

**HAMPSHIRE COUNTY COUNCIL****Report**

<b>Committee:</b>	Culture and Communities Select Committee
<b>Date:</b>	16 September 2016
<b>Title:</b>	A New Strategy for Sport: Consultation Paper
<b>Reference:</b>	6896
<b>Report From:</b>	Director of Culture, Communities and Business Services

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## **1. Executive Summary**

- 1.1. The purpose of this paper is to provide an overview of the Government's recently published draft strategy, "A New Strategy for Sport: Consultation Paper" and to begin a response to the consultation for Hampshire County Council (HCC).
- 1.2. The new Government has recognised that the London 2012 Olympics "inspired many people to do amazing things" but "turning inspiration into participation has been a challenge".
- 1.3. The Active People Survey (APS)<sup>1</sup> figures have started to flag a decline in adult participation from their peak in 2012 and the Government has embarked upon a new strategy, a draft of which is out for consultation. The consultation closes on 2 October 2015.
- 1.4. It is proposed that a response is co-ordinated across relevant departments by Culture, Communities and Business Services (CCBS) and submitted on behalf of HCC.

## **2. Background**

- 2.1. Government's previous strategy for sport, "Game Plan" was published in 2002. Since then, the sporting world has transformed and the way participants consume activity has changed. The Government has recognised

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<sup>1</sup> Carried out on behalf of Sport England by the leading social research company TNS BMRB, the Active People Survey (APS) measures the number of adults taking part in sport across England. Providing the most comprehensive and authoritative picture of sports participation in England.

that the approach to increasing participation needs to change to reflect “the social, financial, attitudinal and technological realities of time”.

- 2.2. In the new strategy (Appendix 1), the Government has also recognised that sport is “about more than simply the number of people that play sport”. Health, educational attainment linked to high quality sport in school, improved skills leading to better employability, a stronger sense of social integration or reduction in reoffending can all be outcomes of a strong sport offer. Hence, nearly every Government Department has contributed to the draft strategy.
- 2.3. Like Government Departments, sport can impact on almost every Department within HCC. All relevant Departments have therefore been asked to contribute to an HCC response.
- 2.4. The consultation highlights ten themes that capture the headline issues that Government wants to address. Within each theme, specific questions have been posed to frame consultation responses and any comments would be welcomed from the Select Committee.
- 2.5. The consultation will run until Friday 2 October 2015 and Government intends to publish the strategy later in 2015.

### 3. Comments on the draft strategy

- 3.1. This draft strategy is the first time that an attempt has been made to join up the work across multiple Government Departments and is to be welcomed, especially as sports organisations have, for a long time, documented the wider benefits of sport. The strategy provides the framework for HCC to harness the work of nearly all its Departments - for example, attainment, skills and employability in Children’s Services; business development, events and transport in Economy, Transport and Environment (ETE); cycling and walking in ETE and CCBS; physical activity in CCBS, Adult Services and Public Health etc. It is the intention to comment on each relevant theme incorporating the comments from across HCC’s services. Some early comments from CCBS are outlined below:
- 3.2. **Theme One: Participation: *Increasing Participation:*** The health costs of inactivity in Hampshire are nearly £18.9m (based on 2009-10 figures)<sup>2</sup>. In addition, obesity in adults (65.1%)<sup>3</sup> is above the regional and national average which will also add to these health costs. Facilitating behaviour change is crucial if Hampshire is to have a healthier population with a greater feeling of wellbeing.

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<sup>2</sup> **Source:** Sport England commissioned data from British Heart Foundation Health Promotion Research Group for PCTs, reworked into estimates for LAs by TBR  
**Year:** 2009/10, **Measure:** Health costs of physical inactivity, split by disease type

<sup>3</sup> **Source:** Department of Health: **Year:** 2012/13 (Adults) 2011/12 (Children)  
**Measure:** Number and proportion of adults who are overweight or obese; number and proportion of children who are obese

