

## **DRAFT**

**To:** City Executive Board

**Date:** 2<sup>nd</sup> December 2009 **Item No:**

**Report of:** Head of City Leisure

**Title of Report:** Sport and Physical Activity Review and Action Plan

### **Summary and Recommendations**

**Purpose of report:** To seek adoption of the City Sport Review & approval of its recommendations. The review seeks to crystallise the Council's role in providing Sport & Physical Activity, align to National & local priorities, identify Focus Sports and prioritise key Sports projects.

**Key decision?** No

**Executive lead member:** Councillor Bob Timbs

**Report approved by:**

**Finance:** Sarah Fogden

**Legal:** Jeremy Thomas

#### **Policy Framework:**

- Stronger & More Inclusive communities
- Improve the Environment, Economy & quality of Life
- Transform Oxford City Council by improving value for money and service performance

#### **Recommendation(s):**

1. That the Focus Sports for the Council are Swimming, Football, Skating & StreetSports. With other prioritised Sports being Badminton, Dance, Rugby, Tennis, Cricket & Athletics.
2. That the six major Sport & Physical Activity projects listed in appendix 6 of the review are prioritised accordingly.
3. That the Sport & Physical Activity Action Plan is adopted.

## Introduction

1. The Sport & Physical Activity Review takes an approach of looking at the current Sport & Physical Activity picture within the City, the desired future and proposes an action plan to deliver this future state. It highlights key national & local agendas and ensures that it compliments the existing Leisure Facilities Review and emerging Cultural Strategy within the City. It seeks to achieve the following:
  - a. To crystallise the Council's role in providing a Sport & Physical Activity offer.
  - b. To show how the Council links in to the Sport & Physical Activity national & local priorities and agendas.
  - c. To identify and evidence the key Focus Sports for the Council.
  - d. To identify key challenging sporting projects within the City leisure service area and prioritise them accordingly.
2. Sport builds communities by providing a reason for people of different backgrounds to come together. It provides opportunities for people to share experiences; even those who only watch sports share a sense of pride in their team or in individuals. Sport, due to its reliance on volunteers, encourages participation in community life.
3. Local Authorities spend around £1.5 billion on community sports provision every year. In respect of this, it is in Council run Leisure facilities, pitches, parks and multi-use games areas where enthusiastic individuals, community users and future sporting stars experience the thrill of participating or of sporting success.
4. According to Sport England there is significant evidence on the contribution that Sport can make to delivering priority local outcomes in five key areas:
  - a. developing strong, sustainable and cohesive communities;
  - b. improving health and reducing health inequalities;
  - c. improving the life chances and focussing the energies of children and young people;
  - d. reducing anti-social behaviour and the fear of crime;
  - e. Increasing skills, employment and economic prosperity.
5. In respect of this it is clear to see that Sport & Physical Activity clearly links into achieving the Council's corporate priorities. It is also important to use the once in a lifetime opportunity of the Olympics in 2012 to increase participation and create a sustainable legacy.

6. There are clear key benefits of participating in Sport & physical Activity and these include improved social inclusion, interaction, reduction in anti-social behaviour and cohesion of local communities. Well documented health benefits, development of skills and positive activities for Children & Young People.
7. Although there have been a number of key positive changes within the City Leisure service area it still faces a number of challenges, most notably delivering significant changes within a difficult financial climate.
8. There are also now over 30 projects that are listed within the service area. These include a number of Sport & Physical Activity projects that have been around for up to ten years without having been delivered. In order to ensure the most effective use of resources, there are six key projects that have been put forward to be prioritised. These are highlighted in appendix 6 of the review.
9. In work that has been undertaken with Sport England they have stated that they are happy with our strategic documents, but feel work needs to be undertaken to further make the case for sport and to evidence our understanding of local needs.
10. Additionally there are other challenges for the service area, which include improving performance information for pitches, increasing participation in Sport & Physical Activity and creating a sustainable legacy post 2012.
11. The review and action plan takes an approach of looking at the current picture, the desired future and proposes an action plan to deliver this future state. It compliments the existing Leisure Facilities Review.
12. An action plan within the review has been drawn up that tackles the need to Focus on key sports, best use of current resources, prioritise key projects and highlight the City's role in guiding Sport within the City.

### **Level of Risk**

13. This is shown within the risk register and it there would be no significant risks attached with this.

### **Climate change / environmental impact**

14. There are none within the City Sport & Physical Activity review. The development of existing projects that are listed within the review would have an impact and these would be minimised at an early stage with relevant environmental health officers.

### **Equalities Impact**

15. The report supports the equalities objectives of the Council and highlights the need to increase participation for all.

### **Financial Impact**

16. The funding of each project would need to be considered as part of the overall project plan.

### **Legal Implications**

17. There are no legal implications.

### **Recommendations**

1. That the Focus Sports for the Council are Swimming, Football, Skating & StreetSports. With other prioritised Sports being Badminton, Dance, Rugby, Tennis, Cricket and Athletics.
2. That the six major Sport & Physical Activity projects listed in appendix six of the review are prioritised accordingly.
3. That the Sport & Physical Activity Action Plan is adopted.

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**List of background papers:**

**Version number: 1.2**