

## HAMPSHIRE COUNTY COUNCIL

### Decision Report

<b>Decision Maker:</b>	Executive Member for Culture and Recreation
<b>Date:</b>	4 November 2010
<b>Title:</b>	Sport Hampshire & IOW strategy and project update
<b>Reference:</b>	2192
<b>Report From:</b>	Director of Culture, Communities and Rural Affairs

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### 1. Executive Summary

- 1.1 The purpose of this paper is to seek support for the Sport Hampshire & IOW strategy, attached as Appendix 1 and to examine progress in the partnership.

### 2. Contextual Information

#### 2.1 County Sports Partnerships

Sport Hampshire & IOW is one of 49 County Sports Partnership's in England. It's role is to lead the network of local authorities, governing bodies of sport and their clubs, schools and other partners to plan and co-ordinate sport and physical activity across the county.

#### 2.2 Sport Hampshire & IOW

Sport Hampshire & IOW was established in 2000. It receives funding from Sport England, local authorities and other external sources to employ a core team of people to support the development of sport and physical activity across the county. It has robust governance arrangements in place to monitor its work, including an advisory board made up of externally recruited people who challenge the work of the partnership, making sure that it meets the needs of the community and partner organisations.

Sport Hampshire & IOW operates within the framework of a joint strategy which underwent a re-refresh in 2009-10 and which was supported by the Culture Communities and Rural Affairs Select Committee in April 2010. The strategy is complete following consultation and it is this strategy that will inform the work areas of both the core team and Hampshire County Council's Sports development team.

## 2.3 Sport Hampshire & IOW's strategy 2010 - 2013

The vision of Sport Hampshire & IOW is to “inspire more people to be more active, more often”. Its strategic aims are:

- 2.3.1 To inspire and sustain greater **participation** in physical activity and sport, enabling all to fulfil their potential.
- 2.3.2 To support activity at all levels through the development of a **quality workforce**; coaches, instructors, leaders, volunteers, officials and administrators.
- 2.3.3 To plan strategically and provide a range of high quality, active **environments** and appropriate **facilities**: supporting introductory activities, participation and performance sport.
- 2.3.4 To implement a strategic and co-ordinated approach to **marketing and communications**, enabling information to be communicated more effectively

These strategic aims will support all the corporate aims of Hampshire safer and more secure for all, enhancing our quality of place and maximising wellbeing. Although it recognised that changes nationally and locally will impact on the original aspirations of the strategy, it remains relevant that the strategy will also 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.

Hampshire County Council's sports development team, together with the core team at Sport Hampshire & IOW will be responsible, along with its partners, for delivering the strategy.

## 3. **Finance**

- 3.1 Sport England confirmed that the provisional award of £200k for 3 years up until March 2012 has been converted to a full award and so the partnership has financial security to extend staff contracts until this time. In addition, Sport England has also written to County Sports Partnerships to indicate that, subject to the normal awards process, performance, lottery ticket sales etc, core funding will continue into 2014-15. This is intended to provide stability for sport in a very challenging landscape and is welcome news.

- 3.2 The added value of this funding to augment Hampshire County Council's small sports development team cannot be overstated as it enables Hampshire to provide a core team of people to drive the implementation of the strategy. The staffing structure attached as appendix 2 demonstrates the added value that the external funding brings to Hampshire to increase its work to increase participation in sport and physical activity. This resource is vital if we are to continue to build upon our LPSA 1 stretch target success, raising adult physical activity levels and especially leading up to and going beyond the Olympic and Paralympic Games in 2012.
- 3.3 In addition to this crucial grant award, all local and unitary authorities, including Hampshire County Council via the grants to voluntary bodies scheme have committed £5k each until March 2012, totalling £75k (subject to budget settlements). This has been put to excellent effect, helping staff to attract funding from other sources to deliver elements of its work and in 2009-10 £750k of external funding was attracted to Hampshire. For example, £250k from the wellbeing fund to address inequalities in participation in physical activity by adults and £80k from the Department of Health to support the delivery of physical activity across Hampshire & the IOW. Together with the Sport England investment, this is nearly £1 million pounds of external funding being brought in to Hampshire to increase participation in sport and physical activity. 2010-11 has also got off to a good start too with a grant award of £220k from the Future Jobs Fund to provide a first step opportunity into a coaching/instructing career as well as the confirmation of funding from Sport England.

