

TENDRING DISTRICT COUNCIL

LEISURE SERVICES

Sports Development Plan

2008 - 2009

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Introduction

A vision for Sports Development:

‘Developing Sport and Positive Activities for all people within the Community’

Sport and physical activity is an important part of people's lives. It can have a positive impact on health, well being, self confidence and plays an important part in community cohesion. Sport can play a significant role in reducing anti social behaviour by offering young people opportunities and pathways from participation to competition, ensuring they have a positive experience which will become part of their everyday life.

Leisure Services will strengthen links with Sport England - East, **sportsex** (the County Sports Partnership), and lead on ‘**activetending**’ (the local community sport network), ensuring the single system for sport is implemented and action plans meet identified local need within the district.

It will bring together the providers of sport and physical activities from sport and leisure facilities, schools to local sports clubs. It is vital for sport that all the providers and stakeholders in the public, private and voluntary sectors work in partnership together. This will have positive benefits in terms of a comprehensive and high quality sports provision in the District.

Leisure Services has the opportunity to make a difference by contributing towards and delivering an action plan, which will increase the range of sport and recreational opportunities that will encourage people to adopt and maintain a healthy lifestyle. In addition it will actively work towards increasing the volunteer workforce attending and successfully gaining coaching qualifications which will benefit people in the local community.

Background:

Leisure Services will work to identify the key issues in the district and actively work to increase participation in sport and physical activity. It will increase the range of opportunities available in the district's sport, leisure and community facilities, schools and local sports clubs for people in the local community.

It will reflect national, regional and local priorities through its action plan from a wide variety of organisations from Sport, Health and Education. Leisure Services will take into account appropriate strands of the various strategies including Sport England's - East Plan for Sport, **sportessex**, the Local Strategic Partnership's Community Strategy and Tendring Districts Council Children & Young People's Strategy.

The Active People Survey commissioned by Sport England undertaken by Ipsos MORI gives a detailed picture of participation in sport across the country – by geographical area, age group, sex, and ethnicity, along with a wide range of other socio-demographic information. This provides Sport England, local authorities and other partners with a new and accurate baseline measure for levels of participation in sport and active recreation, and volunteering.

The background to the Active People research includes the Government's Chief Medical Officer's 2004 recommendation that people should undertake at least 5 x 30 minute sessions of moderate intensity physical activity to benefit health. Sport England has clearly articulated that sport and active recreation can contribute 3 of the 30 minute activity sessions per week. The survey results indicate that the percentage of the population achieving the Sport England target above is as follows,

- National average 21%,
- Essex average 19.8%
- Tendring average 16.2%.

The Active People results provide an opportunity to highlight the impact of inactivity on health, for the individual and the nation and launch a call for action, encouraging more people to get active through sport. The survey is also a platform for all partners to highlight the role that sport and active recreation can play as part of the drive to combat obesity and improve health.

Leisure Services will deliver its agreed action plan with key aims including increasing participation and volunteering which in turn will have a direct impact on people's health and physical well being. It will ensure maximum impact by developing projects based on identified need whilst continuing to strengthen partnerships and avoid duplication.

Equality & Diversity

Leisure Services recognises the diversity of the local community and will seek to meet their needs and treat them fairly. It opposes discrimination on the basis of racial or ethnic origin, gender, disability, religious belief, colour, marital status, age, or sexual orientation. It will actively work towards increasing the range of sporting opportunities for all groups in the community.

Tendring District in a Local Context:

Tendring District is in North East Essex and is mainly rural with a natural blend of coast and countryside. Tourism, agriculture, industry and commerce play an important role in the District with Harwich being a port of international status which is due to expand significantly in the coming years including a new freight terminal at Bathside Bay.

Over the last 20 years the population has grown by over a fifth (high for the East of England) with 142,000 people living in Tendring. This growth is expected to continue. The area has the highest proportion of older people in the East of England; almost 1 in 3 are of pensionable age with Ethnic minority groups representing 3% of the population.

Key Issues:

Deprivation

Tendring is the most deprived district in Essex with 1 in 7 people living in a deprived area and with 1 in 5 children living in poverty. A number of wards are in the top 10% of the most deprived wards in England, these include Bockings Elm, Rush Green, St Mary's, St James and Harwich East. Golf Green is the most deprived ward in Essex.

Urban/ Rural Dimension

Tendring has three main urban areas, Clacton, Harwich & Dovercourt and Frinton & Walton and the urban settlements of Brightlingsea and Manningtree/Lawford/Mistley. The geographical location of these areas and settlements on the coastal fringe of the District leaves the rural areas some distance from their nearest urban centre, with relatively infrequent transport links.

Diversionsary activities for young people

Diversionsary activities for young people was identified as the third most important priority to reduce crime and disorder according to the Tendring Crime and Disorder Reduction Partnership survey published in April 2006.

Choice of activities for older people in rural areas

Rural areas of the district are some distance from their nearest urban centre and infrequent transport links often excludes older people from having the opportunity to access activities of their choices

Lack of volunteers to support sport

Tendring District is below the national average of 4.7% for people volunteering to support sport at 3.9% as shown in the Active People's survey.

