

HAMPSHIRE COUNTY COUNCIL**Report**

Committee:	Culture, Communities and Rural Affairs Select Committee
Date:	22 April 2010
Title:	Sport Hampshire & IOW Strategy
Reference:	1560
Report From:	Director of Culture, Communities and Rural Affairs

Contact name: Julie Amies

Tel: 01962 846029

Email: Julie.amies@hants.gov.uk

1. Purpose of Report

- 1.1. To approve the strategy and initial publication with respect to Culture Communities and Rural Affairs (CCRA) engagement with sport and physical activity.

2. Issues Covered in Report:

- 2.1 Development of the sport and physical activity strategy for Hampshire and the Isle of Wight.
- 2.2 An outline of the strategy.

3. Contextual Information:

- 3.1 On 8 June 2009, a "Shaping our Future" planning day was held with Sport Hampshire & IOW partners at the Rose Bowl. A paper, based on the outcomes of the day was produced as a next stage of the strategy development and discussed at Sport Hampshire & IOW's Advisory Board on 16 July 2009. Following this meeting, the core team of the partnership undertook some further work to develop a more incisive strategy that could really demonstrate how value can be added by working as a partnership. The Advisory Board considered a draft strategy at its meeting in January 2010 and this has been out to consultation with all partners during February and March 2010.
- 3.2 Feedback has been provided by a broad church of partners, local authorities, health, Natural England, national governing bodies of sport etc. This feedback has been considered and where appropriate included in the strategy.

- 3.3 The strategy will be turned into a hard copy for distribution amongst partners in May 2010. In addition, it will be placed on the partnership's website as a reference point for work by all partners on sport and physical activity.
- 3.4 The strategy will guide the work of all partners involved in Sport Hampshire & IOW. It's strategic aims are:
 - 3.4.1 To inspire and sustain greater **participation** in physical activity and sport, enabling all to fulfil their potential.
 - 3.4.2 To support activity at all levels through the development of a **quality workforce**; coaches, instructors, leaders, volunteers, officials and administrators.
 - 3.4.3 To plan strategically and provide a range of high quality, active **environments** and appropriate **facilities**: supporting introductory activities, participation and performance sport.
 - 3.4.4 To implement a strategic and co-ordinated approach to **marketing and communications**, enabling information to be communicated more effectively
- 3.5 These strategic aims will focus partners on the delivery of the Local Area Agreement targets to increase the number of adults taking part in sport and physical activity, the number of 19 - 64 year olds who have a level 2 qualification, participation in regular volunteering and obesity amongst primary school aged children in year 6. It will also address the public service agreement target to increase participation by young people in 5 hours of high quality PE and school sport.
- 3.6 Sport Hampshire & IOW has funding in place from Sport England, £200k and all local and unitary authorities, £75k until March 2011 with a possible extension to 2012. The partnership has also been very successful attracting funding from other sources to deliver elements of its work, for example, £250k from the wellbeing fund to address inequalities in participation in physical activity by adults and in March 2010, £190k from the Future Jobs Fund to provide a first step opportunity into a coaching/instructing career. The core team at Sport Hampshire & IOW will be responsible, along with its partners, for delivering the strategy.

4. Recommendation:

- 4.1 It is recommended that:

The Executive Member for Culture, Communities and Rural Affairs supports the publication of the Sport Hampshire & IOW strategy.

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

None

IMPACT ASSESSMENTS:

1. Equalities Impact Assessment:

- 1.1. No adverse impact on any group of people has been identified. The strategy is designed to be accessible to all sections of the community. Where any inequalities in participation are identified in the delivery of the strategy, specific interventions will be made to address these, for example the wellbeing fund is being used to address health inequalities.

2. Impact on Crime and Disorder:

- 2.1. N/A

3. Climate Change:

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

Small impact may be identified where people are encouraged to walk or cycle instead of using their car as part of an active lifestyle.

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

N/A