- 3.3. Through the work of Sport Hampshire & IOW (SHIOW), it is known that there has been an impact on participation in cycling and running in Hampshire, both sports having the ability to be flexible and informal ways of participating.
- 3.4. Funding has been secured from HCC and England Athletics and invested into the employment of a Run England Activator who supports the development of run leaders and groups across Hampshire and the Isle of Wight. The Activator supported the set up of a new Park Run in Gosport with funding from HCC and officer time from SHIOW. 430 runners attended the first session - the 6th largest inaugural park run in the world
- 3.5. Walking is another important low cost and flexible activity that HCC Services promote (Countryside, SHIOW, Public Health, ETE) alongside other partner organisations.
- 3.6. Hampshire's data from the Active People Survey shows that within participation figures, some groups are less active than others; women, non-white, disability and some specific age groups. Work by SHIOW and its partners has focused activity specifically aimed at addressing this under representation with some success; "Breeze Rides" (cycle rides aimed at women only), running groups with a women only focus, sports targeted at disabled people e.g. Wheelchair Rugby, Athletics, Goalball and Sportivate projects targeting 16-25 year olds. Market research, local insight and the co-ordination of partner activity has played an important part in the design and delivery of this work and should be a feature of future Government strategy.
- 3.7. Technology will play an increasingly important role in bringing about behaviour change. Workplace challenge, an online tool to log physical activity, has provided a useful resource to engage with workplaces to promote health and wellbeing. Research by the British Heart Foundation has shown that this tool has been particularly effective at encouraging adults who were previously inactive to become active. SHIOW continues to promote use of the tool, provide informal competitions for companies to engage, and promote specific campaigns such as the forthcoming "September Shake-up".
- 3.8. Innovation, in the design and delivery of sport and physical activity including the use of technology, will need encouragement and investment to develop new products that bring about the desired behaviour change. Can groups of National Governing Bodies of Sport (NGBs) work collectively with digital partners, and each other, to innovate new products for the different ways customers now want to consume activity?
- 3.9. 'This Girl Can', a national campaign to encourage girls and women to be more active, has been hugely successful. It has drawn upon in-depth research and insight and has been a departure from traditional Government policy. The learning could be applied to other campaigns to bring about behaviour change.
- 3.10. **Type and Measurement:** The full breadth of sport and physical activity should be captured as a measure of progress on levels of activity. SHIOW has recently designed a 'Pick 6, No Sweat Hants' campaign aimed at 19-25 year olds to provide for a different type of participation. It is too early to

assess impact, but it is designed to be attractive to the way young people consume TV or music, choosing from a wide range of options.

- 3.11. ***Under represented groups:*** This is an area that could benefit from a more joined up approach across Government Departments and HCC services. For example, Hampshire's growing older population could be encouraged and referred to sport opportunities for health, wellbeing and social isolation benefits. Adult Services and SHIOW can collaborate to extend the range of opportunities for older people, building on the very successful table tennis initiative, called 'Ping Care Campaign'.
- 3.12. ***New Sports:*** Some NGBs have been creative, designing new formats for their sports to respond to changing consumer demand. For example, walking football, created in Hampshire, has been very successful and is gaining momentum across the country. Other sports are following this lead, for example, walking netball and walking rugby. NGBs could be encouraged to work more collaboratively to innovate and design more 'new' activities and formats of their sports.
- 3.13. ***Sport for Social Good:*** Evidence confirms that sport can be used as a tool to develop the skills of those who are long-term unemployed and increase the confidence of those from the most socially deprived backgrounds. Children's Services and SHIOW could work together to commission interventions to address such issues from relevant partners and organisations.
- 3.14. ***Theme Two: Physical Activity:*** Sport has a role to play in physical activity. Government Departments need to consistently promote the same message to prevent confusion by the public. For example, the strategy refers to 2.5 hours of moderate intensity activity over a week for adults; 150 minutes is also commonly used. This will be especially important if strategy includes a campaign approach to behaviour change.
- 3.15. ***Physical Health, Mental Health, Older People, Health and Sport Professionals, Cross Departmental Working:*** Already Public Health, Children's and Adult Services are collaborating to address physical inactivity, childhood obesity and older people's wellbeing. Health & Wellbeing Boards and Clinical Commissioning Groups are important and essential to the commissioning of physical activity solutions to health problems, such as mental health, diabetes, weight management etc. Government Strategy needs to reflect the need for joined up policy in this area. Public Health and Adult Services will have further comments on this section of the strategy.
- 3.16. ***Theme Three: Children & Young People: The Primary PE and Sport Premium:*** SHIOW is already supporting schools across Hampshire and the 3 Unitary Authorities to provide a high quality PE and School Sport programme. It also delivers a multi-sport annual School Games competition. HCC provides a Talented Athlete Scheme to nurture its young talent. Through collaboration with Children's Services, it is important to ensure that schools continue to support high quality PE & School Sports; open facilities to the community and promote a relevant offer to engage all young people in an active lifestyle. Again, Government Strategy needs to reinforce the need

for joined up strategy to have a maximum impact. Children's Services and Public Health will have further commentary on this area.

