retirement centre, Age Concern York, York City Knights and York City FC

Analysis

7. Whilst the plan covers the whole physical activity spectrum, it is recognised that different partners have a more vested interest in some areas over others. As such the plan is based on the overall idea of **Active Living** but splits the types of physical activity within this, into two areas; **Active lifestyles** and **Active recreation**



8. The Audit process undertaken by the forum tells us that there is much excellent work already going on in each of these areas, through statutory authorities, commercial organisations and the voluntary sector. Examples of this include:
 - GP referral schemes, cardiac rehab swim sessions, chair based exercise in care sites
 - the work of the city's 2 school sports partnerships, CPD for PE staff, extended schools club links programmes, coaches into schools scheme

- Health, exercise and recreation programmes at a wealth of private, community and local authority facilities
 - Street sport York, APEL, Schools out, All together active week, Dance week
 - Disability community sports coach scheme, Oaklands 11+ club, Pinetrees wheelchair dance sessions
 - York City Knights rugby development scheme and York City football in the community scheme
 - Allotment gardening schemes, the use of parks and open spaces, walking for health, sustainable transport plans
9. It also tells us however that there are still a number of issues affecting the coordination, development, marketing, delivery and funding of active living programmes in York. For example there is currently a lack of evidence based programmes, many are short term resourced programmes which offer little continuity or prospect for sustainable participation, there is little information about opportunities linked between the 4 zones of the city, and in particular we are aware that the exercise message is confusing and there is no coordinated citywide consciousness campaign or marketing effort.
10. These issues have already been transferred into priorities for action in the emerging physical activity plan:
- Better and more coordinated planning for physical activity
 - More opportunities for residents to take part in Active recreation
 - More opportunities for residents to take part in Active lifestyles
 - Targeting particular settings, geographic communities or specific residents groups to participate in more physical activity
 - Developing knowledge, awareness and understanding of physical activity including the benefits it brings and how to get involved
 - Identifying funding opportunities for physical activity
11. In turn, these priorities are being looked at by small working groups drawn from members of the forum. Each group will identify the key actions needed to address the relevant issue. This is currently work in progress. Examples from the marketing group include:
- Developing and promoting a collation system for gathering comprehensive information on physical activities/opportunities in York
 - Establishing an annual calendar of promotion and awareness campaigns
 - Identifying the key target groups for the York plan and the specific sales messages that will motivate these groups
 - Identifying and providing training opportunities for champions on how to identify PR opportunities in their own areas and to ensure the message is coordinated

Examples from the targeted settings group include:

- Increasing participation in appropriate and safe physical activity interventions by those who have, or are at risk of specific health conditions e.g. work with primary care staff to raise profile of physical activity as an effective intervention to improve health, provide a coordinated programme of education training and awareness for these staff to allow them to signpost individuals to appropriate pathways and opportunities and to maintain and extend the provision of the local exercise referral scheme to meet local need
- Increasing the number of older residents taking part in regular physical activity e.g. Increase the number of trained leaders/ coaches/ motivators and role models from within the city's older population, develop the work on falls prevention, extend, and peer mentor groups
- Targeting work based settings as a focus for developing physical activity interventions and increasing uptake of healthy lifestyles e.g. developing workplace policy, adoption of corporate physical activity policy, needs assessments for sites and employees, Provision of bike racks, changing facilities and showers, flexitime

Corporate Objectives

12. The context of this planning has increasingly dovetailed with the strategic focus of both the council's corporate objectives and through the work of the LSP. Health and physical activity are key lines of enquiry for CPA and JAR and are applicable to both adults and children's participation in this area. The KPI's which are attached to physical activity, sport and recreation, are also integral to the emerging LAA bringing with them some challenging targets.

Recommendations

13. We will only meet these targets if we continue to work in partnership across the city. Members are requested to support this strategic approach.

Contact Details

Author:

Jo Gilliland
Head of Sport and Active Leisure
Lifelong Learning and Culture
553434

Chief Officer responsible for the report:

Charlie Croft
Assistant Director (Lifelong Learning and Culture)

Wards Affected: List wards or tick box to indicate **All**

For further information please contact the author of the report

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Report of the Assistant Director (Lifelong Learning and Culture)

Sport & Facility Planning

Summary

1. This report updates members on the sport and facility audits and analysis that have been carried out by *Active York* and summarises some of the findings.