Key Priorities:

The sports development plan will reflect and support the achievement of the following key priorities:

Tendring District Council:

- Better public space
- A willing partner and community leader

Tendring Community Strategy:

- Promoting Healthier Communities

Tendring Children & Young People's Strategy:

- To increase the number of diversionary activities to reduce the incidence of crime and disorder committed by children and young people

Essex Local Area Agreement:

- Priority one: Reduce obesity
Reduce the proportion of obese adults in Essex by 1% point by 2009
Halt the increase in obesity in Essex in children aged 5-10 by 2009

Sport England-East:

- Invest in the sporting infrastructure, work with coaches, clubs and volunteers
- More people active

County Sports Partnership – sportessex

- Increasing quality opportunities for participation in sport and physical activity in a range of settings
- Improving and expanding the sport and physical activity infrastructure
- Increasing and improving workforce capacity

Community Activity Network – activetendring

- Raise participation levels within sport and physical activity by 1% year on year.
- Widen access to opportunities for sport and physical activity
- Respond to the needs of the voluntary sector by promoting and delivering education, training and coaching initiatives.

Annual Action Plan 2008 - 2009

Key Aim 1: To increase participation in sport & physical activity

Action	Outputs & Outcomes	Target/ Measurement	Timetable/ Monitoring Arrangements	Lead Officer	Existing Strategy Link & Key Priority
1.1 Establish baseline figures of customer usage at the Council's Sports and Leisure Facilities	Generate customer profiles Use for market targeting		Monthly	Chris Holmes	All
1.2 U16 - Increase participation 16+ - Increase participation	Increased usage by target groups	1% 1%			
1.3 U16 – Increase participation in Community Activity	Increased participation by young people in partnership with activetending network	1%			
1.4 16+ Increased participation in rural Community Villages	Roadshow in the rural villages with consultation of target groups Set up 2 new weekly activities in rural villages	2	Monthly	Chris Holmes	All

Key Aim 2: To increase volunteers to support sport

Action	Outputs & Outcomes	Target/ Measurement	Timetable/ Monitoring Arrangements	Lead Officer	Existing Strategy Link & Key Priority
2.1 Identify and support volunteers to attain National Governing Body qualifications	Increased number of qualified coaches supporting sport	30	Monthly	Chris Holmes	Sport England – East KPI Two sportessex activetendring
2.2 Identify young people to attain Sports Leaders Award	Increased number of qualified sports leaders supporting sport	12	Monthly		
2.3 Work in partnership with Voluntary Organisations in the local community	Increased number of volunteers placed in sports clubs / activity sessions	4	Monthly		

Key Aim 3: To support the development of sports clubs

Action	Outputs & Outcomes	Target/ Measurement	Timetable/ Monitoring Arrangements	Lead Officer	Existing Strategy Link & Key Priority
3.1 To support sports clubs in achieving National Governing Body Accreditation	Increased number of sports clubs achieving NGB accreditation	2	Monthly	Chris Holmes	Sport England – East sportessex activetending
3.2 To organise 1 coaching convention for local sports clubs	Increased number of sport clubs attending coaching seminars	12	Monthly		
3.3 To support club development by applying for funding	Successful applications and Increased funding for local sports clubs	6	Monthly		

Key Aim 4: To increase young people's awareness of leading a healthy lifestyle

Action	Outputs & Outcomes	Target/ Measurement	Timetable/ Monitoring Arrangements	Lead Officer	Existing Strategy Link & Key Priority
4.1 To deliver the Bodycare 5 week health promotion programme to primary schools in the district	Number of primary schools receiving the Bodycare health promotion programme.	12 schools	Monthly	Chris Holmes	Sport England- East sportessex activetendring Tendring Community Strategy Essex LAA
4.2 Deliver healthy workshops to young people on the PAYP summer holiday programme	Number of young people attending the workshops	20	Monthly		

Key Aim 5: To ensure an equitable programme at the council's sports and leisure facilities

Action	Outputs & Outcomes	Target/ Measurement	Timetable/ Monitoring Arrangements	Lead Officer	Existing Strategy Link & Key Priority
5.1 Review of the swimming pool programme at all council leisure facilities	Equitable programmes that aim to meet the needs of the local community	Review of programmes completed	Quarterly	Mark Wilcox	All
5.2 Review of the dryside programme at all council sport and leisure facilities					

Key Aim 6: To support the activetending partnership for sport and physical activity

Action	Outputs & Outcomes	Target/ Measurement	Timetable/ Monitoring Arrangements	Lead Officer	Existing Strategy Link & Key Priority
6.1 To lead on activetending , community activity network and ensure key stakeholders are involved in the partnership with action plans for the district	Key stakeholder representation on the partnership with effective action plans	Agreed action plans for the district	Bi - monthly	Chris Holmes	All

Key Aim 7: To attain SAFE accreditation for all the sports and leisure facilities

Action	Outputs & Outcomes	Target/ Measurement	Timetable/ Monitoring Arrangements	Lead Officer	Existing Strategy Link & Key Priority
7.1 To re - apply for SAFE accreditation for all the councils sport and leisure facilities	SAFE accreditation achieved for all the councils sport and leisure facilities	All the councils sports and leisure facilities will follow child protection procedures and ensure a duty of care for young people	Monthly	Chris Holmes	TDC
7.2 To review the sports & leisure facilities Child Protection Procedures	Ensure procedures link to the Council's Corporate Child Protection Policy				