- 3.17. **Theme Five: Coaching, Workforce and Good Governance:** Workforce development will be critical to the delivery of any new strategy. Existing coaching and volunteering development through SHIOW will play a part. Traditional training and development in NGB courses will have a relevance but as delivery changes, so too will the skills needs of the workforce. SHIOW is working with national and regional partners to identify skills gaps and provide appropriate training. Project 500, a project designed to recruit, train and deploy more female coaches into the workforce, has been very successful and won a national award. It is looking to build on this further, training a new generation of 'activator' volunteers – people who can lead participation amongst different groups, for example, women who organise and lead Breeze Cycle Rides. Government Strategy needs to promote the need for a wider and more diverse workforce.
- 3.18. **Theme Six: Elite and Professional Sport:** Government is committed to doing everything it can to maximise the medal winning potential. HCC compliments the World Class Programme by identifying and nurturing emerging talent through the Hampshire Talented Athlete Scheme. SHIOW manages this scheme and augments it with sponsorship and in-kind support. Many of the supported athletes have gone on to perform in world class competition. Since 2012, the supported athletes have been trained in public speaking and go into schools and inspire young people to achieve. HCC and SHIOW would welcome the opportunity to work even closer with NGBs and Sport England to ensure that the right athletes are identified with the talent to progress into world class programmes. Government Strategy should require the relevant organisations that support talent to work together to maximise the impact of the investment made into the talent development programmes.
- 3.19. **Theme Seven: Infrastructure: *Infrastructure Investment; Local Authorities; Maximising Existing Schemes:*** Provision of facilities is generally considered to be the role of District Councils and the private and voluntary sector. HCC has invested in some specialist facilities that have a wider than local impact e.g. the Badminton Centre at The Westgate School; the Gymnastics Centre at Hamble School etc. Planning for sports facility and playing pitch provision could benefit from double devolution to plan and invest across boundaries. Any facility provision though needs to be planned with the local community needs in mind and considered use of local insight will be integral to good decision making on capital investment. Social Enterprise, charities, community organisations often have a cost effective offer which benefit also from being embedded in the community and can recruit volunteers. Government Strategy should encourage this.
- 3.20. **Theme Eight: Fairness and Equality:** New facilities should be designed with accessibility in mind. Older facilities can, with some work, become more accessible and the investment of capital has had considerable impact across Hampshire. It is not just physical access facility operators need to consider – the welcome, the programme and the range of access issues needs to be

considered. SHIOW continues to promote professional development for the inclusion of disabled people. It has also designed and delivered a project to recruit, develop and deploy 50 coaches to support the delivery of disability sport over 2 years.

- 3.21. SHIOW and HCC (via the Disability Sports Development Officer) have managed the set up of a Disability Coaching Network with 150 coaches signed up to date. The Network provides inclusive training, advice and mentoring enabling coaches to be upskilled and more confident in the provision of support for disabled people.
- 3.22. HCC's investment into the Coach, Officials and Volunteer Scholarship scheme has seen 73 (14/15), and 21 (so far in 15/16), people up skilled in line with strategic gaps in coaching provision. Dialogue with the NGBs remains integral to the delivery of this scheme to ensure money is invested to maximise impact.
- 3.23. Despite the shift in attitudes to disability sport, there is still a long way to go and Government Strategy should support a focus to improve fairness and equality.
- 3.24. **Theme Ten: International Influence and Major Sporting Events:**  
Hampshire discovered in the lead up to 2012 that it does not have many of the facilities needed to host international teams and competitions. It does have two important professional sport facilities, the Ageas Bowl and St Mary's Stadium, both able to attract international competition. Hampshire's natural facilities lend themselves to major sporting events as the America's Cup has recently illustrated. Road cycling competitions can also be accommodated and is a feature of the HCC draft cycling strategy. Events can contribute to the economy and ETE will have further comment for this section.

#### **4. Responding to the consultation**

- 4.1. The consultation requires an online response. Once all the comments have been received from all relevant Departments, CCBS will complete the online form by the closing date of 2 October 2015.

#### **5. Recommendations**

- 5.1. It is recommend that:
  - i) the Culture and Communities Select Committee comment upon the Government's "New Strategy for Sport: Consultation Paper"
  - ii) a response to the Government's "New Strategy for Sport: Consultation Paper" be made incorporating comments from all relevant Departments and those outlined in this paper.

**CORPORATE OR LEGAL INFORMATION:**

**Links to the Corporate Strategy**

<b>Hampshire safer and more secure for all:</b>	no
Corporate Improvement plan link number (if appropriate):	
<b>Maximising well-being:</b>	yes
Corporate Improvement plan link number (if appropriate):	
<b>Enhancing our quality of place:</b>	no
Corporate Improvement plan link number (if appropriate):	

**Section 100 D - Local Government Act 1972 - background documents**

**The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)**

Document

Location

## **IMPACT ASSESSMENTS:**

### **1. Equality Duty**

- 1.1. The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

Eliminate discrimination, harassment and victimisation and any other conduct prohibited under the Act;

Advance equality of opportunity between persons who share a relevant protected characteristic (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, gender and sexual orientation) and those who do not share it;

Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

#### **Due regard in this context involves having due regard in particular to:**

The need to remove or minimise disadvantages suffered by persons sharing a relevant characteristic connected to that characteristic;

Take steps to meet the needs of persons sharing a relevant protected characteristic different from the needs of persons who do not share it;

Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity which participation by such persons is disproportionately low.

#### **Equalities Impact Assessment:**

Not Applicable.

### **2. Impact on Crime and Disorder:**

- 2.1. Not Applicable.

### **3. Climate Change:**

How does what is being proposed impact on our carbon footprint / energy consumption?

Not applicable.

How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?

Not applicable.