Background

2. Using a nationally recognised tool designed by Sport England, *Active York* have undertaken an analysis of the number and quality of team sports pitches in relation to the current and future demand for these pitches in the city. This has provided the city with a flexible planning tool, which can be used to assess the impact of planned and theoretical playing pitches on the city. The Council now hold a database that has information on pitch quantity, quality and accessibility.
3. This tool is available to be used by anyone planning new facilities, planning residential developments, raising funding for pitches or just interested in sports provision in the city. Queries on the current situation in terms of facility and pitch provision can be made to the council; we can also use the tool to assess the impact of various facility development scenarios.
4. Similar analysis has been carried out for large-scale sports facilities including sports halls, swimming pools, Health and Fitness facilities and synthetic turf pitches. This too has provided a planning tool that can be used to run various scenarios and evaluate the impact of proposed facilities.

Consultation

5. All of the above analysis has been carried out on behalf of *Active York* and has had the support and assistance of the city's sports community. The models and demand analysis have been determined by Sport England and they are based on national participation rates.

Analysis

6. The analyses at annex 1 give a break down of the audit findings by zone. The major city-wide findings are:
 - By 2015 (taking into account population projections and an anticipated increase in participation) the city will be short of 64 mini soccer pitches, 17 junior soccer pitches and 19 junior rugby pitches.

- The City has an undersupply of indoor sports hall space equal to approximately 24 badminton courts. This is spread fairly evenly across the city. The University's expansion includes a proposal for an additional 12 badminton courts. We have 3 secondary schools in the city that do not have proper sports halls.
 - The City is short of approximately 12, 25m lanes of pool space. This will only increase as the population continues to grow. The proposed pool at the university will have either 8 or 10 lanes, with a training pool. This will address the demand but will only cater for limited growth in participation.
 - All residents live within 1 mile (20 minutes walk) of a tier 3 (single sport, local community) sports facility and within 1.5 miles (20-30 minutes walk, 10 minute cycle) of a tier 2 (multi sport community hub) sports facility.
 - For the development of hockey in the city there is a need for at least one water-based synthetic pitch. This should be on the same site as a sand based facility to provide for all levels of competition and training. For this to be sustainable this must become the home of competitive hockey and hockey development in the city and must have the backing of England Hockey.
7. Active York have also established a number of principles for facility and pitch development that they believe will raise the standard of facilities and lead to long term sustainability and increased opportunities for participation. These include:
- Where possible we must enhance existing significant sports sites e.g. York R.I., Burnholme Community College, Clifton Park and the University rather than placing new city wide facilities on isolated sites.
 - New facilities must only be considered if they are filling an identified gap in provision and if a suitable infrastructure exists to manage and maintain them.
 - We must ensure that sports people have access to safe and secure facilities which are managed and maintained appropriately and that cater for the specific needs of the users. We can no longer expect formal sport to be played on areas of open space at risk of dog fouling and littering, with no changing and ancillary facilities. We must invest in existing sites to improve their quality and increase their capacity

Corporate Priorities

8. The council's role in increasing participation in sport and active lifestyles for all sectors of the community is a key part of the Health related corporate priorities. Our performance in relation to this is being measured closely against CPA and LPSA targets.

Recommendations

9. *Active York* have prepared detailed action plans to address the city wide and zonal issues identified in their sports strategy documents, and summarised here. As a key partner in *Active York*, members are asked to continue to support *Active York* in their work and to make investment choices that are consistent with their policies and that help them achieve their priorities.

Annexes

1. Annex 1: Key zone issues

Contact Details

Author:

Vicky Japes
Senior Sport & Active Leisure
Officer
Lifelong Learning & Culture
553382

Chief Officer Responsible for the report:

Charlie Croft
Assistant Director (Lifelong Learning and
Culture)

Report Approved ✓ **Date** 14/09/06

Wards Affected: *List wards or tick box to indicate all*

All ✓

For further information please contact the author of the report

Background Papers:

All relevant background papers must be listed here.

- Active York - Blueprint for action for Sport & Active Leisure.
- Active York - Sport & Active Leisure Strategy – Chapter 4 “Excellent Facilities”
- Active York - Sport & Active Leisure Strategy – Chapter 5 “Playing Pitches, Audit & planning tools”