#### 4. Performance

- 4.1 Sport Hampshire & IOW continues to be one of the leading county sports partnerships in the country and a small selection of the key achievements from our last strategy include:

**Achievement of the LPSA 1 stretch target:** In 2004, the partnership embarked upon a 4 year programme to increase sport and physical activity levels in adults from 20% to 24% by 2009. Through a vast array of incentives offered by a wide variety of partners, we achieved this.

**The Community Sports Coach and School Sport Coaching Schemes:** over 1000 coaches were recruited and delivered well in excess of ½ a million coaching hours in clubs, recreational programmes, colleges, universities and schools.

**The coaching bursary scheme** has trained and developed over 1000 coaches and officials with an investment of over £64k since 2006.

#### **The Hampshire Games**

An annual competition has been provided for young people, including a unique and very successful competition for disabled children and young people. In excess of 25 000 children and young people have enjoyed a coaching programme leading to what is often their first experience of a competition over the last 12 years.

**The provision of facilities in Hampshire:** a 50m pool in Portsmouth, gymnastics facilities in Eastleigh, Basingstoke and Portsmouth, an athletics track and badminton centre in Winchester and the GB synchronised swimming team has based themselves at the 50m pool facility in Aldershot.

Many of these facilities are included in the 2012 pre games training camp guide, such are their quality. There have been many more new and re-furnished facilities too that provide the infrastructure needed for people to take part.

In the last year nearly half a million pounds has been invested in high quality, imaginative play areas for young people and adults through the Playbuilder and Aiming High funds.

**An evidence base for sports facility planning across Hampshire:** The data has revealed that there is a shortage of indoor and outdoor facilities in some areas. Some facilities need to be re-furnished or modernised, whilst others need to be re-built. Local Authorities are key to improving facilities but will need the support of partners, Sport England, National Governing Bodies of Sport, schools, the Ministry of Defence, the private sector and others.

**Marketing and Communications:** We have built our web presence, providing more services and information via our website. We have introduced our online sports guide 'Find a Club' facility, launched the Coaching Hampshire & IOW portal and developed more regular direct marketing communications with our audiences via our e-newsletter. Coaching, Watersports, Badminton and netball have also used social media and networking such as facebook for blogs and to recruit participants.

Online isn't our only solution though and we have used targeted campaigns such as Get Active and Return to Sport to reach a wider audience.

Our efforts and growing sophistication in this area of work has been helped enormously with the Active People and Sports Satisfaction Surveys. Active People especially has provided market segmentation information that has helped us plan and deliver campaigns such as Change4Life and 'Active Living Healthy Hampshire & IOW'. Over the summer, the team has been visiting Asda's in search of Kevin and Paula's, young families with little disposable income promoting low cost and no cost activity such as walking, cycling and running. This type of campaign is set to continue as another method of positively promoting our vision.

**Sport Unlimited:** We have already engaged nearly 12 000 young people in sport and physical activity via the Sport Unlimited programme and are the top performing County Sports Partnership for retention, 91% of our young people taking part in 8-10 sessions of activity or more.

**Aiming High:** Working closely with Children's Services, over 600 disabled children and young people across the county enjoyed 2500 hours of Inspiring You activity, this achievement being even more amazing by virtue of the 3 months or so window that partners had to deliver this.

## **5. Other Key Issues**

- 5.1 In the current economic climate, our biggest, identified risk factor is partners as well as Hampshire County Council losing staffing resource that has been so vital to achieving these successes. Already, the School Sports Partnership network has been hit very hard in the spending review and has reduced considerably the Partnership's capacity to deliver some of its projects, including the Hampshire Games. Maintaining a strong voluntary sport infrastructure is going to be critical to help mitigate against this reduced capacity and the Hampshire County Council grants to voluntary bodies sport and physical activity partnership funding scheme will be vital to support the voluntary sector.

## **6. Future Direction**

- 6.1 Hampshire County Council's Sports Development team and Sport Hampshire & IOW's core team will continue to build upon the success of the partnership and implement the objectives of the re-freshed sport and physical activity strategy.

## **7. Recommendations**

- 7.1 That Sport Hampshire & IOW's sport and physical activity strategy is supported and adopted by Hampshire County Council.**

**CORPORATE OR LEGAL INFORMATION:****Links to the Corporate Strategy**

<b>Hampshire safer and more secure for all:</b>	yes
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>	yes
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.)**

<u>Document</u>	<u>Location</u>
Sport Strategy report	23 January 2003